



PRESS RELEASE

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POTTERY FACTORY DEAL SECURES JOBS AND NEW HOMES

RENEW North Staffordshire is to buy an historic, working, pottery factory in readiness for conversion to new apartments and commercial space.

All 100 jobs at the Emma Bridgewater factory in Lichfield Street, Hanley, Stoke-on-Trent, will be protected under an innovative arrangement between the company and RENEW.

The Bridgewater factory is sited next to the Caldon Canal in the new City Waterside neighbourhood.

City Waterside is a key priority for RENEW North Staffordshire and its partners in their work to regenerate the housing market in the City Centre South area with a much better choice of new homes, renovated older homes and a much improved environment.

The Bridgewater factory was identified in the City Waterside masterplan as being part of a strong grouping of heritage buildings that could help form part of a new local centre.

The building has been occupied by earthenware manufacturer Emma Bridgewater for around 12 years but the company had been looking for new premises to allow it continue to expand and to become more efficient.

Future uses for the building are likely to include apartments, live / work units, offices and small shops.

Under the deal agreed between RENEW North Staffordshire and Emma Bridgewater, RENEW will acquire the factory site and then lease it back to the company for up to two years.

This will give the company the time and capital it needs to buy and equip a modern factory nearby in Hanley. The deal will help to secure the future of the company and protect jobs.

When the company has moved out, the factory buildings and land will be offered for redevelopment to members of RENEW North Staffordshire's developer panel.

Hardial Bhogal, director of RENEW North Staffordshire, said: "We are delighted to announce the planned acquisition of this very important heritage building for future conversion into residential and business uses.

"This is a key site in the City Waterside area that has the potential to be a wonderful new heart to this community.

"Through working closely with Emma Bridgewater we will be able to achieve that, while protecting 100 jobs and helping the company to move into modern premises."

Owner Emma Bridgewater said: "We are a successful, growing company but our premises are not efficient. Our manufacturing is carried out on three storeys, which is archaic.

"We want to remain in Stoke-on-Trent, because of the skills of our staff and because it is the home of pottery manufacturing.

“Moving to a modern facility close by will protect the jobs of our existing staff and give us the capacity and capability for continued growth.

“We are actively pursuing various options for alternative premises in the Hanley area.

“We are proud that we have kept the only remaining 19th century pottery factory in Hanley during our ownership and we are very excited at the new life these important buildings will now get.”

Ends

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Notes to editors

1. RENEW North Staffordshire is the housing market renewal pathfinder for Stoke-on-Trent, Newcastle-under-Lyme and Biddulph East. Our aim is to help make North Staffordshire a thriving, diverse conurbation where people want to live, work, invest and study. We do this by working with communities and partners to:
 - balance housing supply and demand
 - retain and attract population
 - provide quality housing that meets the aspirations of existing and new residents
 - transform the environment and make the best of our heritage and green space
 - support economic regeneration.
2. The RENEW North Staffordshire team can be contacted by the public on 01782 232024 or renew@civic1.stoke.gov.uk. Further information can be found on the website: www.renewnorthstaffs.gov.uk.