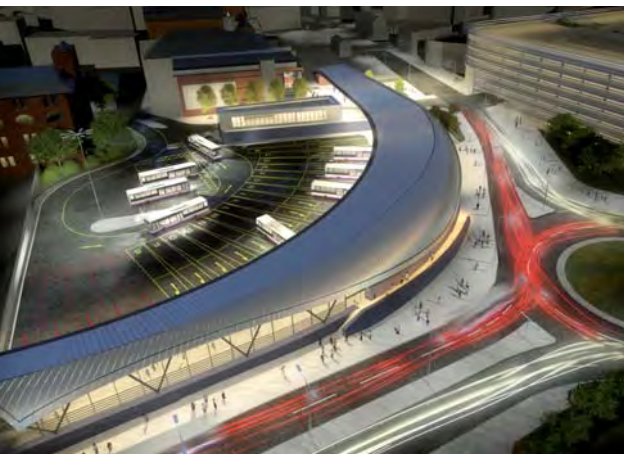
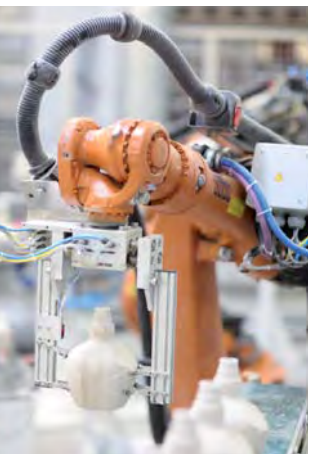


We want to do business with your business!





Top left image:
Michelin, Trent Vale

Main image:
Autonet Insurance Group, Burslem

Middle right image:
Artist impression of the new
City Centre Bus Station



We want to do business with your business!

If we create more jobs in Stoke-on-Trent, things will get better – it's as simple as that. We need to make Stoke-on-Trent a great working city.

The City's businesses are the lifeblood of the economy and we are absolutely committed to helping companies grow and flourish.

We want to make Stoke-on-Trent a great place to do business and have developed a range of services to help businesses get off the ground or to grow, whether they are already in the area or thinking about moving to and investing here. Our Investment Development Team offers a first-class integrated service helping you to overcome barriers to growth and by making it as easy as possible for you to invest in your business.

Our 'red carpet' approach has five elements:

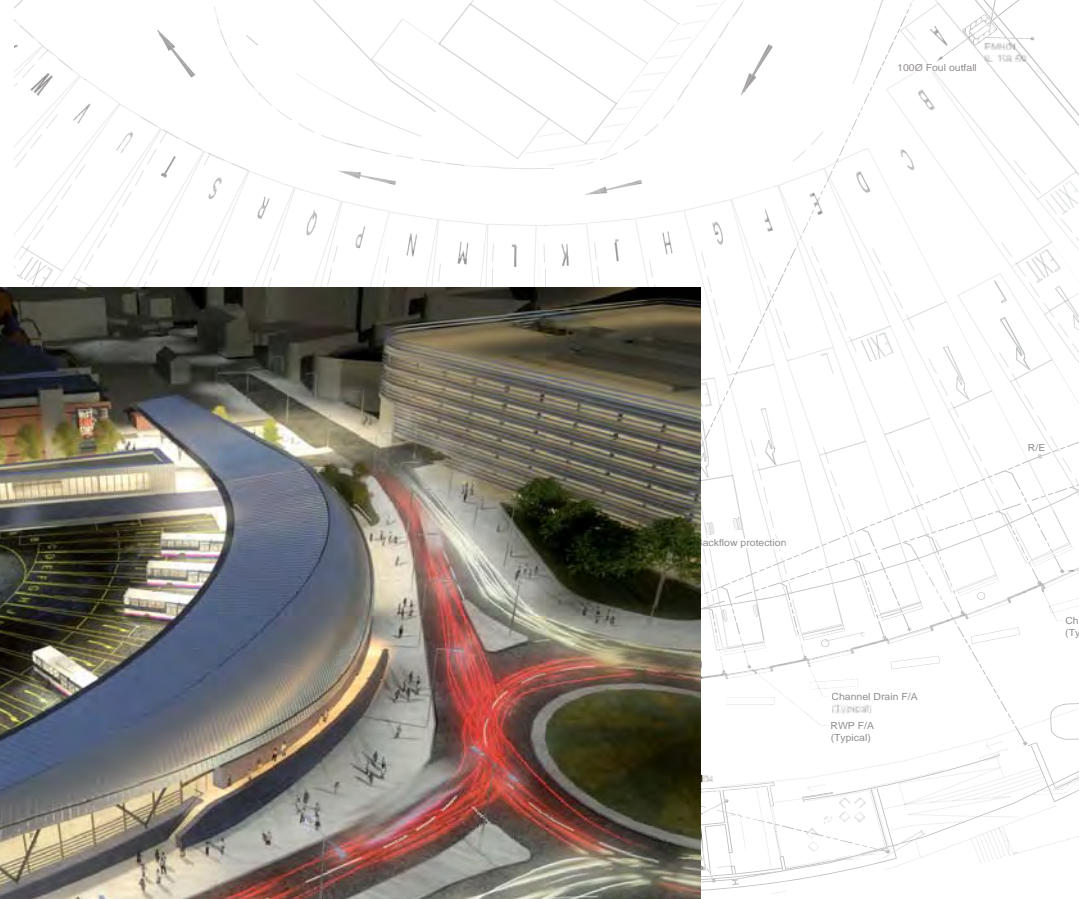
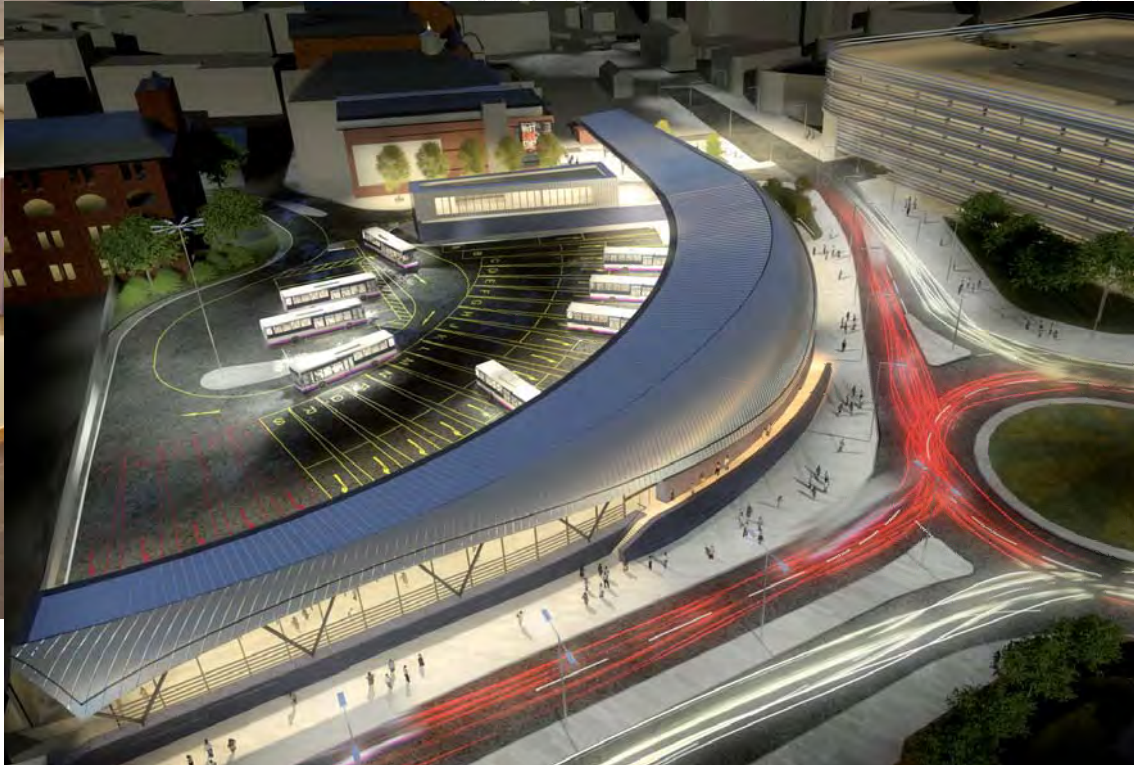
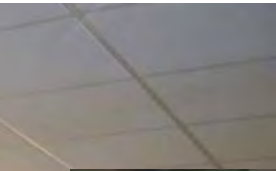
1. **A single point of contact for investors**
2. **A streamlined planning process**
3. **Tailored solutions for business growth**
4. **Guidance to funding**
5. **Access to supply chains, labour markets and networks.**

With a stable council backed by strong political leadership, officers can deliver big solutions for big business and provide local support for local companies. We will do all that we can to enable your business to grow. We can then let the private sector get on with creating the jobs and wealth that will make Stoke-on-Trent thrive.

Councillor Mohammed Pervez
Leader of the Council

John van de Laarschot
Chief Executive

A 'red carpet' approach to inward investment



1

A single point of contact for investors

The Investment Development Team is the business interface for the city. The team is responsible for guiding investors through the process of setting up or growing your business.

Need some certainty over the planning process? Want to be clear about sites and buildings on offer? Need help recruiting the right workforce? We work with developers to showcase the opportunities available and help them seamlessly realise their aims.

We work closely with businesses from identifying the brief right through to completion. We will 'hold your hand' through the

development process to make sure the investment is as risk-free as possible. The Investment Development Team is responsible for targeting companies and encouraging them to relocate or grow their business in the area. We do this by making sure big businesses with growth plans know about our strengths and opportunities. We work closely with local industry champions, our MPs and national organisations promoting investment opportunities overseas to make sure the message gets to everyone – Stoke-on-Trent is a great place to invest.

2

A streamlined planning process

The planning service is committed to saying "yes" to good development as quickly and as efficiently as possible. This means supporting business, not blocking it. The Investment Development Team acts as honest broker behind the scenes. The team ensures that the developer has good and consistent pre-application advice with creative solutions, so that planning applications, when submitted, are dealt with speedily.



This page

Top left image:
Minuteman Press, Trentham Trade Park
Image courtesy of Clara Lou Photography

Main image:
Tekdata Interconnections Limited, Festival Park



3

Tailored solutions for business growth

Premises:

We can help you find the right building or development plot. We have detailed information on all sites and buildings in our ownership readily available. We also hold a database of available property across Stoke-on-Trent including agents' contact details, and can help to put you in touch.

For smaller businesses, we have our own network of Enterprise Centres providing a range of quality office, studio and workshop space on flexible lease terms with on site business support. This means investors can quickly make an informed decision about suitable premises.

Workforce:

The Council's JET service (Jobs Enterprise Training) can help local businesses find a trained workforce usually at no cost. For smaller businesses that do not have access to their own human resources service, we can even help with the recruitment process including assistance on job descriptions, advertising and the selection process. JET advises businesses wanting to train their workforce or those seeking to develop company specific induction training for new starters. JET can also coordinate access to local universities for graduates, professional training or commercial research expertise. We can signpost you to the

right training organisation and if you are a growing company, JET can also help you to develop your own training programme for new employees.

Business Enterprise Coaching:

The Council funded Business Enterprise Coaching service helps those thinking of starting their own business and also existing small businesses. The free service provides expert advice such as developing a business plan and taking on new staff through mentoring and practical advice.

We help big businesses grow and provide local solutions to local companies to encourage investment



This page

Top left image:
PJ Leafleting, Chatterley Whitfield Enterprise Centre
Image courtesy of Clara Lou Photography

Middle image:
Solar panels fitted to the Civic Centre, Stoke

Lower image:
Wade Ceramics, Etruria Valley



Support for High Growth Businesses:

We provide a coaching service for companies who intend to grow by 20% or more (either by turnover, workforce, or both) over three consecutive years.

This service includes:

- Identifying premises
- Recruitment and training
- Brokering leadership and management training
- Access to finance
- Business intelligence (trends, gaps in the market, who the buyers in the supply chain are)
- Access to the supply chains

Reducing Energy Costs:

Business costs associated with reliance on fossil fuels (price hikes and tax burdens, such as the Carbon Reduction Commitment) will only increase as we go forward. Our Climate Change experts can signpost businesses to sources of information, funding and advice on low cost energy infrastructure and energy efficiency improvements. In addition we can put you in touch with local businesses that have already implemented investment in energy efficiency and renewable technologies, such as district heating, feed in tariffs (FIT) and renewable heat incentive (RHI).



Main image:
Our designated ADZ
Etruria Valley, Stoke-on-Trent

Top left image:
Vodafone, Etruria Valley

Lower left image:
Wardell Armstrong, Festival Park

4

Guidance to funding

Big expansion plans usually require major finance. We can signpost to sources of commercial finance, industry sponsored loan schemes and central government funding programmes. Where there are clear barriers to gaining finance the Council can help you access competitive packages to ensure that sound investment can take place.

To support the start up of local businesses we can offer small grants of up to £1500, based on a sound business plan. The grants can fund equipment and other crucial start-up costs. Potential entrepreneurs can also take advantage of our Test Trading programme. This allows a trial of your business

idea while remaining on benefits, or receiving a small allowance for the first 13 weeks. Alongside, of course, first-class business advice and mentoring.

The Council also funds a specific support programme for start-up businesses with a social goal, delivered on our behalf by Voluntary Action Stoke-on-Trent. We offer investment grants and mentoring support to encourage the development of social enterprises in the city.



A simple guide to funding availability for big business and assistance for local companies



Big Solutions for Big Business

We offer a comprehensive support package tailored to big businesses wishing to invest in Stoke-on-Trent either through expansion or relocation. We can talk to you about the opportunities right here in the city such as our great connectivity, cost competitive workforce and availability of sites suitable for development.

Etruria Valley, covering 69.8 hectares, is our Accelerated Development Zone (ADZ) which means possible financial incentives, access to broadband and speedy planning. An ADZ will make it easier for big businesses to prosper, invest in machinery, plant, equipment and workforce so that you can remain competitive.

We understand the burden of rising energy costs and are working closely with big businesses to help use local energy resources with access to green energy solutions. We will strive to give you the best green energy advice available.

We can share financial risks with big businesses wishing to make major investments, helping to ensure that problems of access to finance do not hinder growth.*

5

Access to supply chains, labour markets and networks

The Council manages three supply chain initiatives to help local companies gain access to major contracts. Companies can be listed in our databases and will receive e-mail alerts when there are tender opportunities and invitations to our 'Meet The Buyer' events. These virtual supply chains are currently in Construction, the Creative Industry, Low Carbon/Environmental and Ceramics Sectors with

Engineering coming soon. In addition 'Finest' (the North Staffordshire Chamber of Commerce network for professional services) provides access to professional services and valuable networking opportunities. The Council works hard to ensure local companies have access to big City Council jobs.

With so much expert support ready and waiting, why not talk to us about your investment plans. Let our 'red carpet' approach to inward investment help your business reach its potential. Successful businesses will contribute to a thriving local economy - that's good news for everyone!

* Subject to state aid compliance and other terms and conditions

Let your business take off in Stoke-on-Trent.

Contact us on

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Your Investment Development Team



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Enterprise and Skills



Andrew Briggs



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Matthew Potts



Karen Tsang



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Working in partnership with:

Stoke-on-Trent & Staffordshire
Local Enterprise Partnership

Our aim is to create a powerful partnership combining the strengths of the public and private sectors to deliver the scale of growth needed to rebalance the local economy.

For more information please visit
stokestaffslep.org.uk