

Fact Sheet

DEVELOPMENT TYPE: MIXED USE / REGENERATION

DEVELOPMENT NAME: HARTSHILL (SHELTON NEW ROAD), STOKE-ON-TRENT, STAFFORDSHIRE



Location: The site fronts on to Shelton New Road in the centre of Stoke on Trent in a mainly residential area.

Description: A former industrial site of 11.25 acre previously used by Dyson Industries Ltd.

Total predicted development value: £20 million.

Development Agreement: St. Modwen is working in partnership with land owner, Dyson Industries Ltd to secure planning consent for the redevelopment of the site.

Background: The Hartshill site is a former Dyson Industries factory site which became surplus to requirements when the company restructured several years ago. A small part is still occupied by IPS Ceramics, who will relocate within the city when the plans are approved.

Project highlights: The site will deliver 110 'high-quality' family homes to area. In addition to bringing much needed homes to the area, the proposal also include local centre incorporating a small convenience store, a parade of four small shops and a public house and restaurant. At least 220 jobs will be generated by the construction of the houses and 75 permanent jobs will be created at the pub, restaurant and shops.

Key project milestones:

- Public consultation was held in October 2012
- A planning application was submitted to Stoke-on-Trent Council in March 2013