

Project Experience

Newcastle Science Central



Outline

Atam Verdi led the market appraisal, commercial property input and financial assessment of options for this major project in the heart of Newcastle City Centre.

On behalf of Newcastle City Council, One NorthEast and the University of Newcastle a detailed market analysis and masterplan we prepared for the site formerly known as the Scottish and Newcastle Brewery Site. The site had already been acquired by the partners and it was bought with the intention to create the opportunity to drive forward new commercial floorspace demand by creating a unique urban science campus.

The overall intent was create an environment, buildings and indeed a mechanism which would deliver science and technology commercialization and attract significant occupational demand.

The project team comprised EDAW (now Aecom Design and Planning), Adroit Economics, Hopkins Architects, WSP and Faithfull and Gould.

Services Provided

- The services provided included the co-ordination of a detailed **market assessment** working closely with science and technology specialists Adroit Economics. The market assessment needed to identify the sectors from where demand could be found, how much and what type of accommodation would be needed. This work crossed all property sectors as the scheme will be a mixed use scheme including commercial, residential and retail scheme.
- The market assessment informed the masterplan options which were tested and Atam led the process of **phasing and financial modeling** of the emerging proposals.
- Atam also developed the delivery strategy working closely with the partners. This process included the identification of roles and responsibility and indeed what objects each partner was seeking to achieve.

The development is continuing with enabling works underway and indeed detailed plans being drawn up for the first phase of buildings.

