

GROWTH DEALS 3 FACTSHEET –

Stoke-on-Trent and Staffordshire Local Enterprise Partnership (LEP)

1 How much is the Government investing in Stoke-on-Trent and Staffordshire LEP as part of the Growth Deal programme?

Growth Deal One (July 2014)	Growth Deal Two (Jan 2015)	Growth Deal Three (Nov 2016)
Local Growth Fund Award £82.3 million	£15.4 million	£23.3 million
Total Award	£121 million	

2. What will this new funding deliver?

This new tranche of funding is expected to deliver a programme of transport schemes, and business and employment support projects, as well as supporting skills capital funding.

Projects include:

- A transport scheme for phase one improvements to the Hanley-Bentilee link road which, when complete, will re-route traffic flows to facilitate improved journey times and reliability, and provide new sustainable transport infrastructure;
- Reclaiming derelict land around the Doxey Road and Stafford Western Access Route to be used for the development of new homes and commercial space, and unlocking new sites for future development to create homes and jobs;
- Bringing forward a strategically important employment site at the Royal Ordnance Factory Featherstone, forecast to create and safeguard 2,800 jobs when completed.
- Conversion of an historic building on the former Spode site in Stoke to become a business incubator centre specialising in the acceleration and development of high-potential start-up companies in the information and digital technology sectors;

- Initial investment in the Mercia Centre for Innovation Leadership, which will be a national hub for intensive start-up and business growth programmes designed for innovation-intensive enterprises;
- A local sustainable transport package improving access opportunities to employment, education and training; and
- A skills capital equipment fund helping local employers and training institutions to secure funding for purchasing state of the art capital equipment to support growth in priority sectors.

3. What has previous funding delivered?

- This new funding builds on previous Growth Deal investments in Stoke-on-Trent and Staffordshire which have funded or are intending to fund the following projects:
- Building a new bridge and local road improvements to improve access to the Cappers Lane employment area and the Liberty Park, Lichfield employment site;
- A new roundabout junction on the A34 to improve access to the Meaford employment site;
- New traffic controlled access and road widening for the Bericote Four Ashes employment site;
- Building a new access road from the A500 to reduce congestion and improve access to the Etruria Valley Enterprise Area and the City Centre;
- Development and preparatory work for the Stafford Western Access Route which will ease congestion in Stafford and facilitate further employment and housing growth. This has included environmental improvements benefitting the Doxey Marshes;
- Improvements to the Branston interchange including putting signals on the roundabout and widening of the A38 slip roads to reduce congestion and to allow new developments to take place;
- A comprehensive and ambitious programme of sustainable transport investment in the main urban areas;
- Development of world-class, state-of-the art vocational teaching and learning facilities across the Stoke-on-Trent and Staffordshire area, focussing on STEM subjects and advanced manufacturing, to ensure the growing need for skilled workers is met;
- The creation of an 'enterprise quarter' in Tamworth;
- Construction of new highway infrastructure to improve access to business and employment sites in Stoke City Centre;
- The refurbishment of London Mill in Leek for employment and housing.
- Flood alleviation works and town centre improvements in Rugeley; and
- Regeneration of Friarsgate, Lichfield, for retail and leisure.

4. How will this benefit the local community?

This Growth Deal will continue to build on the successful implementation of past deals to help create a thriving and vibrant local economy across Stoke-on-Trent and Staffordshire. It will invest in improved transport links to ease congestion and make public transport more reliable.

It will also create more jobs as businesses are attracted to new commercial sites being made available. It will provide new homes which will be built as a result of investment in new sites and improved transport links.

There will also be improved training facilities within local colleges and high-quality training providers that will enable local young people to attain the skills needed for local jobs, also widening access for businesses in need of those skills. And it will see historic industrial buildings brought back into economic use at the former Spode site in Stoke.

5. How will this benefit the local businesses?

This Growth Deal provides businesses with road improvements that relieve traffic congestion and speed up journey times. New transport infrastructure will also help to unlock commercial land that will provide new opportunities for investment and growth. The Deal will also speed up housing development which will help attract new people with much needed skills to live and work in the area.

The Growth Deal will also establish a business incubator centre supporting high potential start-up companies from the information and digital technology sectors, and support a hub providing intensive start up and business growth programmes for innovation-intensive enterprises. Together, this will ensure that Stoke-on-Trent and Staffordshire is a great place to start and grow businesses.

6. How will this Deal help the Government work to deliver one million homes in this Parliament?

Through the Deal the LEP will invest in the redevelopment of derelict land at Doxey Road Stafford to be used for new homes and commercial space, along with the completion of the Stafford Western access route, which will provide access to the site as well as unlocking other sites and lead to a total of 1,350 new homes. In addition, the LEP's investment to develop the first phase of a new link road between Hanley and Bentilee will also open up opportunities for an initial new housing development of 50 homes.

7. How does this announcement link to the Midlands Engine?

Through the Local Growth Fund, central government has already agreed £1.5 billion worth of investment in the Midlands, supporting locally-led projects to boost economic growth. This additional funding round will provide an extra boost of £392 million to LEPs based in the Midlands. This funding will be used to provide vital investment for transport, infrastructure, skills, innovation and business-support projects, acting as a catalyst for growth and building towards the Prime Minister's vision of an economy that works for everyone, up and down the country.

Other Sources of Funding for LEPs

This is currently the last round of Growth Deals that will take place in this Parliament. However, LEPs are eligible to bid for many other sources of funding, which they can use to make investments in significant economic projects in their local area.

Stoke-on-Trent and Staffordshire LEP has successfully secured significant additional investment so far which will help to fund a number of projects:

- Growing Places Fund: £11.5 million which is being used to fund 9 active projects with recycled monies first due back in 2017/18;
- Ceramic Valley Enterprise Zone funding: A £15,000 Commercial Support Grant to the local authorities, which will also be able to retain 100% of the business rate for re-investment in the development of the zone;
- Stoke-on-Trent and Staffordshire City Deal: £30.9 million funding to establish the UK's first low-carbon heat network system in Stoke-on-Trent, aiming to create up to
- 2,000 jobs, 3,900 apprenticeships and 1,100 traineeships and removing 47,000 tonnes of CO2 per annum;
- Regional Growth Fund: £32.9 million expected to deliver beyond its target of 356 jobs. 430 jobs have been created or safeguarded to date;
- European Regional Development Fund: €96.5 million for the Stoke-on-Trent and Staffordshire area;
- European Social Fund: €64.4 million for the Stoke-on-Trent and Staffordshire area;
- European Agricultural Fund for Rural Development: €3.9 million for the Stoke-on-Trent and Staffordshire area; and
- Stoke-on-Trent and Staffordshire Growth Hub: £0.66 million funding to support the Growth Hub.

Communities Secretary Sajid Javid said: "This Government is backing the Potteries with this new £23.3 million funding pot. Exciting projects to benefit include building

new homes on derelict land in Stafford and transforming the old Royal Ordnance Factory site at Featherstone.

“This new funding will help create jobs, boost skills and give businesses support.”

Minister for Local Government Marcus Jones said: “It’s great to see so many projects being funded in Stoke-on-Trent and Staffordshire. This includes the AgriSTEM Academy I visited today, which will help create a new generation of engineering entrepreneurs.

“Stoke-on-Trent and Staffordshire’s £23.3 million cash boost will see more jobs, housing and growth in the area as we deliver an economy that works for everyone.”

Stoke-on-Trent and Staffordshire Local Enterprise Partnership chairman David Frost CBE said: “This new funding represents a great opportunity to deliver real change benefitting our region’s economy and local communities. It means we will be able to press ahead with major projects improving key road networks to unlock and redevelop land for new homes and new jobs, as well as a range of other schemes that will promote innovation and improve skills levels.

“We are building on our Local Enterprise Partnership’s successful track record of project delivery, working with a range of public and private sector partners to bring more and better jobs to our area and enable Stoke-on-Trent and Staffordshire to thrive. This latest funding to continue our vital work is a real vote of confidence in what we have achieved so far and our plans for future success.”