CERAMICS AND ADVANCED MATERIALS

Stoke-on-Trent and Staffordshire is a globally-recognised leader in advanced materials – and is now home to the UK’s only Advanced Ceramics Enterprise Zone. Driven by unrivalled heritage and expertise in ceramics, our skills and innovations are creating advanced materials which are at the forefront of industries from automotive to healthcare.
Leadership in advanced materials puts Stoke-on-Trent and Staffordshire at the heart of innovations in a range of industries including ceramics, automotive and transport, power electronics, energy, built environment and medical technologies. Across all of these industries, local companies are working together to create a strong supply-chain that is driving research and development and creativity in advanced and composite materials.

**WORLD CAPITAL OF CERAMICS**
Since the 18th century, the area has been a global leader in ceramics design and manufacture. International brands, such as Wedgwood, Portmeirion, Moorcroft, Spode, Steelite, Dudsons, Churchills and Emma Bridgwater are all based in Stoke-on-Trent and are thriving thanks to growing global demand for ceramic tableware manufactured in the region. From bone ash, glazes and pigments, to kilns, materials testing equipment and hobby ceramics supplies, a strong local supply-chain serves the ceramics industry, with more than 400 companies involved. It is also home to Ceramic Development Limited and The British Ceramic Confederation.

The development of materials technology is supported locally by Lucideon analysis and consultancy headquartered in Stoke-on-Trent. Lucideon provides services to clients in a wide range of sectors, including healthcare, construction, ceramics, aerospace, defence, engineering and energy.

**GLOBAL LEADER IN CERAMICS DESIGN AND MANUFACTURE**
AUTOMOTIVE AND TRANSPORTATION
Stoke-on-Trent and Staffordshire is close to 8 major car plants, including Jaguar Land Rover, Bentley and General Motors. These OEMs are reliant on a wide range of advanced materials applications, representing a significant opportunity for supply chain companies. From ceramic sensors to plastic parts and vehicle armour ceramic components, there is a wealth of advanced materials opportunities in the automotive sector.

Other composites and ceramics companies based here include Mantec Technical Ceramics, which provides innovative solutions to global industries from aerospace and defence to utilities and power.

THE BUILT ENVIRONMENT
Companies in Stoke-on-Trent and Staffordshire are harnessing the thermal and physical properties of ceramic materials to develop innovative products, including bricks, tiles and low-energy kiln operations. Johnson Tiles, the UK’s leading tile manufacturer, has invested more than £50 million in its state-of-the art manufacturing facilities in Stoke-on-Trent.

ENERGY AND POWER ELECTRONICS
Power electronics is reliant on advanced materials, in particular ceramics, to continue to innovate. Several global companies have a presence in the area, including GE, Siemens making Stoke-on-Trent and Staffordshire an ideal location for businesses in this industry.

This strong tier 1 base of energy companies presents significant opportunities for advanced materials firms servicing the energy sector. From advanced materials used in cable insulators, semiconductors and fuses in electric power transmission, the supply-chain opportunities here are vast.

CERAMIC VALLEY ENTERPRISE ZONE
North Staffordshire is home to the UK’s only Enterprise Zone specialising in advanced ceramics. It comprises 140 hectares of commercial land, all located on the A500 trunk road within 20 mins of the M6. Companies establishing in the area can benefit from business rate discounts, enhanced tax allowances, access to superfast broadband and access to specialised skills.

NEW CERAMIC VALLEY ENTERPRISE ZONE IN THE HEART OF ENGINEERING AND AUTOMOTIVE SUPPLY CHAIN
### A Talented Pool of Labour

- **7,000** people directly employed in the ceramics sector
- **3,500** employed in the manufacture of rubber and plastics
- **26,300** employed in advanced materials activities

**Population of over 1 million, with over 2.7 million people within a 45 minute drive**

**Strengths in minerals, metals and composites**

**Expertise in manufacturing:**
- 56,100 employed in manufacturing
- Significant pool of future talent, with local universities having a strong focus on engineering and computing with advanced materials specialisms, and ceramic design

**An ideal base for ceramics and advanced materials operations**

- Major centre for power electronics
- Close proximity to 8 automotive OEMs
- Available sites and premises in prime, well connected locations

**An A Connected, Competitive Location**

- **400+ ceramics related manufacturers**
- **Opportunities for medical devices companies thanks to ceramics strengths**
- **Opportunities for R&D** through local universities; the materials technology group at Alstom and materials testing and certification by Lucideon
- **Excellent transport links** put you closer to national and international markets
- **Support for R&D** through local universities; the materials technology group at Alstom and materials testing and certification by Lucideon

**Industrial rent across Staffordshire is 20% lower than in other locations including Birmingham and Northampton**

**Wage rates are up to 15% lower than the national average**

### A Connected, Competitive Location

- **UK's only advanced ceramics enterprise zone**

**Others who call Stoke-on-Trent and Staffordshire home**

- WWRD Wedgewood | Steelite International | Portmeirion | Churchill China | Dudsons | Moorcroft | Spode
- Emma Bridgewater | Lucideon | Wades | Endeka | Ibstock Brick | Mantec Technical Ceramics | Johnson Tiles
- Biocomposites | Keeling & Walker | BAL | Johnson Matthey | Ferro | Furlong Mills

**Source:** Colliers International, Annual Population Survey (ONS)
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Kevin Oakes, Chief Executive of Steelite International commented:

“The Made in England message continues to be a strong part of the company ethos and demand for quality UK-manufactured tableware is becoming increasingly desirable. The outstanding skills base of the workforce in Stoke-on-Trent and Staffordshire ensures that we can keep moving ahead, investing in and developing high quality and innovative tableware.”