

# The Challenges of Urban Regeneration



# Who are Dransfield Properties?



The screenshot shows the homepage of the Dransfield Properties website. At the top, there is a navigation menu with the following items: HOME, ABOUT US, SERVICES, NEWS, and CONTACT. The main header features the Dransfield logo and the tagline "Delivering High Quality Retail Developments" over a background image of a large retail park with a "WELCOME TO MONMOUTH" sign. Below the header, a section titled "Welcome to Dransfield Properties - leaders in urban regeneration" contains a paragraph of text. The bottom of the page features three columns of content: "Latest news" with a date of Nov 2014, "Latest videos" with two video thumbnails, and "Charity bike ride 2014" with a corresponding image.

**Dransfield**  
PROPERTIES | (01292) 221111

HOME | ABOUT US | SERVICES | NEWS | CONTACT

Delivering High Quality Retail Developments

WELCOME TO MONMOUTH

**Welcome to Dransfield Properties - leaders in urban regeneration**

Dransfield Properties was formed in 1992. The company specialises in retail led regeneration projects and is based in Bankway, South Yorkshire. Originally involving an 110,000 sqm development in Doncaster, the company continued to work in this sector and has since expanded into retail led regeneration and major town centre developments. With a strong commitment to the Doncaster area, the company is committed to working in partnership with local authorities to create thriving, sustainable and vibrant town and village centres.

**Latest news**

Nov 2014  
New Northcliffe development in Doncaster

**Latest videos**

The Valley Shopping Centre 2014  
The Old School conversion

**Charity bike ride 2014**

# Tunstall



# Holderness Road, Hull



# Lime Square, Openshaw



# Marshalls Yard, Gainsborough



# Marshalls Yard, Gainsborough (2)



# Sanderson Arcade, Morpeth





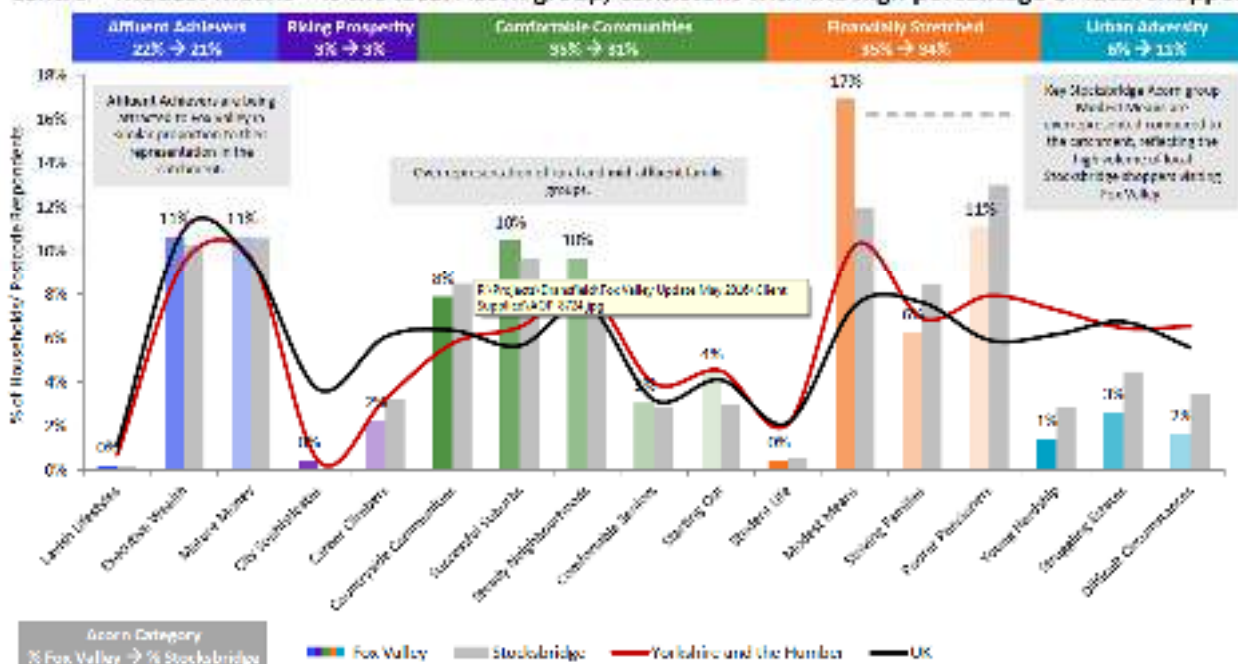
## Sanderson Arcade, Morpeth (2)



# Acorn Profile

## ACORN PROFILE

Fox Valley has a broad appeal across all Acorn groups. The centre is attracting a higher than expected volume of the Top 3 Acorn categories (60% vs. the 55% modelled by RF). The dominant Acorn group at the centre – Modest Means – is the local Acorn group; consistent with the high percentage of local shoppers.

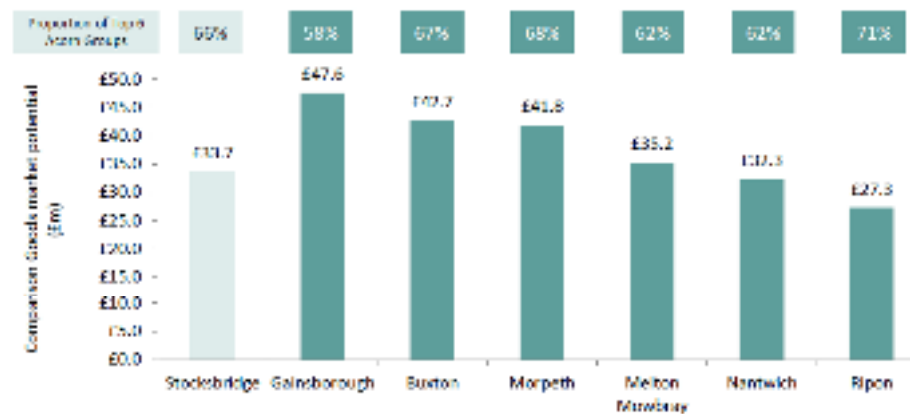


Source: Retail Footprint 2015, Centre Futures 2016

# Stocksbridge 2016 Benchmarks

## Stocksbridge 2016 Benchmarks: Comparison Goods Market Potential

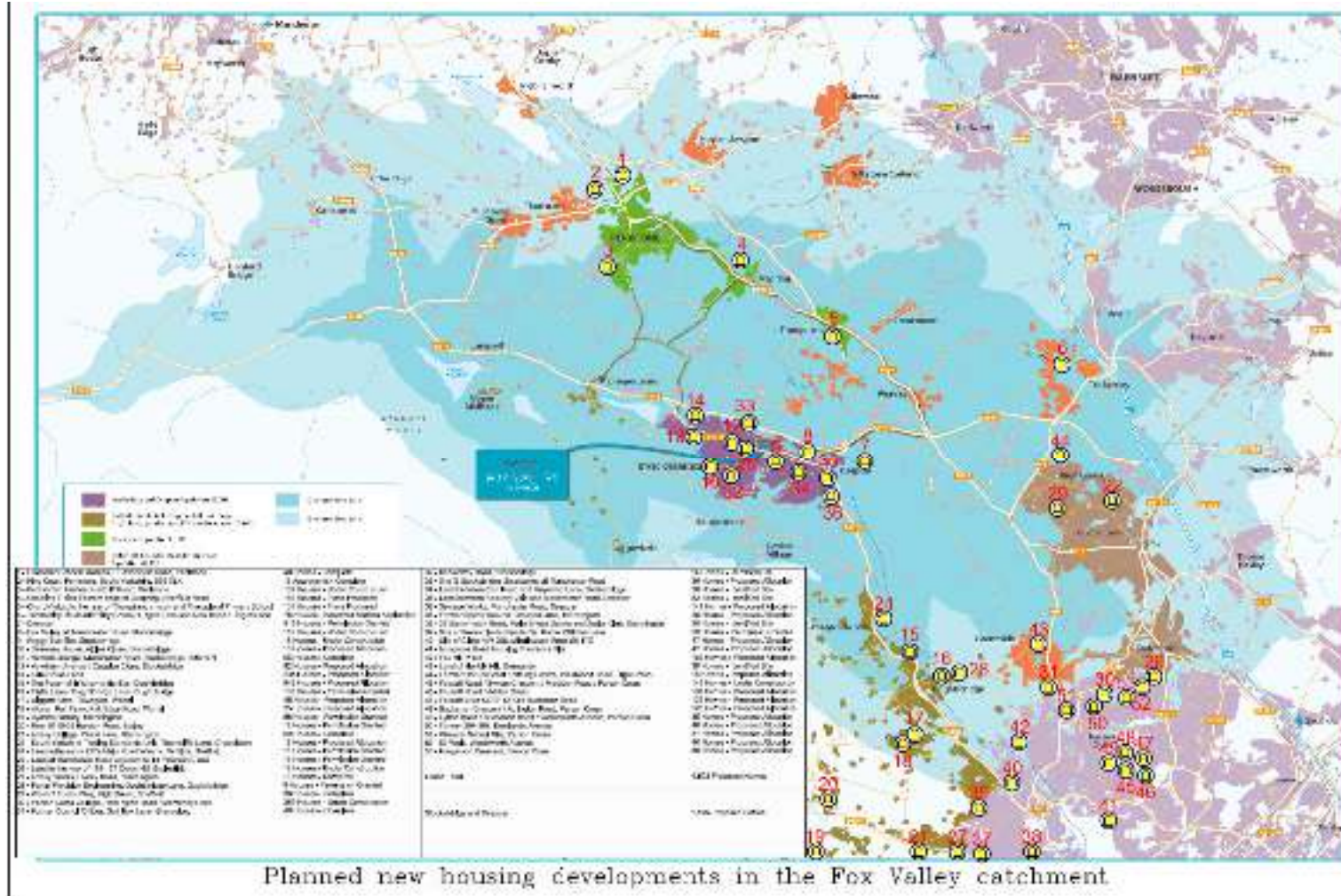
Stocksbridge's closest benchmarks are Buxton and Melton Mowbray



Stocksbridge's Top 6 Acorn groups	Stocksbridge	Buxton	Melton Mowbray	Morpeth	Melton	Newark	Ripon
<b>Affluent Achievers</b>							
Executive Wealth	3%	11%	16%	20%	15%	11%	4%
Money Money	10%	15%	9%	13%	33%	12%	7%
<b>Comfortable Communities</b>							
Countryside Communities	10%	11%	11%	7%	11%	11%	26%
Successful Suburbs	10%	10%	11%	0%	9%	4%	3%
<b>Financially Stretched</b>							
Modest Means	15%	15%	9%	10%	9%	4%	10%
Parental Penalties	15%	7%	7%	15%	4%	9%	7%
% Acorn Profile	66%	67%	62%	65%	71%	62%	60%

- CACI have used Acorn and Comparison Goods market potential to identify centres with a similar market size and shopper lifestyle profile to Stocksbridge's 2016 catchment.
- Stocksbridge's benchmarks are Gainsborough, Buxton, Morpeth, Melton Mowbray, Newark and Ripon.
- All of these 6 centres have similar sized Comparison Goods market potentials to Stocksbridge and contain high proportions of Stocksbridge's 6 largest Acorn groups.
- These centres have a Comparison Goods market potential between £27.3m and £47.6m compared to Stocksbridge's £33.7m. Of the benchmarks, Melton Mowbray (£35.2m) and Newark (£32.3m) have the most similar Comparison Goods market potentials.
- The benchmarks all contain similar proportions of Stocksbridge's 6 largest Acorn groups. These Acorn groups account for 66% of the Stocksbridge profile and between 58% and 71% of the benchmark profiles.
- Stocksbridge contains a higher proportion of the most affluent Acorn Category Affluent Achievers than Gainsborough. Affluent Achievers account for 10% of Stocksbridge vs. 11% of Gainsborough.

# Where is Stocksbridge?



# Photo's of Steel Works



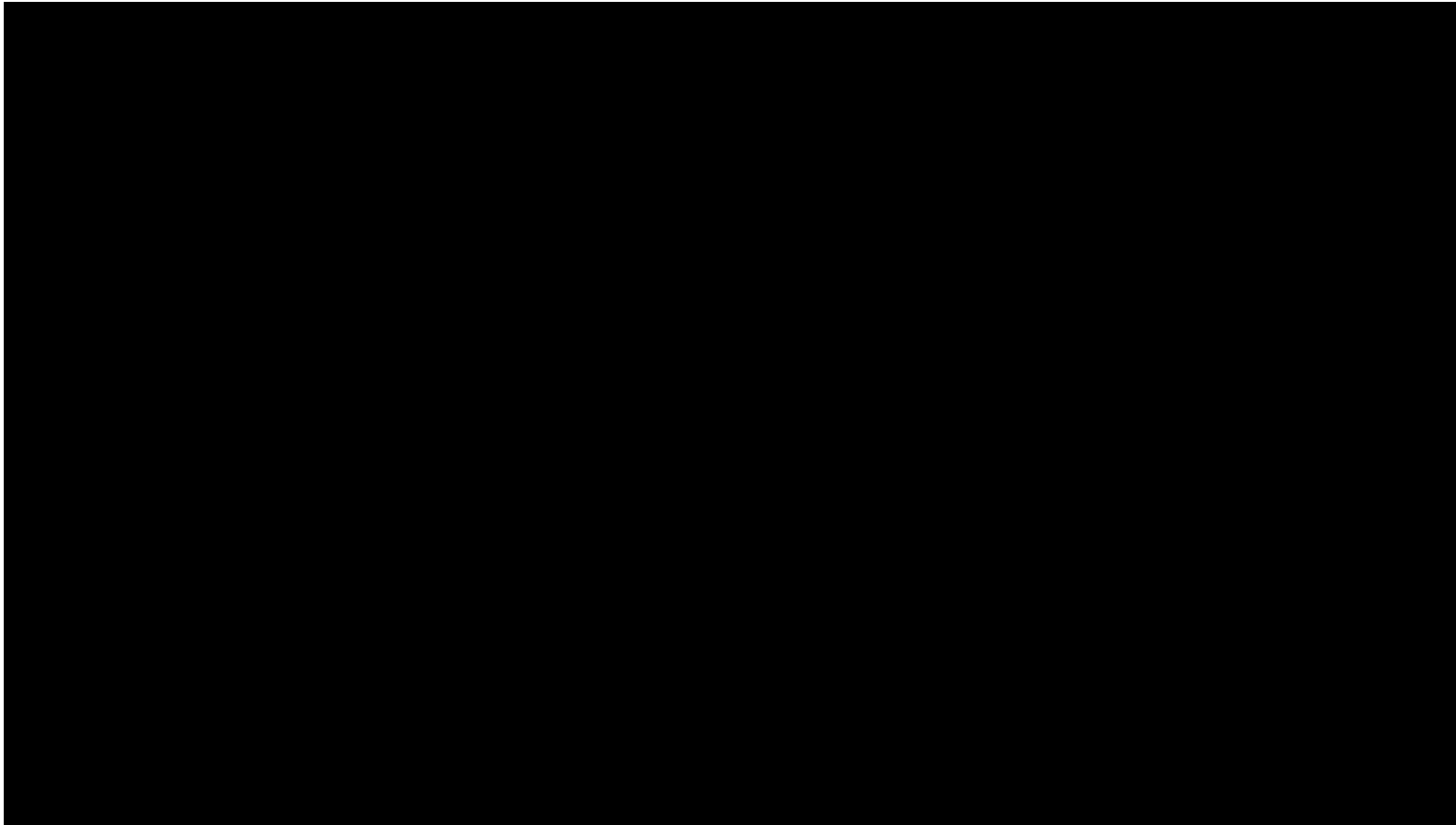
# Early Aerial Photo of Steel Works



# Samuel Fox



# Early Video of Stocksbridge Steel Works





# Steel Works Before Demolition

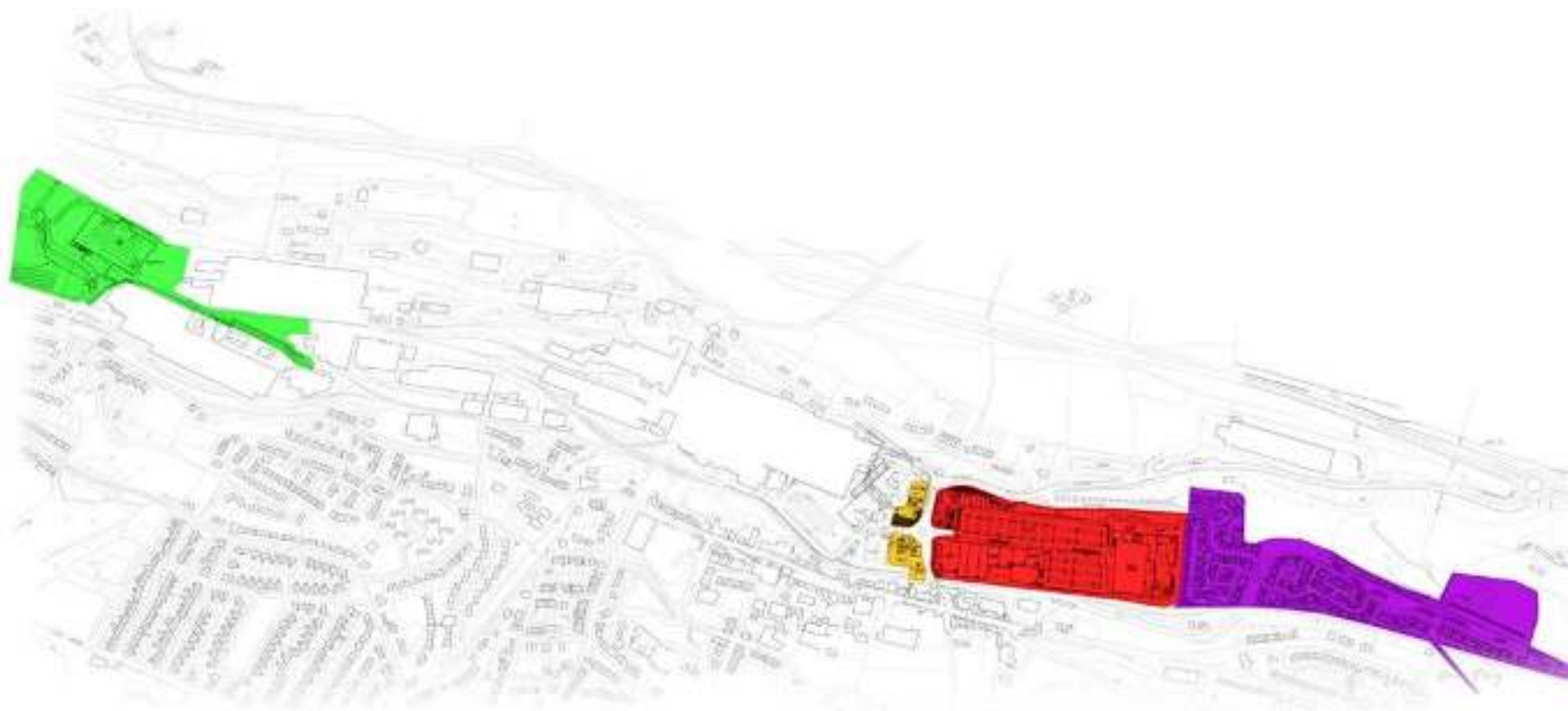


## Steel Works Before Demolition (2)

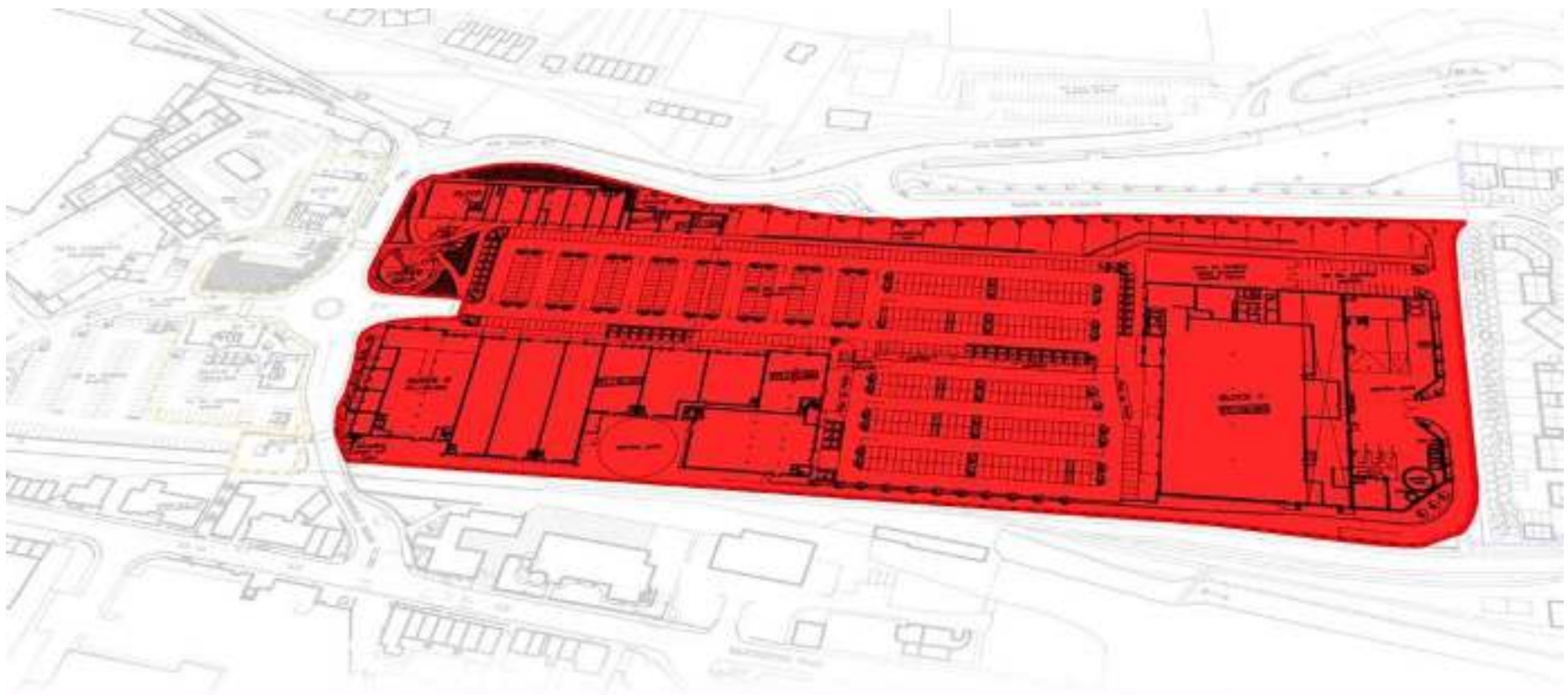


Tesco





## SITE AREA

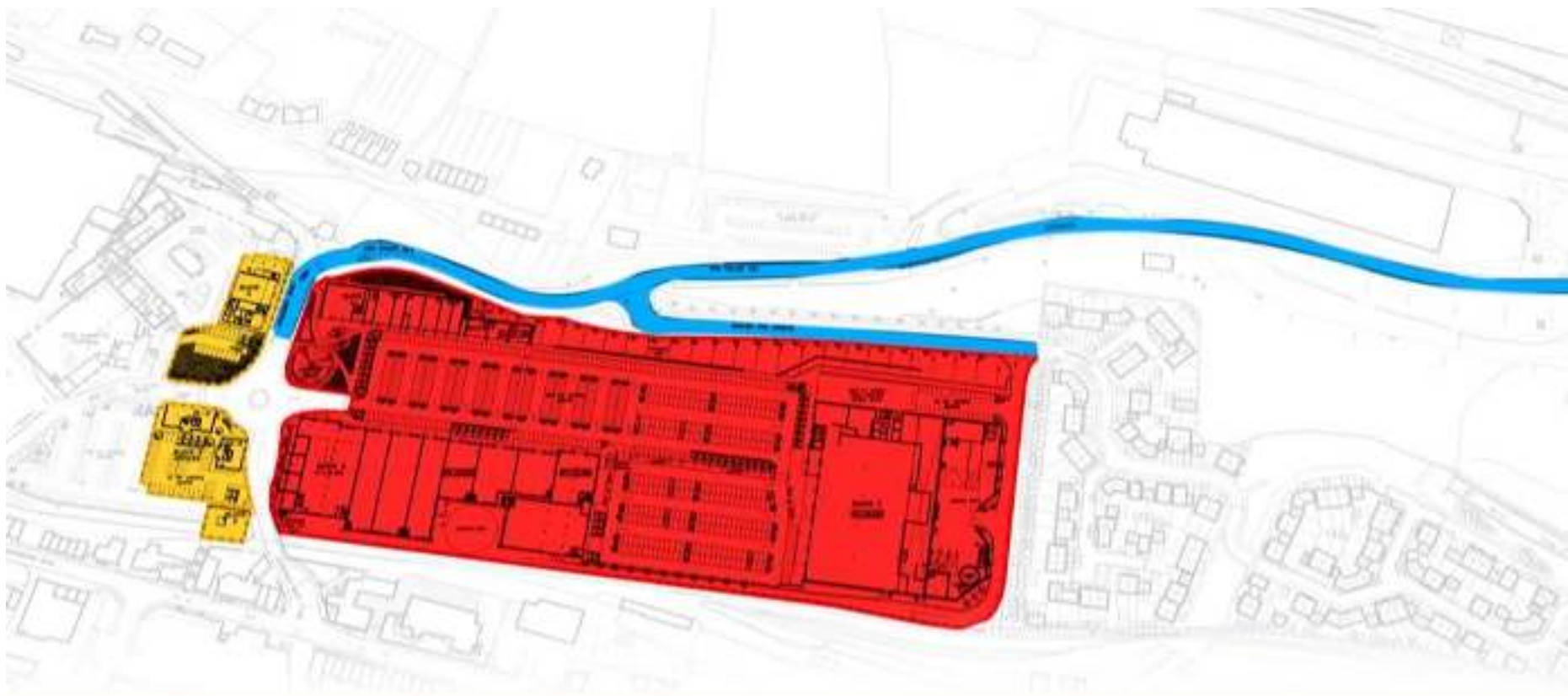


# RETAIL DEVELOPMENT

  
FOX VALLEY  
SHEFFIELD



# OFFICE DEVELOPMENT



# LINK ROAD



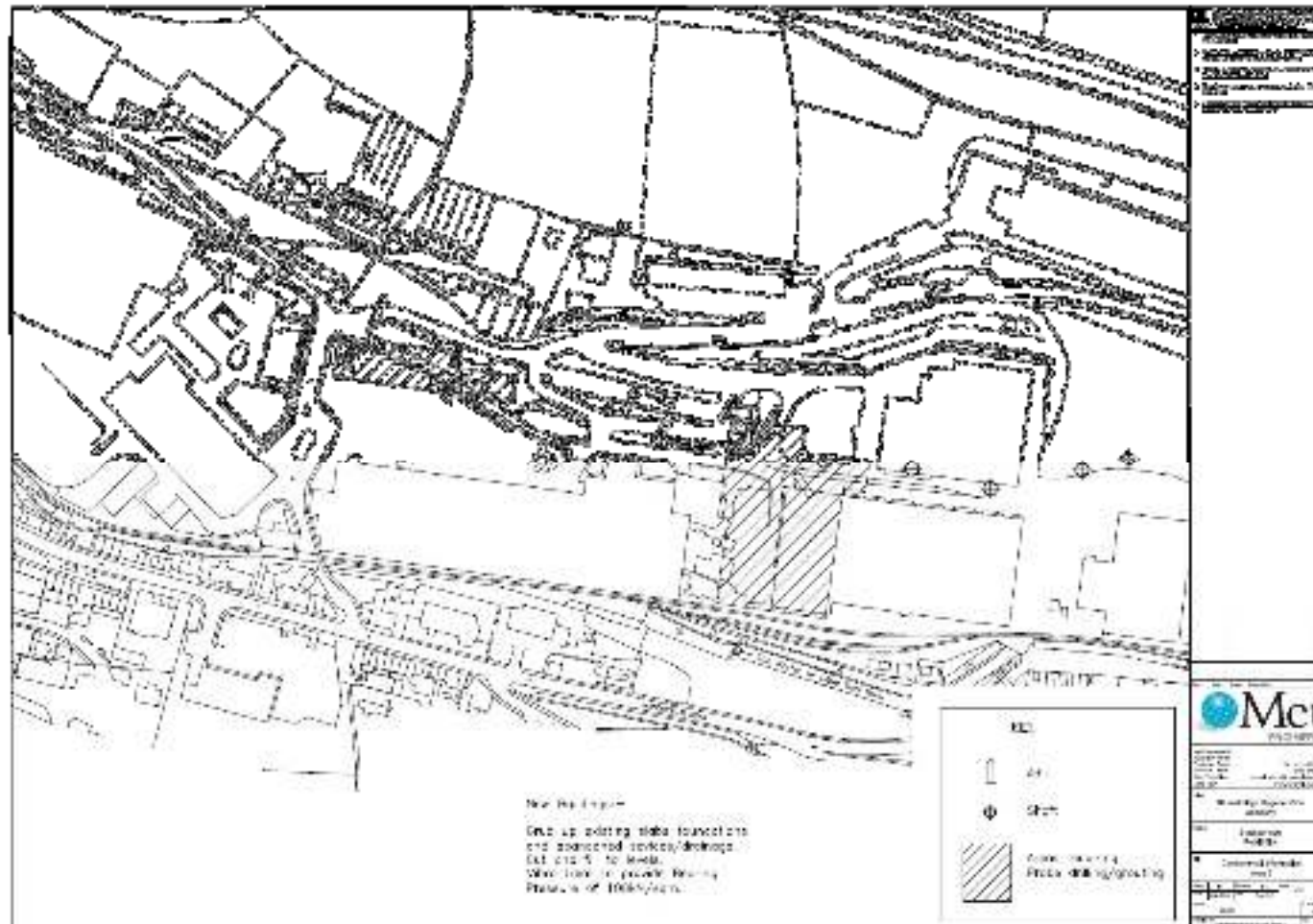
# HOUSING DEVELOPMENT



# Aerial View Pre-Development



# Remediation

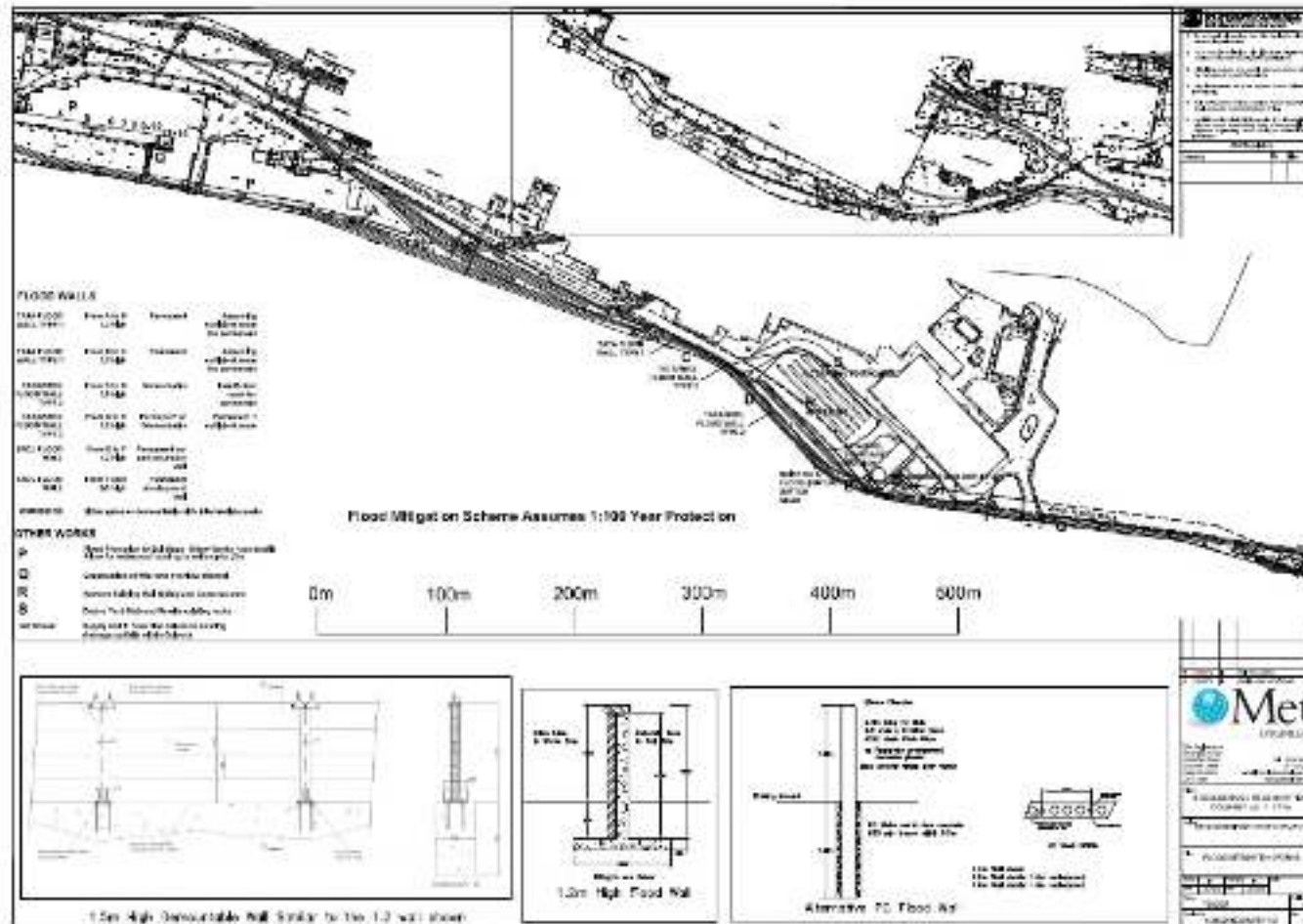




# Stocksbridge Flood 25<sup>th</sup> June 2007



# Flood Mitigation Works



# Aldi



ERDF



EUROPEAN UNION  
Investing in Your Future

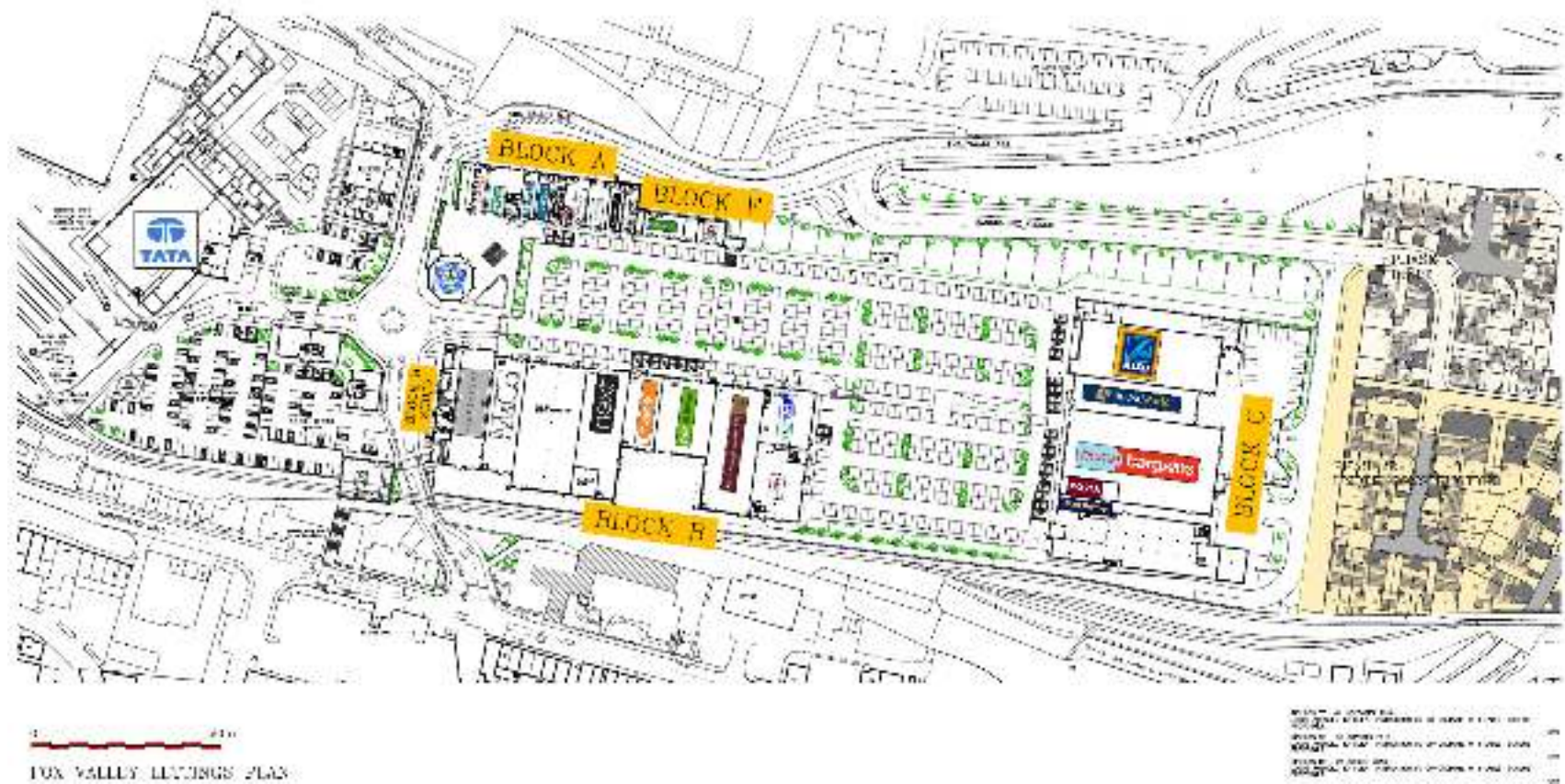
European Regional  
Development Fund 2007-13

# Stonebridge Homes





# Fox Valley Layout Plan



# Final Walk Through Video

