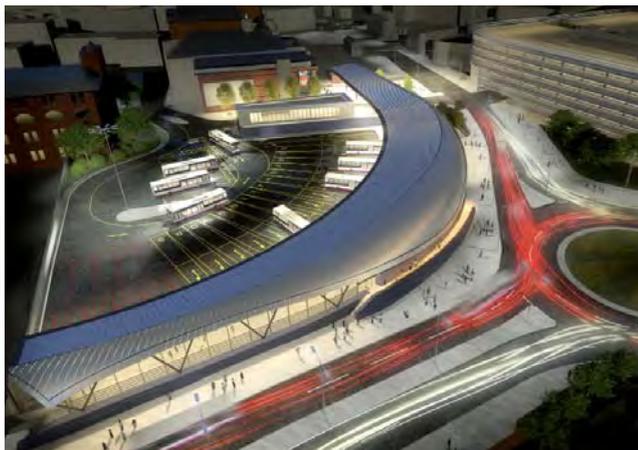




DRAFT

Mandate for change

July 2011





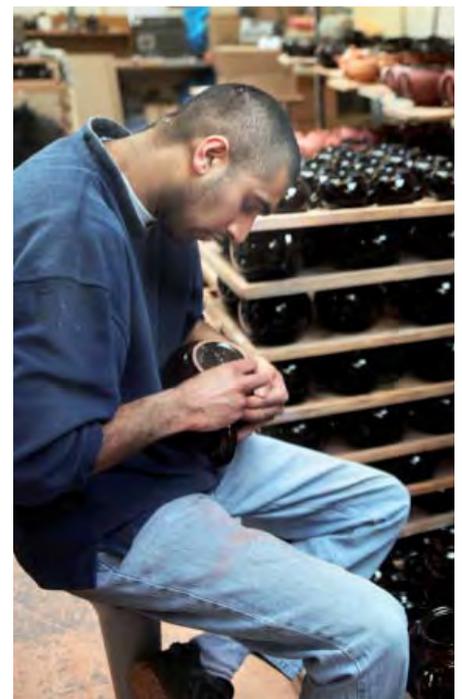


Above image:
Distilling equipment,
Ceram Research, Penkull

Lower image:
Cauldon Ceramics Limited, Tunstall

Top left and main image:
Bringing skilled work to Stoke-on-Trent

Previous page:
City Waterside by Derick Cars



A Mandate for Change

Stoke-on-Trent is facing a challenging economic period and needs a clear plan focusing on "a working city". This booklet sets out our mandate for change, based on four strategic aims all underpinned by an effective and confident council.

- Make Stoke-on-Trent the place to bring business.
- Support and develop existing business.
- Work with people to promote independence and healthy lives.
- Make Stoke-on-Trent a great city to live in.

Working with our partners, we will deliver this plan over the next four years and we are starting now. We want to share this exciting journey with you and we want you to get involved.

**...make Stoke-on-Trent
the place to
bring business**

**...make Stoke-on-Trent a
great city to live in**

Make Stoke-on-Trent a Great Working City

**...support and develop
existing business**

**...work with people to
promote independence
and healthy lives**

Stoke-on-Trent has a proud industrial heritage of hard working people producing first-class products to a world market. But the industrial landscape has changed and the city is now suffering from a lack of job opportunities.

More jobs mean:

- more income for the city and its residents,
- better standards of living and better quality of life,
- better choice of places to live, and
- more things to see and do

**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.**

Main image:
Etruria Valley,
potential Enterprise Zone site

Middle left image:
Keele University Science and Business Park,
Newcastle-under-Lyme

Lower right image:
Hadleigh Park, Blythe Bridge



Make Stoke-on-Trent the place to bring business

The best way to create more jobs in the short term is to encourage businesses to locate here. The city has a tremendous amount to offer.

We need to target big businesses and show them why they should come to Stoke-on-Trent. This means improving the way the city looks, marketing ourselves on the international stage and working hard to develop a world-class Enterprise Zone

with an attractive offer of incentives and support. We will continue to improve the City Centre, promoting our retail offer and the Central Business District.

We want to be a leader in the green revolution encouraging businesses by promoting self-sufficient, sustainable low carbon energy across the city with the aim of offering stable energy prices.

We will make the gateways to the city loud and proud - you will know when you have arrived in Stoke-on-Trent!

We have a diverse range of land and buildings available for development. Come and talk to us. We want to do business with your business.

A 'red carpet' approach to inward investment



Stoke-on-Trent can provide:

- An extensive and available workforce.
- Plentiful brown-field land available for development.
- Excellent connectivity to the rest of the UK with quick and easy access to major motorways and rail networks.
- Green low-cost energy provision.
- A possible Enterprise Zone which provides incentives for businesses to trade here.



- Within 1 hour travel distance to Stoke-on-Trent by road
- Within 2 hours travel distance to Stoke-on-Trent by road

Unparalleled rail links connect Stoke-on-Trent to London in only 90 minutes.



Main image:
Vodafone, Etruria Valley

Top left image:
Emma Bridgewater,
City Waterside



Support and develop existing business

We need to support our existing businesses and help them to grow which will create more jobs for our local people. This means making it easier for businesses to operate by having an open approach to planning.

We will also support businesses by ensuring they have access to good advice and finance packages as they look to expand and by offering a range of different accommodation options, access to business

coaches and recruitment. We will also provide support to people who want to set up new businesses and help those looking for work to develop their skills to fit the needs of local employers.

Working closely with local agencies such as the Chamber of Commerce, we will identify and support fast growing enterprises by helping to remove barriers to success.

We will boost the North Staffordshire economy by giving local businesses the support, information and contacts they need to pitch for and win major contracts.

We need to ensure that businesses can reach their customers. We need to improve the flow of traffic through our road network and invest in better linkages from our major railway station to the City Centre.



We need to focus on developing skills by setting children on the right path, helping people back into work and enabling those already working to grow to their potential. This means aligning our schools and universities to focus on the skills that local businesses want.

Top left image:
Wade Ceramics, Etruria Valley

Top right image:
Steelite International, Burslem

Middle right image:
Michelin, Trent Vale

Middle left image:
Screwfix National Distribution Centre,
Trentham Lakes

Lower right image:
Sixth Form College, UniQ



This page

Top left image:
Working towards a healthy lifestyle

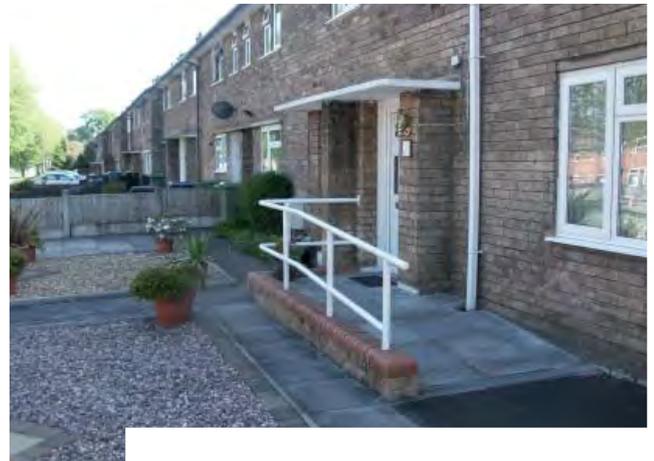
Middle image:
Enabling independent living

Lower image:
Supporting our vulnerable children to reach their full potential

Opposite page

Top right image:
Providing green healthy spaces

Middle left image:
Improving our education facilities



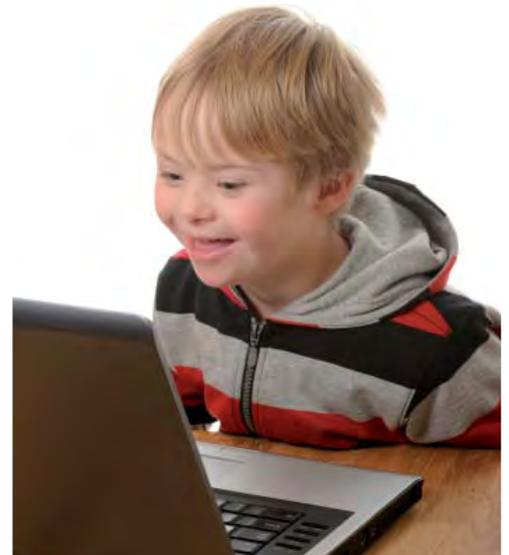
Work with people to promote independence and healthy lives

With fewer resources available we need to make sure that money and services are targeted at those most in need and to work with people towards greater levels of independence.

Creating new job opportunities will mean that more people can be financially independent.

By tailoring our care services we can help people to take more responsibility for their own needs.

Our offer will include access to personalised services which meet individual needs and our aim will always be to have people back in their own homes as quickly as possible.



We need to help our communities work together to improve their own lives



**But we need to get tough too.
We will no longer tolerate:**

- Anti-social behaviour
- Crime and disorder
- Benefit fraud
- Council tax arrears
- Housing rent arrears
- Fly tipping



Above image:
Sandon Business and Enterprise College,
Meir

Middle right image:
Birches Head High School, Hanley

Lower image:
Promoting a healthy lifestyle



Working closely with our partners, sharing information and resources, we will continue to protect the most vulnerable in our communities.

Tackling child poverty and supporting our older people towards greater independence will remain key priorities.

Through education and support we will work with parents and families to ensure that children reach their potential. A secondary schools modernisation plan will deliver new schools and upgrades across the city.

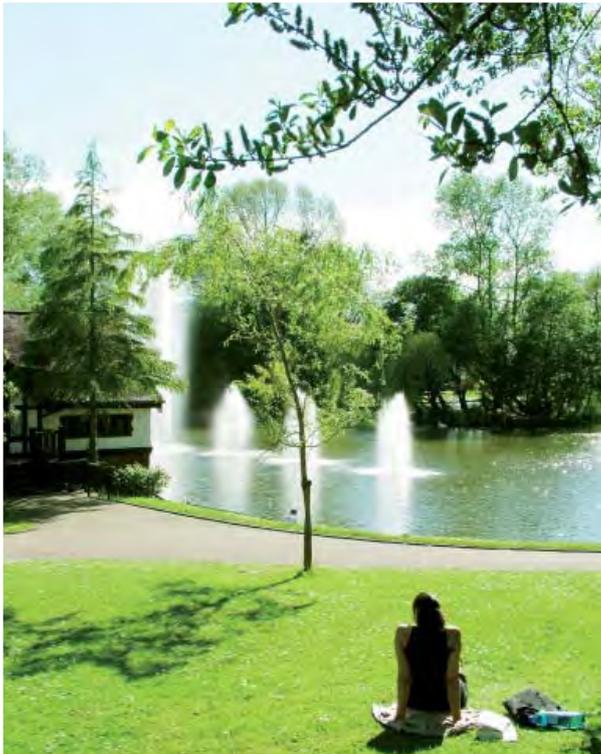
We will work to ensure that families of all ages are encouraged to live healthy lives.

Top right image:
New housing development, Tunstall

Middle right image:
Regent Theatre, City Centre

Middle left image:
Hanley Park

Lower right image:
Artist impression of East West Precinct, City Centre



Make Stoke-on-Trent a great city to live in

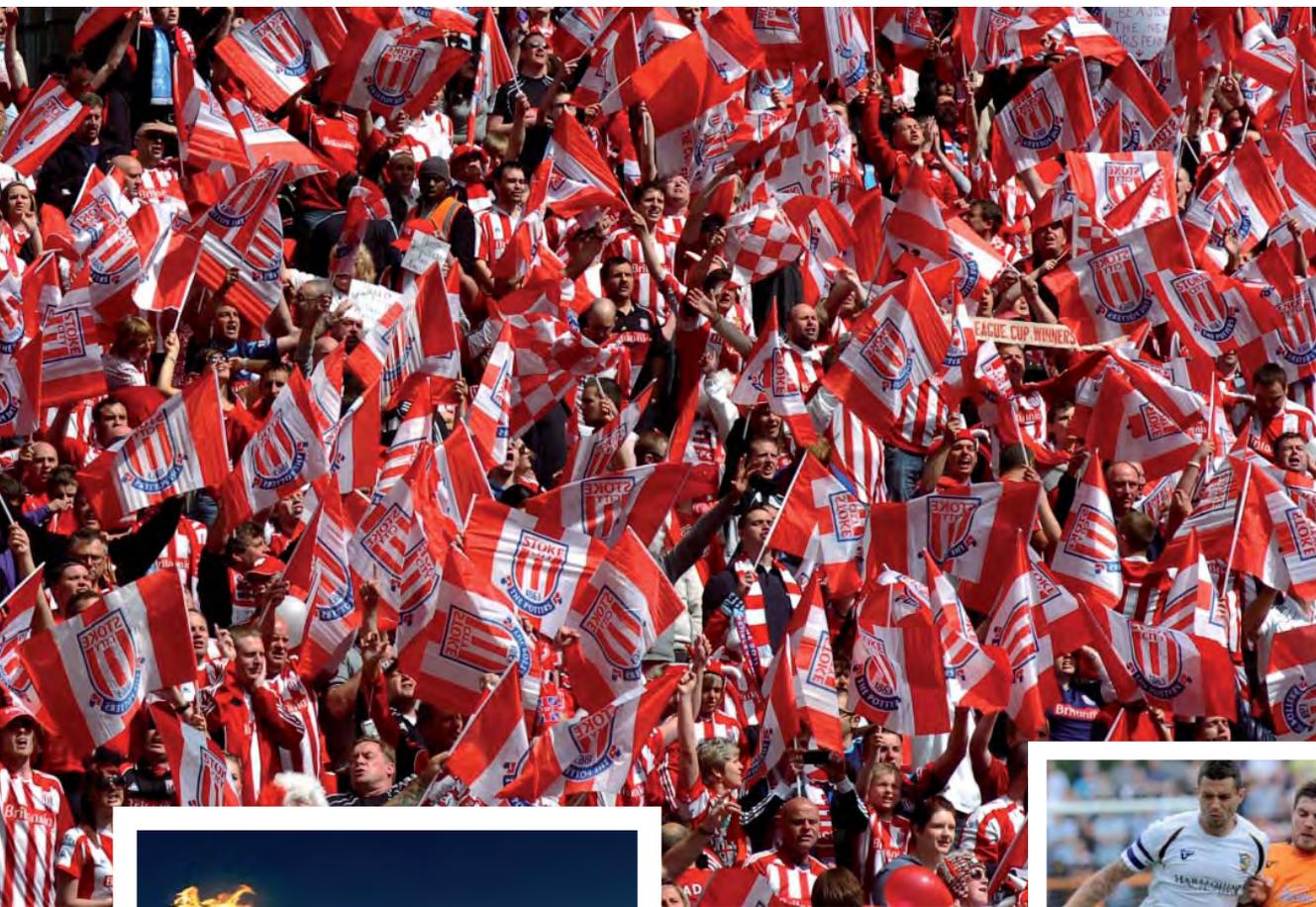
We want to make Stoke-on-Trent a great city to live in. We can do this if we create a better choice of housing to suit everyone's needs, improve our open spaces and the look and feel of the city and if there are exciting things for people to do in their free time.

Stoke-on-Trent is home to two football clubs – the 2011 FA Cup finalists Stoke City FC and Port Vale FC, winners of the Football League Trophy in 1993 and 2001.

We are the World Capital of Ceramics and residents and visitors can enjoy our factory tours, world class museums, shops and city parks. We are home to the Staffordshire Hoard - the country's largest and most valuable collection of Anglo-Saxon gold ever found.

In 2008 Stoke-on-Trent was awarded cycling city status for its network of greenways and beautiful countryside. New cycle routes, bike hire centres and training courses have been

created to get people out on their bikes. Our commitment to cycling has seen the city host the Tour of Britain - the biggest free-to-view professional sporting event in the UK - for the past three years, and will be back in 2011.



In May 2012 we will be a host city for the Olympics Torch Relay and evening celebration – a wonderful opportunity for Stoke-on-Trent.

Main image:
Stoke City FC fans at the FA Cup Final 2011
Image courtesy of Staffordshire Sentinel News & Media

Above right image:
Port Vale FC, Burslem
Image courtesy of Staffordshire Sentinel News & Media

Middle left image:
Tour of Britain, Stoke-on-Trent 2010

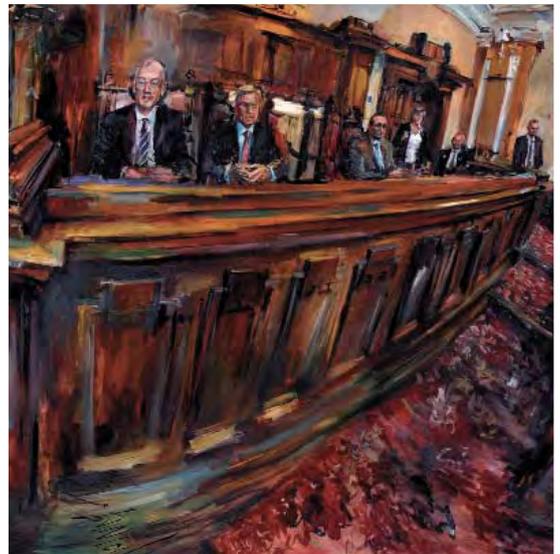
Lower right image:
Artist impression of the new City Centre Bus Station



Top right and middle left images:
Cleaning and Greening Stoke-on-Trent

Top left:
Winter gritting programme

Lower right:
Section of the Centenary oil painting of the
Council in 2010 by Rob Pointon



Develop an effective and confident council

In order to deliver our four strategic aims and to support the fundamental changes to the city, the council itself needs to change. It needs to deliver more for less in different and innovative ways.

We have already begun to make the council leaner and more efficient. We need to continue the journey by being careful about the way we spend every penny of public money and by using the right technology to support our services.

Working together with our partners our Mandate for Change means we will do the best we can for Stoke-on-Trent.

Thank you for reading this Mandate for Change for Stoke-on-Trent.

We now have a four year period of stable political leadership which will be crucial in shaping Stoke-on-Trent and what the city can offer to its communities and its businesses.

Our aim is to bring the economy of Stoke-on-Trent alive again.

Our journey has begun and in the face of significant financial challenges we have successfully reduced our costs whilst protecting the most vulnerable in our society.

Work has started on the new city centre bus station, our University Quarter is expanding, a new sixth form college has been built and development continues at City Waterside (new housing developments). We also have a Centre of Refurbishment Excellence (CoRE - a unique scheme showcasing best practice in refurbishment) and we are also creating a central business district and a new shopping centre aligned to the bus station.

Working in partnership with private, public and voluntary organisations, we have a dedicated team of councillors and officers in place to transform our city. Now we need you. We have to get this right and we need to know what you think.

So tell us!

Here's how you can get in touch:

We've included a postcard – please fill it in and send it back to us for free.

You can also email us at: mandate@stoke.gov.uk

Or you can fill in a form on line at: stoke.gov.uk/mandate

Thank you for taking the time to share your thoughts with us. We will publish your views over the next few months.



.....
Councillor Mohammed Pervez
Leader of the Council



.....
John van de Laarschot
Chief Executive

