

Smithfield Stoke-on-Trent – December 2013

Midlands and North West Business Insider

Stoke Central Business District get underway

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Regeneration specialist Genr8 Developments has launched its Stoke Central Business District development to the market as it goes on site with the £40m first phase of the scheme.

It is now on site to start its plans to develop 210,000 sq ft of grade A offices over two buildings, both to be occupied by Stoke-on-Trent City Council.

Advised by the Manchester office of [Jones Lang LaSalle](#), Genr8 launches the 1.2 million sq ft development as 'Smithfield', which is derived from the original Smithfield bottle works being retained on the site.

The scheme comprises grade A offices, hotel, retail and leisure accommodation and more than three acres of public space.

Laing O'Rourke started on site this month on the first phase with completion scheduled for early 2015.

Mike Smith Genr8 partner said: "Extensive work has been done on both the scheme's design and brand proposition to ensure that Smithfield is the landmark development that will reposition Stoke-on-Trent in the minds of occupiers and investors."

Stoke City Council leader Mohammed Pervez added: "As the first phase starts on site, we breathe new life into our city centre. We are creating the right conditions to make our city one of the best places to bring business and investment, so that we create more jobs for local people. Smithfield is at the very heart of this work.

"The city council has shown great commitment to Smithfield by taking significant space to stimulate private sector confidence in the scheme and encourage inward investment."

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Property Week



Smithfield Stoke-on-Trent – December 2013

The Business Desk – Midlands and North West

Work underway on Stoke's Central Business District

6th December 2013



By James Graham - Deputy Editor, North West



How the new Genr8 scheme will look

DEVELOPER Genr8 has started on site at the new Central Business District in Stoke-on-Trent.

In the first phase Genr8 is building 210,000 sq ft over two buildings which have been pre-let to the city council.

The scheme has been branded Smithfield, after the original Smithfield bottle works on the site, and is being marketed by Jones Lang LaSalle. It will also include a hotel, retail and leisure space. Contractor Laing O'Rourke is expected to complete the first phase in early 2015.

Genr8 partner Mike Smith said: "Extensive work has been done on both the scheme's design and brand proposition to ensure that Smithfield is the landmark development that will re-position Stoke-on-Trent in the minds of occupiers and investors.

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“Smithfield is the catalyst that will spark the wider regeneration of the city and we are delivering a project and an environment that will put Stoke-on-Trent on the national stage and attract major inward investment.”

Council leader Mohammed Pervez said: “As the first phase starts on site, we breathe new life into our city centre. We are creating the right conditions to make our city one of the best places to bring business and investment, so that we create more jobs for local people. Smithfield is at the very heart of this work.

“The city council has shown great commitment to Smithfield by taking significant space to stimulate private sector confidence in the scheme and encourage inward investment.”

The Sentinel

Hanley's Central Business District to be marketed as Smithfield Stoke-on-Trent

By [The Sentinel](#) | Posted: December 06, 2013

By PHIL CORRIGAN



VISION: The site will consist of offices, hotel, retail and leisure, and more than three acres of public space.

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EMPTY: The site in Hanley now.

A MAJOR city centre redevelopment will be marketed to **businesses** around the world under a new name from today.

Smithfield Stoke-on-Trent, formerly known as the Central Business District, is set to provide more than one million square feet of offices, shops and entertainment facilities in Hanley.

The global marketing drive is marked by an increased focus on retail and leisure uses – raising further doubts over the proposed City Sentral shopping complex.

The city council and private-sector partner Genr8 hope the recent start of construction work will increase the scheme's 'credibility' to potential occupiers.

The council, which is set to occupy the first two CBD buildings in 2015, has said around a dozen companies had inquired about the development, although none have yet agreed to a move.

But Mike Smith, pictured right, a partner at Genr8, claimed city centre locations were increasingly **attractive** to businesses.

He said Smithfield would also improve Hanley's nighttime economy by providing **new** restaurants, bars and hotels, and even suggested it could eventually include homes.

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Mr Smith said: "Regeneration has to start from the centre. Over the last few decades businesses have moved to out-of-town developments.

"While these will have plentiful car parking, they are soulless places with no amenities. I think most people would prefer to be in a city centre. Unfortunately in many cases the offices have not been available.

He added: "The development will provide a total of 1.2 million square feet, which will be a mixture of offices, leisure and retail. There is also the potential, in time, for residential."

The development is named after the old Smithfield pottery factory and bottle kiln which is still on the site today. The new Smithfield logo has been designed to resemble a back stamp.

Contractors moved on site last month to start work on the city council's buildings, Smithfields 1 and 2.

The council is set to spend £56 million on the buildings and preparing the wider site, labelled a waste of money by critics.

Alan Barrett, chairman of campaign group March on Stoke, said: "If the site gets marketed successfully then good, but I can't see it. What have they done for the last four years?

"The council is putting taxpayers' money into a private **enterprise** and no one is taking it up."

But Mr Smith said the site would be far more attractive to future occupiers now building work was under way.

The council has also been **working** with developer Realis to bring forward the City Sentral shopping complex on the site of the old Hanley bus station.

But there have been increasing doubts that the £350 million project will go ahead, especially now Smithfield looks set to meet some demand for retail and leisure.

Council leader Mohammed Pervez is to meet Realis next week, having given the company until December to come up with solid proposals.

But Mr Pervez insisted Smithfield was on track. He said: "I'm delighted we have gone back to our rich pottery heritage to find a new name and identity for the area."

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GM Business Week (Manchester Evening News publication)

■ MANCHESTER'S Genr8 Developments has launched plans for a 210,000 sq ft office development in Stoke. The project is the first phase of the 1.2m Smithfield redevelopment of the city centre to include offices, hotel, retail and leisure accommodation and more than three acres of public space. Contractors are Laing O'Rourke. Jones Lang LaSalle are advising.