

# Made in Sheffield

## MADE IN SHEFFIELD

# Regeneration & Development



# Steel, sport and strippers...

**M**ention Sheffield to any person on the street, and one of three things will immediately spring to mind, steel, sport and strippers.

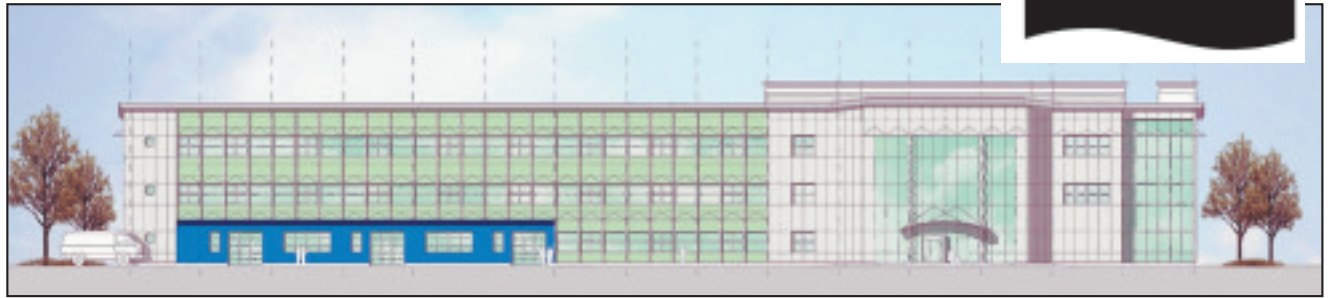
Time may change things, but these three things are still playing an important role in the development of the city. The steel industry is still alive and well in Sheffield and surrounding areas, in the high technology world of advanced engineering.

On the outskirts of the city, the Advanced Manufacturing Park (AMP) is a hive of activity. The first occupiers, the Advanced

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Manufacturing Research Centre, and TWI took possession of their buildings in 2005, and work is underway on premises for Castings Technology International.

In November, work began on the Innovation and Technology Centre. To ensure that there are the right facilities available for businesses on the AMP,



**Development:** The ITC building at the Advanced Manufacturing Park. Below: TWI's new Yorkshire headquarters

Yorkshire Forward has invested almost £10 million in this flagship project which, when completed, will provide space for companies keen to participate in the technology available on the AMP, in addition to conferencing, meeting and exhibition space.

On the sporting front, despite having two football teams, one of the biggest sporting events for the city, and the region as a whole is the World Snooker Championships, which have been held at the Crucible Theatre for 27 years. Beating off stiff competition, the city has secured the event for the future, with Yorkshire Forward investing in the development of a centre of excellence for snooker within the



Institute of Sport in Sheffield which is scheduled to be completed in time for the world championships in April 2006.

Sheffield is known as the place where the Fully Monty was filmed, but the city has had a thriving digital and media industry for several years, and is the centre for media activity in South Yorkshire. We are

continuing to work closely with our partners to develop a digital media centre which will strengthen the expansion of the Cultural Industries Quarter in the city.

As one of the city regions, Sheffield has a pivotal role to play in the future prosperity of the whole of South Yorkshire, and anyone visiting Sheffield for

the first time in recent years will notice a real difference in the city, which, with Yorkshire Forward support, is being regenerated under the aptly named banner 'Heart of the City'.

Yorkshire Forward's investment in the 'Heart of the City' and other projects has enabled several developments, including new offices in St Paul's Place, the demolition of Sheaf House to make way for the station enhancements, and public realm works around the refurbishment of the City Hall.

These developments in industrial and physical regeneration will proudly show the world that they were 'Made in Sheffield.'



**Activity:** The Advanced Manufacturing Research Centre



## We see the heart of Sheffield restored. What do you see?

If you'd like to know how Yorkshire Forward is making vision become reality in Yorkshire and Humber, email [marketing@yorkshire-forward.com](mailto:marketing@yorkshire-forward.com) or visit [www.yorkshire-forward.com](http://www.yorkshire-forward.com)

