



A unique solution **for a unique city...**

Media information pack



About the University Quarter

Background

More than £1.5 billion regeneration funding is being invested to transform Stoke-on-Trent and North Staffordshire into a thriving region where quality of life and opportunities will be available to all.

A key element of this regeneration will be the University Quarter, the largest joint education project of its type in the UK. The ambition is to invest in world-class education facilities within the University Quarter to create a place where the local community will want to go to develop and enhance their skills, thereby raising aspirations and the achievement of higher level qualifications in the region. This wealth of highly skilled people will attract new businesses to the area, fuelling the growth of existing businesses and laying the long-term foundations for economic regeneration across North Staffordshire.

As a major development in the city, the University Quarter will act as a catalyst for the £450 million regeneration of the wider area between the mainline railway station and Stoke-on-Trent city centre.

What is the University Quarter?

The University Quarter is an education-led regeneration project in Stoke-on-Trent covering an area of around 400 acres, and bringing together the educational institutions of Staffordshire University, Stoke-on-Trent College, and the City of Stoke-on-Trent Sixth Form College. The institutions share a vision of breaking down barriers to give everyone the chance to achieve their full potential.

Around £285 million is being invested to deliver the University Quarter development, making it the largest collaborative project for further, higher and school education in the UK. The funds are being raised from a variety of sources, including the Learning & Skills Council, Staffordshire University, Advantage West Midlands, the Higher Education Funding Council for England, Stoke-on-Trent College, City of Stoke-on-Trent Sixth Form College and the private sector.

Aims and objectives

The aim of the University Quarter is to *“create a vibrant, safe and attractive environment that provides opportunity, investment and a better quality of life for all those living, studying and working there.”*

Its objectives are to –

- Give people from all backgrounds **access to new learning and training opportunities**
- Offer **direct support for those with dreams of setting up their own businesses**, as well as making the area even more attractive to potential employers
- **Attract investment to the region**, which will play a vital role in economic regeneration as well as meeting the skills needs of North Staffordshire’s workforce
- Build a series of **flagship educational facilities**
- Support the **rejuvenation of the nearby South Shelton residential area**, in partnership with Sanctuary Housing
- **Improve the quality of life of local people** by working with residents, businesses, community groups and organisations to meet their needs

University Quarter developments

visually a stunning centrepiece for education, the University Quarter development will feature a series of practical, stylish and modern buildings including shared facilities which have been designed to promote the economic, social and physical regeneration of the sub-region, while also supporting the curriculum strengths of the educational partners.

Developments include;

- The **relocation of the City of Stoke-on-Trent Sixth Form College**
- The **remodelling of the Staffordshire University Campus**, including the refurbishment and demolition of buildings and investment in new public realm
- **Knowledge Hub**, a new state-of-the-art facility that will provide a community, business and educational support and resource facility under one roof (shared facility)
- **Media Place**, a learning and business environment for media and associated skills (shared facility)
- **Science and Technology Centre**, a centre education and business opportunity ensuring progression, achievement and lifelong learning in science (shared facility)
- **Performing arts Centre**, providing state-of-the-art performance spaces with practice, study and library facilities and specialist teaching rooms (shared facility)
- The proposed new **St Peter's Academy**, which will replace the current St Peter's and Berry Hill High Schools on the site vacated by the City of Stoke-on-Trent Sixth Form College
- **Business and Sports teaching centre** (shared facility)
- **University Boulevard**, a planned new urban link between Stoke-on-Trent Railway Station and the proposed new City Centre Transport Interchange which will to provide a 'gateway' to the city centre from the University and College campuses

Further information about the University Quarter can be found at www.uniq-stoke.org



A word from the Chair

Paul Richards is the Chair of the University Quarter steering group and Deputy Vice Chancellor of Staffordshire University:

On UniQ

“What started out as an education partnership between the city’s three main further and higher education providers rapidly broadened its scope. We realised the importance of education in the future of the city and the ability of the education partners to drive immense and far-reaching change.

“UniQ is so much more than new buildings. We have set out to drive change across the city - to change people’s expectations and aspirations, raise achievement in schools and ensure both students’ and employers’ needs are met right here in the heart of the city.”

On how UniQ fits in to the bigger regeneration picture

“UniQ is a key part of the entire region’s regeneration. By raising educational achievement we are creating a skilled workforce capable of taking our existing business community forward and capable of attracting new businesses to the area.

“We are investing time, energy and money in the city because we think it’s a great place to be. We have high hopes for the future and that future starts with UniQ.”



On Stoke-on-Trent and North Staffordshire

“The economic story of Stoke-on-Trent shows just how important UniQ will be in restoring pride and economic stability to the city.

“Stoke-on-Trent and North Staffordshire have been through tough times. The challenges facing the ceramics industry and the decline of traditional sectors such as the coal industry have hit local communities hard and left the workforce facing an uncertain future.

“This has led to high levels of deprivation and poor performance in terms of skill levels compared to the rest of the region and nationally. But now the tables are turning. North Staffordshire is undergoing economic transformation. As businesses become established, relocate here and grow, they will need a capable workforce - educated and trained to the highest standard.

“Hence the need for UniQ - which will see key education providers working together to raise aspirations and achievement - meeting the needs of employers and ensuring economic stability.”

University Quarter partners

- **Staffordshire University**
Providing higher education to a vibrant learning community of more than 10,000 students at its Stoke-on-Trent campus
- **Stoke-on-Trent College**
One of England's largest colleges of further education, providing both full and part time further and higher education courses for more than 15,000 students
- **The City of Stoke-on-Trent Sixth Form College**
The leading provider of Level 3 and A Level courses to more than 1,800 young people

Other strategic partners include;

- **Stoke-on-Trent City Council**
The unitary authority for the city of Stoke-on-Trent, the Council is responsible for all local government services to an estimated 240,000 people living within the city boundary
- **North Staffordshire Regeneration Partnership**
The NSRP leads on the physical, economic and social regeneration of North Staffordshire through direct delivery of major projects and by acting as a catalyst for transformation and renewal
- **Advantage West Midlands (AWM)**
AWM is the Regional Development Agency for the West Midlands. Its role is to lead the economic development of the West Midlands, working alongside a wide range of public, private and voluntary sector partners
- **Learning and Skills Council (LSC)**
Working nationally, regionally and locally, the LSC aims to improve the skills of England's young people and adults to world class standards and to make a truly competitive workforce
- **Sanctuary Housing**
This charitable organisation is a national housing provider, managing 70,000 homes throughout England and Scotland including general rented, sheltered and supported accommodation and student and keyworker housing.

Staffordshire University



Staffordshire University will make significant changes to their campus in the University Quarter, with brand new facilities and public space developments to be delivered over the next five years.

Leading on the construction of the UniQ shared facilities in Science and Technology, Media and Sport, the University will also be progressing the flagship Knowledge Hub scheme, which includes a new University library combined with facilities for business and commerce. It is expected that the Science and Technology Centre and Media Place buildings will be the first to be constructed, opening in December 2011.

There will also be improvements to the existing Mellor, Flaxman, and Brindley buildings and a new College Road Square for public use, all linked to the City Centre via the proposed University Boulevard.

www.staffs.ac.uk

Stoke-on-Trent College



Stoke-on-Trent College is comprehensively redeveloping its Caudon campus site as part of a £125 million masterplan, which will later include the transformation of the college's additional site in Burslem. The remodelling of the Caudon campus will complete the integration into Caudon Small Park as part of a new 'College in the Park'.

The College's £11 million 'lifestyle' building is the first project in the University Quarter to be completed. Opened to students and the public in September 2009, the building is the training centre for Caring & Service Industries, which includes Child Care, Beauty & Holistic Therapy, Hairdressing, Health and Social Care, Professional studies and Hospitality & Catering. The Lifestyle building provides unique training facilities for over 600 full time students and hundreds of part-time students.

Providing the City and local community with world-class skills and learning resources, and three centres of excellence, the work on the College is being rolled out over a four year period.

www.stokecoll.ac.uk

City of Stoke-on-Trent Sixth Form College



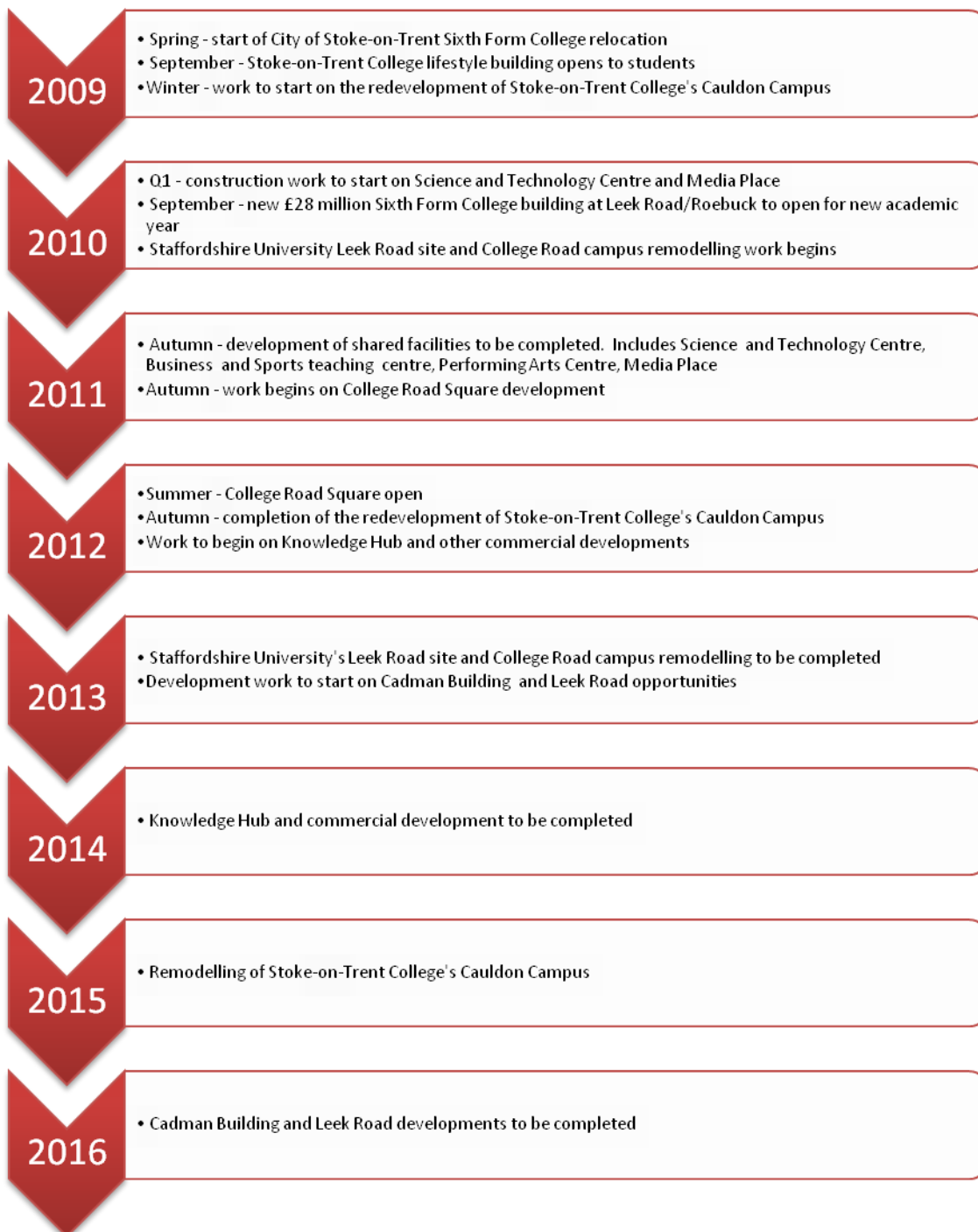
The City of Stoke-on-Trent Sixth Form College will be relocating to a new site on Leek Road, next to Staffordshire University. The £33 million development, which incorporates world-class education resources and design features, is rapidly taking shape and is on schedule to open its doors to students in September 2010.

The relocation of the City of Stoke-on-Trent Sixth Form College is highly visible to commuters passing through Stoke-on-Trent's main railway station. The innovative features of the new build have become a real discussion point in the area and the college has received positive informal feedback regarding the progress to date.

Once staff and students have moved to the new college in September 2010, the sixth form's existing Fenton site will be purchased by Stoke-on-Trent City Council to create the proposed new St Peter's Academy,

www.stokesfc.ac.uk

University Quarter timeline



University Quarter facts & stats

- The University Quarter is the largest scheme of its type in the UK
- **£285 million** of public and private sector funding is being invested into the project
- **9.7 hectares of brownfield land** will be reclaimed over the course of the development
- In the short term, the University Quarter development will boost construction-based employment in the region (equivalent to 1,915 person years of employment)
- Within 10 years, the University Quarter will attract **17,000 extra students** into education in North Staffordshire
- The University Quarter will encourage an extra **48,000 students to achieve qualifications** in 15 years
- **705 new jobs** will be directly created by the University Quarter development, and a further 350 will be created indirectly
- An additional **640 employers will engage with the University Quarter to improve skills** in their business over the next 10 years
- The University Quarter will support **300 new businesses and start-up companies**
- The earning potential of the region will increase to £297 million per annum, equivalent to an **average earnings increase of £1,725 a year** for every worker in North Staffordshire
- The University Quarter will help to increase productivity, adding an **additional £480 million GVA**
- Up to 2,500 local people will be able to **access future jobs**
- The University Quarter will **revitalise the area** of Stoke-on-Trent between the railway station and the City centre, showcasing vibrant regeneration plans and encouraging further commercial and residential developments.

University Quarter images

If you require images of the University Quarter, please log on to www.uniq-stoke.com/media_gallery.html for a selection of high resolution pictures available for download.



Centre of Excellence for Caring and Service Industries at Stoke-on-Trent College



City of Stoke-on-Trent Sixth Form College's state of the art new building



An artist's impression of Staffordshire University's Science Centre which will be a shared facility



The stunning glass fronted atrium at City of Stoke-on-Trent Sixth Form College's new building



The Performing Arts Centre; a shared facility to be based at Stoke-on-Trent College's Cauldon site



A panoramic view of Stoke-on-Trent College's planned new Cauldon site



Regional Minister Ian Austin in conversation with Paul Richards, chair of the University Quarter group and Deputy Vice-Chancellor of Staffordshire University



University Quarter official logo



Contact Us

For further information about the University Quarter development, please log on to www.uniq-stoke.org

You can also keep updated of the latest news from UniQ through our online media area www.uniq-stoke.org/media_room.html

For all other media enquiries, please contact Maria Scrivens on 01785 353401 or 01785 353608