

YouTube and watches intently as his own designs dance across the screen. It's an impressive line-up of images, showing a vibrant community of new homes and upgraded shops and entertainment venues. The development is built around a waterway and takes its inspiration from Venice.

But the plan is not for some glamorous European location. It's for Attercliffe.

David, director of architect and design firm Coda Studios Ltd, is among a group of local business people - Attercliffe Business Connection (ABC) - pushing for the regeneration of Sheffield's East End.

They have put together the film on YouTube to give a flavour of what could be achieved and want thousands of people to view it to add leverage to their cause.

David said: "Our aim is to rebuild the heart of Attercliffe by providing affordable eco-friendly homes for 10,000 people. This new population will then spur on the regeneration of business and properties in this area. We are also aiming to build on the sports facilities in the area and help cement Sheffield's reputation for sport."

He went on: "My idea for Attercliffe was to do it like Venice - to make use of the water that runs through it. We need to aim high and make it something that people can buy into and believe in."

"Sheffield has huge traffic problems but why shouldn't people travel in and out of the city on waterbuses rather than by car or road bus? It would also revitalise the canal basin - which is currently underused - if it became a destination for water buses."

"There's been criticism of the city centre regeneration because it has concentrated on apartments and not family homes."

"In the East End, we have this fantastic location. Attercliffe used to be a thriving community with about 40,000 people living there. There's a massive shortage of houses in the city and nationwide. Last year saw the lowest number of properties being built since 1947, though there are plenty of apartments."

"What ABC particularly wants to do is to create a place for people to live which will regenerate Attercliffe naturally by attracting cafes, restaurants and other businesses."

David and the team have been inspired by European models, such as Hammarby Sjöstad in Stockholm, Sweden - a brown field development which transformed an old industrial and harbour area into a modern, sustainable neighbourhood which has already provided homes for almost 10,000 people in a neighbourhood and deliver 9,000 homes and jobs by 2015.

The driving force behind the ABC is David Slater, managing director of Sheffield, who has been



"No-one mentioned Don Valley or any of the good stuff. "We want to change that."



David Slater and David Cross in Attercliffe

championing the regeneration of Attercliffe since 2001.

He has likened the area to looking at "a beautiful movie star who smiles at you but has two teeth missing. You look at the gaps instead of the nice pearly whites."

David argues that Attercliffe is the gateway to Sheffield for anyone approaching from the north, yet the things people notice are the sex shops and dingy poster sites.

Spaces owns and operates nine business centres in the East end and has brought back to life some of the area's most iconic buildings including Attercliffe Baths and library, the former Midland, TSB and Yorkshire banks and the 27,000 sq ft George Shaw engineering Works on Carlisle Street, now the G4 complex.

And David is confident that the ambitious ABC re-development plans can be achieved.

He said: "ABC has had a very warm positive response from the council leadership and we are also well supported by the business community."

"We now need a formal regeneration organisation backed by local and national government and Yorkshire Forward and other government agencies."

"The regeneration team which could be set up within the city development unit needs to work to bring all the threads together and we need to make strategy into delivery."

"Agents and developers are queuing up to see the potential hot spots. We need a framework to permit retail and leisure as well as housing and business uses."

"Sheffield's recent attitude towards development outside the city centre has been lamentable and the suburbs have suffered. ABC has already evolved into a regeneration vehicle for the East End of

Sheffield as a whole, filling in the gaps between the city centre and Meadowhall, that include Darnall over to Burngreave.

"This is Sheffield's biggest single opportunity for growth and prosperity. Even in difficult times, the project makes sense."

Sport, leisure and retail are key elements of a project that promises to bring 10,000 people to live in the New Attercliffe Urban Village.

"We aim to create a Sports Business park and a sport mile which will galvanize all that is required by utilising the expertise that is available in our city. Sheffield needs to be bold and brave and this dream will come true."

David Cross added: "This is the Liberal Democrats' chance to put Sheffield on the map."

"We don't want to detract from the city centre - we're just saying that here is a fantastic location for housing. If we build it right, then Attercliffe can be famous again - as an example of sustainable

# 'Cell blocks' blight on city

THE new Student Villages at Fulwood and Endcliffe (Cell blocks U and X) have brought no value to Sheffield at all.

At a time when certain areas of Sheffield would benefit enormously from an influx of students who can be a real boost to deprived areas and contribute to regeneration, Sheffield University has blighted the landscape with what can best be described as high rise mobile offices, with lipstick. Mornings are pretty

miserable affairs with roads jammed with cars and pavements crammed with people.

My worst fears have been realised about this project since I first contacted the university before the demolition of the previous village (that was awful too).

With millions to spend, why did the University Estates Department not grasp the opportunity to realise serious land values at the time for quality housing in Fulwood

and then reinvest in Upperthorpe, St Vincents and Kelham Riverside, areas that are beginning to prove to be des-res for students and young professionals.

The Upperthorpe area is also ideally situated for the university - and let's be honest the upkeep and general appearance of most student housing in Fulwood, Crookes and Walkley is pretty grim. Our forefathers would turn in their graves at some houses that frankly are being trashed.

The argument that foreign students want to live in Fulwood is a nonsense and the university has misused public funds to create a monstrous addition to the already saturated Fulwood district.

Much worse, they've missed an opportunity to assist areas of deprivation in their recovery.

I will be writing to the university again in 10 years when they knock this lot down  
David Slater, Hollow Meadows

## ENCARTA LETTER OF THE WEEK

## Time for action on gateways to Sheffield

I TAKE a great interest in developments in Sheffield from both a professional and personal perspective. I was delighted to see that you are starting to take an interest in the "gateways" to the city.

I believe that the main roads into the centre of Sheffield are in desperate need of attention and action now rather than words is long overdue.

The SDC did a fantastic job regenerating the lower Don valley but in my opinion were

wound up far too early and were not able to complete the project. This left big gaps on the main road through Attercliffe in particular that have been neglected and derelict.

This is not a good advert for Sheffield. Many times I have driven from Meadowhall with visitors to my home and business and they have been disappointed by what they see. It is simply not a welcoming sight.

If all the recently announced proposals for the

ENCARTA  
WORLD ENGLISH  
DICTIONARY

city centre materialise Mr Mothersole and his colleagues as well as the Liberal Democrats should be congrat-

ulated. However, I don't want to keep reading the same old stuff from Sheffield First as I think the city centre now sells

itself as far as potential investors are concerned.

Would it not be better to take our team of experts and the funding they can generate back to the lower Don valley to finish the job? The stretch of canal and the main road between Victoria Quays and Meadowhall is rich in character and has unlimited potential.

We must be one of the UK's only cities that has not yet capitalised on the benefits that come with regenerating its canal

system. Cities such as Birmingham and Manchester have transformed themselves.

I have a very simple question... when do we start? David Slater, Hollow Meadows, Sheffield.

●The writer of this letter will receive a copy of the Encarta World English Dictionary. Encarta Letter of the Week is sponsored by the publishers of the dictionary, which is available in bookshops at £29.99.

Have a Heart  
and ditch the  
Grosvenor ...

THE Heart Of the City project has on the whole been a success. The approach from the railway station to the city centre is fantastic and there are lots of fantastic additions and positive changes for all Sheffielders to enjoy and embrace. But once again we have shot ourselves in the foot by not getting the job finished.

Forget economic climate, this and that we have had the NICE period and Sheffield could've got it self sorted, like so many other cities.

The initiated know that mistakes and indecision (particularly in planning) have cost Sheffield dear.

It is time to be brave and bold.

The Hammerson project could take forever so may I offer a quick win simple solution: no matter what the cost...drop the Grosvenor Hotel today!

This monstrosity has been a blight on the cityscape for far too long.

Along with the horrendous DFES building at Moorfoot it has made our city centre soulless and compounded the many problems that exist in Town.

By getting rid of these monsters we could open up The Moor to Ecclesall Road and beyond and the area around Cole Brothers could be that much more pleasant.

Not too long ago the old Henrys bar was the epicentre of a cracking streetscene. Look at it now!

By leaving the Grosvenor Hotel footprint space open and free of further development the area would be far less intimidating. With quality landscaping (plants not concrete) it is a fair bet that shops would reopen.

Frankly we Sheffielders may not be too concerned whether or not Hammerson PLC can make the numbers add up. John Lewis is a decent building anyway and the Pepper Pot Buildings could (and should) stay.

At Moorfoot we could have a lake, and if Deutsche Bank can build the new markets - hey presto, we have got our city centre back.

Then we can start on Castlegate!

David Slater, SPACES Sheffield Ltd,  
Sheffield 9

uated for the university anyway and lets be honest the upkeep and general appearance of most student housing in Fulwood Crookes and Walkley is pretty grim, our forefathers would turn in their graves at some houses that frankly are being trashed.

The argument that foreign students want to live in Fulwood is a nonsense and the university has, in my opinion, misused public funds to create a monstrous addition to the already saturated Fulwood district and, much worse, missed an opportunity to assist areas of deprivation in their recovery.

I will be writing to the university again in 10 years when they knock this lot down.

Student village has  
blighted landscape

From: David Slater  
Hollow Meadows

THE new Student Villages at Fulwood and Endcliffe (cell blocks U and X) have brought no value to Sheffield at all.

At a time when certain areas of Sheffield would benefit enormously from an influx of students who can be a real boost to deprived areas and contribute to regeneration, Sheffield University has blighted the landscape with what can best be described as High Rise Portakabins with Lipstick.

Mornings are pretty miserable affairs with roads crammed with cars and pavements crammed with people.

My worst fears have been realised about this project since I first contacted the university before the demolition of the previous village (that was awful, too).

With millions to spend, why oh why did the university estates department not grasp the opportunity to realise serious land values at the time for quality housing in Fulwood and then reinvest in Uppertorpe, St Vincents and Kelham Riverside, areas that are beginning to prove to be des res for students and young professionals.

The Uppertorpe area is also ideally sit-

# BUSINESS

## Monthly

FEB  
2009

### EAST END VISION

#### It's an ugly picture in an ugly frame

**David Slater**  
Hollow Meadows, S6

THERE can be no other word than idiot to describe the bright spark who has come up with the new guidelines around bin collection.

Every two weeks is a joke for most households and now you have some people who think its OK to throw their rubbish on to someone else's back yard.

Unfortunately hardworking Sheffielders who pay excessive domestic rates are being caned once again by the powers that be in the name of fairness for all.

A trip out to the once beautiful countryside surrounding Sheffield will be spoilt by the sight of hundreds of black bin liners full of domestic waste.

Often rubbish is strewn around thanks to the attention of birds and sometimes rats.

I do not know who will clean it all up but so far no one from either the council or private business has been seen with a brush and shovel.

If they do get out here then that money could be saved and utilised more effectively.

It is down to local residents who are no doubt paying Band F to get out and clean up the mess that the pigs who think that its better to dump stuff in the countryside than to create a compost heap or any other form of imaginative scheme to get rid of what has now become excess household waste.

Ultimately whilst council staff may not be responsible for the problem it is up to them to offer a solution.

Sheffield City Council should have priorities and waste disposal should be top of that priority list.

They should maintain these priorities at all costs so forget that leaflet in eleven languages and concentrate on waste collection and disposal.

We are fast living in an ugly picture in an ugly frame and it is not acceptable for the rate payers of Sheffield.

In the meantime can we throw the book at the litter pigs if caught in the act and maybe inspect some of the rubbish in order to catch them.



## Sun International

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UK  
Telephone +44 (0) 1491 419600  
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[www.suninternational.com](http://www.suninternational.com)**

30 January 2007

David Slater  
Rosary Cottage  
Manchester Road  
Hollow Meadows  
Sheffield  
S6 6GL

Dear David

I am writing to thank you most sincerely for the time, courtesy and support you have shown me over the past few years as Sun International has worked to bring the UK's first regional casino to Sheffield.

Having worked in partnership with the city region communities over the last four years I, and the Sun International team, have grown to love the city and the people of Sheffield. It is a huge disappointment that Sheffield has not been chosen.

Sheffield City Council submitted an extremely strong case, which highlighted the immense regeneration and community benefits of developing a regional casino complex in the city. Enormous credit must go to Cllr Jan Wilson, Sir Bob Kerlake, their team and the people of Sheffield for their efforts.

The Council's submission set out Sheffield's ability to deliver regeneration and clear measures to tackle any negative social impacts. As a responsible operator, we believe Sun International's industry expertise and knowledge of the Sheffield city region would have placed us in an extremely strong position to develop a successful hotel and casino complex in the Lower Don Valley that would benefit the area for many years to come.

We will now undertake a period of reflection before holding talks with our partners to consider the way forward for Sun International in Sheffield. A regional casino in Sheffield represented a fantastic opportunity for the city region to step forward with great confidence onto the national and international stage. Let us hope this opportunity will present itself again in the near future.

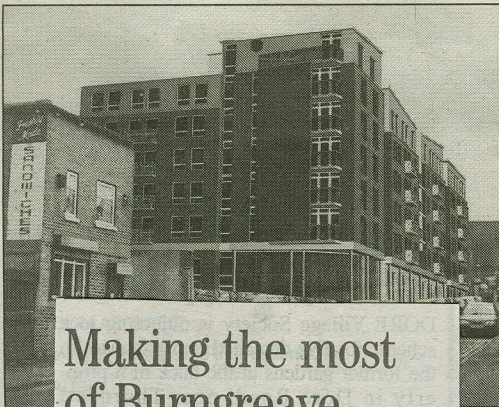
Yours sincerely

**Neil c Murphy**  
**Director of Development**



Housing developers continue to look for sites near Sheffield city centre - with mixed results. Peter Kay reports

# £11m scheme 'no-go'



## Making the most of Burngreave

From: David Slater  
SPACES Sheffield

An open letter to John Mothersole, Chief Executive, Sheffield City Council

I HAVE recently been aware of several of your Streetforce team in the Vicinity of the Fiveways roundabout, Carlisle Street.

Despite their best efforts they are simply trying in vain to stem the tide of the enormous amount of fly tipping that has become prevalent in the district.

The SCC-owned land on Farnsett Street/Earsham Street is currently in a quite disgraceful mess.

We could argue all day about the merits of BNDFC but clearly someone somewhere is missing a real clue.

There is a real opportunity to expand upon what SPACES did with its recent renovation of G4. The complex has proved to be a success and has made an impact on the area.

There is plenty of SCC-owned land that is sat doing nothing and yet is perfect for creating a business environment with a community twist.

This would prove to be a tremendous boon to the people of Burngreave, who would be better exposed to employment opportunities and there is still enough land to create a user friendly sustainable landscape. There are many businesses that would benefit from edge of city centre premises. The Carlisle Street/Petre Street district has always been a very successful business corridor but once again Sheffield somehow chooses to undervalue the potential of business districts.

I have already spoken to Jackie Drayton about the formation of the BBC (Burngreave Business Community) and have received encouraging messages of support from businesses in the area.

I would welcome the opportunity of discussing potential of Burngreave. I actually think that in its own way it is an even more attractive proposition than Attercliffe!

I have had a good walk round the district and some of the local houses, buildings and particularly parks and public domain are really quite staggeringly beautiful.

The links into the Wicker and riverside and the new Tesco offer real value, and we have had all sorts of interest from companies looking at relocating to G4 and asking for more information on development opportunities.

Clearly if it is made user friendly ... people will come!

DEVELOPERS are to appeal to the Government after being "dumb-founded" at councillors' rejection of an £11m housing scheme on a run-down fringe of the city centre.

They are frustrated that local politicians ignored the professional advice of their officers over the scheme for Upper Allen Street, which runs parallel to Netherthorpe Road.

The £11m investment would help revive the fortunes of a largely industrial area blighted by dereliction, vandalism and prostitution, they claim.

Developers AQH, of Ripponden in North Yorkshire, are now appealing to the Government to overturn the decision in the hope of securing permission for 134 flats, replacing industrial

buildings at the corner of Upper Allen Street and Brocco Street.

Councillors decided that the proposed six and seven storey building would look out of character with its surroundings, describing some of the aspects as "monotonous".

They have recently adopted new guidelines for development in the so-called St Vincent's Quarter and ruled that the application fell short of the standards.

A spokesman for AQH of Ripponden said the verdict came after 18 months of preparations and negotiations and nine planning meetings with the council.

Initial proposals for student flats had been changed to private accom-

modation to fit in with the council's ambitions for the St Vincent's Quarter.

The authority's officers, who recommended approval subject to conditions, had been "absolutely first class", he said. Consequently, he was "dumb-founded" at the response of councillors.

But Sheffield would not miss out on the investment. "It will go to appeal and we'll win."

At the same time, the company is preparing to submit a revised application in the hope of persuading councillors to change their minds, which would avoid the need for an appeal.

"We want this back on track as soon as possible," said the spokesman.

## University 'ice cube' just leaves me cold

David Slater  
Spaces, Sheffield

WOW, Sheffield University know how to splash the cash.

No recession at Brook Hill when you can spend £80m on a Giant Ice Cube - it certainly sends me cold.

An engineering campus absolutely yes and well done but common, £80 million? And it's really ugly.

Somehow they have got it through the planners too who have once again allowed another piece of our architectural history and a piece of Sheffield DNA to end up as rubble.

The beautiful old dignified Jessops Hospital is about to become history and Sheffield people will be forced to watch it disappear and take our medicine.

The argument that the engineering complex needs to be on that specific site is also nonsense, nearly as barmy as building a student village in Ranmoor.

As Howard Greaves points out (Sept 20th) there are plenty of sites available (not least down the hill in Uppertorpe/Shalesmoor that are crying out for this kind of catalyst for regeneration).

Write to the Editor, Sheffield Telegraph, Yc

## Flats on the fringe debate

MR Duniec's willingness to express, so passionately, such pertinent opinion is admirable. The last two headline letters regarding the future of the Scotland Street and West Bar area have proved that there are still people in Sheffield, particularly architects and developers, who are prepared to think outside the box.

My own company relocated to the Lower Don Valley from Upper Allen Street in 1995. Since our move we have quadrupled turnover, profit and staff numbers, and we are proud to welcome local, national and international visitors to our purpose-built site.

When I decided to move I couldn't really afford it, but I know that image is everything in today's business world and I would not have survived in the working conditions we were in.

The Upper Allen Street building was up for sale at a very cheap price for four years, with no takers. For a further two years we had small business tenants, most of whom worked valiantly to pay a meagre rent, usually three to six months in arrears. Then in 1999 I asked an architect friend to take a look at the area with a view to a residential scheme on my land. On completion of the drawings I immediately struck up a deal with a dynamic developer with a proven local track record.

It is two years since I agreed a price for my land and I am still waiting to complete the deal. The planning authority persist in quoting the UDP to developers, instead of getting on with the job of regeneration of the worst industrial wasteland you could ever have the misfortune to work in. I know, I've done it.

Give the businesses of the area a chance to prosper by realising their asset, and moving to more suitable parts of Sheffield, and, in the words of my architect friend, "Create a terrific Inner Ring Road settlement."

David Slater. MD Slater Printing Ltd. S9

# Scheme for EastEnders by the waterside is kept afloat

LONG-RUNNING plans to create a waterside community in Attercliffe are being pushed forward.

Councillors decided this week to press ahead with the project for up to 400 homes and commercial units on semi-derelict land fronting the canal, despite the uncertain economic climate.

They see the scheme as an important part of the regeneration strategy for Attercliffe and are looking to use Government funds that have been set aside to reclaim land for housing.

The authority is working with British Wa-

terways and land owners the Duke of Norfolk Estate to put together a 20-acre parcel of land for redevelopment.

Cabinet members yesterday agreed the latest property purchase.

Hopes of making the East End an attractive place to live – decades after a slum clearance programme – have been in the air for years now that the dirty, heavy industry has gone.

Consultants have recently been appointed to prepare an action plan for the centre of Attercliffe that examines the future of key buildings and sites and looks at ways of tackling traffic

congestion in the short, medium and long term. "Whilst it has a slightly rundown feel to it, the Attercliffe local centre is still a busy commercial area with a number of specialist shops and an active group of local businesses who have come together as Attercliffe Business Connection," says a council report.

The Attercliffe Waterside project is seen as "an opportunity to transform this area from its currently party vacant semi-derelict condition into an attractive mixed use development".

Improvements are planned to the canal alongside new landscaping.

## TAKETWO

■ A LITTLE reaction to this page's feature on La Chambre swingers club on Monday, then. And that's not just referring to the furtive phone call from a gent requesting the number.

Not everyone, it seems, agrees with suggestions the Attercliffe venue could be used to potentially help turn the area into a tourist-attracting mini-Amsterdam.

David Slater, chairman of the Attercliffe Business Connection, emails: "We have been working with Sheffield City Council for five years on a regeneration plan for the Lower Don Valley Corridor. We do not see a sex district as part of the plan for a thriving commercial district with housing, sport and leisure focus."

A fair point.

■ INCIDENTALLY, the club's owner Barry Calvert also emails in - to say he liked the piece.

"Keep up the good work," he writes. "And you know where to come if you want a good night out."

Yes. The Leadmill.

# New gateway the right move

**M**OST people want to live in a nice house in a nice area. It is not unreasonable to assume that, as most of us spend about eight hours a day at work, we would also be happier working in a nice office or factory in a nice business district.

The business community has a duty to make its surroundings as pleasant as possible but there is a massive responsibility for local and national government to do the same, in order to enable business to prosper and attract more investment to the city.

Ten years ago, a small group of business people got together to promote the regeneration of part of central Sheffield that had become, possibly, Sheffield's most neglected district, the St Vincent's and Upper Allen Street area.

The group was made up of property developers, agents and others who had realised that Sheffield University's growth, combined with the development of inner city, medium rise apartments, could assist regeneration and create a vibrant mixed use district.

It took an enormous amount of time, effort and money to convince



By David Slater

Managing Director of SPACES Sheffield and a member of the Attercliffe Business Connection

planners to effectively change zoning from industrial to residential, mixed use, but, when the project is completed, the St Vincent area will be totally transformed.

Lessons were learned, so when our team contacted the council with our next project – the regeneration of the Attercliffe gateway, running from Meadowhall to the Wicker – I was pleased to get a positive response.

Attercliffe is arguably more neglected than St Vincent's, but has even more potential.

Stakeholders have worked for eight years, under the umbrella of the Attercliffe Business

Connection, to create a vision for a mixed use district that will provide a welcome for everyone travelling to Sheffield, through its second busiest gateway.

We have worked very closely with city council chief executive John Mothersole and his city development team since 2001 and last June we held a summit, hosted by Attercliffe MP Clive Betts, to discuss what could be done to create 'A Thriving Attercliffe.'

The council is about to announce an action plan.

Hopefully, the plan will be approved by councillors in the spring, paving the way for the creation of 'The Best Urban Village in Britain.'

Attercliffe already boasts a Sport Corridor, and to that will be added housing, offices, shops, infrastructure of the highest quality, with links to Meadowhall, the M1 and Sheffield city centre, and a cleaner, greener public domain.

When that happens, people will want to live in Sheffield's East End again – an East End that offers the right conditions for business, commerce and industry and provides a magnificent welcome to the city.

A 10-POINT ACTION PLAN TO TRANSFORM THE 'NEGLECTED AND DEPRIVED' AREA

# Major changes ahead

## ATTERCLIFFE



Excellent tram and bus links, free parking and relatively cheap business

BY ALEX MOORE  
 Multimedia Reporter  
 alex.moore@jpress.co.uk  
 Follow me: @alexmoorenews

**A** legacy of neglect and deprivation has given Attercliffe a reputation for sex shops and run-down buildings.

But that could be about to change, as business leaders try to push forward regeneration projects and attract investment.

The Attercliffe Action Development Group has unveiled a 10-point manifesto to transform the area, focused on building more homes, removing the sex trade, reducing heavy goods traffic and freeing up development land.

Business leaders such as David Slater want to see progress on Sheffield Council's 10-year Attercliffe Action Plan, which they say has stalled.

Mr Slater compared the redevelopment of Attercliffe to what is happening in Kelham Island, saying the standard was 'not even close'. And in a direct appeal to developers and investors, he said: "Don't be afraid to come to east Sheffield and get involved - it's going to be an amazing opportunity."



Attercliffe: La Chambre

project's transformative potential.

Speaking at the English Institute of Sport, he said the combined work of Sheffield's two universities and the teaching hospitals and children's hospital was driving development forward.

"In the next 18 months we will see a dramatic change in this area," he said. "The school - Oasis Academy Don Valley - is open, and we'll have the Advanced Wellbeing Research Centre and the Sheffield Sharks basketball team.

"The UTC came on site on January 1 and by September 29 they were open, which is really pleasing.

"If you bring the partners together and there is a real will for it to happen, then it will."  
 Attercliffe was once a

days. But the decline of the steel industry, and the council's decision to clear entire streets of terraced houses, took people away from the neighbourhood and played a big part in its decline.

Mr Caborn said it was key to bring people and 'purchasing power' into Attercliffe in order for it to flourish once more.

"Land values will start going up and people will want to invest in this area," he added.

But while regeneration is the buzzword for business leaders, those who work in Attercliffe are more concerned with the day-to-day.

Andrew Sobieralski runs tattoo shop Lab 13 in Attercliffe Road - one of many businesses trying to attract customers in the midst of abandoned build-

suggests 'where there's muck there's money'.

"Attercliffe is a friendly area - it's real Sheffield," he said. "It's got attributes that a lot of areas have lost, like Kelham Island which has just been 'snobberised'.

"I would quite happily live in Attercliffe. I don't mind it down here."

Andrew, known as Soski, may not want to lose that link with 'real Sheffield' but he does see the potential of Attercliffe.

He said: "What a lot of people don't realise is it's very good for infrastructure. We've got the tram and buses, there's free parking, and that does make a difference. And business rates aren't extortionate."

And while regeneration of the area may bring a little more 'snobberisation', Andrew can see the benefit.

"For children to get educated and people to stay in the area is a fantastic thing," he said.

Along the same stretch of road, Usmaan Mohammed runs Attercliffe Pharmacy Direct. His father runs a clothing shop next door - and his neighbour is a sex shop.

"I don't think having a sex shop next door is great, but it doesn't really affect us," Usmaan said. "We have never had any problems."

"If you look nearby there's nothing for almost a mile and a half, which puts this community in an unfortunate situation," he said. "It's a great need for the community."

Usmaan knows Attercliffe is a deprived area and is keen to see regeneration.

"A lot of people shy away from spending. We have people coming in and bartering prices - and we have to accommodate that," he said. "It's a shame there aren't many opportunities in the area. There isn't a lot of investment in housing."

"This is a big retail strip and there are so many properties which could be renovated and put back into use."

Mark Elliott runs design firm House of Logos with his son Tom. His custom comes mainly from outside Sheffield - a big change from when he started in the job 25 years ago.

"When the steelworks were going we used to get quite a bit locally, but as industry has gone, we have had to change," he said.

With his shopfront looking out on to the main road, Mark has seen Attercliffe develop and change over the decades.

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