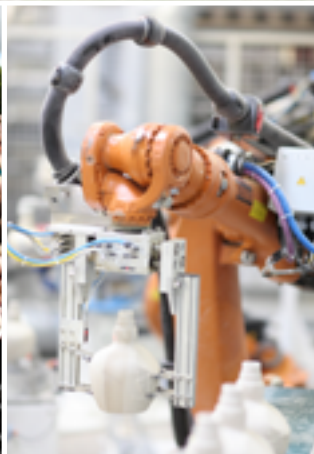




Stoke-on-Trent - Our Moment to Shine





Main image:
The London 2012 Olympic Torch

Top left image:
Traditional Staffordshire oatcakes

Bottom left image:
Emma Jackson - 800m Olympic hopeful at The City of Stoke-on-Trent Sports Personality of the Year Awards 2012

Middle right image:
Imran Sherwani at the 1988 Seoul Olympics Hockey Final against West Germany
Image courtesy of Staffordshire News & Media

Bottom right image:
Councillor Mohammed Pervez
Leader - Stoke-on-Trent City Council



Olympics past and present

“My family and I have always been warmly welcomed by the City of Stoke-on-Trent, and having run a business selling the city's favourite newspaper at the heart of the community I would not recommend anywhere else in the world.

“It is home to the friendliest and most welcoming people on earth and that comes from someone who has travelled the world. I also have been given the honour of carrying the Torch through my city. What an honour and what a city!”

"Come on Stoke!"

Imran Sherwani - a member of the gold medal winning Great Britain and Northern Ireland squad at the 1988 Summer Olympics in Seoul against West Germany.

“I could have moved away to a different area of the UK for university, somewhere with more athletics facilities for example, but I chose to stay local to Stoke-on-Trent.

“It is my home and I am happy here. I have everything I need and I have a fantastic support system from my family, my coach and my friends. It really is a city where the people get behind their sportspeople and genuinely want the best for them. People often wish me good luck when I run past them and it always puts a smile on my face.”

Emma Jackson – 800 metre runner and Olympic hopeful for The Games, London 2012.

A warm welcome to visitors joining us in Stoke-on-Trent to celebrate hosting the Olympic Torch Relay and Evening Celebration Event.

Our city will swell with pride as the eyes of the world follow the symbolic Flame through our historic streets..... passing just a few feet from the homes of novelist Arnold Bennett and rock superstar Robbie Williams, to name just two of our famous sons.

We hope you enjoy this celebration. Our city has a reputation for staging first class international sporting and music events, like 2011 Live and the celebration of Stoke-on-Trent's Centenary, which attracted top recording artists and tens of thousands of people to a dazzling free

concert. For four years, the Stoke-on-Trent stage of the Tour of Britain event has drawn over 30,000 spectators to see cyclists like world champion Mark Cavendish race through our streets.

And week-in, week-out, billions of people around the world watch one of our local football teams, Stoke City FC, perform outstandingly well in the Premier League.

Stoke-on-Trent is also the World Capital of Ceramics, with global brands like Waterford Wedgwood Royal Doulton, Emma Bridgewater, Portmeirion,

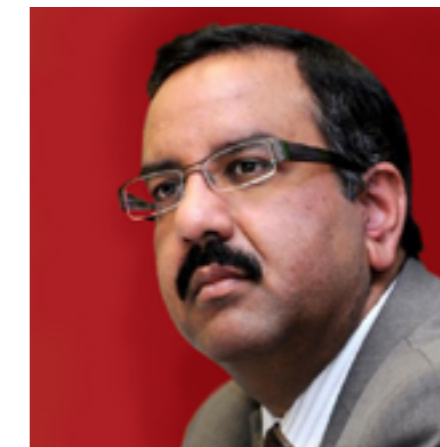
Moorcroft, Steelite International and Dudson - to name but a few - attracting visitors and buyers from around the world. The Potteries Museum & Art Gallery houses one of the world's largest, and most breathtaking, collections of ceramics.

Our city is the home of the world famous Staffordshire Hoard - the largest find of Anglo-Saxon treasure ever discovered.

This brochure gives a flavour of the people, companies and organisations which make our great city such an exciting place to be.

Once you have sampled our famous hospitality, the warmth of our communities – and maybe even our delicious oatcakes – I am sure you will take the City of Stoke-on-Trent, and its people, to your hearts.

Councillor Mohammed Pervez
Leader - Stoke-on-Trent City Council



“

It feels brilliant to be selected to represent Holden Lane Sports College in carrying the Olympic Torch. I enjoy watching the Olympics because it makes me want to try out all the sports. All my friends are keen on sport and will be watching the Olympics.”

12 year old Jack Pickin, on his selection to be a Torchbearer



Main image: Children at Hillside Primary School celebrating being the first school in Stoke-on-Trent to be awarded Get Set Network (Olympic Education Programme) status

Bottom left image: Jack Pickin - Torchbearer

Bottom right image: Artist impression of the new Science and Technology Building at Staffordshire University currently under construction



“

The University prides itself in creating the Staffordshire Graduate, equipping students with employability, enterprise and entrepreneurship and so helping to enrich the city.

“The Olympic Torch coming to Stoke-on-Trent enables us to present Stoke-on-Trent, the University and our graduates as dynamic, forward-looking and having a real impact upon communities locally, regionally and internationally.”

Professor Michael Gunn, Vice Chancellor and Chief Executive, Staffordshire University

How our young people are involved

School Parade - Wednesday 30 May 2012

Hundreds of school children will take to the streets on the day of the Torch Relay, Wednesday 30 May, to be part of a once in a lifetime Olympic parade. The parade will start in Shelton and finish at the celebration site in Hanley Park. Every school in the city has been invited to take part and join in the fun.

Also included in the parade will be 100 dancers (100 moves), and 100 percussionists (100 sounds) to help create a carnival atmosphere.

Each school has been assigned an Olympic nation. Children are creating costumes, flags, hats and other accessories, with the help of a professional artist, to represent their adopted country.

The host nation, Team GB, has been awarded to Belgrave St Bartholomew's Academy, in Longton, where Olympic swimmer and gold medallist Duncan Goodhew MBE recently visited for a sports training and coaching session.

Staffordshire University is on the route of the Torch Relay on Wednesday 30 May. We are working in partnership with the university to create a warm welcome for the Olympic Flame.

We are expecting nearly 1,000 school children, college and university students to take part in the parade. Every school in the city is also embracing the Olympic spirit by getting involved in National School Sport Week in June – and that means another 33,000 school children!



This is the UK's moment to shine and I want to encourage people across Stoke-on-Trent to start planning how they can be part of this once in a lifetime opportunity."

Sebastian Coe, Chair of LOCOG

This page

Main image:
Cultural Olympiad dance artist
Sohan Kailey, Aashiyana Arts

Middle left image:
Haywood Engineering College
Community Games event

Bottom right image:
Cultural Olympiad dance class
at the Victoria Hall



This page

Main image:
Hoar Cross Hall Spa Resort

Top right image:
Drayton Manor Park & Hotel

Centre right image:
Monkey Forest, Trentham Estate

Centre left image:
Alton Towers Resort

Bottom right image:
Stoke City FC reception

Community and business involvement

Our Torch Relay Route will take the Torch through the local communities of Shelton (30 May), City Centre, Cobridge, Burslem and Middleport (31 May).

Residents and businesses have been encouraged to take part to mark this momentous occasion to celebrate the Torch Relay and the achievements of the Torchbearers.

Over 45,000 people, of all ages, race, and religious beliefs have been directly involved through dance, the Cultural Olympiad and our school 'Get Set' programme.

Over 200 businesses in Stoke-on-Trent are registered on 'Compete for London 2012' business portal and 250 businesses attended 2012 business related workshops. The council is hosting a series of community and business events to get people involved in the Torch Relay.



Leisure or business - this is the place

The Stoke-on-Trent and Staffordshire Conference Bureau represents over 40 venues across the whole of the region. Members include the 4-red star venue Swinfen Hall Hotel, the only AA Inspectors' Choice venue in the county, along with Hoar Cross Hall Spa Resort – voted England's leading resort at the World Travel Awards for the last five consecutive years.

For fun-seekers we have the world-famous Alton Towers Resort, Drayton Manor Park & Hotel and the rather unique 'Trentham Monkey Forest'. We can also offer first-class conferencing facilities such as Stoke City FC's Britannia Stadium and the Genesis Centre along with exclusive hire venues such as Weston Park.

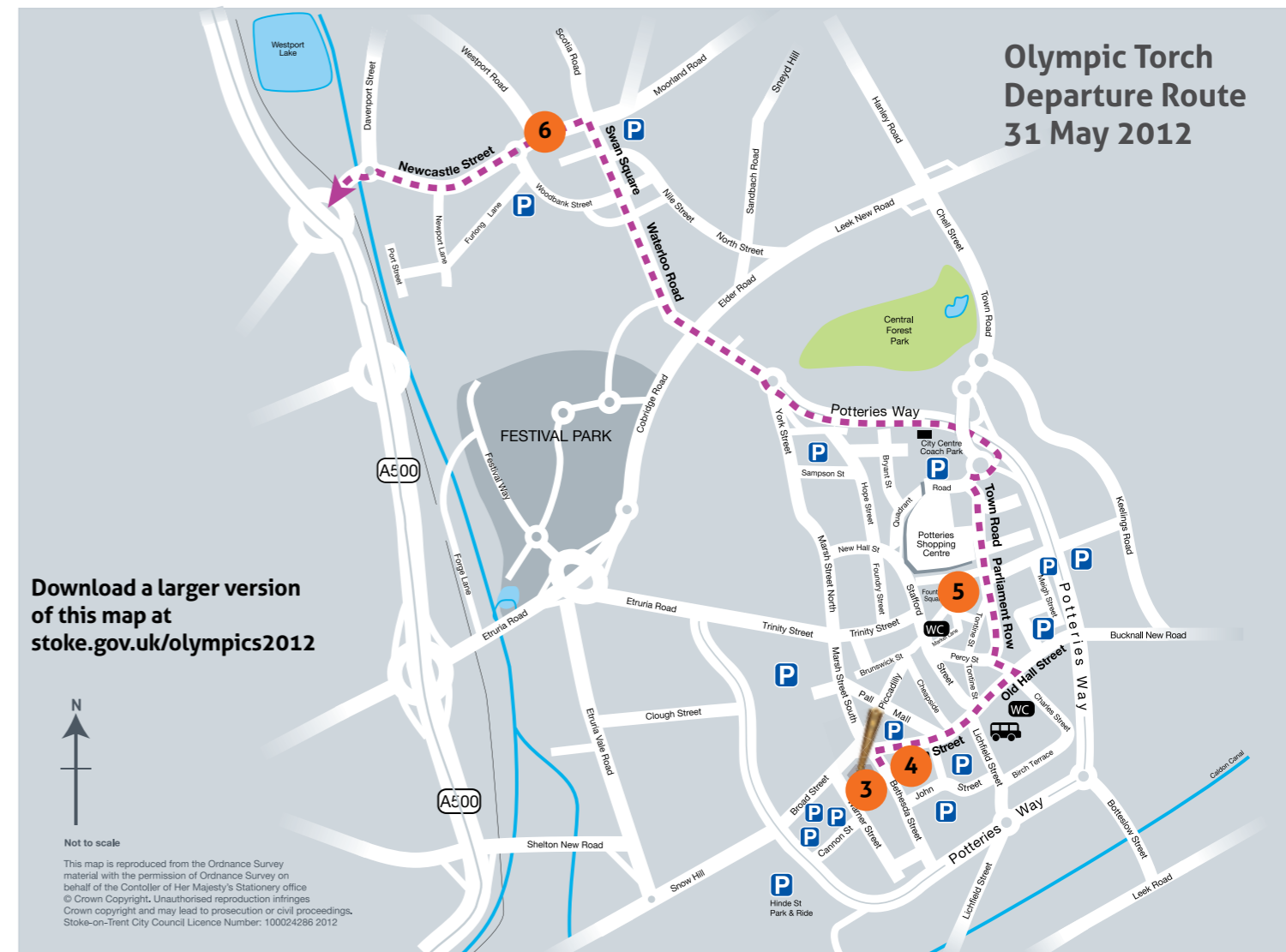
Within Stoke-on-Trent we have the 4 star Moat House Hotel at Etruria.



Olympic Torch Arrival Route 30 May 2012



Olympic Torch Departure Route 31 May 2012



Register for updates



You can also like us on Facebook and follow us on Twitter for the latest information.

Olympic Torch Arrival - 30 May 2012 18:34

Media Pens

1
Arrival Point

Location: Stoke Road A5006 at junction with Station Road

Opportunity to capture the first Torchbearer as the Flame enters the city.

2
Hanley Park - 18:50

Location: The Parkway, Shelton

Join us here for the evening celebration.

Olympic Torch Departure - 31 May 2012 07:00

Media Pens

3
Departure point - 07:00
The Potteries Museum & Art Gallery

4
Bethesda Chapel - 07:01

Location: Albion Street, Hanley

Bethesda Chapel is an impressive building seating up to 2,000 people. The present building, dating from 1819, was built by members of the Methodist New Connexion, replacing an earlier structure of 1798 on the site. The Prince of Wales visited Bethesda Chapel on 19 February 2010 to celebrate the 100 years of the federation of the six towns.

5
Statue of Sir Stanley Matthews CBE - 07:03

Location: Parliament Row, Hanley

This is one of the Potteries' most iconic statues created by artist Colin Melbourne unveiled in 1987 by Sir Stan the 'Wizard of the Dribble' himself.

Sir Stanley Matthews, CBE (1 February 1915 – 23 February 2000) was an English footballer. Often regarded as one of the greatest players of the English game, he is the only player to have been knighted while still playing. Sir Stan, an inaugural inductee of the City of Stoke-on-Trent Sporting Hall of Fame, was also named Stoke-on-Trent Citizen of the Century as part of the Centenary of the federation of the six towns in 2010.

6
Angel of Victory - 07:32

Location: On top of the Old Town Hall, Market Place, Burslem

The gilded copper Angel holding out a laurel wreath sitting on top of the Old Town Hall was commissioned by Burslem Town Council in 1857. She symbolises Civic Victory. Looking down guardian like over the mother town of Burslem she is said to hold sway over the fortunes of Burslem, and when she is not in her rightful place, the town's fortunes decline.

The angel was immortalised by Arnold Bennett in his books 'Clayhanger' and 'The Old Wives' Tale'.

The songs of pop star Robbie Williams, often reference the city and include his biggest seller 'Angels', which is said to have been inspired by Burslem Town Hall's crowning golden angel statue.





“
As one of Stoke-on-Trent’s biggest employers, Steelite International is certainly fired up about this Olympic year.

“Now preparations to welcome the Olympic Torch relay are gathering pace, there’s a real sense of optimism, both among businesses and the public, as we get ready to show the nation what a fantastic and vibrant city this is.

“This high profile event will shine the spotlight on Stoke-on-Trent, its industries and its people, and show just why we’re all proud to be part of the Potteries.”

Kevin Oakes, Chief Executive of Steelite International



This page

Main image:
Kevin Oakes at the launch of Steelite’s ‘Made in England Made for Life’ campaign when a London Double Decker was suspended on just four Steelite mugs.

Left image:
Rio tableware, Steelite International

Bottom right image:
Spode at Portmeirion Group



This page

Top right image:
Air Sun range, Dudson Ltd.

Main image:
Vodafone, Etruria Valley

Lower right image:
Michelin Tyre Plc

Bottom right image:
Cath Kidston range, Churchill China



In Stoke-on-Trent there are significant concentrations of advanced manufacturing and engineering activities.

The high and medium tech manufacturing sector currently employs around 10,000 people, of which 7,600 work in the wider ceramic industry.

We are home to over 100 health care businesses, 5,000 medical students and the new University Hospital of North Staffordshire.

Tourism supports 5,617 jobs in Stoke-on-Trent. Last year 3.9 million visitors came to the area and spent approximately £203 million.

Business and professional services sector employs over 6,000 people and with companies like Vodafone and BET365 locally, this continues to grow.

There are around 100 companies focusing on low-carbon or environmental services. These include; wind turbine manufacturers, carbon emission consultancies and emissions certification specialists.

Nationally the number of businesses in the creative sector has flat-lined, but here in Stoke-on-Trent they have more than doubled in the last five years. There are now more than 1,200 creative industries with a workforce of over 5,000.

Stoke-on-Trent is the place to do business

We are determined in our drive to make Stoke-on-Trent a great working city.

Through our ‘red carpet’ approach our Mandate for Change is helping businesses to develop and grow.

The Make It Stoke-on-Trent & Staffordshire Inward Investment Service are ready to help with identifying the right property or land, assisting with industry research, support in relation to skills and recruitment, streamlined planning processes

and guidance on financial assistance to support business investment in Stoke-on-Trent and Staffordshire.

You’ll be in great company; sectors already established here include medical and healthcare technologies, professional services, logistics and distribution, chemical works, advanced manufacturing and the automotive sector.





This page

Main image:
Stoke City FC, Britannia Stadium

Top left image:
Interior of the Regent Theatre

Centre left image:
Wedgwood Visitor Centre
and Museum



All-round entertainment

Shopping

The Potteries Shopping Centre and the surrounding city centre has all the high street retail names you would expect to find as well as small high end specialist outlets. We also have over 20 ceramic factory shops across the city.

Heritage

The Potteries Museum & Art Gallery in the Cultural Quarter of the City Centre is home to the world famous Staffordshire Hoard – the largest and most valuable collection of Anglo-Saxon treasure ever discovered as well as the best display of world class ceramics in the country. There is also the Wedgwood Museum and Visitor Centre which is well worth a visit. Gladstone Pottery Museum offers an opportunity to see a restored bottle kiln one of only 46 bottle kilns remaining in the city.

Entertainment, Theatre and Music

Stoke-on-Trent is the nearest city to the thrilltastic Alton Towers theme park. The city has a large entertainment complex, Festival Park, with a water theme park, cinema complex and bowling alley and the Art Deco Regent Theatre which stages West End shows. The sister venue Victoria Hall, is known for its top music acts and in 2011 it held Slash, of Guns and Roses, first gig in the city marking his return to his hometown after 25 years.

Sport

Home to two professional football clubs, Port Vale and Stoke City, the city has long held a reputation for being passionate about the national sport. While League Two Port Vale have known better times, their fighting spirit epitomises The Potteries, as does that of Premiership Stoke City, who have recently enjoyed outstanding success on the pitch, with an FA Cup final appearance and a club-record run in European competition.

The city is also home to Fenton Manor Leisure Centre, accorded Olympic Pre Games Training Camp standard, and home to many international events in sports like gymnastics, table tennis and boxing.



Stoke-on-Trent has long been a place synonymous with cycling excellence, from Tommy Godwin, the World Cycling Endurance record holder, to Olympian Les West, and from Olympic greats like Bradley Wiggins to World champion Tour De France legend Mark Cavendish cycling through the city in the Tour of Britain and the Tour Series.

Local legends are also recognised in the city's Sporting Hall of Fame and every year sporting achievement from grass roots to Olympic Gold is rewarded in the City's Sports Personality of the Year Awards.



This page

Middle right image:
Fenton Manor Leisure Centre

Centre left image:
Mark Cavendish, Stoke-on-Trent stage of the Tour
of Britain 2011

Centre right image:
Les West and Imran Sherwani receiving their
Sporting Hall of Fame Award 2012

Bottom right image:
Marc Richards, Port Vale FC
Image courtesy of Staffordshire News & Media





This page

Top left image:
Royal Worcester Diamond Jubilee
Range at Portmeirion Group

Main image:
London 2012 Olympics range by
Wedgwood - official London 2012
ceramic and crystal giftware supplier



This page

Centre right image:
Diamond Jubilee mug by Emma
Bridgewater

Bottom right image:
The Athletes by Moorcroft



World Capital of Ceramics

With an unrivalled heritage and very bright future, Stoke-on-Trent is recognised as the 'World Capital of Ceramics'

With an unrivalled heritage and very bright future, Stoke-on-Trent is officially recognised as the 'World Capital of Ceramics'. Waterford Wedgwood Royal Doulton, Emma Bridgewater, Portmeirion, Moorcroft, Steelite International and Dudson are just a few of the UK's leading lifestyle brands you'll find in this unique city.

Gladstone Pottery Museum with its recently restored Victorian pottery in Longton and the Wedgwood factory are more highlights not to be missed.

The industry's growth was also aided by the opening, in 1777, of the Grand Trunk Canal (now the Trent and Mersey Canal), which provided an outlet to the ports at Hull and Liverpool in order to transport raw materials into the city and for the export of the finished ware.

Stoke-on-Trent remains at the heart of the British ceramic industry, and is the largest clayware producer in the world.



Words from two of our world class ceramic businesses



Stoke-on-Trent is a truly unique city full to the brim with character.

"And much of its inimitable charm is down to its people. Creative and imaginative, the people of Stoke-on-Trent are passionate, loyal and tenacious and have all the necessary qualities to build strong communities and grow successful businesses.

"Once again Stoke-on-Trent is a hub of activity and we're leading it into a new era of revival and vitality. Quite simply there is no better place for our business."

Michael Haynes, Managing Director of Portmeirion Group



Stoke-on-Trent is Bronze, Silver and Gold when it comes to pottery, you can get anything made from a new hip joint to a gallon teapot.

"Stoke-on-Trent is a key part of Britain's manufacturing base and through the plates on your table or the mug in your kitchen we all have a stake in Stoke-on-Trent."

Matthew Rice MD of Emma Bridgewater



Main image:
Deb Klemperer - Principal Collections Officer, Stoke-on-Trent City Council, showing HRH Prince Charles and the Duchess of Cornwall a piece of the Staffordshire Hoard

Top left image:
Gold and garnet hilt fitting from the Staffordshire Hoard

Top right image:
Gold birds and fish carving from the Staffordshire Hoard

Bottom right image:
Gold and garnet scabbard boss from the Staffordshire Hoard



Home of the world-renowned Staffordshire Hoard

The Staffordshire Hoard is the country's largest and most valuable collection of Anglo-Saxon gold ever found. It was discovered by metal detector enthusiast Terry Herbert in a farmer's field in July 2009. A real story from mud to gold!

The glittering gold has dazzled audiences not only in this country but more recently in America. After the National Geographic Museum exhibition in Washington D.C. over one million visitors have now viewed the collection.

The unparalleled treasure is jointly owned by Stoke-on-Trent City Council and Birmingham City Council after the very generous British public raised £3.3m to meet the valuation price.

Prince Charles was the first Royal to handle the Hoard in 1300 years. A new exhibition opens in July 2012 called 'Dark Age of Discovery' featuring the Hoard. A new 9ft tall Mercian Warrior statue draped in 14 pieces of the Hoard will be unveiled at The

Potteries Museum & Art Gallery in May 2012 ready for the Torch Relay. The Olympic Flame will leave our city on Thursday 31 May from The Potteries Museum & Art Gallery, home to the Staffordshire Hoard.



This page

Top image:
Part of the exhibition of the Staffordshire Hoard at the National Geographic Museum, Washington D.C

Main image:
The Mercian Warrior statue at the artist studio

Bottom left image:
The Horse, part of the Staffordshire Hoard

Visit the
Potteries
Museum &
Art Gallery to
experience the
magic of the
Staffordshire
Hoard



This page

Top left image:
Bottle Kilns in Stoke-on-Trent

Centre image:
The Stoke-on-Trent bus at the Lord Mayor of London's parade



This page

Top right image:
Eric Carter, a Spitfire pilot from WWII standing by the Spitfire exhibit at The Potteries Museum & Art Gallery

Centre left image:
Statue of Josiah Wedgwood at the Wedgwood Visitor Centre

Centre right image:
Statue of Sir Stanley Matthews at the Britannia Stadium - home of Stoke City FC



Some interesting stories

This year is the 70th anniversary of the **Lidice** atrocity. A whole village in the former Czechoslovakia was razed to the ground with nearly all its inhabitants murdered on the orders of Adolf Hitler in June 1942, in retaliation to one of his generals being killed.

Word of this genocide reached all parts of the world but in Stoke-on-Trent the local mining community, led by a Dr Barnett Stross, created their own 'Let Lidice Live' campaign. This saw miners and citizens of the city raise several thousand pounds, which eventually saw the village of Lidice re-built. Links between Lidice and Stoke-on-Trent are still very much alive and will be celebrated this summer.

Burslem in the mid-seventeenth century started the trade of making butterpots and earned the position of mother town of the Potteries - potters were criticised for digging holes in the roads to obtain clay - a practice which gave rise to the term '**potholes**'.

Experts calculate that in their heyday there were up to 4,000 **bottle kilns** but the Clean Air Act sounded the death-knell for the smoky, coal fired oven. There are 46 bottle kilns still standing today - all are listed buildings.

The **Domesday Book** does not mention a village at Stoke, but does record the existence of a church. This site served the neighbouring village of Penkhull, a hilltop settlement

which remained an important town or village until the 19th century. The word Stoke seems to be derived from the Old English for a holy place.

It wasn't until 1925 that **Stoke-on-Trent** became a city. The early years of the county borough were marked by the Great War, restricting development of services. A Royal Letter Patent was granted by George V.

Stoke-on-Trent was chosen as the site for the **National Garden Festival in 1986**. The site is now Festival Park, a complex of leisure and business facilities attracting visitors from the Midlands area and beyond.

Some interesting people

Josiah Wedgwood was born in Burslem, Staffordshire, on July 12, 1730, into a family with a long tradition as potters. At the age of nine, after the death of his father, he worked in his family's pottery company. By the time of his death in 1795 he had created a pottery industry which was indebted to his scientific experiments. He had pioneered many mass-production techniques, created a huge export-based industry and played a major role in transport developments. A great humanitarian he also engaged in anti-slavery activities and helped form the Society for the Abolition of the Slave Trade in 1787.

The Potteries are particularly associated with the literary work of **Arnold Bennett** (born in Hanley, 1867), notably through his "Five Towns" novels; Bennett did not include Fenton, the sixth town of the Potteries.

The footballer **Sir Stanley Matthews** was born in Hanley, Stoke-on-Trent. He was the first footballer to be knighted while still playing and the first European Footballer of the Year and the first Football Writers Footballer of the Year. He played for England 54 times and over 300 times for Stoke City, retiring at the age of 50! He also coached in South Africa during the Apartheid regime in the 1960's and created an all-black team. Sir Stan is Stoke-on-Trent's Citizen of the Century.

Other notable famous people from the city include; Reginald Mitchell, the designer of the World War II fighter plane, the Spitfire; Sir Oliver Lodge, who invented the spark plug; Walter Sylvester, inventor of the Pressure Arch Theory for mining which saved thousands of lives; world champion dart players Phil Taylor and Adrian Lewis and, of course, Robbie Williams the pop singer, who has been known to have a hit or two. Not to mention Captain Edward John Smith, Captain of RMS Titanic; Clarice Cliff, world famous Art Deco pottery designer; Slash, Lemmy ...the list goes on.

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Visit us at stoke.gov.uk/olympics2012 to keep up to date

