

# IN THE BEGINNING there was Genesis...

Fans of prog rock in Rotherham may have got a bit over-excited recently over rumours that Genesis were in town. But a reunion of Phil Collins' finest wasn't on the cards.

Instead, it was Priority Sites' latest development. Genesis is the developer's first ever hybrid scheme - a 50-50 mix of office and warehousing/manufacturing space.

Now fully sold, the £3million, 34,200 sq ft scheme is home to companies engaged in computing, training and energy management systems.

Paul Barber, Chief Executive of Priority Sites,

said: "Genesis is an exciting new concept for Priority Sites and we are delighted that it has been so well received. The quality of the units and their location close to the M1 motorway have also been an attraction to high tech companies based outside of Rotherham.

"South Yorkshire is proving a very popular location for this type of development. We are already on site with our third hybrid



scheme in the region."

Priority Sites' previous developments contained 10 per cent office space with the remainder made up of warehousing/manufacturing space.

Funding for Genesis has partly come from the European Regional Development Fund, which provided £1million for the scheme as part of its Objective 1 programme.

Sylvia Yates, Objective 1's Programme Director (pictured above with Paul) said: "We are pleased to have supported this very successful scheme which offered opportunities for businesses looking to expand and grow and increased employment opportunities for local people."

## Huge boost for the North East

News earlier this year that Samsung was to close its Teesside manufacturing plant cast a shadow over the North East economy.

A downturn in the global market for electronics goods made the decision almost inevitable.

But Samsung's legacy is a superbly located 207-acre site, featuring nearly 400k sq ft of modern buildings and 160 acres of development land.

Now the region has been boosted by a joint venture deal between Priority Sites and a local entrepreneur, Chris Musgrave. Together they will find new occupiers for the buildings and deliver exciting proposals for the development land at Wynyard. Companies who will create or safeguard about 1,000 jobs have already agreed to locate on the site.

EDAW have been appointed as master planners and Arup as consultant engineers. Subject to receipt of planning permission, work on the site will start in 2005.

