

ADEPT President's Awards 2025

Entry form

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Award category Delivering Sustainable Growth

Project Title Staffordshire Red Carpet Initiativ

Local authority entrant Staffordshire County Council

Partner/s if applicable Amey

Headline summary (150 characters max.)

The Amey Staffordshire Red Carpet Initiative: driving clean growth, collaboration and securing over £100m in investments for sustainable development.

Please note we need at least one supporting image per award submission. Upload your image/s below.



Delivering sustainable growth: How is this project delivering sustainable growth, not just now but into the future – demonstrating ambition and vision, anticipating future challenges and futureproofing growth including developing the workforce for the future? (150 words max)

Amey's pioneering Red Carpet initiative drives sustainable growth by fostering local economic development and attracting significant investment. By coordinating the interface between Staffordshire County Council (SCC) and land developers, Amey ensures that the initiative offers a low-risk S278 process, significantly reducing the time needed to create highway access to development sites. This turnkey process encourages greater investment in Staffordshire.

The initiative has unlocked over £150m of private and growth deal investment, keeping the 'Staffordshire pound' within the county and boosting the local economy. Its agile delivery model is scalable and transferable, ensuring future growth opportunities. Additionally, the initiative focuses on developing the workforce for the future by leveraging Amey's integrated design and consulting capabilities, ensuring a seamless and efficient process for developers. On the 2024 Branston Locks project, the initiative

accelerated delivery of 2,500 new homes, a 23-hectare business park, 3,800 estimated new jobs and £100m in social value.

Delivering sustainable growth: How is this project working across boundaries and with different partners to achieve long lasting clean growth? (150 words max)

The Red Carpet initiative fosters collaboration with partners including Persimmon and National Highways, to ensure clean economic growth and resilience for SCC. By integrating and managing utility works into the construction programme, the initiative minimises delays and supports sustainable development. This has created over 10,000 local jobs, with developers confirming that Staffordshire Infrastructure+ initiatives have influenced their decisions to move or invest in Staffordshire.

Amey's collaborative approach increased the financial turnover of the contract from £40m in 2014/15 to over £70m in 2019/20, providing £2.5m+ per year in benefits to the partnership. In July 2018, an independent value for money review by the Future Highways Research Club reported that Infrastructure+ compares very well against its peers, with no significant opportunities for further cost savings with success in securing additional income. A further assessment by NHT-CQC reported that Infrastructure+ is achieving 95% of its potential optimum value for money performance.

Delivering sustainable growth: How is this project proactively engaging with business to tackle problems and find solutions, stimulating the clean growth sector at the same time? (150 words max.)

Our Red Carpet initiative has been a cornerstone of our success with Infrastructure+, supporting inward investment by offering developers an end-to-end solution for their infrastructure needs. Amey engaged in significant market development and competitive dialogue to shape the partnership terms and ensure that, as the delivery partner, Amey are capable of adapting to SCC's evolving needs.

Amey proactively engage with businesses to tackle problems and find solutions by fostering collaboration and leveraging diverse expertise. Our schemes are delivered on time, to the highest quality, and within budget, with an average outturn cost of 99.4%, ensuring cost certainty for projects delivered through the partnership.

The initiative has strengthened the interface between SCC and land developers, boosting local economic growth by making Staffordshire a 'location of choice' for developers. This has led to significant savings and the creation of local employment opportunities through redevelopment, stimulating the clean growth sector.

Delivering sustainable growth: How is this project going beyond the 3-5 year budget cycle to prepare for future challenges including the use or consideration of innovative funding solutions? (150 words max.)

The Infrastructure+ contract spans 10 years (2014-2024) with options to extend by five years twice, ensuring long-term planning beyond the typical 3-5-year budget cycle. Contract extensions and exclusivity for new major schemes are based on achieving success factors. Recognising the challenges posed by reduced government funding and social care budget pressures, Amey developed the Red Carpet initiative to promote seamless growth in Staffordshire.

Over £100m of external funding has been secured, demonstrating the partnership's credibility and long-term benefits. A customer outcome group, including customer service experts, County Councillors, and chaired by the Cabinet Member for Highways and Transport, oversees stakeholder engagement and customer service improvements. More than 50 communities and Parish Councils are now actively involved, taking ownership of activities like grass cutting and fulfilling roles such as ice busters and local flood wardens. This unique partnership approach offers continual growth and long-term economic and financial benefits.