



# CERAMIC VALLEY



Stoke-on-Trent and Staffordshire Enterprise Zone

Quarterly Report July 2019

## Introduction

This is the quarterly report July 2019 outlining the progress of the CVEZ against the Strategic Implementation Plan 2019-2020. On Highgate Ravensdale, Tile Mountain Phase 2 and the Trade Park are now complete. There are a number of planning applications approved and in progress across 5 of the 6 sites

### 1. Milestones set out in SIP and progress

Milestone	Lead	Target date	Comment
<b>Programme management</b>			
CVEZ SIP 2018/19 adopted	SoTCC	March / April 2019	Complete
Project Officer Group meeting to inform CVEZ SIP 2019/2020	SoTCC	December 2019	
CVSIP 2019/20 DRAFT	SoTCC	February 2019	Complete
<b>Skills</b>			
SSLEP to inform CVEZ Project Board of skills activities and alignment of CVEZ with Sector Skills work.	SSLEP	Summer 2019	
<b>Ceramics and innovation</b>			
Feasibility work completed on Ceramic Park sites	SoTCC / SSLEP	Spring 2019	
Seeking funding for ICC and NASC / AMRICC	Ceramic Sector Deal partners	Dec 2019, urgent progress and government support required	
Market research for NASC	Lucideon	June 2019	
<b>Transport and Infrastructure</b>			
EVLR planning permission determined	SoTCC	Spring 2019	Approval anticipated end of July 19
EVLR all land	SoTCC	May 2019	Sept 19

<b>Milestone</b>	<b>Lead</b>	<b>Target date</b>	<b>Comment</b>
acquired			
EVLR Final Business Case submitted to DfT	SoTCC	June 2019	Due Sept 19
DfT sign-off for EVLR FBC	SoTCC	September 2019	Due December 19
EVLR start on site	SoTCC	September 2019	Jan 20
<b>Marketing and communication</b>			
The CVEZ will form part of the core Midlands offer at MIPIM 2019	Make It	March 2019	Complete
A property event is being held on Highgate in June 2019. This event is being organised by Make It Staffordshire and will promote opportunities for investors, developers and occupiers on the CVEZ.	Make It	June 2019	Scheduled July 9th
Monitoring of existing website in terms of interest and effectiveness will take place. A CVEZ PB review of marketing activity will take place to identify additional activities or a change in focus	Make It	July 2019	
<b>Chatterley Valley West</b>			
Staffs CC to consider need for business case for capital investment on site	Staffs CC	December 2019	
Land works start on site	Private developer	Summer 2019	

Milestone	Lead	Target date	Comment
<b>Chatterley Valley East</b>			
RJC Regeneration Ltd due to submit planning application Spring 2019. 15 adaptable modular units.	Private developer	Spring 2019	Awaiting Land Disposal Agreement approval, currently with RJC legal.
Development started	Private developer	Summer 2019	
Business Case for SoTCC investment in speculative units	SoTCC	Spring 2019	Business case approved
<b>Highgate and Ravensdale</b>			
Updated business case for CVEZ investment into infrastructure works	SoTCC	Summer 2019	
<b>Etruria Valley</b>			
Start on site for remaining Phase 3 developments	Private developer	Summer 2019	
SoTCC business case for CVEZ investment into speculative units	SoTCC	Spring 2019	Business case approved
<b>Tunstall Arrow</b>			
Planning application for Northern site	Private developer	Early 2020 (although may be delayed due to developer appetite and constraints)	

## 2. Delivery of sites

<b>Complete and Occupied</b>				
Site	Use class	Occupier	Sq ft	Jobs
Etruria Valley	B8	DPD	60,000	192
Etruria Valley	A3/A4	Greene King	16,000	60
Etruria Valley	D1	West Midlands Ambulance Service	16,000	236
Etruria Valley	D2	bet365	60,000	12
Highgate Ravensdale	A1/B8	Tile Mountain	108,000	97
Highgate Ravensdale	A1/B1/B2	Tool Station	4,500	16
Highgate Ravensdale	A1/B1/B2	Purples	4,000	6
Highgate Ravensdale	A1/B1/B2	Glass Installation	5,500	16
Highgate Ravensdale	A1/B1/B2	Home Joinery	4,500	TBC 15
Tunstall Arrow	B1/B2	Q-railing	40,655	30
Tunstall Arrow	B1/B2	Pramac Generac	20,000	TBC 50
Tunstall Arrow	B1/B2	SG Fleet	20,000	TBC 50
Tunstall Arrow	B1/B2	Boels Rental	10,000	TBC 25
Tunstall Arrow	B1/B2	DHL International UK Ltd	35,000	TBC 90

<b>Complete Unoccupied</b>				
Site	Use class	Occupier	Sq ft	Potential Jobs
Highgate Ravensdale	A1/B1/B2	Speculative	4000	15
Highgate Ravensdale	A1/B1/B2	Speculative	4000	15
Highgate Ravensdale	A1/B1/B2	Speculative	5500	15
Highgate Ravensdale	A1/B1/B2	Speculative	4000	15
Highgate Ravensdale	A1/B1/B2	Speculative	4000	15
Highgate Ravensdale	A1/B1/B2	Speculative	4000	15
Highgate Ravensdale	B8	Tile Mountain Phase 2	90,000	110

<b>Under Construction</b>				
Site	Use class	Occupier	Sq ft	Potential Jobs

<b>Planning approved</b>				
<b>Site</b>	<b>Use class</b>	<b>Occupier</b>	<b>Sq ft</b>	<b>Potential Jobs</b>
Etruria Valley	B1	GT Energy	NA	NA
Etruria Valley	B1/B2/B8	Speculative	84,000	226
Highgate Ravensdale	B1	Land Recovery Rail	NA	20
Highgate Ravensdale	B8	Awaiting Offers for Design and Build	180,000	285
Highgate Ravensdale	A1/B1/B2	2 Speculative Units	30,000	77
Chatterley Valley East	B1b, B1c, B2 and B8	Speculative	29,396	74

<b>Planning application</b>				
<b>Site</b>	<b>Use class</b>	<b>Occupier</b>	<b>Sq ft</b>	<b>Potential jobs</b>
Chatterley Valley West	B1(b), B1(c), B2 and B8 and ancillary A3/A5	Design & Build	1,291,538	1,824
Highgate Ravensdale	Sui Generis/B2	Speculative	59,500	118

### 3. Outputs summary

#### Floor space delivered (sq ft, 000's)

<b>Site</b>	<b>Target for CVEZ when complete</b>	<b>Target for CVEZ by end of year</b>	<b>Total delivered to date</b>	<b>Forecast by end of year</b>	<b>Comments</b>
Chatterley Valley West	1,358,405	0	0	0	
Chatterley Valley East	319,688	0	0	0	
Etruria Valley	767,467	389,976	152,000	152,000	133,000 under construction
Tunstall Arrow	226,042	120,558	125,655	125,655	
Highgate Ravensdale	893,405	421,945	242,000	331,500	
Cliffe Vale	249,722	0	0	0	
<b>Total</b>	<b>3,814,729</b>	<b>932,479</b>	<b>519,655</b>	<b>609,155</b>	

**Total - Jobs**

<b>Site</b>	<b>Target for CVEZ when complete</b>	<b>Target for CVEZ by end of year</b>	<b>Total delivered to date</b>	<b>Forecast by end of year</b>	<b>Comments</b>
Chatterley Valley West	1,756	0	0	0	
Chatterley Valley East	956	0	0	0	
Etruria Valley	1,760	500	500	500	
Tunstall Arrow	398	177	245	245	
Highgate Ravensdale	1,529	285	150	350	
Cliffe Vale	929	0	0	0	
<b>Total</b>	<b>7,328</b>	<b>962</b>	<b>895</b>	<b>1,095</b>	

**Total – Jobs by industry**

<b>Site</b>	<b>Total jobs delivered</b>	<b>% of jobs</b>	<b>Total jobs delivered in Year</b>	<b>Forecast for end of year</b>	<b>Comments</b>
Technical ceramics	0	0	0	0	
Traditional ceramics	0	0	0	0	
Engineering	0	0	0	0	
Manufacturing	45	4	0	45	
Energy / Power	0	0	0	0	
Business and professional services	50	5	0	50	
Logistics (distribution and warehousing)	379	42	0	379	
Other	421	49	0	621	
<b>Total</b>	<b>895</b>	<b>100</b>	<b>0</b>	<b>1,095</b>	

**Total – High Value Jobs**

Site	Total jobs delivered	% of jobs	Total jobs delivered in Year	Forecast for end of year	Comments
High Value	31	3	0	31	
Standard Value	35	4	0	35	
Unknown	829	93	0	1029	
<b>Total</b>	<b>895</b>	<b>100</b>	<b>0</b>	<b>1095</b>	

**Total – Jobs by source**

Site	Total jobs delivered	% of jobs	Total jobs delivered in Year to date	Forecast by end of the year	Comments
North Staffordshire new	262	29	0	462	
North Staffordshire safeguarded	418	47	0	418	
UK inward investment	0	0	0	0	
Foreign Direct Investment	215	24	0	215	
<b>Total</b>	<b>895</b>	<b>100</b>	<b>0</b>	<b>1,095</b>	



#### 4. Finance

##### Revenue expenditure

Revenue expenditure incurred before the start of the current year was **£1,432,314**. Projected expenditure as outlined in the SIP, incurred expenditure in the year to date and forecasted expenditure by the end of the year is provided below.

Revenue item	SIP Forecast	Spent to date	Forecasted expenditure
Staff Costs Y1-5 (Y2)	150,548	35,083	150,548
Initial strategy and programme planning	-	-	-
Dedicated planning service	43,000	-	43,000
Transport assessment	-	-	-
Cliffe Vale feasibility phase	-	-	-
Inward Investment	125,000	41,393	125,000
On-going marketing activities	125,000	16,552	125,000
Professional services (msc)	20,000	- 4,250	20,000
Capital Financing costs (3%)	-	5,557	842,779
<b>Total</b>	<b>463,548</b>	<b>135,728</b>	<b>1,306,327</b>

##### Capital expenditure

Capital expenditure incurred before the start of the current year was **£6,055,150**. Projected capital expenditure as outlined in the SIP for the current year, incurred expenditure in the year to date and forecasted expenditure by the end of the year is provided below.

Capital item	SIP Forecast	Spent to date	Forecasted expenditure
Etruria Valley - Link Road	10,690,000	50,269	10,690,000
Development Funding Phase 1	2,560,000	134,979	2,560,000
<b>Total</b>	<b>13,250,000</b>	<b>185,248</b>	<b>13,250,000</b>

### Business rates uplift

Site	Per annum Target for CVEZ when complete	Per annum Target by end of year	Per annum rates delivered to date	Forecast by end of year per annum rates
Chatterley Valley West	962,000	-	-	-
Chatterley Valley East	596,000	-	-	-
Etruria Valley	1,455,000	380,000	100,765	386,229
Tunstall Arrow	419,000	240,000	81,621	284,805
Highgate and Ravensdale	1,378,000	360,000	45,324	291,769
Cliffe Vale	472,000	-	-	-
<b>Total</b>	<b>5,282,000</b>	<b>980,000</b>	<b>227,710</b>	<b>962,803</b>

### Forecast position at end of year

The table below shows the cumulative totals of expenditure and income since the CVEZ's inception.

Measure	Value (£m)
Total capital expenditure	6.240
Total revenue expenditure	1.568
Interest paid on borrowing	0.187
Total business rates income	0.228
Surplus / deficit	- 7.768



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