

# Contents

## EXECUTIVE SUMMARY

### PART 1

#### INTRODUCTION .....01

- 1.0 Background
- 1.1 Aims & Core Objectives
- 1.2 Report Structure
- 1.3 Study Process
- 1.4 The Masterplan Study Team

### PART 2

#### THE LOWER DON VALLEY .....07

- 2.0 The Masterplan Study Area
- 2.1 A Recent History

### PART 3

#### BUILDING ON THE WORK TO DATE .....13

- 3.0 Introduction
- 3.1 Selective Regional Planning  
Policies & Directives
- 3.2 Selective Sheffield Planning  
Policies & Directives
- 3.3 Conclusions

### PART 4

#### ANALYSIS .....23

- 4.0 Introduction
- 4.1 A Socio-economic Profile
- 4.2 Market Appraisal
- 4.3 Visitor Economy
- 4.4 Physical Environment
- 4.5 Transport & Infrastructure
- 4.6 Summary of Challenges
- 4.7 Summary of Opportunities
- 4.8 Conclusions

### PART 5

#### THE VISION AND STRATEGY .....45

- 5.0 The Vision Statement
- 5.1 Masterplan Strategic Principles
- 5.2 A Strategy for Change
- 5.3 The Core Strategies
- 5.4 Transportation & Movement Strategy
- 5.5 The Lower Don Valley Vision
- 5.6 Regeneration Benefits

### PART 6

#### LOWER DON VALLEY DISTRICTS .....63

- 6.0 A New Future for the Lower Don Valley:  
The Four Districts
- 6.1 Attercliffe Village
- 6.2 Sports & Leisure Hub
- 6.3 The Central Zone
- 6.4 Meadowhall Quadrant

### PART 7

#### A FOCUS ON DELIVERABILITY .....77

- 7.0 Implementation
- 7.1 Integration into the Regulatory Framework
- 7.2 Establishing an Effective Organisational Structure
- 7.3 Funding Strategies
- 7.4 Phasing
- 7.5 Key Interventions
- 7.6 Yield, Assumptions & Take Up
- 7.7 Cost

### PART 8

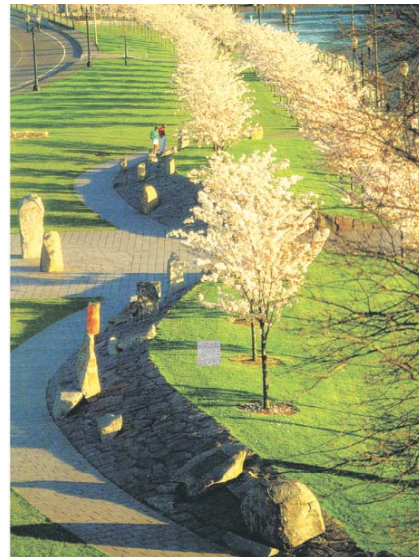
#### NEXT STEPS .....89

#### APPENDICES .....91

# Executive Summary

## THE VISION:

*Over the next twenty years, the Lower Don Valley will be transformed into an attractive, safe and healthy place to live, work and visit. A vibrant and exciting new mix of community, leisure, retail, office and business uses will act as anchors for the area's new residential communities. In harmony with its residential population, the Lower Don Valley will be a nationally recognised and highly sought-after location for business. Capitalising on its unique and authentic industrial heritage, the Lower Don Valley will be a distinct, yet fully integrated destination within Sheffield. It will be considered a model of sustainability in social, economic and environmental terms. The Lower Don Valley will be a 21st Century Gateway for England's fastest growing city and most impressive urban regeneration story yet - Sheffield.*



The Lower Don Valley is built upon a strong and diverse **economic base**. New businesses are attracted to the Lower Don Valley for its exceptional environment, easy accessibility and unrivaled reputation as a well supported location for business. A high quality new Office Park set within a clean, green environment with strong connections to national, regional and local transportation networks is the centrepiece of business activity. As one of Yorkshire's premier research and development centres for advanced manufacturing of metals, the Lower Don Valley is also home to numerous creative and digital industries providing specialised business services in areas such as sport, leisure, and communications. Employment and training opportunities are numerous for local residents – ranging from high-tech knowledge industries to hospitality and retail opportunities.



Across the Lower Don Valley, **new housing** has resulted from the success of the area's new commercial and business drivers. The new residential communities are the model of sustainability. A range of housing types are provided from traditional house form and terraced housing in Attercliffe

Village to more contemporary house forms around Meadowhall. The new neighbourhoods are fully serviced by quality local **community facilities** providing all required amenities and support services. New shops, restaurants, cafes, bars and other convenience services contribute to the diversity of the neighbourhoods, particularly around the new Meadowhall Square and along the bustling Attercliffe High Street. Residential developments blend seamlessly with the adjacent neighbourhoods of Tinsley, Darnall and Brightside.

Additional **leisure and recreation uses** have been introduced to the Lower Don Valley, enhancing and invigorating its previous offer. This new investment reinforces the area's role as the region's premier sports and leisure destination. Its unique partnering with two world-class local universities and nationally recognised sports agencies has



allowed the Lower Don Valley to provide comprehensive training and specialised educational services not available elsewhere in the region.

As a **nationally recognised destination** for sports, leisure and shopping, the Lower Don Valley continues to attract a greater number of visitors each year. A high quality, well managed public realm inspires continued re-investment in the area and provides an active, attractive and safe setting for visitors, workers and residents at all times of the day and evening. Due to its award-winning City Centre redevelopment and Lower Don Valley regeneration programmes, Sheffield is now firmly established as a top destination for visitors within Britain.

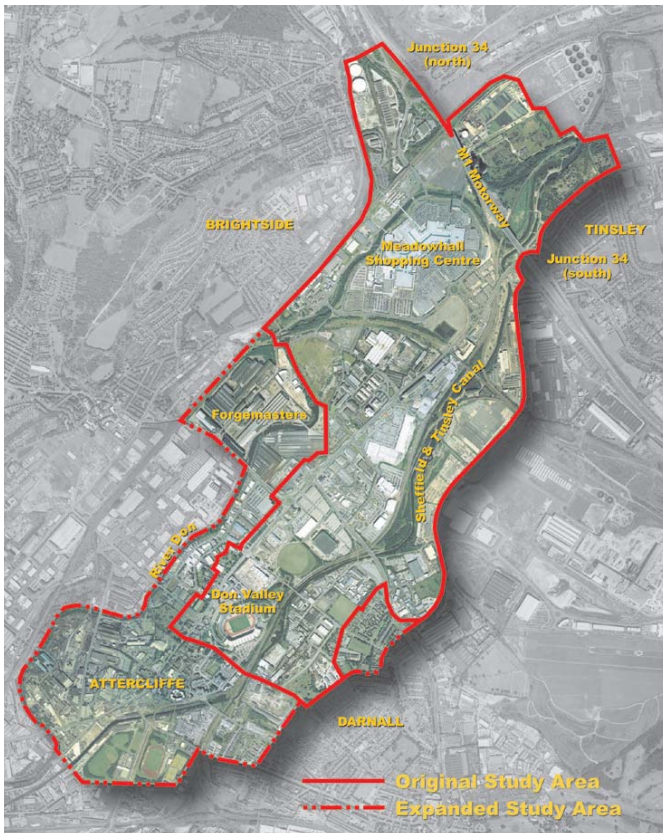


Visitors, businesses and residents of the Lower Don Valley are well served by an exceptional **public transport system** offering viable alternatives to the private car. Accessibility to the amenities and businesses within the Lower Don Valley is easy for pedestrians and cyclists due to the fully integrated and comprehensive path network. In partnership with Sheffield City Council and the Highways Agency, a comprehensive motorway solution has been implemented around Junction 34 which has allowed increased capacity and enhanced access to and from the motorway system into the Lower Don Valley and Sheffield City Centre beyond.



The Lower Don Valley is considered to be a **model of sustainability** in social, economic and environmental terms.





The Lower Don Valley Vision and Masterplan Study Area: Original and Revised Boundaries

## THE MISSION STATEMENT

The aim of the partners involved in the Vision & Masterplan Study is to assist the Lower Don Valley in its transition from a traditional industrial and manufacturing role to a more modern and diverse role within the region. This will be achieved by attracting new uses to the area by increasing investor confidence, raising the overall quality of the physical environment and enhancing the image of this urban gateway and important employment & leisure hub.

The Lower Don Valley Vision & Masterplan Study establishes an agreed vision for the Lower Don Valley to guide its long-term sustainable regeneration, integration and redevelopment over a twenty year period.

The core objectives of the Lower Don Valley Vision & Masterplan Study are to:

- (i) **establish a clear vision and agreed path for its realisation;**
- (ii) **act as a long term strategic plan to guide investment and provide a platform for attracting new investment;**
- (iii) **raise the profile of the Lower Don Valley, thus supporting and reinforcing Sheffield's role within the region;**
- (iv) **complement and maximise the beneficial impact of existing leisure and retail uses in the Lower Don Valley;**
- (v) **set the foundation for the introduction of appropriate new uses to the area;**
- (vi) **provide a coherent planning and urban design context to guide physical regeneration across the Study Area; and**
- (vii) **provide new opportunities for social and economic regeneration.**

Underpinning each of these core objectives is a commitment to achieving sustainable development from an economic, social and environmental perspective. Considerations around these three main divisions of sustainable development must be key aspects of every future decision made.

The Masterplan provides the framework and focussed long-term action plan to bring the above objectives to reality.

## THE PROCESS

In December of 2003, Sheffield City Council and The British Land Company PLC jointly commissioned the Lower Don Valley Vision & Masterplan Study. The 1,000 acre study area included the portion of the Lower Don Valley situated between the M1 and historic Attercliffe Village and was bound by the wards of Burngreave and Shiregreen & Brightside to the west and Darnall to the east.

Led by Urban Strategies Inc., a planning and urban design firm, key elements of work undertaken for the Lower Don Valley Masterplan Study over the past twelve months have included:

- a local area analysis, including reviews of urban form, site appraisal, environment, transportation, social profile, destination opportunities and policy;
- technical research including market drivers and analysis of competitors;
- cost assessment and viability; and
- consultation with stakeholders including community and residents' groups, private developers, property managers, industrialists, land owners and politicians.

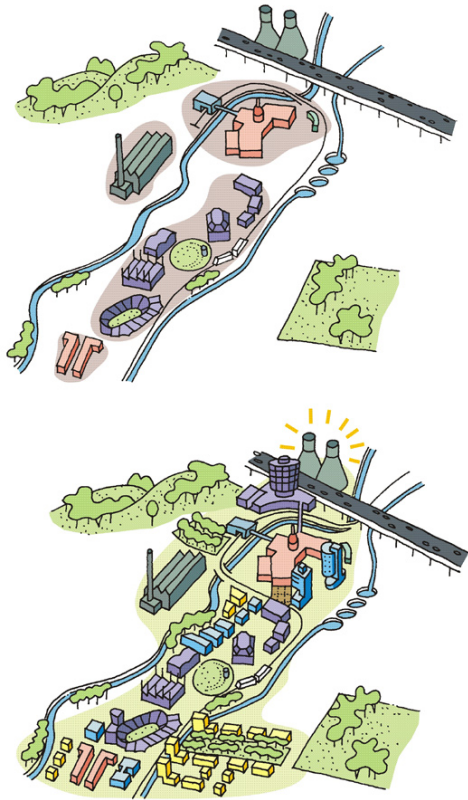
The Study's direction was informed by a series of consultation events held throughout the year, starting with a community and stakeholder workshop in January, 2004. Additional targeted sessions were held with local residents and businesses, political representatives and community groups to identify issues and gain consensus on the approach the Masterplan needed to take in order to achieve its core aims and objectives.



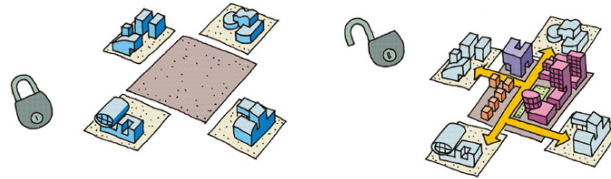
## THE MASTERPLAN PRINCIPLES

The Vision for the Lower Don Valley describes an area that is authentic, vibrant, distinctive and highly liveable. To guide this transformation over the long term, strategic development principles have been established. These principles will influence the form of all future development within the Study Area and be used to underpin future detailed design studies.

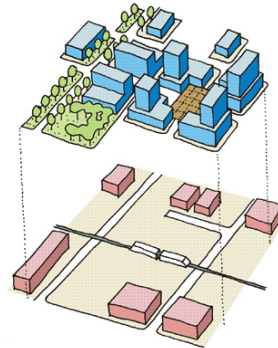
**Attract new investment and reposition the Lower Don Valley to meet the challenges of a new economy by building on its established strengths.**



**Open up new developable sites to allow for future investment.**



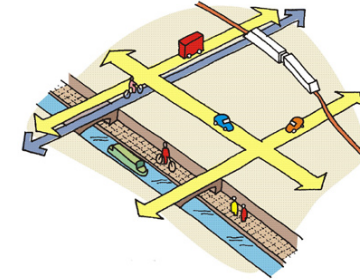
**Direct new uses to locations that support appropriate infrastructure.**



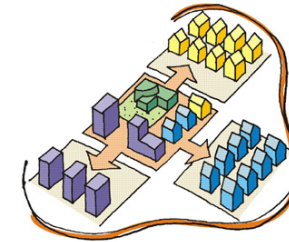
**Inspire a quality urban experience by promoting architectural and public realm design excellence.**



**Provide a balanced and logical movement network.**



**Create sustainable communities by providing the required social infrastructure for long-term success.**



**Use sustainability best practices.**





## THE STRATEGY

Built upon the above strategic masterplan principles, the Lower Don Valley Vision & Masterplan presents five core strategies that together, once implemented, will achieve the overall objectives of regenerating, re-integrating and redeveloping the Lower Don Valley.

Bundled within each of the five core strategies are key interventions - or physical development projects - that respond to different local issues. These five strategies form the foundation of the Masterplan Study and act as the "big moves." They include:

- ① **Maximising the Area's Natural Heritage Value:** The Masterplan will rediscover many of the Valley's existing natural attributes – namely the river and the canal and their related network of open spaces – and use them as structuring components of the plan.
- ② **New Investment in Residential Communities:** A proposed residential population of up to 13,000 people will create demand for new services and business across the Lower Don Valley and Sheffield as a whole, and provide day and night activity in the area.
- ③ **A Focus on Public Transport:** A core objective of the Masterplan is to create a sustainable transport system and reduce the reliance on the car. This involves a new road network, better bus provision and a realigned and extended Supertram route through the Lower Don Valley and on to Rotherham Town Centre.
- ④ **Creating a Logical Movement Network:** The Masterplan recognises the need to improve and enhance infrastructure provision across the area. This will be achieved through the introduction of a series of new local roads and pedestrian & cycle paths which will open up new development sites and enhance connectivity within the Lower Don Valley.
- ⑤ **Capitalising on Existing Assets:** The Masterplan builds on existing assets by reinforcing its most recognised and successful developments, namely the Sports & Leisure Hub and Meadowhall Shopping Centre. These existing assets will act as investment anchors for higher value development proposals on adjacent sites.

## THE MASTERPLAN & VISION

Within the existing physical context, the Illustrative Masterplan synthesizes 20 key initiatives proposed.

The Vision and Illustrative Masterplan for the Lower Don Valley can be dissected into four unique districts that comprise the Study Area in its entirety. While the districts should be seen as separate destinations offering distinctive experiences, each should be complementary to the next and work together to form a new, more contemporary identity and brand for the Lower Don Valley.

The four districts that comprise the Lower Don Valley Masterplan Study Area include:

1. **Attercliffe Village**
2. **The Sports & Leisure Hub**
3. **The Central Zone**
4. **Meadowhall Quadrant**

### Legend

- |    |  |  |
|----|--|--|
| 1  | New Residential Community  | Residential                                  |
| 2  | Revitalised and Condensed Attercliffe High Street Retail                 | Leisure                                      |
| 3  | Attercliffe Square and the restored Adelphi Theatre                      | Community Use                                |
| 4  | Destination Leisure Uses   | Business                                     |
| 5  | Waterway Recreation & Community Centre on the Canal                      | Retail                                       |
| 6  | Boulevard of Sport   | Institutional                                |
| 7  | Community Centre   | Hard Landscaping & Public Realm Improvements |
| 8  | New Business Park  | Open Space                                   |
| 9  | Reconfigured Meadowhall Retail Park                                      | Primary Road                                 |
| 10 | New Boulevard for Supertram Diversion                                    | Secondary Street                             |
| 11 | New Roadways   | Existing Supertram Stop                      |
| 12 | Meadowhall Square anchoring new pedestrian street                        | Proposed Supertram Stop                      |
| 13 | Prestige Office Development  | Pedestrian Pathway & Cycle Route             |
| 14 | Pedestrian Connection to Adjacent Communities                            | Water's Edge Pathway                         |
| 15 | Realigned Supertram Route extending to Rotherham                         |  |
| 16 | Improved Multimodal Interchange Station with expanded parking provisions |  |
| 17 | Halfpenny Link to Sheffield Road   |  |
| 18 | Relocated Tinsley Supertram stop   |  |
| 19 | Public Realm Improvements along Sheffield Road/Attercliffe Common        |  |
| 20 | Facade and Public Realm Improvements around Meadowhall Shopping Centre   |  |





The community of Darnall will extend to the canal with a mix of housing opportunities. Central to this will be a new park that provides a venue for recreational activities. A pedestrian bridge will span the canal offering a convenient link to the existing sports and leisure facilities.



The restored Adelphi Theatre is the cultural focus for Attercliffe. A new park fronts the theatre. With the revitalised Burton building, together they form the new gateway into Attercliffe Village.

**Attercliffe Village** will be transformed back into a centre for the community and become an authentic urban village within the heart of the Lower Don Valley. It will be a charming destination that recaptures its vibrant history and provides a new focus for residential developments and small-scale neighbourhood retail and commercial developments.

The Lower Don Valley will act as the **Leisure and Sports Corridor** and be a major destination for family leisure uses as well as for specialised sporting activities and training. Major investment in the public realm will create a quality environment across the Lower Don Valley that is not only beautiful, but functional and thoroughly distinctive. Improvements will reflect the excellence of the area's many athletic facilities and trumpet Sheffield's status as a great sporting city. Lined with new residential development, restaurants, cafés and community facilities, the Sheffield & Tinsley Canal will become a major recreational amenity for the neighbouring communities and a new focus for investment and activity in this part of the Lower Don Valley.

The **Central Zone** adjacent to the Meadowhall Quadrant will provide a focus for industrial uses including a consolidated Forgemasters. Additional types of employment uses will be introduced over the longer term. The Central Zone will capitalise on its extensive river frontage to create an attractive environment to act as a catalyst for reinvestment. Public realm improvements will be undertaken across this area to create a better quality environment for businesses and their employees. As a model of sustainable development, a significant new residential population will be integrated with the quality office developments.

Cafés and restaurants line the Boulevard of Sport. Families participate in or simply watch community-related sporting activity under a row of inspiring images of Sheffield athletic greats, both past and present.



As one of the main gateways to Sheffield, the **Meadowhall Quadrant** will provide a first-rate urban experience with innovative architectural design and quality public realm. The gateway role of the area will be enhanced by attracting new uses that best capture the added value Meadowhall Shopping Centre offers its neighbours. This gateway location will provide a quality of business accommodation and locational advantages currently not found in Sheffield's other business centres. The proposed Office Park will be focused around a new public plaza and street – Meadowhall Square and Mews – and serviced by a new Supertram stop. Distinctive quality new office towers will mark the entry to the City of Sheffield from the M1.

The area immediately around Meadowhall Shopping Centre will continue to provide a unique retail and leisure experience for Sheffield, whilst also serving the local centre for the districts new workers and residents. This lively area will be supported by shops, restaurants, cafés and convenience retail services at ground level. The Meadowhall Quadrant, working in close partnership with the City Centre, will re-establish Sheffield and the Lower Don Valley as a major commercial and tourist destination. In support of sustainable development practices, new flats are proposed to complement the commercial and business uses in this area.



Meadowhall Mews

Meadowhall Square emerges as the focus for the new business/residential quarter of the Lower Don Valley. A pedestrian street (Meadowhall Mews) reaches into adjacent sites and connects the new Supertram stop to the shopping centre. Performers, vendor stalls and restaurants fill the street, creating an active and entertaining public realm.



Meadowhall Square



## A FOCUS ON DELIVERABILITY

Implementation of the Lower Don Valley Masterplan requires a multi-faceted approach: ensuring the integration of the Masterplan within the City Council's emerging regulatory framework; providing appropriate delivery vehicles and mechanisms through an effective organisational structure; and the continuation of the community and stakeholder involvement programme that has characterised the elaboration of the Masterplan to date.

The Lower Don Valley Vision & Masterplan provides a real opportunity to deliver a sustainable living and working environment at the heart of the South Yorkshire conurbation. The availability of land, evolving economic conditions and the current public and private interest in the area presents a unique opportunity to bring forward a truly sustainable mixed-use scheme. However, to successfully deliver this concept, it is critical that many of the component parts be brought forward together in a comprehensive fashion to allow for the development of a stronger "sense of place". This will be achieved through substantive masterplanning and the delivery of sustainable transport infrastructure. Only a comprehensive approach will result in a positive outcome.

The key ingredients of implementation include:

- **Public Endorsement and Regulatory Approval** through Sheffield City Council adoption of the Masterplan Study and integration of the objectives and land use proposals into the forthcoming Local Development Framework. As the proposals are to be delivered over an extended period – a period within which the market will witness changes in demand – a flexible land use framework is required that can respond to shifting markets and evolving patterns of occupation.
- Creation of an effective **organisational structure** through:
  - the creation of an implementing development authority (which could be the Board of Creative Sheffield or a separate dedicated Lower Don Valley agency);
  - a focus partnership building amongst public agencies with the full support of the private sector to ensure co-operation and co-ordination of all the stakeholders. The development authority must act as the anchor for future group co-ordination;

- creation of a City Staff Co-ordinating Committee to ensure an inter-disciplinary forum for Council Officers to formulate strategy, determine capital funding priorities and review proposals for the Lower Don Valley; and
- consideration should be given to the establishment of a Design Review Committee to foster the highest quality design.

Any of the above will require dedicated and permanent resources.

- Establishment of a **funding strategy** to optimise available funds for regeneration and facilitate applications by both the private and public sectors for European, national and regional funds – potentially through a "one stop" funding agency.

It is anticipated that the Masterplan will develop incrementally over time. The actual timing and location of development will be largely market-driven, based partially on economic development activities and public infrastructure improvements on the part of Sheffield City Council. It must be underscored that a certain level of public investment will be required "up front" in order to improve the public realm and create settings which will attract future investment. Such initiatives might include environmental remediation, streetscape improvements and lighting/public art projects. Key interventions and catalytic projects will be crucial to signal the transition of the Lower Don Valley and establish a setting of superior quality to attract new private investment. It will be important to be strategic with early public investments if the most effective return is to be provided. Funding will need to be secured to assist in this transition.

The costs of regeneration are significant – it is estimated that approximately £1.25 billion will be required to bring the Vision to fruition. However, it is important to note that the major portion of the costs (approximately £1 billion) will be borne by the private sector through development buildout. In addition, it is important to balance these costs with the physical, social and economic benefits that will be achieved across the Lower Don Valley, including more than 17,000 new jobs, 4,000 new homes, new park spaces, enhanced water ways and significant economic output for both the City of Sheffield and the wider region.

A strong focus on the delivery of the Masterplan's principles, objectives and strategies will allow Sheffield to maximise the opportunity present in the Lower Don Valley.

### Estimated Yields

USE	ANNUAL TAKEUP	20-YEAR TAKEUP	MASTERPLAN TOTALS	DISTRICT
Office	20,000 m2	400,000 m2	3,110 m2	Attercliffe Village
			108,585 m2	Central Zone
			106,555 m2	Meadowhall Quadrant
			218,250 m2	total office
Industrial	10,000 m2	200,000 m2	33,940 m2*	total industrial (Meadowhall Quadrant)
Retail	10,000 m2*	tbd	10,000 m2	Attercliffe Village
			8,070 m2	Sports & Leisure Hub
			10,500 m2	Central Zone
			11,600 m2	Meadowhall Quadrant
			40,170 m2	total retail
Residential	300 units	4,500 units**	1,130 units	Attercliffe Village
			680 units	Sports & Leisure Hub
			2,280 units	Central Zone
			150 units	Meadowhall Quadrant
			4,280 units	total residential

\* Excludes consolidation of existing industrial use  
Includes B2/B8 mix

\*\* Includes only Attercliffe Village  
\*\* Assume first five years for site consolidation and clean up

### Estimated Costs

DISTRICT	ATTERCLIFFE VILLAGE	SPORTS & LEISURE HUB	CENTRAL ZONE	MEADOWHALL QUADRANT	SUB-TOTAL
Site Preparation	£34,785,000	£27,144,000	£38,328,000	£24,856,000	£125,113,000
Public Realm	£18,793,000	£14,053,000	£56,173,000	£25,905,000	£114,924,000
Build Out	£137,177,000	£108,535,000	£438,800,000	£340,428,000	£1,024,940,000
TOTAL	£190,755,000	£149,732,000	£533,301,000	£391,189,000	£1,264,977,000

Excludes all fees/VAT/surveys, fitting out of retail, CAYZ office fit-out, hotel FF&E, relocation costs, inflation



## A FOCUS ON SUSTAINABILITY

At the heart of the process for developing the Lower Don Valley Vision & Masterplan Study is the need to deliver long-term sustainable communities which integrate economic prosperity, social inclusion and quality of life. The proposals presented here can significantly improve the environment and quality of life for residents, whilst improving employment, learning, leisure and recreational opportunities for all. This Vision & Masterplan offers an exciting opportunity to achieve real and sustainable change in the Lower Don Valley, its adjacent communities and Sheffield as a whole.

Key regeneration benefits over the next 20 years will include:

### Key Economic Benefits:

- Creating an improved image for investment
- Maximising the leverage of existing attractors and locational benefits
- Complementing City Centre redevelopment to reinforce Sheffield's regional & national role
- 14,100 net new permanent local jobs created for Sheffield
- 3,600 new construction jobs based in Sheffield
- 17,400 gross new jobs created across South Yorkshire
- Local Economic Output: £270 million per annum in Sheffield alone

### Key Environment Benefits:

- Sustainable mixed-use development: live, work, shop locally
- A green corridor & expanded quality open space provision
- A comprehensive solution to flooding
- Capturing the benefits of the river and canal
- A stronger road hierarchy to reduce traffic congestion
- Reducing reliance on vehicles and providing an integrated transport strategy
- Enhanced quality of life

### Key Social Benefits:

- Diversifying existing land use
- A new residential destination with up to 4,200 new homes
- New park and open space provisions
- Connecting communities: green links, pathways & roadways
- Enhancing local services & community facilities
- Partnering opportunities with training & education providers
- New local employment opportunities at all levels

## THE OPPORTUNITY

This is an opportunity to build on the area's many strengths and address existing local challenges to re-position the Lower Don Valley for a more prosperous future.

To attract new investment and increase investor confidence in the Lower Don Valley and its wider area the Vision & Masterplan Study reflects ongoing and emerging investment and development strategies, such as the South Yorkshire Objective 1 Programme, the Sheffield City Strategy, the emerging Sheffield Local Development Framework and the Transform South Yorkshire Housing Market Renewal Pathfinder programme. The Masterplan will provide the agreed context within which the redevelopment, detailed design work and decisions on the specific quantum and composition of uses will be made.

The opportunity presently exists to dovetail with the numerous on-going City Centre initiatives, thereby raising the status and competitive position of Sheffield at both a regional and national level. This enhanced profile will be focussed on Sheffield's cultural, recreational, tourism and business assets. It will contribute towards the advancement of a new image for the city as a whole and the reinforcement of Sheffield as a desirable destination for residents, businesses and visitors alike.



### Consultation

*In total, more than 200 stakeholders have been consulted as part of the development process for the Lower Don Valley Vision & Masterplan. The overall aim of the consultation process was to encourage involvement at all levels from a wide cross section of interests including land owners, residents, community organisations, businesses and other stakeholders that use the Lower Don Valley. More specifically, the consultation has provided a platform from which to:*

- *identify the immediate needs of interest groups;*
- *collect feedback, concerns and criticism of proposals and Masterplan options;*
- *identify areas of conflict for resolution to be addressed; and*
- *share ownership of the Masterplan as early as possible.*

*To achieve these goals, a series of consultation events were held throughout the year, starting with a community and stakeholder workshop in January, 2004. The aim of this workshop was to engage stakeholders in a debate and discussion on the future role of the Lower Don Valley and identify local priorities and key issues for resolution through the Masterplan. The outcomes of this workshop informed the main masterplan options.*

*In order to collect more detailed information and pin-point specific areas of conflict, one-on-one interviews and round table discussions were also conducted with more than 80 key stakeholders to discuss the study and gather critical local knowledge and a deeper understanding of processes and events that shaped the Lower Don Valley. In addition, these interviews allowed the Masterplan team to identify outstanding issues that needed to be addressed and ensured all interests were taken into account from an early stage.*

*Since January, additional targeted sessions have been held with local residents and businesses, Sheffield's universities, the Regional Development Agency, the Objective One Partnership and other funding and implementation bodies, political representatives and active community groups. Issues were identified and consensus gained on the approach that the Masterplan should take to achieve its core aims and objectives. At these meetings, options for the Masterplan were presented for debate. Through these sessions, the strengths and weakness of each option was noted and a preferred option identified.*

*The climax of the consultation was a Public Exhibition completed in July. During this two day event, three formal presentations were undertaken for the Masterplan and drop-by sessions held in both Meadowhall Shopping Centre and the Source. Team members were available for informal discussions with interested parties. The aim of this event was to maximise opportunities for residents, business owners, community groups and other stakeholders to become involved with and take ownership of the Masterplan.*

*Many of the ideas presented in this report have been drawn from this consultation period.*