

## HELP STOKE-ON-TRENT CITY CENTRE BID AND STAFFORDSHIRE UNIVERSITY IDENTIFY THE NEXT TOP GAMES DEVELOPER!

IT'S BEEN AN EXCITING MONTH FOR ASPIRING GAMES DESIGNERS, THANKS TO A BRAND-NEW DIGITAL GAMES EVENT WHICH SAW A NUMBER OF GAME PROTOTYPES CREATED IN JUST ONE WEEK BY 147 ASPIRING DESIGNERS - ALL OF WHICH ARE BASED ON KEY STOKE-ON-TRENT THEMES.

FOUNDATION YEAR AND FIRST YEAR STUDENTS RECENTLY TOOK PART IN A BRAND-NEW PILOT PROJECT NAMED **STOKE ON TREND GAMESJAM**. HOSTED BY STOKE-ON-TRENT CITY CENTRE BID AND STAFFORDSHIRE UNIVERSITY, IT IS BELIEVED TO BE THE FIRST GAMESJAM - OR GAMES CREATION CONTEST - KNOWN TO TAKE PLACE IN RELATION TO A PHYSICAL LOCATION.

IN JUST SEVEN DAYS, THE TEAMS OF STUDENTS POOLED THEIR CREATIVITY AND SKILLS TO CREATE GAMES THAT PAID HOMAGE TO ONE OF THE SEVEN THEMES, EACH RECOGNISING AND CELEBRATING AN ELEMENT OF THE CITY CENTRE'S HISTORY AND HERITAGE. YOU CAN READ MORE ABOUT THESE IN THIS BOOKLET.

NOW, ALL CREATED GAMES ARE BEING MADE AVAILABLE TO VIEW OR IN SOME CASES, PLAY, ON SMARTPHONES VIA QR CODES LOCATED IN THE CITY CENTRE FROM 19 JUNE TO 11 JULY - WITH ADDITIONAL QR CODES THROWN INTO THE MIX WHICH OPEN EXCLUSIVE DISCOUNTS FOR CITY CENTRE BUSINESSES.

FOR EXAMPLE, ONE OF THE THEMES IS 'BLUE CLOCK' - THE ICONIC MEETING PLACE, INSTANTLY RECOGNISABLE BY ALL STOKIES - AND SO ALL RELEVANT GAMES DESIGNED TO CORRELATE TO THIS THEME WILL BE ACCESSIBLE VIA QR CODES LOCATED BY THE CLOCK ITSELF.

PLAYERS ARE ENCOURAGED TO 'RATE' EACH ONE OF THE GAMES, AND THE ONE WITH THE HIGHEST RATINGS WILL EARN ITS CREATORS AN AMAZING PRIZE WHICH COULD KICK-START A LUCRATIVE FUTURE IN THE GAMES INDUSTRY.

STOKE-ON-TRENT  
CITY CENTRE



A BUSINESS ALLIANCE

ONE OF OVER 300 IN THE COUNTRY, THE BUSINESS IMPROVEMENT DISTRICT (BID) IS A BUSINESS-LED AND BUSINESS-FUNDED NOT-FOR-PROFIT ORGANISATION FORMED TO DELIVER IMPROVEMENTS THROUGH ADDITIONAL SERVICES, INITIATIVES AND EVENTS WITHIN STOKE-ON-TRENT CITY CENTRE.

THE STOKE-ON-TRENT CITY CENTRE BID HAS BEEN IN EFFECT SINCE 2018 FOLLOWING A CONSULTATION AND SUCCESSFUL BALLOT IN WHICH CITY CENTRE BUSINESSES VOTED FOR A BID PROPOSAL.

OPERATING ON A 5-YEAR TERM, AFTER WHICH IT MUST UNDERGO A RENEWAL BALLOT PROCESS TO SECURE ANOTHER TERM, THE BID REPRESENTS 436 BUSINESSES AND ORGANISATIONS - INDEPENDENTS AND MULTI-NATIONALS - IN AN AREA SPANNING 75 STREETS. THE BUSINESSES PAY AN ANNUAL LEVY TO CREATE A COMBINED POT OF FUNDING, RING-FENCED FOR USE IN THE BID AREA, TO GUARANTEE CORE SERVICE DELIVERY AND DELIVER AN AMBITIOUS BUSINESS PLAN TO TRANSFORM STOKE-ON-TRENT CITY CENTRE - IMPROVING EXPERIENCES, STANDARDS AND ADDING VALUE FOR INVESTORS, VISITORS, WORKERS AND RESIDENTS ALIKE.

**SIGN UP TO RECEIVE EMAIL NEWSLETTERS FROM STOKE-ON-TRENT CITY CENTRE BID AND NEVER MISS OUT ON THE BIG CITY CENTRE NEWS AGAIN - WE PROMISE TO NOT SPAM YOU, WE'LL ONLY SEND YOU STUFF WE THINK YOU'LL LIKE.**

[CLICK TO SIGN UP FOR CITY CENTRE UPDATES](#)

[WWW.STOKEONTRENTCITYCENTRE.CO.UK](http://WWW.STOKEONTRENTCITYCENTRE.CO.UK)



STAFFORDSHIRE UNIVERSITY IS THE BIGGEST PROVIDER OF VIDEO GAMES COURSES IN THE UK, WITH MORE THAN 2,000 STUDENTS STUDYING THEM.

THE AWARD-WINNING UNIVERSITY FOR GAMES HAS IN THE LAST YEAR WON THE TIGA GAMES INDUSTRY AWARD 2020 AND THE GRADS IN GAMES 2020 AWARD FOR THE BEST EDUCATIONAL INSTITUTION FOR GAMES, ALSO RANKING THIRTEENTH IN THE WORLD BY THE ROOKIES AS A PLACE TO STUDY GAMES DESIGN AND DEVELOPMENT. STAFFORDSHIRE UNIVERSITY ALSO WON 'BEST EDUCATIONAL INSTITUTION' AT TIGA GAMES AWARDS. THESE ARE HOTLY CONTESTED AWARDS AND SUCCESS AT THESE CREATE SOLID INDUSTRY LINKS.

STAFFORDSHIRE UNIVERSITY HAS BEEN RUNNING AND TAKING PART IN VARIOUS GAMES JAMS FOR MANY YEARS. STUDENTS TAKE PART ANNUALLY IN THE WORLDS LARGEST GAMES JAM, "GLOBAL GAMES JAM" WHICH TAKES PLACE ACROSS THE GLOBE ON THE LAST WEEKEND OF JANUARY, AS WELL AS THE NATIONAL "UKIE STUDENT JAM". THE STOKE ON TREND GAMESJAM IS AN EXCITING WAY TO STIMULATE CREATIVITY AND EXPLORE TECHNIQUES OUTSIDE OF THE CURRICULUM.

[WWW.STAFFS.AC.UK](http://WWW.STAFFS.AC.UK)



## YOUR 7 CITY CENTRE THEMES

THESE ARE WHAT THE GAMES ARE BASED ON. HEAD TO EACH LOCATION TO SCAN THE QR CODE AND OPEN THE GAMES TO VIEW THE GAMEPLAY VIDEOS, PLAY AND RATE!



Stoke ON TREND GamesJam

### THEME 01 PICCADILLY

PICCADILLY RUNS DOWN THE MIDDLE OF THE CULTURAL QUARTER AND IS HOME TO SOME OF THE COOLEST INDIE BUSINESSES IN TOWN.

NOT ONLY WILL YOU BE SPOILT FOR CHOICE WHEN IT COMES TO FOOD AND DRINK - WITH PIZZERIAS, BURGER JOINTS, TRADITIONAL ITALIAN RESTAURANTS, INSTAGRAMMABLE COCKTAIL DESTINATIONS, PERI CHICKEN SPOTS, REAL ALE HANG-OUTS, VEGAN EATS, QUIRKY BISTROS AND MORE - PICCADILLY IS ALSO THE PERFECT DESTINATION FOR CATCHING A SHOW, DELVING INTO VIRTUAL REALITY WORLDS AND GETTING PAMPERED.

WHETHER IT'S A CHILLED LUNCH, SERIOUSLY COOL EVENING VIBES OR SOMETHING ELSE ENTIRELY, YOU'RE ONTO A WINNER HERE AT PICCADILLY.

STROLL DOWN THE STREET AND YOU'LL FEEL THE FRIENDLY ATMOSPHERE AND THE COMMUNITY SPIRIT.

**PICCADILLY, ST1 1EN**



Stoke ON TREND GamesJam

### THEME 02 SPITFIRE



THE SPITFIRE IS ONE OF, IF NOT THE MOST FAMOUS PLANE OF WORLD WAR TWO. IT IS RENOWNED FOR WINNING VICTORY LAURELS IN THE BATTLE OF BRITAIN (1940-41) AND WAS PRODUCED IN MORE VARIANTS THAN ANY OTHER BRITISH AIRCRAFT. ITS GROUND-BREAKING DESIGN AND SUPERIOR SPECIFICATIONS GAVE THE BRITISH A DECISIVE ADVANTAGE FIGHTING THE LUFTWAFFE IN THE BATTLE OF BRITAIN.

SPITFIRE RW388 WAS DONATED TO THE CITY OF STOKE-ON-TRENT IN 1972. THIS HONOURS REGINALD J. MITCHELL, THE DESIGNER OF THE SPITFIRE, WHO WAS BORN AND EDUCATED IN NORTH STAFFORDSHIRE BEFORE BECOMING ONE OF THE GREATEST AERONAUTICAL ENGINEERS OF HIS GENERATION.

THIS IS AN EXCITING TIME FOR THE CITY'S SPITFIRE, WHICH WILL BE RETURNING LATER THIS SUMMER AFTER BEING RESTORED TO ITS FORMER GLORY IN A BRAND NEW £6 MILLION GALLERY, FEATURING GLASS WALLS AT THE FRONT AND BACK, ENABLING THE PUBLIC TO SEE THE PLANE LIT UP AT NIGHT. IT WILL BECOME A FOCAL POINT AS PEOPLE HEAD INTO THE CITY CENTRE AND WILL BE LOCATED WITHIN THE POTTERIES MUSEUM AND ART GALLERY.

AS THE SPITFIRE GALLERY ISN'T YET COMPLETE, YOU CAN FIND THE QR CODES FOR THE SPITFIRE GAMES OVER AT THE SPITFIRE CAFÉ WHICH IS SHAPED LIKE THE AIRCRAFT'S WING, AND IT STANDS JUST ACROSS THE ROAD FROM A STATUE OF ITS DESIGNER, REGINALD J. MITCHELL.

**THE SPITFIRE CAFE, MITCHELL ARTS CENTRE, BROAD STREET, ST1 4HG**



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### THEME 03 VICTORIA HALL

THE VICTORIA HALL IS ONE OF THREE THEATRES WITHIN A STONE'S THROW OF EACH OTHER IN THE CITY CENTRE. IT WAS BUILT IN 1888 TO COMMEMORATE QUEEN VICTORIA'S GOLDEN JUBILEE.

BUILT IN LOCAL RED BRICK AND TERRACOTTA, THE CLASSICAL GRADE II LISTED VENUE ORIGINALLY HELD 2,800 PEOPLE, AND HAS, OVER THE YEARS, BEEN THE SCENE OF NUMEROUS PERFORMANCES GUARANTEED TO MAKE YOU LAUGH, SMILE, CRY, SING AND EVERYTHING IN BETWEEN, FROM CONCERTS, STAND-UP PERFORMANCES, MUSICALS, BOXING MATCHES AND MANY ROCK GIGS.

THE VICTORIA HALL WAS REVAMPED IN THE MID-NINETIES, OPENING ITS DOORS ONCE MORE IN 1998 AND HAS SINCE THEN BEEN AT THE HEART OF THE CULTURAL QUARTER, ALONGSIDE ITS SISTER VENUE THE REGENT THEATRE.

THE VICTORIA HALL HAS NOW ESTABLISHED ITSELF AS ONE OF THE MOST POPULAR VENUES ON THE TOURING CIRCUIT AND HAS PLAYED HOST TO AN IMPRESSIVE ARRAY OF FAMOUS FACES INCLUDING JIMMY CARR, PAUL WELLER, JOOLS HOLLAND, UB40 AND BLOSSOMS.

**BAGNALL STREET, ST1 3AD**



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### THEME 04 STANLEY MATTHEWS

SIR STANLEY MATTHEWS, CBE (1 FEBRUARY 1915 - 23 FEBRUARY 2000) WAS AN ENGLISH FOOTBALLER WHO PLAYED AS AN OUTSIDE RIGHT.

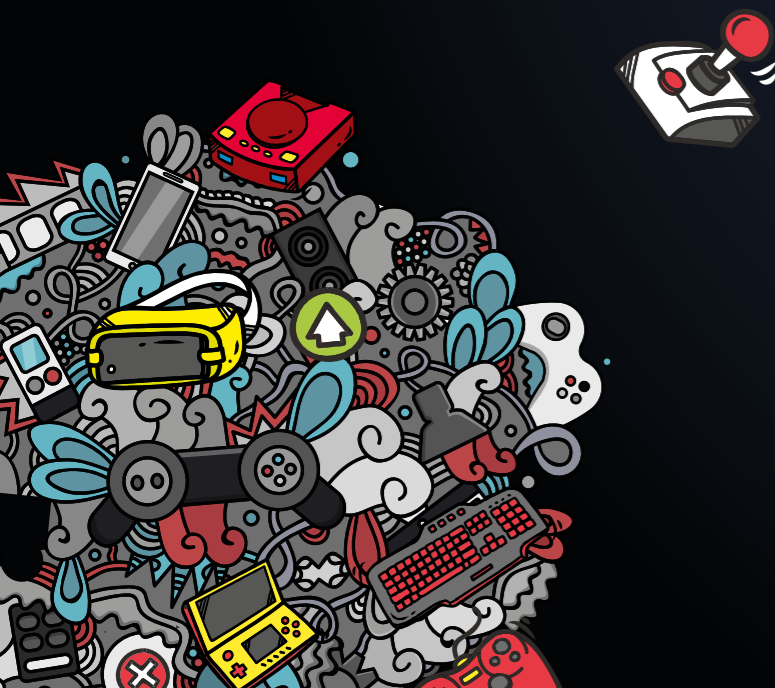
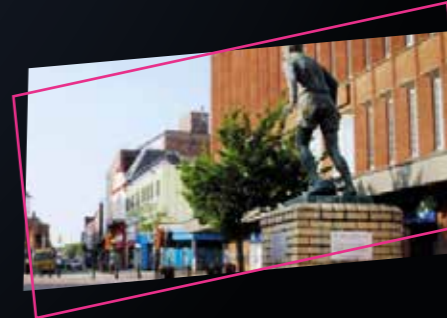
HE IS THE ONLY PLAYER TO HAVE BEEN KNIGHTED WHILE STILL PLAYING FOOTBALL, AS WELL AS BEING THE FIRST WINNER OF BOTH THE EUROPEAN FOOTBALLER OF THE YEAR AND THE FOOTBALL WRITERS' ASSOCIATION FOOTBALLER OF THE YEAR AWARDS.

OFTEN REGARDED AS ONE OF THE GREATEST PLAYERS OF THE BRITISH GAME, HE SPENT 19 YEARS WITH STOKE CITY, PLAYING FOR THE POTTERS FROM 1932 TO 1947, AND AGAIN FROM 1961 TO 1965. HE HELPED STOKE TO THE SECOND DIVISION TITLE IN 1932-33 AND 1962-63.

MATTHEWS KEPT FIT ENOUGH TO PLAY AT THE TOP LEVEL UNTIL HE WAS 50 YEARS OLD. MATTHEWS WAS ALSO THE OLDEST PLAYER EVER TO PLAY IN ENGLAND'S TOP FOOTBALL DIVISION (50 YEARS AND 5 DAYS) AND THE OLDEST PLAYER EVER TO REPRESENT THE COUNTRY (42 YEARS AND 104 DAYS). HE WAS ALSO AN INAUGURAL INDUCTEE TO THE ENGLISH FOOTBALL HALL OF FAME IN 2002 TO HONOUR HIS CONTRIBUTION TO THE ENGLISH GAME.

THERE IS A STATUE OF MATTHEWS OUTSIDE STOKE CITY'S BET365 STADIUM AND ANOTHER IN STOKE-ON-TRENT CITY CENTRE. THE DEDICATION ON THE FORMER READS: "HIS NAME IS SYMBOLIC OF THE BEAUTY OF THE GAME, HIS FAME TIMELESS AND INTERNATIONAL, HIS SPORTSMANSHIP AND MODESTY UNIVERSALLY ACCLAIMED.

**UPPER MARKET SQUARE, ST1 1PY**





## YOUR 7 CITY CENTRE THEMES

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### THEME 05 THE BLUE CLOCK

IF YOU GREW UP IN STOKE-ON TRENT OR LIVE THERE NOW, THEN THE BLUE CLOCK SITUATED JUST OUTSIDE THE POTTERIES CENTRE WILL SURELY BE A MONUMENT YOU RECOGNISE. IT'S THE CLASSIC MEETING SPOT IF YOU'RE HEADING UP 'ANLEY DUCK!

UPPER MARKET SQUARE, ST1 1PS



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### THEME 06 CATCHING A MOVIE

THE 9-SCREEN CINEWORLD MULTIPLEX THEATRE IS WHERE YOU CAN CATCH THE LATEST BLOCKBUSTERS IN GENEROUS SIZED COMFORTABLE SEATS.

IT'S A GREAT PLACE TO HEAD OUT TO IF YOU'RE AFTER A CHILLED EVENING, EITHER BEFORE OR AFTER FUELLING UP AT ANY OF THE QUALITY CHAIN RESTAURANTS - INCLUDING CHIQUITO, BURGER PRIEST, NANDO'S AND BON PAN ASIAN, ALSO LOCATED AT THE HIVE, AN OUTDOOR LEISURE COMPLEX WHICH IS PART OF THE WIDER THE POTTERIES CENTRE.

THE HIVE, THE POTTERIES CENTRE,  
BRYAN STREET, ST1 5BN



Stoke ON TREND GamesJam

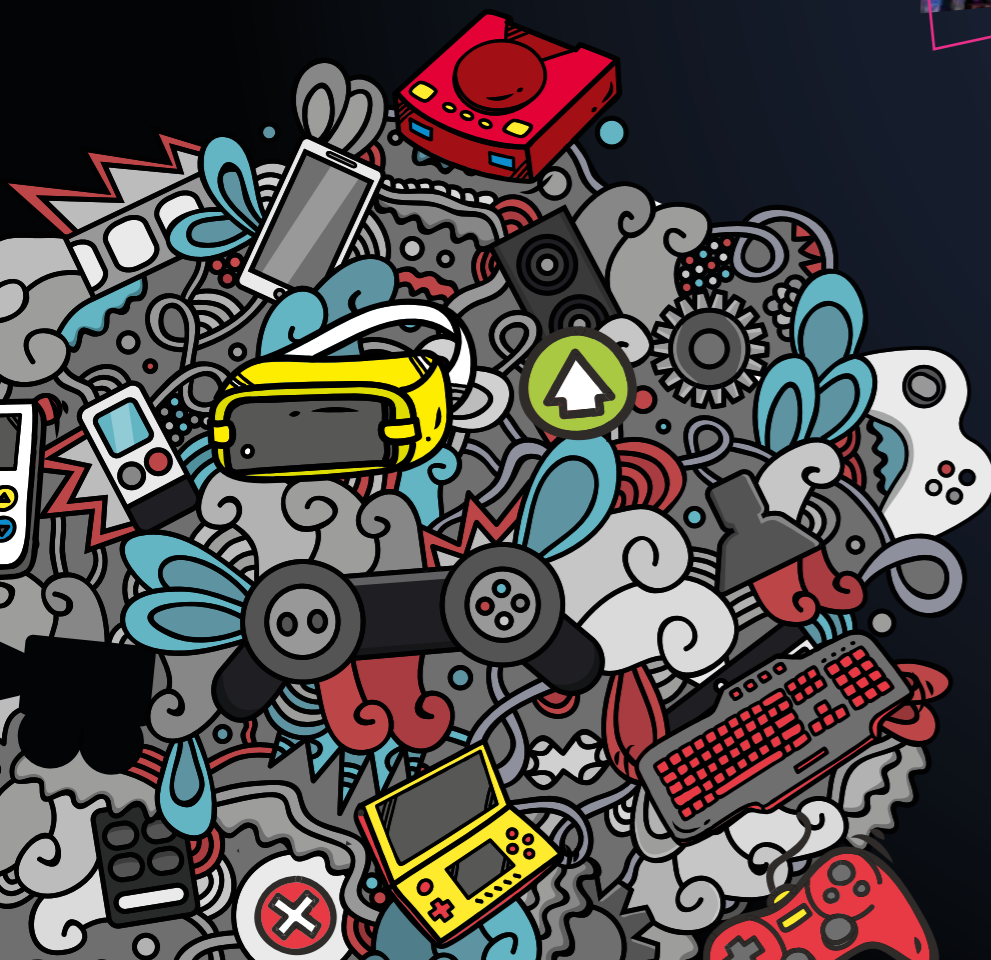
### THEME 07 CERAMIC HERITAGE

STOKE-ON-TRENT HAS BEEN SHAPED BY THE POTTERY INDUSTRY FOR OVER 300 YEARS AND IS KNOWN AS 'THE POTTERIES'. FROM THE 17TH CENTURY, THE INDUSTRY FLOURISHED THROUGH REVOLUTIONARY IDEAS AND THE DEVELOPMENT OF CERAMIC MANUFACTURING TECHNIQUES BY MASTER POTTERS SUCH AS WEDGWOOD AND SPODE. STOKE-ON-TRENT IS STILL FAMOUS FOR ITS QUALITY WARE SOLD THE WORLD OVER, INCLUDING WEDGWOOD, EMMA BRIDGEWATER, MOORCROFT, DUDSON, PORTMEIRION, SPODE AND ROYAL DOULTON, TO NAME JUST A FEW.

POTTERIES MUSEUM & ART GALLERY,  
BETHESDA STREET, ST1 3DW



IF YOU EXPERIENCE ANY ISSUES IN ACCESSING THE GAMES, OR HAVE ANY QUESTIONS ABOUT THEM, THEN PLEASE EMAIL [N.H.WEARN@STAFFS.AC.UK](mailto:N.H.WEARN@STAFFS.AC.UK)

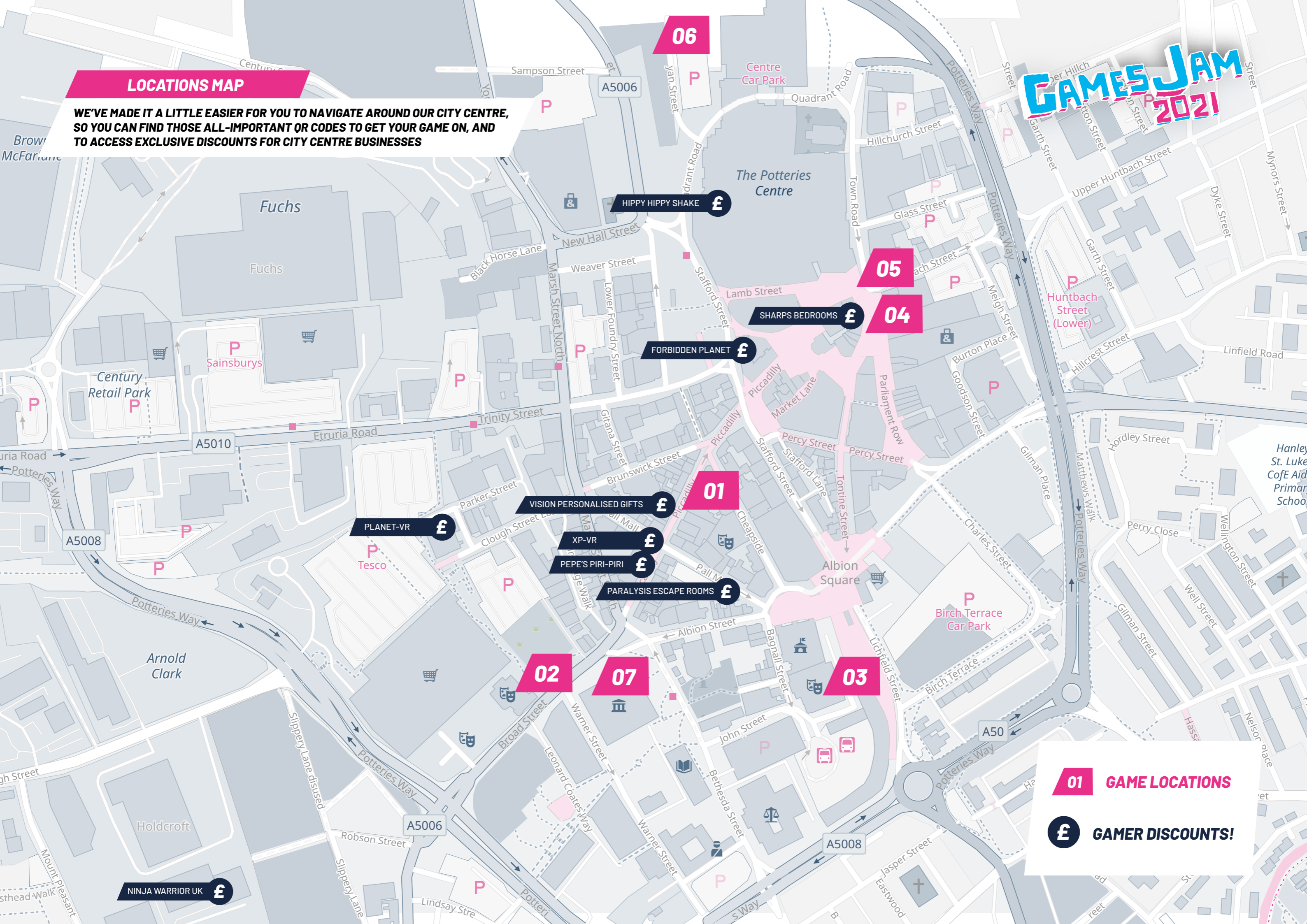


GAMES JAM  
2021



## LOCATIONS MAP

WE'VE MADE IT A LITTLE EASIER FOR YOU TO NAVIGATE AROUND OUR CITY CENTRE, SO YOU CAN FIND THOSE ALL-IMPORTANT QR CODES TO GET YOUR GAME ON, AND TO ACCESS EXCLUSIVE DISCOUNTS FOR CITY CENTRE BUSINESSES



06

HIPPY HIPPI SHAKE £

05

SHARPS BEDROOMS £

04

FORBIDDEN PLANET £

01

VISION PERSONALISED GIFTS £

PLANET-VR £

XP-VR £

PEPE'S PIRI-PIRI £

PARALYSIS ESCAPE ROOMS £

02

07

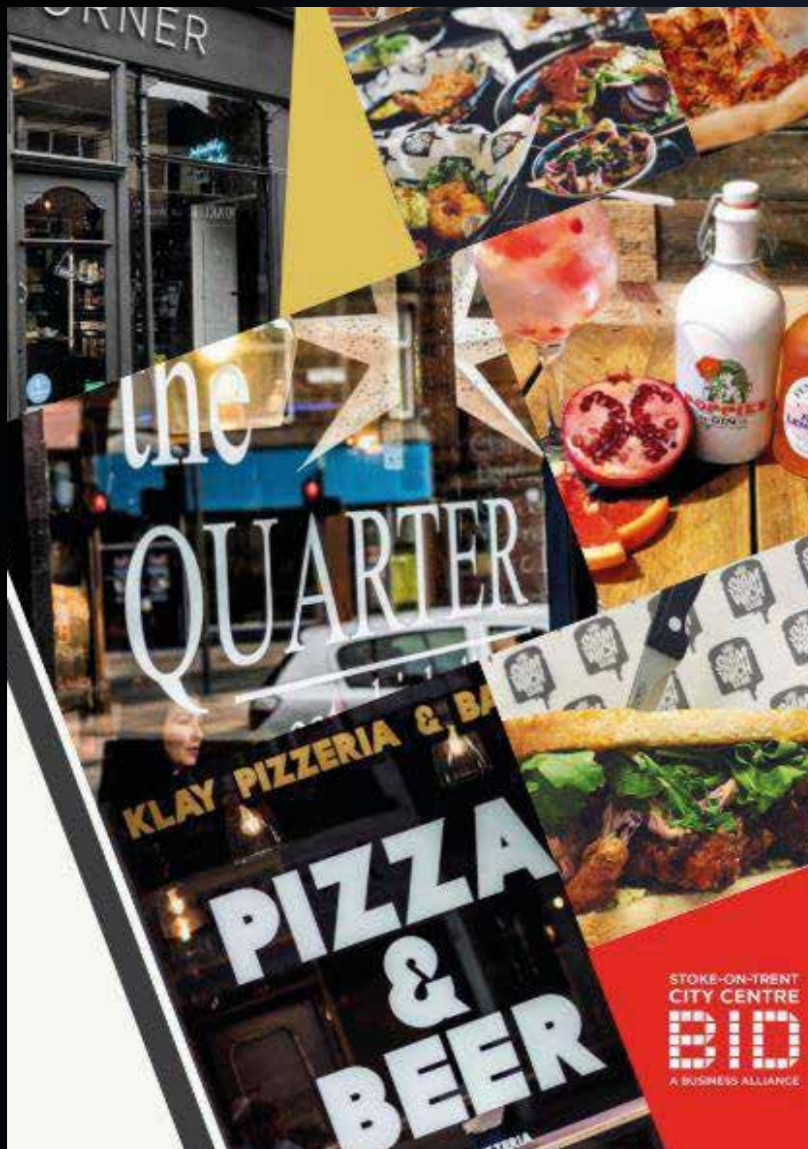
03

01 GAME LOCATIONS

£ GAMER DISCOUNTS!

NINJA WARRIOR UK £





## FRIDAY NIGHT SOCIALS

25 JUNE, 23 JULY, 20 AUGUST 2021

STOKE-ON-TRENT CITY CENTRE BID IS SET TO TRANSFORM PICCADILLY INTO A THRIVING HUB FOR ENJOYING SOCIALISING AND ENTERTAINMENT THIS SUMMER WITH FRIDAY NIGHT SOCIALS! VENUES WILL BE THROWING OPEN THEIR DOORS TO OFFER AN AL-FRESCO DINING AND DRINKING LOCATION WHILST PATRONS CAN ALSO ENJOY THE MUSIC OF THE FINEST LOCAL DJ'S, PROVIDING PROVIDE A CHILLED-OUT ATMOSPHERE.



## YOUR CITY FESTIVAL

24,25 JULY 2021

YOUR CITY FESTIVAL RETURNS TO IGNITE THE STREETS OF STOKE-ON-TRENT WITH THE UK'S HOTTEST EMERGING TALENT. TAKING OVER THE MOST PRESTIGIOUS VENUES IN THE CITY CENTRE, THIS YEARS INSTALMENT IS SET TO BE MONUMENTAL.



## BETTER WORLD FESTIVAL

6,7,8 AUGUST 2021

STOKE-ON-TRENT CITY CENTRE BID IS DELIGHTED TO WELCOME TO THE CITY CENTRE A BRAND NEW, FAMILY FRIENDLY FESTIVAL CELEBRATING OUR WONDERFUL WORLD. BETTER WORLD FESTIVAL WILL BRING TOGETHER SPEAKERS, ACTIVISTS, PIONEERS, CHARITIES, COMMUNITY GROUPS AND EVERYONE WITH AN INTEREST IN CREATING POSITIVE CHANGE IN THIS WEEKEND EVENT WHICH WILL SEE AN EXTENSIVE LINE-UP SPANNING WORLD MUSIC, WORKSHOPS, GROUP EXERCISE CLASSES, PANEL DISCUSSIONS, MEDITATION SESSIONS, FAMILY ACTIVITIES AND SO MUCH MORE, DESIGNED TO INSPIRE NEW WAYS OF THINKING.



appetite presents

the big feast

**The Big Feast**

SAVE THE DATE

The Big Feast returns to the streets of Stoke-on-Trent City Centre! Two days of tasty, fun artistic treats for the whole family.

**Friday 27 & Saturday 28 August 2021**

Stoke-on-Trent City Centre (Hanley)

**THE BIG FEAST**

27-28 AUGUST 2021

THE BIG FEAST RETURNS TO THE STREETS OF STOKE-ON-TRENT CITY CENTRE FOR TWO DAYS OF TASTY, FUN AND ARTISTIC TREATS FOR THE WHOLE FAMILY TO ENJOY.

www.potters-arf.co.uk

Hanley

**Potters 'Arf**

26 September 2021

Sign up to run, walk or enter a relay team!

Visit [stoke.gov.uk/pottersarf](http://stoke.gov.uk/pottersarf) or use the QR code below

City of Stoke-on-Trent

**POTTERS 'ARF**

26 SEPTEMBER 2021

THE POTTERS 'ARF IS AN AMAZING HALF MARATHON EVENT, LOVED LOCALLY AND NATIONALLY BY RUNNERS AND WALKERS ALIKE. PROMISING A WONDERFUL ATMOSPHERE THROUGHOUT THE 13.1 MILE ROUTE FROM START TO FINISH, ENTRANTS CAN ENJOY THE STOKIE SUPPORT AND SPECIAL POTTERIES MEDALS CREATED BY WADE CERAMICS.

OCT 31  
4PM - 9PM

**CITY CENTRE SPOOKTACULAR**

STOKE-ON-TRENT CITY CENTRE

FREE FAMILY FRIENDLY EVENT

FANCY DRESS STRONGLY ENCOURAGED!

KEEP AN EYE OUT FOR PUMPKINS DISPLAYED IN YOUR FAVOURITE STORES AND CAFES!

STOKE-ON-TRENT CITY CENTRE  
**bid**  
A BUSINESS ALLIANCE

**CITY CENTRE SPOOKTACULAR**

31 OCTOBER 2021

STOKE-ON-TRENT CITY CENTRE BID IS PLEASED TO ANNOUNCE THAT ON THE BACK OF A WILDLY SUCCESSFUL 'PICCADILLY SPOOKTACULAR' EVENT IN 2019, WE'RE BRINGING IT BACK - THIS TIME, CITY CENTRE WIDE - FOR 2021! THERE WILL BE FRIGHTFUL FUN FOR ALL THE FAMILY INCLUDING CREEPY CHARACTERS ROAMING THE STREET, MUSIC TO BOO-GIE DOWN TO, DEVILISH DECORATIONS AND OF COURSE, TASTY TREATS.

# MI REWARDS

Stoke-on-Trent City Centre

Support local businesses and get rewarded for it by joining our city centre loyalty scheme, Mi Rewards.

[www.mi-rewards.com/sign-up](http://www.mi-rewards.com/sign-up)

It's free to sign up and allows you to rack up points when you use your registered debit or credit card in participating businesses.

Register today for **100** bonus points

Every pound spent equals one point in your account - like a Tesco Clubcard. Every 10 points automatically translates to one entry to a monthly prize draw where you can win BIG, from virtual reality experiences and all-inclusive overnight stays, to VIP cinema packages, huge hampers and swanky meals out.



**WHY NOT MAKE A DAY OF IT AND REFUEL IN ONE OF OUR MANY CAFÉS, BARS, AND RESTAURANTS?**

**OR PERHAPS COMPLEMENT YOUR GAME SESH WITH A LITTLE RETAIL THERAPY OR ENTERTAINMENT?**

**VISIT OUR WEBSITE FOR INSPIRATION ON WHERE TO EAT AND DRINK, WHERE TO SHOP, AND WHERE TO HAVE FUN!**

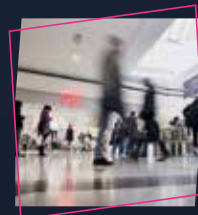
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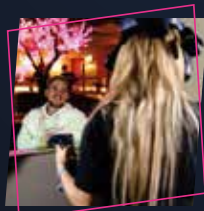
THE CORNER



DINE OUT OR CATCH A MOVIE AT THE HIVE



THE POTTERIES CENTRE



PLANET VR



THE SLAMWICH CLUB