

# Fact Sheet

**DEVELOPMENT TYPE: MIXED USE / REGENERATION / BUSINESS  
PARK**

**DEVELOPMENT NAME: ETRURIA VALLEY BUSINESS PARK, STOKE-  
ON-TRENT**



**Location:** Located in the centre of the Stoke-on-Trent area with direct access from the A53 dual carriageway and within 400 metres of the A500 urban expressway linking Stoke to junctions 15 and 16 on the M6.

**Description:** Etruria Valley is part of Festival Park, the premier mixed use Business Park in North Staffordshire, comprising major office and commercial development, retail park, leisure park (cinema, tenpin bowling, Waterworld) 4 star 150 bedroom Hotel, restaurants and housing.

**Size:** The total Festival Park area extends to over 300 acres. The development completed to date has been undertaken in phases, initially Festival Park of 165 acres, Festival Heights 30 acres, Etruria Valley, phase 1, 30 acres and phase 2, 10 acres.

**Total investment value:** Total development to date c.£185m.

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**Website:** [www.stmodwen.co.uk](http://www.stmodwen.co.uk)

**Site History:** The main steel works closed in 1979 and was restored as the National Garden Festival 1986 and acquired by St. Modwen in 1988. Further phases were added in 1996, 1998 and 2002. Major restoration undertaken by St Modwen, including the site of the former blast furnaces and a massive rolling mill, waste tips etc. The reclamation of Etruria Valley was undertaken in 2 phases over seven years work, remediating over 2.5 million tonnes of soil with over 95% of the demolition and reclaimed materials recycled and reused. Over 1.3 million square feet of development has been completed to date including over 750,000 sq ft of office and business space.

The initial development of Festival Park was undertaken directly by St Modwen and the latest phase, Etruria Valley, in partnership between Tata Steel and Stoke-on-Trent Regeneration Limited which is a joint venture company between St. Modwen Properties PLC and Stoke-on-Trent City Council (shareholding 81%/19%). The company is run, managed and financed entirely through St. Modwen's regional development team. The partnership company was formed in 1993 and has carried out very significant brownfield land development around the Stoke-on-Trent area. Previous owners include Principally British Steel, Corus and Tata Steel.

**Project highlights:**

- Phase two of Etruria Valley, a 90 acre site, commenced development in 2009 following extensive site reclamation and infrastructure works.
- Development completed since includes:
  - A 93,500 sq ft Contact Centre for Vodafone UK
  - A 35,900 sq ft high tech ceramics factory for Wade Ceramics Ltd
  - A 10,000 sq ft Head office for Hanley Economic Building Society

**Key project milestones:**

- Planning consent has been secured for a fourth phase of the popular Festival Trade Park offering small / medium sized light industrial and warehouse units and for Festival Court, a courtyard scheme of 11 individual office buildings. The schemes will be developed in response to market demand.
- Approximately 60 acres of land is available for further development at Etruria Valley and is allocated for major employment uses through a Supplementary Planning Document approved by Stoke on Trent City Council.
- Within the remaining land, outline planning consent was granted in November 2012 for the next phase of 15.6 acres, which would provide up to another c.270,000 sq ft of mixed use office, manufacturing and storage space on site.
- Expected date of completion tbc.