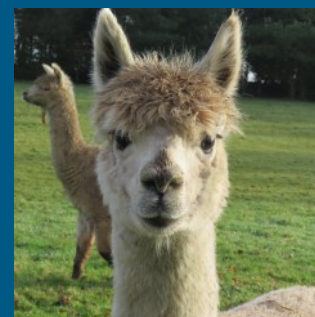


Stoke-on-Trent & Staffordshire

Enterprise Partnership



Annual Report 2018

**Stoke-on-Trent:
ceramics capital of the UK.
Pictured is the Weeping
Window poppy display at
Middleport Pottery**



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LEP chairman David Frost (third left) at a Downing Street meeting with the Council of LEP Chairs

A Statement from our Chairman

The LEP has now firmly established itself as a key organisation in the continual drive to improve the economy for the benefit of those who live and work in Staffordshire and Stoke-on-Trent.

We exist solely to promote economic growth, so important as we approach the uncertainties that will result from this country's changed relationship with the European Union.

We continue to deliver an environment where business can create jobs. We work with Central and Local Government to attract funds into Stoke-on-Trent and Staffordshire.

In the period to 2021, investment in excess of £343million will flow into our area through our Growth Deals and City Deal between the LEP and Government—public funding which leverages money from our partners and business.

The economy of Stoke-on-Trent and Staffordshire continues to perform strongly with buoyant business confidence leading to investment and resultant employment. The LEP benefits not only from its central location in the country with excellent communications, but also from its balanced economy which is not over-reliant on any one sector.

Business is increasingly global and the LEP will continue to look outwards, not only to our local neighbours, but also by promoting ourselves on the world stage.

This has all led to some significant achievements over the last year.

Our flagship Ceramic Valley Enterprise Zone has seen significant speculative development.

Development at Four Ashes in the south of the county enabled the successful relocation of Gestamp, a global automotive components manufacturer. This in turn led to more investment and more jobs – a real vote of confidence in the local and national economy.

In the east of the county our investment in infrastructure works at Branston Locks opened up a 50-acre employment site and also land for the construction of 2,500 houses.

In Rugeley we completed works on an award-winning flood prevention scheme, opening up land for new businesses and homes.

More schemes are in the pipeline, with plans to

expand the thriving i54 Enterprise Zone.

As part of the Government's Industrial Strategy we are developing, with key private and public sector partners, a Ceramics Sector Deal which will not only stimulate innovation in the sector but will further establish Stoke-on-Trent as the global hub of a resurgent ceramics industry. Working with neighbouring LEPs we have launched the Agri-Tech West Alliance, again promoting innovation, in this case in agriculture and food production.

For companies to grow they need to recruit and develop skilled people. Here we have invested to make real progress in ensuring that our workforce gains qualifications. The Growth Hub has assisted more than 6,300 businesses.

Despite all of this positive news, challenges remain for the LEP.

We have to drive up productivity and we need to see more highly paid jobs. To do this we need to work with a wide group of agencies, including the Midlands Engine on marketing, transport and innovation, and the Constellation Partnership, taking advantage of the construction of HS2.

What continues to impress me is the desire of our key partners to work together for the common good of the people and workforce of Stoke-on-Trent and Staffordshire.

Looking to the future we have a review of the work of LEPs, with the Government wanting to give us a greater role in promoting growth.

This is a critical time for the UK economy, with both uncertainty and opportunity. Never has the role of the LEP been more important.



David Frost CBE, DL
LEP Chairman



Introducing our LEP

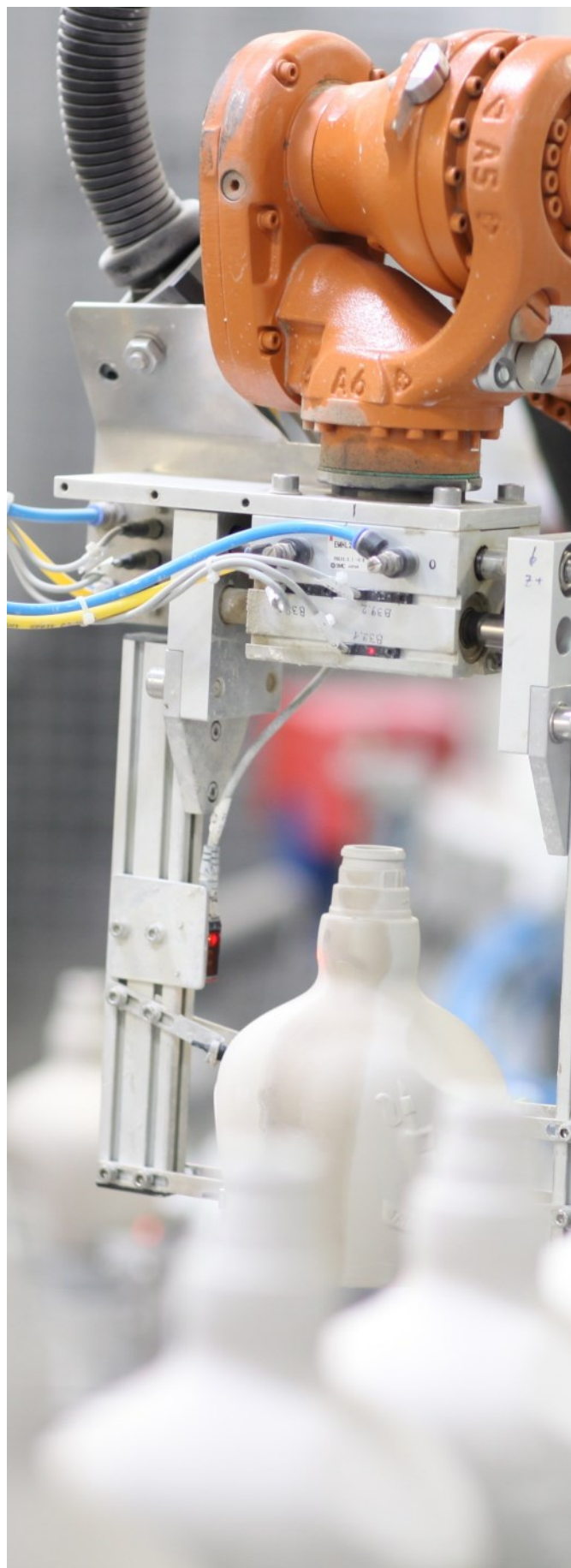
Since their establishment in 2010, Local Enterprise partnerships have been integral to economic growth across England. LEPs are independent and private sector led partnerships that are accountable to the community they support. Work is currently in progress to implement the findings of the Strengthened Local Enterprise Partnerships Report, which will enhance the role we have.

Our business-led partnership of private, public and academic partners brings all sectors together to support local growth. Our wide remit means key partners work together on all aspects of economic development: setting overall priorities, negotiating significant investment for infrastructure, coordinating support for business, encouraging outside businesses to invest and trade in our area, and supporting skills development.










Our LEP is chaired by David Frost, former Director General of the British Chambers of Commerce, and includes senior representatives of vibrant local businesses, universities and local authorities. This means we have access to the knowledge we need to ensure our area has a prosperous future full of opportunity for our people. We also work closely with local business organisations including our Chambers of Commerce and the Federation of Small Businesses.

To create the best climate for business the LEP is:

- Stimulating enterprise, innovation and inward investment
- Bringing forward key employment sites
- Supporting town, city and service centre developments
- Building on existing industrial sectors and those with future potential for growth
- Developing a well skilled workforce to meet current and future labour market needs
- Ensuring appropriate housing to meet the needs of the current and future workforce
- Developing and improving infrastructure to promote connectivity and mobility



How Does Our LEP Compare?

	 working age	 homes	 enterprises	 jobs	 £1,498bn GVA	 £27.1k GVA pp	 44.6% Att.8 [†]	 % Full Time	 Av Salary
England	34.9m people	23.9m homes	2.32m enterprises	29.7m jobs	£1,498bn GVA	£27.1k GVA pp	44.6% Att.8 [†]	74.9%	£29.1k
West Mids	3.6m people	2.9m homes	213k enterprises	2.9m jobs	£127bn GVA	£21.8k GVA pp	45.4% Att.8 [†]	74.6%	£26.9k
Our LEP	0.70m people	0.49m homes	39k enterprises	0.52m jobs	£21.8bn GVA	£19.4k GVA pp	44.1% Att.8 [†]	75.8%	£26.5k



Map Key:






Transport Routes:

- Motorways 
- A-Roads 
- Railway 

Urban Centres 




Universities 

Map Statistics :

- Att.8[†] 
- Dwellings* 
- Enterprises* 
- Working Age Population* 
- Jobs* 

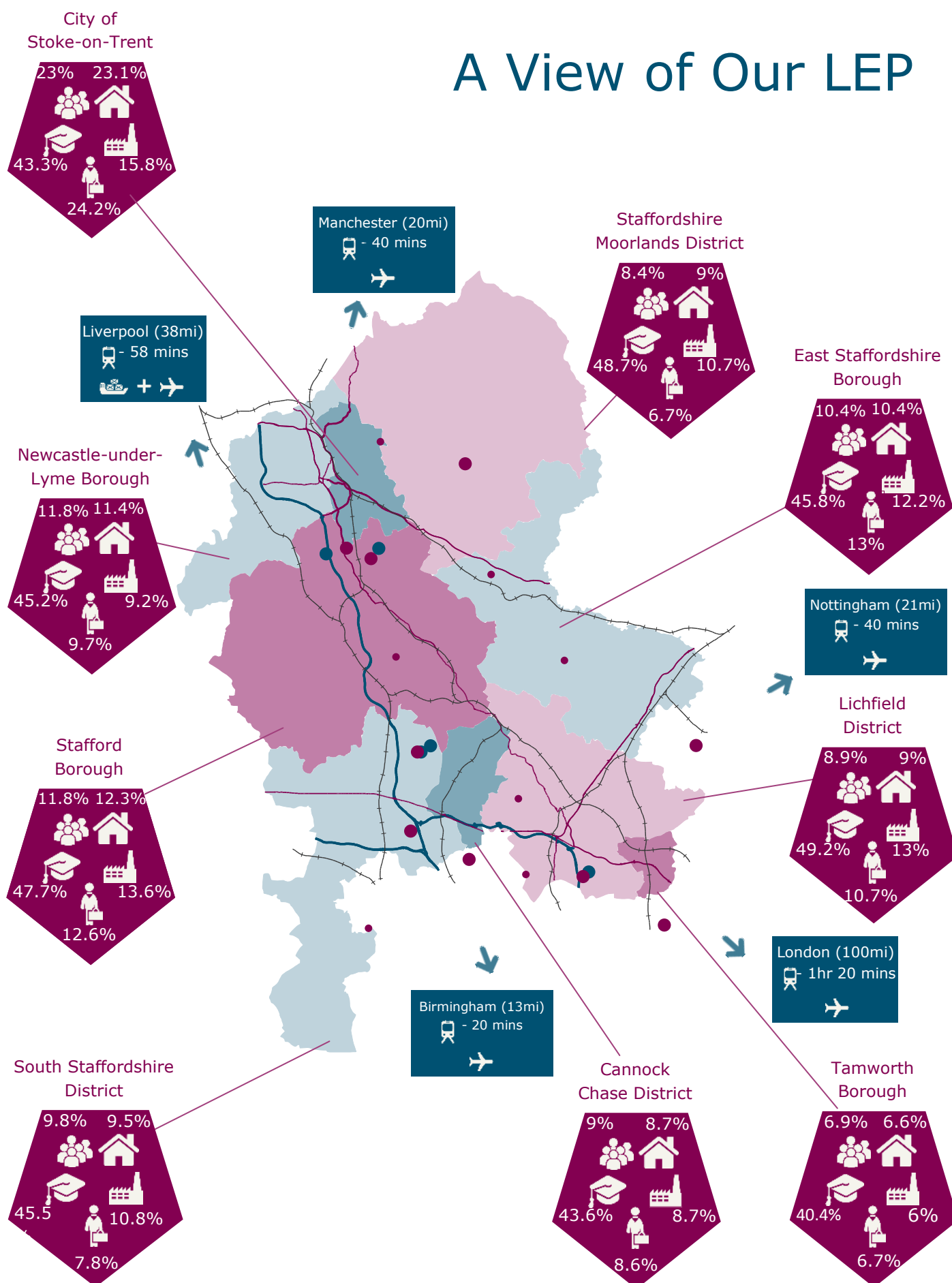
(*as a percentage of total numbers in the LEP)

Nearby Cities:

- Journey time by train 
- City has an airport 
- City has a major port 

[†]Attainment 8 has replaced 5 grade A* to C GCSEs including English and Maths and is based on average attainment in 8 subjects

A View of Our LEP



Our Vision

We are working to ensure that Stoke-on-Trent and Staffordshire is “An economic powerhouse driven by the transformation of Stoke-on-Trent into a truly competitive and inspiring Core City and enabling the growth of a thriving economy throughout the connected county of Staffordshire where everyone has the opportunity to access a better job.”

The future prosperity of the Stoke-on-Trent and Staffordshire economy depends on growth and competitiveness within our business base. We are committed to ensuring our businesses grow, generate global customers, collaborate with suppliers, nurture new enterprise, drive innovation and draw in investment.

Our Focus

We have identified a number of central objectives in which success will act as a driving force for growth:

Core City

The rapid, planned growth of the city of Stoke-on-Trent through the development of a strong, competitive city centre brand offering the full mix of city centre uses.



Connected County

Building on our central location, excellent external connectivity and existing peri-urban sites to deliver the right blend of employment sites and infrastructure to meet the needs of business.



Competitive Urban Centres

Significantly enhancing growth opportunities within our core city and promoting the range of attractive and vibrant towns across Staffordshire.



Sector Growth

Ensuring globally competitive innovation, investment and enterprise-led expansion in large and small businesses across our priority sectors.

Skilled Workforce

Developing a modern and flexible skills system which enables people to up-skill and re-skill to meet the needs of our growth sectors and benefit local communities.

Progress and ambitions

We have renewed our Strategic Economic Plan (SEP) to reflect our ambitions to drive rapid, sustainable growth across Stoke-on-Trent and Staffordshire. The Stoke-on-Trent and Staffordshire economy has experienced strong growth over the past seven years (+18%), complemented by strong employment growth, with our area having a higher rate of growth than nationally.

Our core advanced manufacturing sectors have performed well and we have maintained our unique specialisms in Energy, Auto-Aero, Medical Technologies, Agri-Tech and the Applied Materials sector, one of the most specialised in the UK. We are fortunate to be involved in two Enterprise Zones, Ceramic Valley and i54, which have enabled us to provide a blend of geographical and sectoral offers and reinvest business rates to unlock growth. i54 is largely occupied and we are working on an extension. Ceramic Valley has already changed the local employment and development market.

The local economy has changed significantly since 2011, when it was still feeling the effects of the economic downturn and unemployment was high. Since then we have been very successful in generating a large number of jobs, increasing

Growth since 2011

12% employment growth
18% GVA growth
50,400 jobs created
40% increase in new business creation
19% business growth
146% new homes growth
22% increase in population educated to NVQ4+ level

Employment

14% of employees work in the public sector in the LEP area, one of the lowest proportions in the West Midlands. Public sector employment has declined by almost a quarter since 2011. 86% work in the private sector (which includes universities and social enterprises).

Our Pledge



Target set in 2011
To be achieved by 2021

earnings and reducing unemployment to the point where we have been close to full employment for some time. However, while productivity has increased in terms of overall levels of Gross Value Added (GVA), relative levels of GVA continue to lag behind other parts of the country. Improving this is a key aim of the LEP, given that economic prosperity is fundamental to our local economy and to the quality of life of our residents. A vibrant and diverse economy, offering high-value, high-wage job opportunities and future prospects provides a more dynamic business environment and puts more money in the pockets of our residents, so that they and their families can live the lives they want. This makes our towns and city vibrant places in their own right.

Our ambition is to grow our economy by 50% and generate 50,000 new jobs over a 10-year period. We have seen strong jobs growth. However, generating jobs to enable the previously large unemployed cohort of our residents to get work has meant that the types of jobs created have not yet enabled us to achieve our aim of growing our economy by 50%. Increasing productivity and supporting the creation of more high-value, high-wage job opportunities, while ensuring our residents are able to take advantage of these opportunities, will be vital to develop our economy and the UK. Our ambition of 50:50:10 remains a challenging target that we will continue to strive to achieve.

Agri-Tech West Alliance grows expertise



The Agri-Tech West partnership that includes Stoke-on-Trent and Staffordshire LEP has strengthened over the past year, providing openings and opportunities that demonstrate the benefit of collaborative and cross-LEP working. Along with three other LEPs (Cheshire and Warrington, The Marches, and Worcestershire), Harper Adams University, South Staffordshire College, Reaseheath College, Keele University, Pershore College and the University of Chester, the Agri-Tech West Alliance is fast cementing itself as a reliable resource at many different levels.

With statistics showing that the UK agri-tech sector is currently worth more than £14billion and the food and drink manufacturing sector more than £26billion, it is not surprising that agri-tech, agri-food and the associated supply chain is a focus in government policy, research and development and industry development. With the prediction of the fourth industrial revolution on the horizon, Agri-Tech West has a huge part to play in supporting the collective region and providing a joined-up approach.

Over the past year Agri-Tech West has launched its website and presence on social media, making the expertise of the alliance more visible and accessible. This will support its aims to help businesses across the food chain increase productivity, profitability and environmental sustainability, connecting

businesses to scientists, researchers, investors and, most importantly, to each other to encourage trade, exporting and inward investment.

Agri-Tech West also focuses on the importance of stakeholder relationships at all levels and has carried out focus groups and events to reflect this, with guests including SMEs, education institutes, industry and government. Agri-Tech West has also ensured a presence at a number of other sector-specific events to provide input as well as a voice for the alliance region.

Agri-Tech West has appointed a Strategic Board to support and feed into the Operational Delivery Group. The board is made up of a range of representatives from education and industry who will represent the alliance at a higher level.

Over the next year the alliance plans to build on the work that has already been carried out and continues to focus on the development of opportunities relevant to innovation and investment, the application of innovation, and skills development. Through round table events and focus groups, the alliance will continue to make collaborative working and knowledge transfer a key priority, supporting the collective region to grow and flourish within the agri-tech and agri-food sector.

Our Priority Business Sectors

Our business growth agenda and strategy is based on our region's recognised strengths in key areas of advanced manufacturing, as well as a range of other complementary sectors in which our economy performs well or has significant potential for growth.

Advanced Manufacturing

Energy: building on the presence of GE, Perkins, ABB and Siemens Wind Power in our area, the sustainable energy programme and District Heat Network centred on Stoke-on-Trent, and the Keele Smart Energy Network project to meet growing energy demands by diversifying into geothermal, anaerobic digestion, biomass and energy from waste and increasing transmission efficiency.

Advanced Materials: building on our expertise in materials ranging from ceramics to metals and capitalising on the creation of our Enterprise Zones while exploiting opportunities with globally recognised advanced materials specialists - such as Lucideon, Brock Metal and Gestamp - will support the development of new technologies for engineering.

Agri-Tech: drawing on our large agricultural and forestry sector alongside research institutes such as nearby Harper Adams University and the agri-plant capacity at JCB to respond to the global need for food security.

Auto-Aero: capitalising on the supply-chain opportunities from global businesses such as JCB, Michelin, Jaguar Land Rover, Moog, UTC Aerospace Systems and Rolls-Royce, who all have significant operations in and around our area.

Medical Technologies: in which Keele University and the companies based in its growing Science Parks are international and award-winning leaders.

Digital Technologies

Digital is becoming increasingly important to all sectors in the local and national economy. We have seen strong growth locally in this sector, particularly around key employment sites including Stone Business Park, Stafford Technology Park and Dunston Business Village. Continued growth will create high-value, high-wage jobs and support existing companies in the local area to take full advantage of digital technologies.

Business & Professional Services

Business and Professional Services have a crucial role in supporting the growth of our priority sectors. The growth ambitions for our urban centres, particularly Stoke-on-Trent (including by creating a new central business district with a strong professional services offer), will draw in a growing base of professionals looking to support our indigenous businesses and capitalise on our excellent connectivity.

Tourism & Leisure

Our national and international **tourism and leisure** attractions include Alton Towers, Drayton Manor, the National Memorial Arboretum, the Staffordshire Hoard, Cannock Chase, our canals network and renowned ceramics heritage. These attractions form the core of a much wider tourism offer that can both draw in day and short break visitors to our economy and help attract and retain families living locally.



Branston Locks road scheme paves the way for new jobs and homes

The completion of a major Staffordshire road project which will pave the way for a multi-million pound business, housing and leisure development near Burton upon Trent has been marked at an event near the site.

The Branston Locks development will see 400 acres of land immediately west of the A38 developed with 2,500 new homes, a range of community facilities and a 50-acre employment site.

It will also include retail, health, leisure and recreational facilities, as well as provision for older people. A new 1,550 place high school has been built by Staffordshire County Council on land nearby – the first in 25 years – and a new primary school will also be built. The total investment in the area could be over £800million.

The county council has delivered a package of road and infrastructure works which will enable Nurton Developments (Quintus Ltd) to move on site to carry out the main project, together with residential developers.

The road project has been partly funded by the Government's Local Growth Fund through its Growth Deal with the Stoke-on-Trent and Staffordshire Local Enterprise Partnership. The LEP contributed £5.1million to the scheme. Nurton Developments has also made a substantial con-



tribution. The project recently scooped the Best Large Project award at an annual regional Institute of Highway Engineers event.

It has involved a complete realignment of Branston Road to make it suitable for the volume of traffic created by the new development and construction of a new bridge over the Trent and Mersey Canal. The new bridge has already won an award for its engineering design. Pedestrian and cycle access to the future development and canal tow path have also been created.

LEP executive board member James Leavesley said: "This road scheme has opened up a major development site, paving the way for new jobs, homes and community facilities.

"It is an excellent example of how we are working together across the public and private sectors to create new jobs, sustained economic growth and flourishing local communities. Branston Locks is one of a whole series of exciting new developments taking place across our region illustrating that Stoke-on-Trent and Staffordshire is an increasingly attractive place for businesses to locate and grow, and a great place to live."

James Leavesley is pictured, above left, with local county councillor Julia Jessel and county council leader Philip Atkins.

Support for Sector Growth

Ensuring that our priority sectors grow depends on creating a balanced offer for the businesses who want to move to our area and those already here with ambitions to grow. We are delivering a wide range of activity to support growth with a focus on the following:

Our LEP's Support Offer

Supporting businesses to access finance for growth, including through our own business loan fund

Supporting enterprise, both mature enterprises and entrepreneurs looking to start new ventures

Business support delivered through our comprehensive Growth Hub, including a helpline and mentoring

Helping businesses commercialise R&D and IP, and developing infrastructure and facilities for innovation

Raising our global profile, promoting inward investment and supporting businesses to increase exports

Promoting high-skill jobs, improving the skills of the workforce and linking up business and skills providers



Presenting the LEP-sponsored International Trade Award to biotechnology firm Cobra Biologics at the Sentinel Business Awards 2018. Cobra went on to win a Queen's Award for Enterprise

Our Key Deals

In order to deliver our ambitious programme of work we negotiate with Government on a range of deals to maximise the impact of local investment from the public and private sectors. Most significant of our secured deals are the City Deal known as Powerhouse Central, three rounds of the Local Growth Deal, and our allocation of European Structural and Investment Funds (ESIF). The government funding allocated has enabled major investment, with more to come in the future.

City Deal

The Stoke-on-Trent and Staffordshire City Deal, Powerhouse Central, is based on four connected strands:

- Delivering a new and local approach to energy production.
- Providing local and incoming businesses with support to develop the next generation of products and materials.
- Developing local sites for new businesses and for existing business to expand into, along with a strengthened local planning and development context.
- Bringing employers and education together to ensure residents have the skills and training that they and our businesses need to drive the economy forward.


City Deal funding is helping to deliver the infrastructure for a low carbon District Heat Network (DHN), a system of underground pipes that will deliver heat via hot water between an energy centre and the buildings connected to the network. The scheme will harness heat from sources such as deep geothermal energy and energy from waste, which will be transferred through a system of heat exchangers into the network. The heat energy from the hot water circulating in the network will be delivered to customers through heat exchangers in their premises. Initially the heat energy will be supplied to larger commercial and public sector premises and over time the aim is to connect to a wider variety of premises




including blocks of flats and clusters of houses across the city.

Benefits to customers will include: no need for traditional boilers; more efficient energy supply in a directly useable form; reduction on carbon tax; minimal maintenance of the system once installed, and no risk of carbon monoxide.

The construction of the DHN started ahead of schedule in autumn 2017 and the first section of approximately 2km of pipes is now installed in the University Quarter. This first section should be operational later this autumn and following rigorous testing will allow for the first customer to be connected. Temporary heating and pumping equipment will be installed at the site of the energy centre which will be delivered and operational before the end of the year. The emphasis of works in this area will switch to local supply pipes and customer connections while planned delivery of the balance of the main will continue working outwards from this first phase. Full network construction works are scheduled to complete around 2021.



Stoke-on-Trent Deep Geothermal District Heating Network
 £19.75m from Government
 £51.25m total investment
 12.5kt less CO₂ per year
 1,600 construction, permanent and indirect jobs



Keele University Smart Energy Network Demonstrator
 £5m from Government
 £19m total investment
 440 construction, permanent and indirect jobs.
 3.8kt of CO₂ saved p.a.

Local Growth Deals

Over the past four years we have been investing Local Growth funding in support of our Strategic Economic Plan. We have a commitment to Government under the City Deal and Growth Deals to create 5,000 jobs and 1,000 homes. Our predictions are that we will achieve this.

Highlights of the past year include the completion of the infrastructure works at Four Ashes Business Park, South Staffordshire, leading to the opening of Gestamp West Midlands, major progress on Tamworth's Enterprise Quarter, including a thriving new Enterprise Centre which is fully let to local small businesses, and completion of the Branston Locks infrastructure project in East Staffordshire. All of our projects make a significant contribution to the local economy.

Investment in our area, including contributions from partners across the public and private sectors, totals more than £343million and we are continuing to drive new investments. A project call this autumn for capital investment projects proposed to offer up to £12.9million in LEP funding for 'shovel-ready' schemes. To date our infrastructure projects have included road access to Liberty Park, Lichfield, and road and infrastructure works at Meaford Business Park, opening up an 85-acre brownfield site, with the first speculative unit now established on site. Town and city centre developments include major improvements to Stoke-on-Trent's city centre access, transport network and public realm alongside programmes to enhance the appeal of our attractive town centres, encouraging greater footfall and growing business opportunities. This includes the Rugeley flood prevention scheme, removing homes and businesses from flood risk and opening up new sites for development.

The Advanced Manufacturing and Engineering Skills Hubs' specialist training provision now includes centres in Newcastle-under-Lyme, Rocester, Roadbaston, Stafford, Stoke-on-Trent and Tamworth. Our Skills Equipment Fund continues to invest to drive improvement in FE, HE and private sector training centres, with the first round of projects targeted to support more than 5,500 learners.

Total Investment Package

City Deal and LGD 1, 2 & 3

£343.25m for 2014/15 to 2020/21

£123.01m LEP funding

£69.52m Government, Growing Places & EU

£73.2m LAs & Colleges

£77.52m Private Sector

GD 1 Investment Breakdown

£26.7m	- Etruria Valley
£4m	- Lichfield Park Employment Site - Completed
£4.2m	- Meaford Employment Site - Completed
£1.9m	- Bericote Four Ashes - Completed
£5.1m	- Branston Interchange - Completed
£24.3m	- Stafford Western Access Route
£5m	- Local Sustainable Transport - Completed
£6.9m	- Advanced Manufacturing & Engineering Skills Hubs - Completed

GD 2 Investment Breakdown

£2.95m	- Tamworth Enterprise Quarter
£7.71m	- Stoke-on-Trent city centre access
£0.5m	- Churnet Works, Leek
£0.75m	- Rugeley flood scheme - Completed
£71k	- Friarsgate, Lichfield
£2.804m	- To be allocated

GD 3 Investment Breakdown

£8.58m	- Hanley-Bentilee link road
£8.5m	- Doxey Road and Stafford access route
£0.5m	- Spode Church St, Phase 2
£1.5m	- ROF Featherstone Strategic Employment site
£1m	- Keele Science and Innovation Park Smart Innovation Hub
£1.46m	- Local Sustainable Transport
£2.375m	- Skills Capital Equipment Fund

European Structural and Investment Funds

Despite ongoing uncertainty around Brexit, funding from the European Structural and Investment Funds still plays a key role in supporting the LEP's priorities to stimulate business growth, contribute to key infrastructure projects and raise skills levels. EU funding remains available over the next two to three years and is on track to be fully committed via scheduled bidding calls. A recent adjustment of the £/Euro exchange rate means that total EU funding available to the Stoke-on-Trent and Staffordshire LEP area now stands at £152m. Allocations from the ERDF (£91m), ESF (£56m) and EAFRD (£5m) are largely committed with over 75% already supporting a range of capital investment, business support, and skills and employment projects and programmes. Government has stated that, provided projects and programmes seeking EU funds are contracted by or shortly after the date that the UK leaves the EU, funding will be guaranteed even if delivery extends beyond Brexit. In addition a proportion of EU funds allocated to the Greater Birmingham and Solihull LEP will be spent in our area, given the current overlapping geography of the two LEPs.

Under ERDF, key business support programmes such as the **Growth Hub, Mentoring for Growth and business grant and finance programmes**, including a £10m contribution to the **Midlands Engine Investment Fund**, are well under way providing vital support to new and existing businesses and financial support for their growth plans. ERDF investment is also being secured for infrastructure projects such as the **Smart Energy Network Demonstrator** and **Smart Innovation Hub** at Keele University as well as a range of new **business grant** schemes. Bidding calls in October 2018 and March 2019 will see full commitment of the ERDF allocation.

Under ESF, programmes to develop skill levels, improve access to new jobs and apprenticeships and tackle disadvantage are being developed through the government's **DWP, Education & Skills Funding Agency and Big Lottery** national programmes. Committed EU investment here is over £36m and skills and inclusion initiatives are under way which will benefit more than 18,000 people. Separate proposals to provide a Skills Hub and a Higher Skills Programme are due to be agreed soon and participation in a second phase of national Opt In programmes will see the full commitment of the ESF allocation. Funding under EAFRD is much smaller (£3.2m) but provides support for businesses in rural areas across manufacturing, tourism and food and drink sectors. This fund is largely committed but is supplemented by the LEADER programme (£1.8m grant) providing direct support to rural businesses across farming, tourism, forestry and food and drink sectors.

Consultation on the proposed UK Shared Prosperity Fund (UKSPF), which will replace EU and some UK growth funding programmes, will take place this autumn. The UKSPF is scheduled to be operational from 2021.



European Union European Structural and Investment Funds

Planned commitments to date:



Innovation—£25.17m

Available for Applied Materials Research, Innovation and Commercialisation Centre, Research labs and facilities
Innovation networks
Rapid prototyping and proof of concept projects



SME Competitiveness—£46.14m

Available for the Growth Hub, mentoring programmes, workspace and incubation centres and business grant and investment finance schemes



Low Carbon —£15.01m

Available for Energy Demonstrator project and energy saving business diagnostic and support services

Environment —£4.05m

Available to support environmental sustainability



Skills, Employment and Social Inclusion—£56m

Available to support sector skills programmes, apprenticeships, work placements and employer engagement programmes supported by DWP, SFA and Big Lottery national programmes

Plus: Technical support to programme — £1.09m

Midway Manufacturing expands in Longton



A grant from Stoke-on-Trent and Staffordshire Grants for Growth has helped Midway Manufacturing Ltd expand its burgeoning sub-contract electronics business through relocation and premises refurbishment.

Expert help from Grants for Growth and the LEP's inward investment team Make It Stoke-on-Trent and Staffordshire assisted the company in moving from cramped and outdated premises in Sandbach to a much larger factory in Longton. Grant funding of £60,000 contributed towards the purchase of the property and extensive internal refurbishment, increasing the company's floorspace from 2,500sq ft to 6,318sq ft.

Since moving Midway has created three new jobs and secured new customers, further enhancing its long-term growth plans.

Managing director Phil Harper said: "The new premises have allowed Midway to create a segregated work shop for 'dirty' work including drilling and cutting, a positive move for our customers who all operate in the clean environment of the scientific instrumentation sector. Work benches have increased from 12 to 20-plus and we now have a dedicated testing and new product development area."

LEP chairman David Frost CBE said: "Midway Manufacturing have shown great initiative and we wish them well with their growth and investment plans for the future. This is a great example of the kind of support that the grant fund can offer – it is the opportunity for businesses to expand their horizons and give

them crucial extra support to help them grow."

The Grants for Growth programme has secured £3.1m of investment in Staffordshire and Stoke-on-Trent since December 2016. The programme, run by Stoke-on-Trent City Council, provides grant funding for small to medium sized companies that wish to grow in the market place and create new private sector jobs.

The minimum grant that can be applied for is £10,000 and the scheme goes up to a maximum of £250,000, which must be matched by a company's own private sector or other equity funds. Grants are between 10% and 30% of total project value. The final amount is dependent upon financial need, State Aid intervention rates, the size of company, eligibility of items purchased and the number of jobs to be created. As a minimum, total project costs should be at least £35,000 with the grant aid and like-for-like match funding to spent by 30 June 2019.

Grant funds for eligible businesses can be used for capital items including premises expansion or the purchase of plant, machinery and equipment, as well as a small amount of revenue expenditure for areas including website development and intellectual property rights.

The Programme is part funded through the European Regional Development Fund.

Midway Manufacturing operations director Charlie Hollinshead and managing director Phil Harper are pictured with staff.



Tile Mountain



DPD



Tunstall Trade Park



Etruria Valley

Key sites and opportunities

Tunstall Arrow

Developer – Network Space

The first phase of this prime warehouse and industrial development site was completed in September 2018.

The site comprises five highly specified units ranging from 10,000 to 41,000 sq ft. Originally a speculative development, all of the units were pre let prior to completion. Occupiers include Q-railing, Boels Rental, Pramac Generac and SG Fleet.

Highgate Ravensdale

Developer –

Clowes Developments

Tile Mountain opened their new warehouse and retail facility in April 2017; their plans for expansion are under way with the construction of an adjacent unit of 90,000 sq ft, which commenced in August 2018.

Tunstall Trade Park, opposite to Tile Mountain, has already seen the completion of the first terrace of five of the 12 planned trade counter units totalling 74,000 sq ft. Three units have already been let to Toolstation, Purpluss and Glass Installation. The second terrace of five units is under construction.

Etruria Valley

Developer - St Modwen

Etruria Valley is a prime development site at the heart of Ceramic Valley. DPD, one of the UK's leading time-critical distributors, were the first company to occupy the Enterprise Zone in April 2016, followed shortly after by Brindley Farm, a Greene King pub and restaurant.

The West Midlands Ambulance Service commenced operations from their new hub on site in July 2017 and bet365 took occupancy of their new leisure and training facility in August 2018.



Success tastes sweet at Ceramic Valley

The Ceramic Valley Enterprise Zone is one of the most successful in the UK, at the very heart of Stoke-on-Trent and Staffordshire's continuing economic growth, driving the area's already enviable reputation as a major centre of manufacturing know-how.

The Ceramic Valley Enterprise Zone comprises six key sites totalling 140 hectares along the strategic A500 corridor in the heart of the City of Stoke-on-Trent. Our objective is to accelerate investment in a range of employment sectors including Energy and Power Generation; Advanced Manufacturing and Engineering; Applied Materials; Business and Professional Services, and Warehousing and Distribution.

We have made significant progress since our launch in April 2016. With five of our six sites under active development, businesses are continuing to take advantage of Stoke-on-Trent's strong strategic location and the city's economic growth.

A number of developments are complete and occupied with others under construction or in planning phase which account for a pipeline of more than 1,600 jobs, contributing significantly

towards the achievement of an ambitious target of 6,700 new jobs.

At the heart of an engineering and automotive triangle, creating a compelling supply chain offer and building on the momentum created through the city's unique energy offer, Ceramic Valley Enterprise Zone has created an environment where businesses can locate and grow.

The delivery of the Ceramic Valley Enterprise Zone is underpinned by a strong offer for business with our prime location at the centre of the UK transport network, our drive for a Smart Sustainable City, local authority investments in infrastructure and a range of existing sector strengths.

New business coming to the area can be assured a soft landing through intensive support from the Make It Stoke-on-Trent and Staffordshire Investment Service. Businesses in the Enterprise Zone continue to take advantage of the benefits on offer, including up to 100% business rate discount worth up to £275,000 per business over a five-year period and enhanced capital allowances to businesses making large investments in plant and machinery.



Construction starts at Hilton Garden Inn

Work has started on the brand-new Hilton Garden Inn hotel in Stoke-on-Trent, part of the landmark Smithfield development – signalling a key milestone in the continued regeneration of the city centre.

Construction work got under way during summer 2018 to create the foundations for the £20million hotel development, which will create dozens of jobs, provide a new high-quality accommodation offer for business and leisure visitors to Stoke-on-Trent and boost the local economy.

The 140-bed four-star Hilton Garden Inn is the first Hilton branded hotel in the city and is being delivered in a partnership between Genr8 Developments and Stoke-on-Trent City Council. The hotel, due to be completed in late 2019, will include a gym, restaurant and bar and extensive meeting room facilities which will be available for hire.

Stoke-on-Trent and Staffordshire Local Enterprise Partnership has provided a £2.95million financial contribution towards the hotel development, illustrating leadership and intent by the city council and the LEP to drive the economy and accelerate growth in the city.

LEP chairman David Frost CBE said: "The start

of construction work is excellent news for this ambitious city. Expanding and enhancing Stoke-on-Trent's hotel sector has been a long-term aspiration of the LEP and the city council and it is good to see this new hotel taking shape.

"A growing range of tourism, cultural and leisure destinations is developing in and around the city, making this an increasingly attractive destination for visitors and this new hotel will be a great addition to accommodation in the area."

Cllr Ann James, leader of the city council, said: "This hotel development is another clear indicator that Stoke-on-Trent is changing for the better. We need more hotel accommodation in the city centre if we are to develop as a progressive, vibrant city.

"To have a hotel offer like this shows the growing confidence there is in the city from investors and the private sector.

"When you combine the Smithfield hotel and apartment developments with all the public realm work that has taken place, and the planned improvements to the Potteries Museum and Art Gallery, it's a very exciting time for our city."

Taking the smart approach to innovation

The LEP has a close relationship with Keele University, sharing the same economic goals for the region and working together to achieve them. Keele supports the LEP in a number of ways, including technical assistance for the ERDF programme, support and expertise in the delivery of the City and Growth Deal programmes, and involvement in establishing the LEP's education programmes to ensure that young people have the education, skills and attitudes that local employers need.

A number of regionally significant projects are currently being delivered by the university thanks to funding secured by the LEP. One is the Smart Innovation Hub – a new centre that will house state-of-the-art facilities for business collaboration and incubation. The hub is being funded by the university, Staffordshire County Council, the Government's Growth Deals and the European Regional Development Fund, the latter two secured via the LEP. Set to open in late 2019, the facility, co-located with the university's Management School, will give entrepreneurs and business owners the opportunity to work collaboratively with students and staff. It will support the creation and growth of new businesses, encourage more innovation-led business growth, and stimulate a new, more collaborative approach to business and management research – all of which will benefit businesses locally and globally.

By 2021, as a result of the new hub facilities, the university will grow its established programme of business support, via its dedicated Business Gateway, by an additional 300 business collaborations, leading to the creation of at least 80 new higher value added jobs. An independent appraisal signals that investment in facilities and business collaboration will contribute an additional £50 million to the local economy by 2033.

The Smart Innovation Hub is a cornerstone of the New Keele Deal, a partnership between Keele University, the LEP, Staffordshire County Council, Stoke-on-Trent City Council, Newcastle-under-Lyme Borough Council and University Hospitals of North Midlands NHS Trust to underpin innovation-led growth in local businesses, improve healthcare, reduce greenhouse gas emissions and provide more, higher paid jobs for local people.

One of the projects being realised through the New Keele Deal is the landmark Smart Energy Network Demonstrator (SEND), the first of its kind in Europe. The SEND project is

receiving up to £9m funding from the ERDF as part of the European Structural and Investment Funds Growth Programme, and £4.5m from BEIS. Using the university's campus, it will be the first facility for at-scale living laboratory research, development and demonstration of new smart energy technologies and services in partnership with business.

SEND will enable smart analysis of energy consumption, and how the interplay between contributory factors affects that use. The 'living lab' will give evidence to the energy research and business community and local energy SMEs, who will have access to the university's infrastructure to develop and test renewable and smart technologies. Through the SEND project more than 240 local SMEs will receive innovation support.

Keele's campus is the largest in the UK and includes the unique Science and Innovation Park – a 70-acre site hosting and supporting the development of more than 40 knowledge-intensive businesses. The park provides a mix of office, workshop and laboratory accommodation alongside bespoke facilities, all of which have unrivalled access to the academic, research and commercial expertise that complements, challenges and improves businesses.

The park, a key regional centre of excellence serving biotech, medical, energy, ICT and service industries, provides a seamless means of translating the university's world-leading research and expertise into the products and innovations being developed by its tenants. Through their close proximity to the university's knowledge, support and resources, tenants are able to easily exchange concepts and ideas, benefit from a vibrant networking environment and take advantage of the strong and established links between Keele, the NHS and local business communities.



Keele's Science and Innovation Park

Enterprise Support

Stoke-on-Trent and Staffordshire

Growth Hub helps unlock private sector growth by supporting the development of new businesses, aiding companies to grow and assisting new product/market development. It does this by extending the reach and impact of national and local initiatives and funds and by providing targeted business support for local firms.

A signposting and referral system develops cooperation among national and local providers, with cross-referral of clients. The Growth Hub aligns business support with the needs of individual businesses with the use of a Business Diagnostic tool through its team of qualified business advisers.

The Growth Hub provides first stop shop access to publicly funded business support to help all businesses based, or seeking to be based, in the LEP area. Its Business Helpline—**0300 111 8002**—answers questions, and provides guidance and ideas for business development. It covers all sizes of businesses from pre-start



to established and, working with partner organisations, finds suitable schemes and programmes for all stages and sizes.

Staffordshire County Council, Stoke-on-Trent City Council and the Greater Birmingham and Staffordshire Chambers of Commerce work together on the Growth Hub, concentrating on the priority areas identified by BEIS, MHCLG and the LEP. A wider collaboration of partners form an Enterprise Round Table to share business support information.

Headline Achievements

The Stoke-on-Trent and Staffordshire Growth Hub has helped more than 6,000 companies find the support they need to start up or grow their business since the service was launched in April 2014. A total of 1,880 were assisted by the Staffordshire Business helpline and Growth Hub Advisors in 2017/18 alone.

The Growth Hub has assisted a cumulative total of 1,467 start-ups since its launch and 2,182 people received signposts to the National Helpline or a start-

up scheme to help launch their own business.

More than 1,100 diagnostic reviews, which help to identify business needs, have been undertaken by the Growth Hub's advisers, with more than 400 diagnostics carried out in the past year alone.

Since its launch the Growth Hub has made 8,009 referrals to sources of public or private support for businesses.

The Stoke-on-Trent and Staffordshire Business Helpline

continues to reach an average of 80 businesses every month and is making a total of 500 contacts a month, ranging from telephone calls and emails, to face-to-face appointments and webchats via the Growth Hub website at: www.stokestaffsgrowthhub.co.uk

In addition targeted email newsletters are sent out on a weekly basis providing useful information to more than 8,000 businesses on the helpline database.

Skilled Workforce

Careers Guidance and Employability

Through the **Careers Guidance and Employability** strand of its Skills Strategy, the LEP is developing education and industry relationships to improve the work readiness of secondary and sixth form students. We support schools to strategically embed enterprise, employability and careers into school policy, programme, curriculum and culture, with a focus on employer-led engagement activities via competitions, work experience and industry days. Working in partnership with the Department for Education (DfE), Careers and Enterprise Company (CEC) and the Staffordshire Chambers of Commerce, we now have two additional Enterprise Coordinators working with schools and colleges across the LEP area.

We have also been successful in our bid to be one of 20 Careers Hubs across the country, funded by the

CEC, one of the first actions from the DfE's Careers Strategy. The Careers Hubs are part of a two-year pilot in England, working with clusters of schools to achieve all eight Gatsby Benchmarks – the national blueprint for effective careers activities. Our Hub comprises 20 schools and colleges, and will receive additional funding to deliver careers activities, offer peer to peer support among schools and to roll out best practice within the Hub and beyond.

These initiatives have given us capacity to work with just over 80% of the secondary schools and colleges in Stoke-on-Trent and Staffordshire. More than 50 local businesses are involved, offering a wide range of activities to pupils, which help young people improve their employability skills and supply companies with an enthusiastic and capable workforce.

Skills Equipment Funding

The LEP-funded Skills Equipment Fund allows local employers and training institutions to bid for funding for state of the art equipment to deliver high quality and high level training programmes to support growth in our area's priority economic sectors. The first round awarded grants totalling almost £1.1m, matched by £1.3m private investment and a second round is under way. Round 1 includes:

Advanced Manufacturing Mechanical & Electrical Centres (AMMECs)

Newcastle & Stafford Colleges Group has invested over £3.5m, with £2m support from the LEP, to develop a new science and technology centre at Stafford. The next ambitious stage is to invest in simulation and measuring equipment for the science and technology centre and also develop new AMMEC centres to further support the development of high level apprenticeship and skills training. The project is targeted to grow learner numbers by more than 200 once completed.

Staffordshire Apprenticeship and Skills - Embedding

Technical Capabilities

Staffordshire University has secured £8m Catalyst funding from the Higher Education Funding Council for England towards a landmark £17.1m project to create a Digital Apprenticeship and Skills Hub. This will provide specialist equipment to deliver new curricula meeting employer needs in advanced manufacturing, engineering, healthcare and digital sectors. The equipment will support investment in specialist teaching, learning and skills spaces including the Hub building and two specialist teaching facilities on campus. The equipment will give the university new capabilities to deliver technology-led learning, specialist programming, digital and electronic prototyping. The project will support the university to grow its Higher Apprenticeship numbers by almost 400 by September 2019.

Technical and Curriculum Development Project

Stoke-on-Trent College plans to invest in its facilities for advanced manufacturing, construction technologies and materials in response to changing needs

of businesses. It aims to invest in updating its current assets and to acquire a range of new specialist equipment to meet future needs in civil engineering and new construction technologies. The college proposes to purchase capital equipment including an industry standard multifunction polyethylene welding machine, lathes and accompanying pressure tools, to enable it to deliver enhanced training. The project plans to grow learner numbers by over 200 and engage an additional 60 employers in curriculum design and delivery.

Perkins Engines Manufacturing Excellence Centre

A new training facility will enhance the skills of Perkins Engines' apprentices and other employees in core engineering practices as well as the Caterpillar production system curricula. It will provide the training area for assembly and core manufacturing process principles to support the existing key machining training facility. The principal item of equipment will be a simulated work environment assembly line training facility. The project will support training for more than 30 apprentices.

Place Building

The central location and excellent connectivity of Stoke-on-Trent and Staffordshire give the area a real advantage, with our key transport corridors acting as a catalyst in the attraction of inward investment. We continue to build on and enhance the connections and infrastructure that support continued growth, lobbying Government and other agencies for support in delivering the improvements that will maintain our competitive advantages.

A balanced portfolio of good quality, well located employment land and premises is crucial in meeting our long term growth ambitions and attracting high quality end users. Through our Local Growth Deals we are bringing forward the development of a range of strategic employment sites and premises across the region, adding significantly to the attractiveness of the area for potential investors.

The initial success of the Ceramic Valley Enterprise Zone, and rapid progress on opening up new sites such as Four Ashes Park for development, have raised our profile nationally and internationally.

Connectivity improvements include wider access to superfast broadband and better local transport. Creating attractive and vibrant town centres also has a significant role.

Headline Achievements

Following the official launch of the Branston Locks site in July 2018, work has now started on the delivery of the initial phase of housing with a planning application for further housing development currently being determined. The John Taylor Free School next to the site has also now opened and is the first brand new high school in Staffordshire for 25 years. These investments are paving the way for this major new community to the west of Burton upon Trent which will see the construction of 2,500 new houses, a new community centre including retail space and primary school, hotel and retirement home and a 50-acre employment site next to the A38 trunk road.

Car component manufacturer Gestamp is currently relocating its operations to Four Ashes Park following investment by the LEP which enabled the development of a 550,000 sq ft state of the art facility, safeguarding 800 jobs overall. Confidence in the site as an investment location has been reinforced through the construction of a 450,000 sq ft speculative unit by First Pannatoni due for completion in October 2018 and the 37,000 sq ft gateway building to the site.

Work has been ongoing to assemble the land required for the Stafford Western Access Route mostly through negotiation by private treaty but also through the successful completion of a Compulsory Purchase Order which was confirmed in August by the Secretary of State for Transport following a

public inquiry (subject to no further objections). The main contract for the construction of the route is expected to begin in May 2019, with the road due to be completed in 2021, enabling a range of key development sites in Stafford.

The first speculative industrial unit of 36,000 sq ft is available for immediate occupation at the former Meaford Power Station site. This follows on from a Growth Deal investment to open up the 85-acre Meaford Business Park, which is able to accommodate up to 1.2 million sq ft of office, industrial and warehousing floor space.

The Superfast Staffordshire programme continues to roll out new broadband infrastructure across Staffordshire in partnership with BDUK. A total of 482,000 premises now have access to superfast services, taking coverage to 96%.

The first section of Stoke-on-Trent's District Heat Network, some 2km of pipes, is now installed in the University Quarter. It should be operational later this autumn and, following rigorous testing, will allow for the first customers to be connected.

The first phase of the Tamworth Enterprise Quarter has been extremely successful, with the Tamworth Enterprise Centre now fully occupied, with 18 business tenants employing 55 people. The space is also being used by 12 virtual tenants and 10 training organisations. Further phases will increase the range of leisure and cultural offers in Tamworth.

Investment Services

Make it Stoke-on-Trent and Staffordshire works on behalf of Staffordshire County Council, Stoke-on-Trent City Council and the LEP to attract new business investment into the area and support our existing companies to expand.

The emphasis of the Make It Investment Strategy is on promoting our sector strengths within the UK's offer to investors and to distinguish our specific offer from other locations in the UK and overseas, utilising multipliers and promoting our key sites and assets. The investment service prioritises the targeting of large, high-value and fast-growing companies throughout our key sectors and markets and aligns propositions to client requirements.

Headline Achievements

Make It Stoke-on-Trent and Staffordshire assisted 20 companies to relocate or expand in the LEP area in the financial year 2017/18. This resulted in the creation or safeguarding of 1,736 jobs (698 created and 1,038 safeguarded) towards the annual target of 2,000 jobs. The team also records details of investments and jobs created/safeguarded by businesses without such assistance. Although not comprehensive, when combined with those assisted, this gives a total of 3,465 jobs and 39 companies.

Critical to enabling businesses to locate and grow is the development of new commercial property. The area has seen significant industrial speculative developments during the past 12 months, including CONNEQT, Rapida and M6DC at Kingswood Lakeside in Cannock, and G Park in Meir. In Four Ashes Gestamp are moving into their new facility and First Panattoni are developing a 450,000 sq ft facility on the same site. Plans are progressing for the i54 South Staffordshire Western extension of 100 acres. Phase 2 at Burton Gateway is under way as is the Branston Locks/Quintus Development in Burton. The total value of the 15 business development and infrastructure projects completed by Staffordshire County Council since the growth programme

began in 2014 is £160million. Projects currently being carried out are valued at £204million – £15million of which is from direct county investment.

The number of speculative developments demonstrates investor and business confidence in our area. On the completed sites such as i54 South Staffordshire and Redhill Business Park there are already 6,650 people employed or roles planned.

On behalf of the Midlands region the Make It team is leading a Midlands Engine Challenge Fund project focusing on the advanced materials sector. This included taking two companies, Lucideon and Jai Engineering, to the JEC World 2018 trade show in Paris. An advanced materials proposition for the region has also been developed in partnership with consultancy Optimat. The service has successfully bid for the third and final year of the Midlands Engine Challenge Fund for advanced materials, continuing the work carried out previously to develop the sector. This will include holding a series of webinars for government, related partners and DIT staff in key target markets to better understand and promote the Midlands strength and opportunities in materials. There will also be a supply chain gap analysis to target potential FDI

and to drive materials supply/value chain development.

The Make It team also supported a project on the tech and digital sector led by the West Midlands Growth Company with funding from the Midlands Engine Challenge Fund. This included developing propositions for the Midlands Engine Tech sector focusing on the cyber, gaming, rail, automotive and finance tech sectors and highlighting key locations and centres of excellence. The propositions for each sector highlighted a very strong tech sector offer throughout Stoke-on-Trent and Staffordshire, not only in our established Auto and Rail areas but also in the emerging markets of Cyber, Fintech and Gaming. Highlighted businesses include Finning UK, Synectics Solutions, FuseMail, Mirage Solutions and KoKo Digital, who are all pushing the boundaries in a new digital tech environment. The project also included the development of a microsite <http://techmidlands.co.uk/>.

With over 26,000 delegates from over 100 countries, MIPIM is the premier event in the world's Real Estate calendar. At MIPIM 2018 the Stoke-on-Trent and Staffordshire delegation held more than 90 meetings discussing opportunities with an estimated value of over £1billion.

Great Grounds sows seeds for success



A landscaping company has expanded its operations into Staffordshire, creating five new jobs so far – and combining its commercial work with educational programmes to inspire schoolchildren to take up land-based careers. The combination is thought to be the first of its kind in the country.

Great Grounds received £50,000 of funding via the LEP's Growth Hub to convert redundant barns at Oak Tree Farm, Dilhorne, in the Staffordshire Moorlands, into its new base covering the West Midlands.

The firm, which has its head office in Stockport, provides a full range of commercial landscaping and grounds maintenance services. In addition it specialises in working with primary schools to improve their grounds, using natural and recycled materials, while providing interactive careers education workshops for their pupils.

The workshops, delivered by Great Grounds own qualified teaching staff, show children the jobs of skilled tradespeople and link what they are learning at school with the knowledge that is needed to undertake jobs ranging from tree surgery to bricklaying.

The barns on the 25-acre Dilhorne site have been converted into an exhibition and meeting

space, plus offices. The site, which boasts woodland, ponds, meadows and a small herd of alpacas, is also being used to help schoolchildren learn about outdoor trades.

Funding was secured from the European Regional Development Fund's Business Growth Programme after the firm's founder Tony Millar approached the Growth Hub for advice.

"One of my first ports of call on moving into Staffordshire was to contact the Growth Hub for information on sources of funding," Tony Millar said. "I have had fantastic support from them, and from Staffordshire Chambers of Commerce. Moving into this area has opened up a whole range of opportunities and the Growth Hub has smoothed the path for me. Applying for funding can be a daunting process for a small business but I have had excellent advice and support throughout."

LEP chairman David Frost CBE commented: "We are delighted to welcome Great Grounds to Staffordshire and to have supported the firm's move by helping it gain funding. This is an excellent example of an innovative, forward-looking business that will contribute to the economy and enthuse youngsters about the careers opportunities open to them."

Milestones and Highlights

October 2017:

Official opening of Stafford College's new Science and Technology Centre

Midlands Engine chairman Sir John Peace is keynote speaker at LEP annual conference, Yarnfield Park

LEP launches review of its Strategic Economic Plan with business consultation

November 2017:

LEP launches Brexit business survey

LEP delegation meets Stoke-on-Trent and Staffordshire MPs for Westminster briefing

LEP sponsors Staffordshire Tourism Awards, Uttoxeter Racecourse

December 2017:

Work starts on Tamworth Assembly Rooms transformation

International Trade Secretary visits Tamworth Enterprise Centre

Official opening of Rugeley flood defence scheme

January 2018:

Access works completed, Four Ashes Business Park, South Staffordshire

February 2018:

Launch event for Midlands Engine Investment Fund, Stoke-on-Trent

Make It Stoke-on-Trent and Staffordshire Commercial Property event, Stoke-on-Trent

March 2018:

LEP exhibits with Midlands UK at MIPIM 2018, Cannes

LEP Apprenticeship Recognition Awards, Smithfield, Hanley

Make It Stoke-on-Trent & Staffordshire exhibits at JEC World composites expo, Paris



LEP sponsors The Sentinel Business Awards, Stoke-on-Trent

LEP and Careers & Enterprise Company skills event, Yarnfield Park

April 2018:

LEP holds Energy Strategy Workshops with businesses, Stoke-on-Trent and Lichfield

May 2018:

Rugeley flood scheme wins sustainability award

June 2018:

LEP holds skills consultation events with employers in Newcastle-under-Lyme, Stafford and Lichfield

LEP exhibits at Staffordshire Chambers Let's Do Business event, Uttoxeter

Make It Stoke-on-Trent & Staffordshire exhibits at Automechanika, Birmingham

July 2018:

Work starts on Smart Innovation Hub, Keele University

LEP sponsors Staffordshire Chambers Business Awards, Stafford

Stoke-on-Trent and Staffordshire Apprenticeship Graduation Ceremony, Stafford

Construction begins at Hilton Garden Inn site, Stoke-on-Trent

Official opening of Branston Locks road scheme, Burton upon Trent

Stoke-on-Trent and Staffordshire selected for new Careers Hub

September 2018:

LEP exhibits at Burton Small Business Conference

Ceramic Valley Enterprise Zone Commercial Property event, Tunstall

Balancing the Books

Core Funds and Capacity Grant Funding

The LEP is supported by £0.5m annual revenue funding, the Core & Capacity Grant, from the Department for Business, Energy and Industrial strategy. This funding supports the operation of the LEP and the delivery of LEP strategic priorities. This has been matched by the contributions of staff and resources from Stoke-on-Trent City Council and Staffordshire County Council. In addition, other partners supply a considerable amount of time and contribute their invaluable expertise.



* Including £113k carried forward from 2017/18

Strategic planning £74,000

The allocation is being used to develop the LEP's new Local Industrial Strategy, to complete the Investment Services Review, plus work on regulation, and other development work.

Projects and programme development £191,013

Allocation has supported a wide range of Local Growth Deal and economic development projects including visitor economy research, the Constellation Partnership and the Careers & Enterprise Company.

LEP office and delivery team £251,770

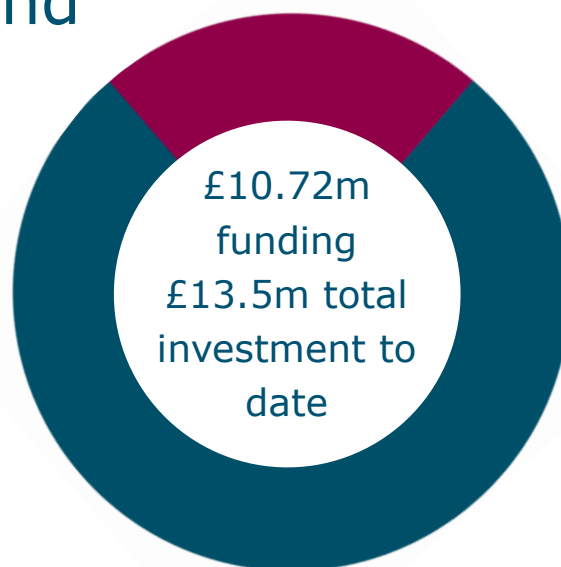
Allocation contributes to cross-LEP and partnership working, including bank searches funding, branding and communications, the LEP Executive Board activities and the work of the delivery team, including operating and support costs.

Engaging Business and support £96,714

Allocation is used to support business and stakeholder engagement and has contributed to cross-LEP and partnership working including the Midlands Engine and Midlands Connect transport strategy, and the promotion of the LEP area at MIPIM.

Growing Places Fund

The Growing Places Fund allocated by Government is designed to unlock growth by addressing immediate infrastructure and site constraints whilst creating jobs and housing. Stoke-on-Trent & Staffordshire LEP has used the majority of its allocation to establish a revolving business loans fund based on principles of investment, repayment and then reinvestment; the money used for projects will be paid back to us so that we can invest in more projects.



Projects delivered and in progress

GPF loan projects delivered or in progress include the London House student accommodation (Phase 3) in Stoke-on-Trent; the expansion of Dunston Business Village, near Stafford, and the Omicron Service Centre and Training Academy at Redhill, Stafford. GPF grants have also been invested in the Ceramic Valley EZ, Smithfield redevelopment site, Hanley, and Four Ashes Business Park, South Staffordshire.

£13.5m committed

To date there have been 12 bidding rounds for Growing Places. £13.5m has been committed to 11 projects, leveraging over £70m of private sector investment. The Growing Places Fund Panel has been able to commit more than the total fund sum because loan investments will be staggered over the coming years. This will give time for repayment of the initial loans allowing the LEP to recycle and reinvest in local SMEs.

Growth Hub ERDF Business Grants and Support

The LEP's Growth Hub is running a new funding vehicle for local SMEs, funded by the European Regional Development Fund for three years. This replaces the previous Jobs and Growth Fund.

Figures as of April 2018

Total ERDF claimed:
£1.234m

ERDF committed:
£2.904m

RGF drawn down:
£2.6m

Jobs created: 82
256 firms given
business support

Private Investment to
leverage: £405k

Grants approved:
66, totalling £462k





Rugeley flood scheme wins award



A Rugeley flood scheme which protects more than 270 homes and businesses has won the Institution of Civil Engineers West Midlands sustainability award.

This award recognises the partnership working that has delivered multiple benefits to the town and the people of Rugeley.

Before the £5.2million scheme, part funded by the Stoke-on-Trent and Staffordshire LEP, was completed, the risk of flooding to the town hampered further development and regeneration. Now development can go ahead, and planning applications which will see new jobs created have already been approved.

Other benefits include creating space for more sports pitches and making sure that the flood defences were designed so that HGVs bringing the popular Royal Charter Fair to the town could still access the site.

Environmental benefits are significant too. Measures were put in place to sustain and enhance a healthy population of endangered native white-claw crayfish and an eel pass has

been installed to help eels populate the brook. A collapsed footbridge that is part of the Cannock Chase Heritage Trail has also been re-built, reconnecting a popular footpath.

Will Groves, flood risk specialist with the Environment Agency, said: "It's wonderful to see the Rugeley scheme recognised by this prestigious award. This scheme really involved the local community and many partners. We're pleased to already see regeneration and growth coming to the town now it's better protected from the risk of flooding."

LEP chairman David Frost CBE said: "I am delighted that this impressive project is now an award winner. The Rising Brook scheme is very good news for Rugeley, protecting town centre homes and businesses from flooding and making the town a better place to live, work and visit.

"It means that businesses will have a secure foundation when they make plans to expand, without the risk of their hard work literally being washed away. It is also creating an attractive green space for local people to enjoy."

Executive Board

The Executive Board and wider partnership membership is drawn from the private and public sector including voluntary, community and social enterprise representation, plus higher and further education. In total there are 23 seats on the partnership. There are 16 seats on the Executive Board. We are recruiting this autumn to fill vacancies for private sector members. Stoke-on-Trent and Staffordshire LEP is business-led and all board members have been appointed with the aim of creating a geographically and sectorally balanced partnership. The board is supported by a team drawn from the local authorities and chambers of commerce. Our LEP is a team effort.

Private Sector Executive Members

David Frost CBE
(Chairman)

Alun Rogers
Founder and director, risual
(Vice Chairman)

Mohammed Ahmed
Senior finance business
partner, National Grid

Wendy Dean
MD, Strategi Solutions

Paul Farmer OBE
MD, Wade Ceramics

James Leavesley
CEO, Leavesley Group

Sarah Montgomery
Chair, Destination Staffordshire

Prof Trevor McMillan
VC, Keele University
(Higher Education)

Currently 2 vacancies

Local Authority Executive Members

Cllr Philip Atkins OBE
Leader, Staffordshire County
Council

Cllr Abi Brown
Deputy Leader, Stoke-on-Trent
City Council

Cllr Brian Edwards
Leader, South Staffs Council

Cllr Patrick Farrington
Leader, Stafford Borough
Council

John Henderson
CEO, Staffordshire County
Council

David Sidaway
City Director, Stoke-on-Trent
City Council

Members of the wider Partnership

Judith Kirkland OBE
CEO, Business Enterprise
Support

Adrian MacLaughlin
MD, Dunston Business Village

Sara Williams
CEO, Staffordshire Chambers

Cllr Anthony Munday
Member for Greener City,
Development & Leisure
Stoke-on-Trent City Council

Cllr Simon Tagg
Leader, Newcastle-under-Lyme
Borough Council

Cllr Michael Wilcox
Leader, Lichfield District
Council

Dawn Ward
Principal, Burton & South
Derbyshire College
(FE & Skills)



Partner Organisations

The Stoke-on-Trent and Staffordshire Local Enterprise Partnership is made up of organisations who work with us to achieve our goals. As well as a core group of partners — who are often delivery agents for LEP commissioned projects and services — the LEP's success is secured through the flexibility to manage and cultivate partnerships with a host of other organisations where appropriate. The list below contains our core partners but does not represent the full extent of the LEP's partnership working.



City of
Stoke-on-Trent



Veterinary nurse Laura Breakspear

Apprentices celebrate skills successes

More than 130 apprentices from across Staffordshire and Stoke-on-Trent took centre stage for this year's Apprenticeship Graduation Ceremony.

The apprentices and their families were joined by local employers and training providers to celebrate the completion of their training in an event organised by the LEP, Staffordshire County Council and Stoke-on-Trent City Council.

Apprentices from engineering, education, retail and enterprise, business and management, health and care, and IT were all recognised for their achievements.

The ceremony was opened by LEP chairman David Frost CBE, who said: "Encouraging people to take up apprenticeships is a key part of our strategy to bring more and better jobs, economic growth and prosperity to our region. The apprenticeships system gives local businesses a great opportunity to grow their own talented and skilled workforce by providing training tailored to their needs.

"It is right to celebrate the hard work and achievements of our apprentices and the contribution they are making to local businesses and communities. The graduation ceremony is a great showcase to raise the profile of apprenticeships and the career paths that they can open up for people in all walks of life."

Mark Winnington, Cabinet Member for Economic Growth at Staffordshire County Council met some of the graduates and congratulated them on their achievements.

He said: "Apprenticeships continue to play a vital

role in bringing prosperity to Staffordshire and once again it's great to see them being recognised for the huge contributions they are making.

"Increasing the number of apprenticeships to improve skills levels and to provide young people especially with the right training to get quality jobs remains our focus. We need adults and young people with the right skills to take up the better paid jobs of the future and they should all be very proud of their achievements."



**RNIB
business
apprentice
Sharon
Sutton**

Contact Us

We would like your views on how we can drive jobs, growth and skills. Get in touch with the Stoke-on-Trent and Staffordshire Local Enterprise Partnership through the following contacts:

Chairman

David Frost CBE, DL: chair@stokestaffslep.org.uk

Secretariat and General Enquiries

Economic partnerships manager Peter Davenport: 01785 719001

peter.davenport@staffordshire.gov.uk

Office manager Julie Frost: 01785 719002 julie.frost@staffordshire.gov.uk

Project Manager David Nicholls: 01785 719000 david.nicholls@staffordshire.gov.uk

Strategy researcher Samantha Hicks 01785 719000 samantha.hicks@staffordshire.gov.uk

General enquiries – 01785 719000 – contactus@stokestaffslep.org.uk

Media/Press Enquiries

Communications manager Alison Thomas: 01785 719003 alison.thomas1@staffordshire.gov.uk

Website: www.stokestaffslep.org.uk @StokeStaffsLEP

Alternatively you can write to us at:

Stoke-on-Trent & Staffordshire LEP
Judges' Chambers, County Buildings
Martin Street
Stafford ST16 2LH



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Stoke-on-Trent & Staffordshire LEP
Judges' Chambers, County Buildings
Martin Street
Stafford
ST16 2LH

t: +44(0) 1785 719000
e: contactus@stokestaffslep.org.uk
www.stokestaffslep.org.uk