

## Project Experience

### Newlands Park & Junction 10, Luton – Luton Town Football Club

#### Outline

AspinallVerdi have been advising Luton 2020 Developments (Luton Town FC) over the last 18 months on the development of a new stadium at Powercourt in the town centre and a facilitating development, known as Newlands Park at Junction 10, M1.



#### Powercourt

The proposals will see Power Court, a derelict site developed into a mixed use scheme anchored by an iconic stadium which allows access to a range of public and multi-use spaces including:

- Approx. 500 residential apartments distributed across 5 blocks
- Approx. 50,000 sqft of bars, restaurants, lifestyle retail units and a small niche cinema
- A new 1,800 capacity live venue
- Medium size hotel and banqueting venue
- Creche/play area, potential education and medical facilities
- 25,500 sqft supermarket

#### Newlands Park

The 40-acre site at J10 is amongst the most visible and prominent development sites in the UK, and was acquired by Luton Town Football Club in 2015. The Newlands Park development proposal offers the opportunity to bring in new business, complementing the town centre and creating 4,000+ new jobs. The core elements of the scheme include:

- Approx. 500,000 sqft of high-spec offices
- Large hotel with conference and meeting facilities
- Aspirational retail trading space 'anchored' by a quality department store
- A leisure hub anchored by a high-end cinema and other leisure uses



#### Services Provided

AspinallVerdi have been providing:

- Property market advice to inform scheme options (mix/use/scale of development)
- Preparing detailed development (financial viability) appraisal models to inform the design and planning process
- Working closely with Finance Director and Project Team to inform the Club's decision making process.



