

at a glance

Feel at home

in

Staffordshire



Welcome to Staffordshire



What's in Staffordshire for you?

- A high quality of life with affordable urban or country living.
- Some of the UK's most competitive property prices.
- Being situated right in the heart of the UK, Staffordshire has superb road and rail connections with all parts of the country.
- Positive, progressive education provision. (High quality education opportunities, from nursery to university level.)
- A range of world class leisure facilities on your doorstep.
- Excellent shopping, and some of Britain's most beautiful countryside.



Transport

Some of the UK's best transport links.

- Staffordshire has excellent road and rail links to and from all parts of the country, giving you reduced commuting time and more leisure time.
- We're central to the UK's road network, including the M6, M54, M42, A50, A500, A34, A38 and the superb M6 Toll, the UK's newest motorway.
- By rail, London Euston is less than 1 hour 30 minutes, with Birmingham and Manchester less than 1 hour away.
- Four major international airports are nearby: Manchester, Birmingham, Liverpool John Lennon and Nottingham East Midlands. All are easily accessed via the extensive road and rail network.

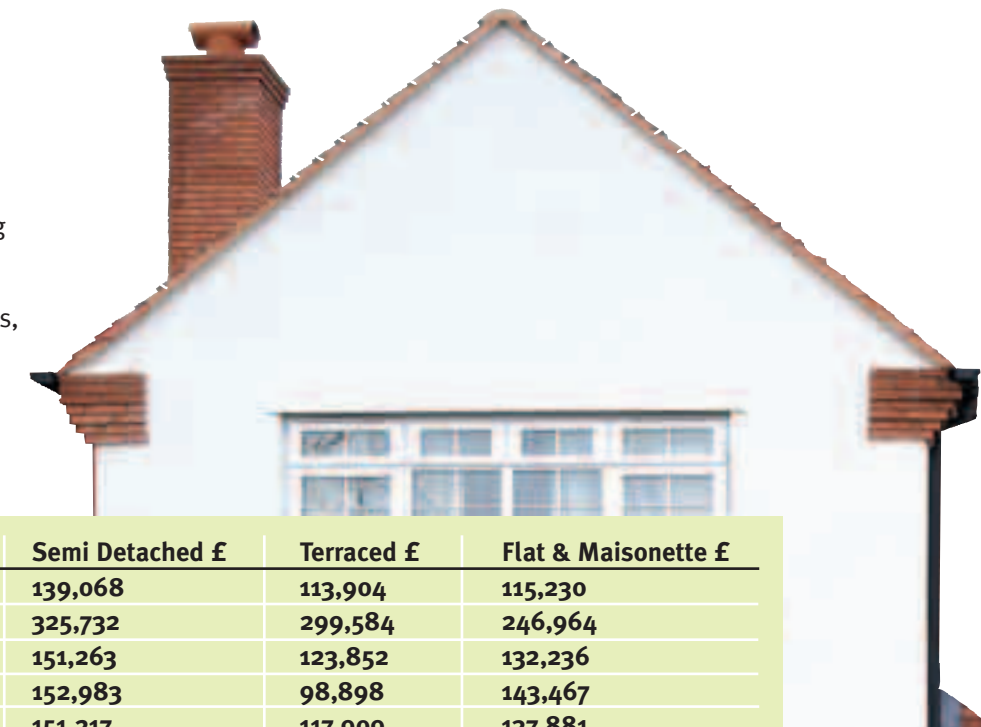


Housing

Some of the UK's most competitive property prices.

Moving to Staffordshire means more living room for your money.

There's a wide range of residential options, from city living to country cottages. And our wide selection of low property prices translate into a higher disposable income each month.



Location	Detached £	Semi Detached £	Terraced £	Flat & Maisonette £
Staffordshire	249,463	139,068	113,904	115,230
Greater London	564,566	325,732	299,584	246,964
Birmingham	307,292	151,263	123,852	132,236
Manchester	231,145	152,983	98,898	143,467
Leeds	297,354	151,217	117,909	137,881

Oct - Dec 2005 (Source: HM Land Registry)



There are exciting town centre developments across the County, including Stafford, Lichfield and Burton.

These developments will greatly increase both the choice and range of accommodation options.

Wherever you are in the County we can offer you a very wide choice of living styles: city centre, country, town or village, semi-rural - perhaps beside a canal, or you could even commute from the Peak District National Park.

Better living **in** Staffordshire

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Education

Staffordshire has some impressive educational qualifications.

The County has 15 independent schools. Most take children aged from 3 to 19 and are rated **good or very good** by the Independent Schools Inspectorate.



The 2005 Ofsted report Joint Area Review on Children's Services found that the County's youngest pupils achieved above national standards by age 7.

73 clubs for young persons throughout Staffordshire are accredited by Sport England. There are also upwards of 7 designated sports colleges throughout the County with more on the way.

In the latest round of examinations by UCAS, A-Level Tariff results found that **3 of the top 10 comprehensive schools in the country were in Staffordshire.**

£125 million has been invested in renewing all Stoke-on-Trent's nursery and primary schools. In addition, all secondary schools will be renewed or refurbished by 2010.

The area will benefit from a huge investment in science and technology - over £21m for computing alone.

Many of the County's colleges have been awarded **Centre of Vocational Excellence (CoVE) status.**

- Stafford College: Early Years Care & Education.
- Tamworth & Lichfield College: Business & Professional Services.
- Babington (from SOT & Lichfield): Accounting.
- Newcastle-under-Lyme College: Electrical, Electronic and Process Control.
- Burton College: Advanced Manufacturing Production, Construction.
- Stoke-on-Trent College: Construction, Care, Business & Professional Services.
- Leek College: Advanced Computing and IT.
- More Training: Print Production.

Rodbaston College specialises in further and higher education relating to land based, construction and equine courses. The college has state-of-the-art facilities and equipment, including one of the biggest and best resourced Equestrian centres in the country.



Staffordshire University has 3 campuses – Lichfield in the south, Stafford in the centre, and Stoke in the north of the County.

The university operates one of the largest computing and new technology schools in the UK, involving over 10,000 students.

It is also ranked in the top three with Oxford and Cambridge in the UK's secondary teacher training league tables.

Noted as a research-based University, Keele enjoys an innovative approach to education that gives students a breadth of experience and transferable skills.

With health and medical teaching forming a vital part of teaching, Keele's clinical education centre concentrates on undergraduate and postgraduate medicine, nursing and midwifery.

Both Universities have particular expertise within the legal and criminology fields. Keele University has been awarded a **5* RAE rating** (the highest possible) for its provision in law, criminology and politics. Staffordshire Law School has one of the best legal practice courses (LPCs) in the country, and was recently deemed Excellent by the Law Society.

Health

Huge investment and a top performing ambulance service.

East Staffordshire PCT is leading the pioneering development of a new £20 million treatment centre as part of a national initiative to cut waiting times. Opening in Autumn 2006, the centre will provide a fast track system for routine operations.

The new £17 million, 52 bed Samuel Johnson Community Hospital, Lichfield and Burntwood, will house an integrated rehabilitation unit, minor injuries unit, physiotherapy, outpatients, X-ray and ultrasound, maternity unit, renal dialysis and a pharmacy and is due to be completed in Autumn 2006.

A £350m investment programme is currently underway that will include the complete redevelopment of the University Hospital of North Staffordshire, one of the biggest and busiest acute hospitals in the country, with a turnover of **£200 million.**

The programme will see the creation of a new teaching hospital with state of the art emergency and trauma care, maternity and cancer facilities, and paediatrics.

The new hospital will incorporate a special centre for emergency care, new maternity facilities and an ambulatory care and treatment centre. The latter will have dedicated facilities for short stay and day case surgery, where 'one-stop' appointment patients can be diagnosed, tests made, treatment planned and booked all in the same day.

Since the beginning of 2006, eligible patients in the County have the choice of four hospitals or clinics for specialist treatment.

The area's ambulance service is a top performing NHS Ambulance Trust, nationally recognised for its radically different approach to delivering healthcare.

The service pioneered the use of a high performance system called System Status Management, resulting in remarkable response times to calls.

The Trust has held lead position in national ambulance tables for the last seven years. It has also seen dramatic improvements in the cardiac survival figures.

Leisure

For leisure, you're in the right place.

You'll find no end of ways to enjoy yourself in Staffordshire and its surrounding countryside: sporting events, theme parks, great shopping, eating out, theatres and nightlife and wonderful national parks.



Sport and excitement

Around half the UK's premiership soccer clubs – including **Manchester, Birmingham and Liverpool** – are within an hour and a half's drive.

Thanks to our motorway links, Staffordshire is also within easy reach of the test match grounds at **Trent Bridge, Edgbaston and Old Trafford.**

For golfers, the famous **Belfry** is just down the road, host to the Ryder Cup. And let's not forget **Uttoxeter Race Course**, home of the Midlands Grand National.

For thrills and excitement of a different kind, both **Alton Towers and Drayton Manor** Theme Parks are right on the doorstep.

And for kids of all ages there's **Waterworld**, the UK's no.1 aqua park, in Stoke-on-Trent, while at **Tamworth Snowdome** there's real snow all year round for skiing, snowboarding and tobogganing.

Enjoy the outdoors

We have some of UK's most beautiful countryside, with historic houses, miles of peaceful canals, and huge expanses of moorland, heath and forest.

A full 75% of available space is agricultural land, making this one of the UK's 'greenest' counties. Even our towns are green, with parks and flower festivals, Summer concerts, tennis courts, bowling greens and play areas amid award-winning floral displays.

In southern Staffordshire is **Cannock Chase**, once a Royal Hunting forest, now an 'Area of Outstanding Natural Beauty' and home to Britain's largest herd of fallow deer and a host of wildlife.

The impressive **Trentham Gardens** is 750 acres of parkland, woodland and lakes, the recent subject of extensive restoration with Capability Brown's parkland and the famous Italian Gardens now open to the public. The Gardens also boast the UK's only Monkey Forest!

Parts of North Staffordshire are in the **Peak District National Park**. Two more national parks – Snowdonia and the Lake District – are easily accessible from the region thanks to the M6.

Nights full of life and great days out

Lichfield is a historic city overlooked by the magnificent three spires of Lichfield Cathedral. Visit the National Memorial Arboretum near Alrewas, or the critically acclaimed Lichfield Garrick Theatre.

The County is home to a wealth of pubs, bars, clubs, bistros, tea shops and award winning restaurants.



You'll find cinemas and a full programme at theatres. We also have venues hosting award-winning music and drama, and some acclaimed theatres running West End productions.

Glyndebourne, renowned for its al fresco operatic productions, has its Northern base in Stoke-on-Trent.

All year round you'll find local and national events, exhibitions and festivals celebrating music, film, food and flowers.

Stafford's **'Music Festival'** is a symphony of musical taste from classical to contemporary at a variety of venues.

Stafford Castle, dating from Norman times, features open air Shakespeare in June and July.

Sandon Hall, Shugborough, Weston Park and Stafford Showground all

host large-scale events from pop festivals to parrot shows, classic cars to classical music.

For pop fans, **Weston Park** plays host to the spectacular **V Festival** featuring the music industry's top bands.



Top shopping

For shopping, **Staffordshire** has shopping malls with big brand stores, antique shops, craft centres and traditional village shops and markets. There's also a Freeport outlet centre near Newcastle-under-Lyme.



Birmingham's Bullring is only half an hour away from the South and Manchester's Trafford Centre less than an hour from the North of the County.

As home to **The Potteries**, Stoke-on-Trent means internationally acclaimed visitor centres like those of **Portmeirion, Wedgwood and Spode**, with their traditional skills, world renowned quality and outstanding shopping opportunities.



Staffordshire's cities, towns and surrounding countryside can supply singles, couples and families with all the sporting and leisure pursuits they could wish for.