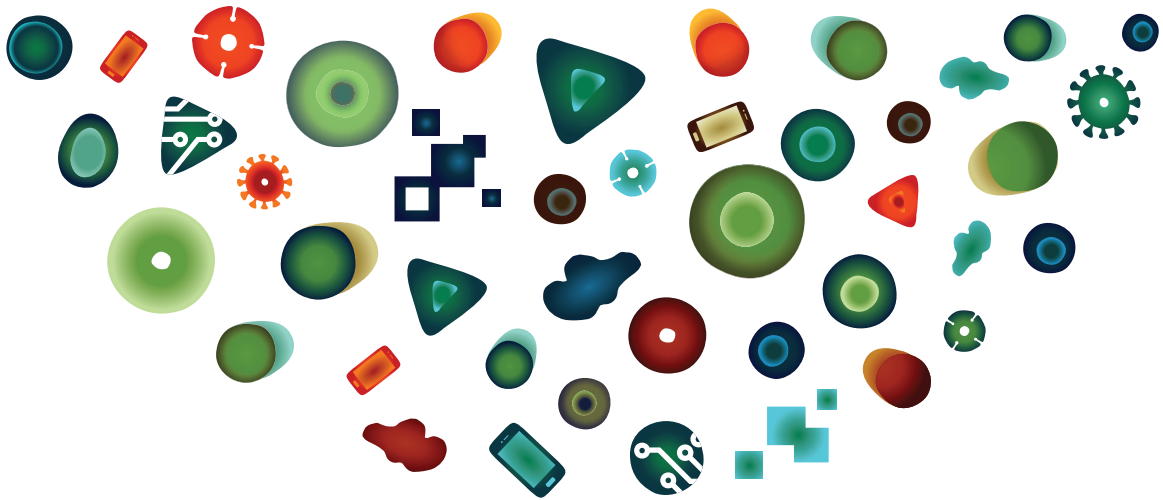


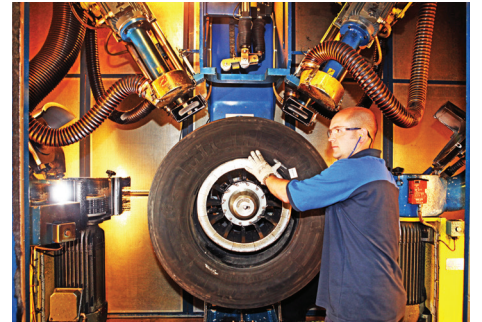
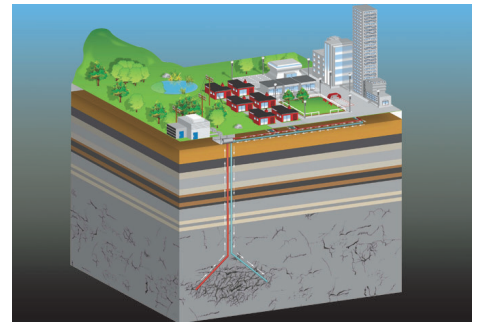


# CERAMIC VALLEY



Stoke-on-Trent & Staffordshire Enterprise Zone

# FOREWORD



Ceramic Valley Enterprise Zone (EZ) is part of an ambitious initiative that will continue Stoke-on-Trent & Staffordshire's remarkable economic growth, driving the area's already enviable reputation as a major centre of manufacturing know-how.

The EZ is already creating an environment where business can start-up, grow and expand. New business coming to the area can be assured a soft landing through intensive support from the Make It Stoke-on-Trent & Staffordshire investment service.

The UK is one of the easiest places in the world in which to do business, and Stoke-on-Trent & Staffordshire is fast developing as one of the best places to grow a company in the UK.

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.

This prime location at the centre of the UK transport network, links junctions 15 and 16 of the M6 and offers excellent access to national and international markets.



# KEY BENEFITS OF THE ENTERPRISE ZONE:

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## Investments in Infrastructure

The EZ will benefit from investments in infrastructure and remediation to ensure that sites are shovel-ready for developers;

## Building on Existing Sector Strengths

Our 'cluster' approach delivers significant advantages, ranging from supply chains through to shared training and development facilities;

## Superfast Broadband

We are committed to providing all sites within the EZ with broadband capacity of 80-100 mbps download speeds. 4G coverage within the EZ is already excellent;

## Industry Sectors

The EZ will support a very wide range of light industry, office, general manufacturing and warehouse/distribution uses, but the following sectors will particularly benefit:

### Advanced Ceramics

Capitalising on the city's unique selling point as the "World Capital of Ceramics" and home of the UK ceramics industry;

### Automotive Supply Chain

Taking advantage of our unique strategic location at the heart of an automotive triangle between car assembly plants in the West Midlands, Merseyside and Derby - creating a compelling supply chain offer. Within one hour of the EZ are Jaguar, Land Rover, JCB, Toyota, Bentley and General Motors;

## Energy and Power Generation

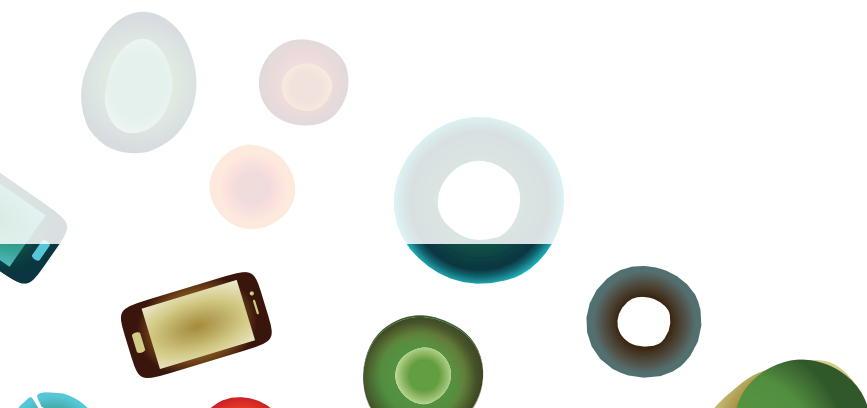
Building on the momentum created through the city's unique energy offer, and Government investment and private sector interest in the proposed district heat network. It also allows access to key OEMs in the area including Alstom, ABB, General Electric and Siemens;

## Logistics

The EZ's enviable location at the heart of the UK and its transport infrastructure make it an obvious choice for logistics companies;

## Business & Professional Services

Tapping into a huge talent pool that stretches from Birmingham to Manchester (but without the costs of those two cities). Companies such as bet365 and Vodafone already have major investments on the edge of the EZ, employing over 2000 people between them.



To Manchester

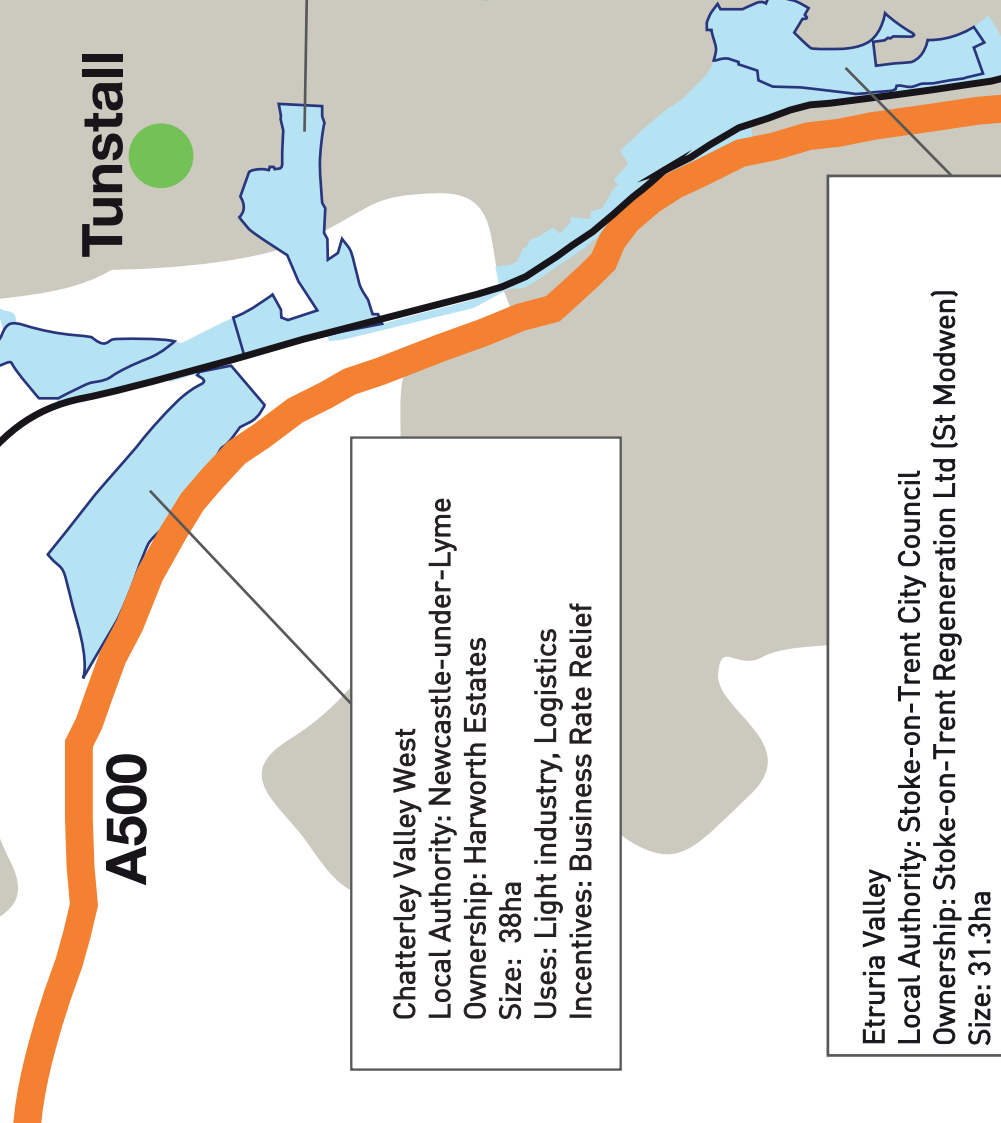
Chatterley Valley East  
Local Authority: Stoke-on-Trent City Council  
Ownership: Northern Trust  
Size: 18.2 ha  
Uses: Automotive/ceramic supply chains  
Incentives: Business Rate Relief, Enhanced Capital Allowances

Tunstall Arrow  
Local Authority: Stoke-on-Trent City Council  
Ownership: Network Space  
Size: 8.8 ha  
Uses: Light Industry  
Incentives: Business Rate Relief

Highgate/Ravensdale  
Local Authority: Stoke-on-Trent City Council  
Ownership: CW Clowes Development  
Size: 38.3ha  
Uses: Modern manufacturing, Logistics  
Incentives: Business Rate Relief

Chatterley Valley West  
Local Authority: Newcastle-under-Lyme  
Ownership: Harworth Estates  
Size: 38ha  
Uses: Light industry, Logistics  
Incentives: Business Rate Relief

Etruria Valley  
Local Authority: Stoke-on-Trent City Council  
Ownership: Stoke-on-Trent Regeneration Ltd (St Modwen)  
Size: 31.3ha



Tunstall

Burslem

Hanley  
(Stoke-on-Trent City Centre)

Uses: Mixed use, business services, manufacturing, logistics  
Incentives: Enhanced Capital Allowances

**Newcastle-  
under-Lyme**



**Stoke  
Town**



**Fenton**



**M6 North**



**M6 South**



**To  
Derby**



**Longton**



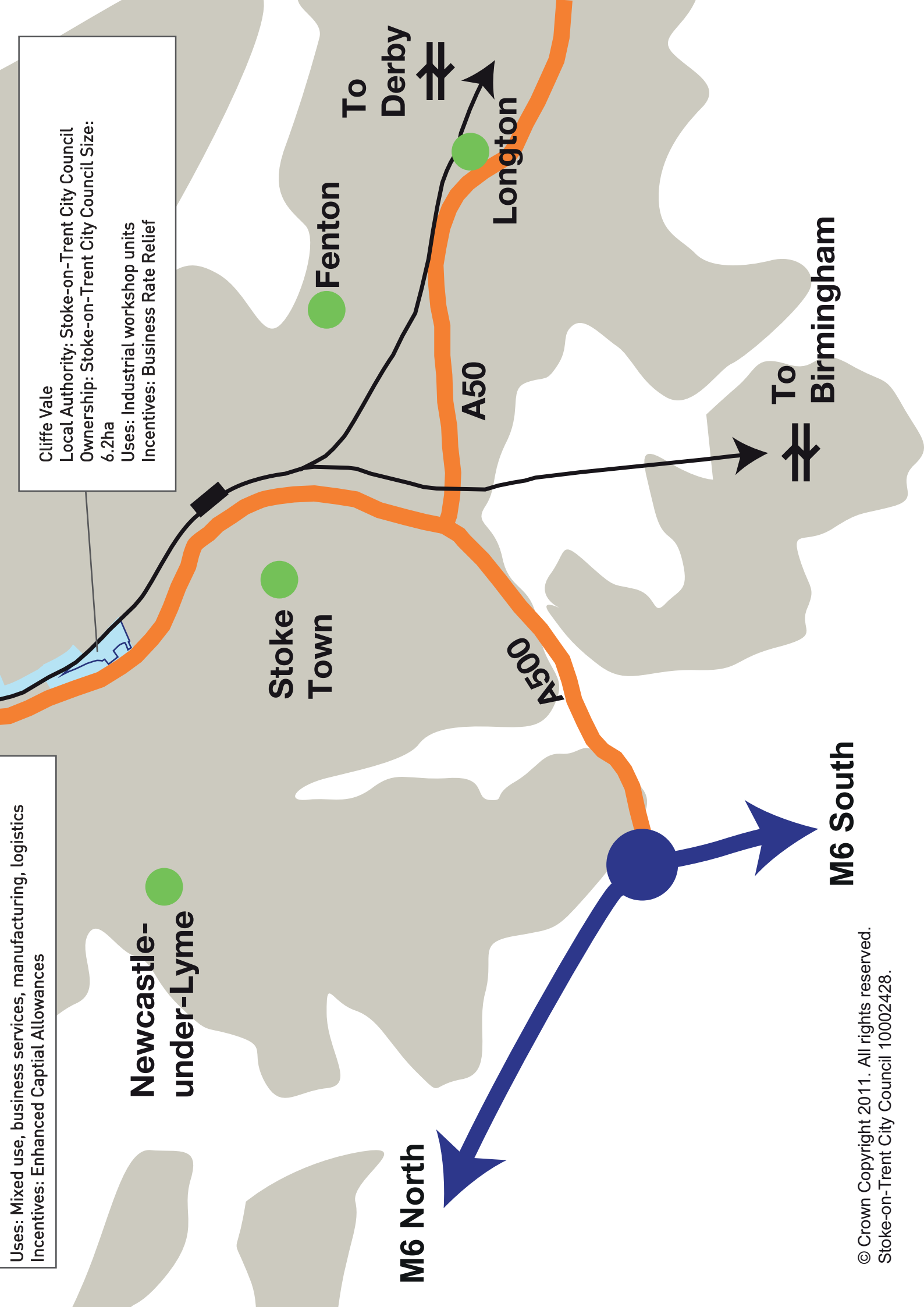
**To  
Birmingham**



Cliffe Vale

Local Authority: Stoke-on-Trent City Council  
Ownership: Stoke-on-Trent City Council  
Size: 6.2ha

Uses: Industrial workshop units  
Incentives: Business Rate Relief





# A RECIPE FOR SUCCESS...



## Financial Incentives

The Make It Stoke-on-Trent & Staffordshire team can help broker access to sources of grants, loans and equity investments. However, companies setting up or expanding within the Enterprise Zone are, prior to 2020, entitled to:

**Business Rate Reduction.** Companies moving into 5 of the sites within the EZ (Cliffe Vale; Highgate/Ravensdale; Chatterley Valley East and West; and Tunstall Arrow) can benefit from a business rate reduction of up to £55,000 per annum for a 5-year period (so a maximum of a £275,000 reduction);

**Enhanced Capital Allowances (ECAs).** Companies moving into the 6th site, Etruria Valley, and investing in plant and machinery, can qualify for ECAs. This allows business to write down the costs of certain assets against their taxable income. At present ECAs give a 100% first year allowance on qualifying assets until March 2020.

## A Strong Business Support Offer

The delivery of the EZ will be underpinned by a strong offer for business including:

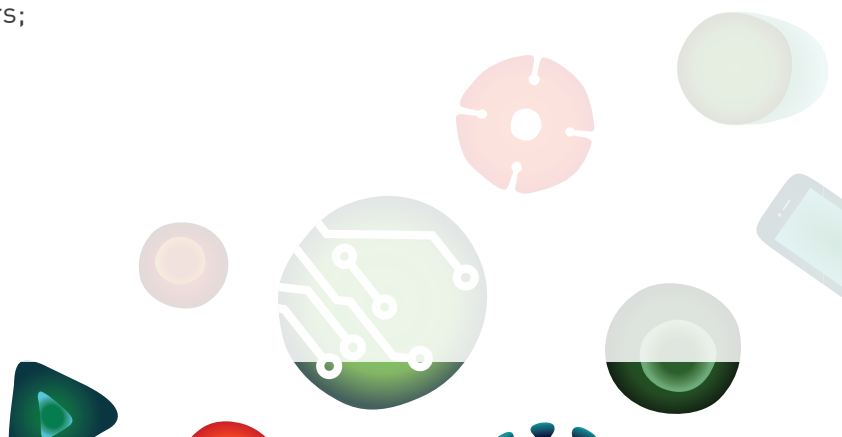
**A Red Carpet Treatment;** the Make It Stoke-on-Trent & Staffordshire team will act as ambassadors for investors, ensuring a smooth ride through the planning system and other statutory needs;

**Property Solutions,** to help find the right site or premises in the EZ, and get you in touch with the owners and developers;

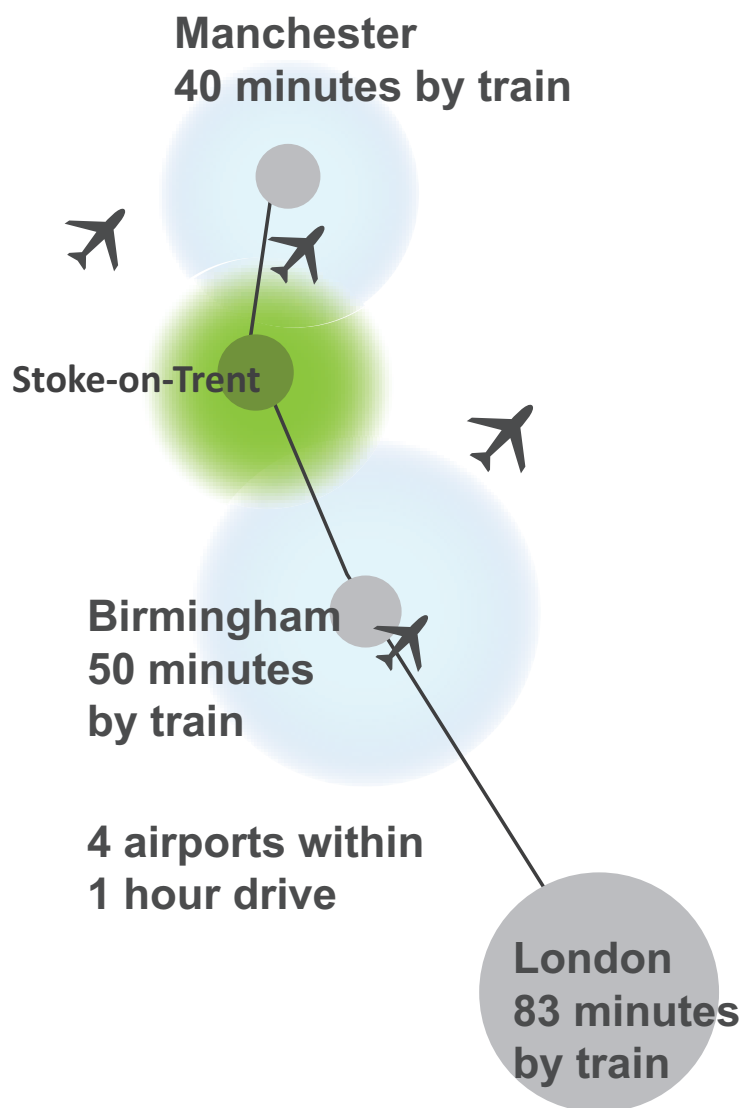
**Financial Support,** to help you find the right source of grant, loan and equity investment;

**A Recruitment & Skills Brokerage,** to help you find the right workforce for you;

**Competitive Business Intelligence,** providing key real time data to allow you to find your customers and your supply chain, and information on your competitors and gaps in the market.



# WHY STOKE-ON-TRENT & STAFFORDSHIRE?



## Stoke-on-Trent: Better Connected, Better Located

Stoke-on-Trent is located at the heart of the UK, enjoying unparalleled connectivity at the axis of key north-south, east-west road and rail corridors, providing easy access across the wider region and the UK.

Anchoring the space between Birmingham and Manchester, the city enjoys:

**Excellent road connections**, being situated on the M6 from which it also has excellent connections to the M1, M62 and M42;

**Rail connections**: The city's West Coast Mainline station allows travel to London in 85 minutes away (with 2 trains per hour), Manchester in 40 minutes and Birmingham in 50 minutes;

**International connections**: Four airports within an hour's drive, as is the Atlantic Gateway at Liverpool.

## Competitively Priced

With office rentals at 60% less than Birmingham and Manchester (despite being located halfway between the two) and industrial rental 20% less than comparable cities, Ceramic Valley EZ makes perfect sense from a business perspective. In addition, labour costs are 10% less than the UK average in both manufacturing and telesales, giving another compelling reason.

## Leisure & Lifestyle

Stoke-on-Trent & Staffordshire can offer a lifestyle that is second-to-none. From urban chic to rural idyll (with the Peak District National Park being just 15 miles away), there is a lifestyle here to suit all tastes.

For more information please contact:  
Make It Stoke-on-Trent & Staffordshire  
investment service  
enquiries@makeitstokestaffs.co.uk  
0044 (0)300 111 8005

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City of  
**Stoke-on-Trent**

Make it | **Stoke-on-Trent  
& Staffordshire**

