

Planning approval paves the way for Derbion's Masterplan



Artist's impression of the proposed Eagle Quarter, one of two key sites that sit within Derbion's Masterplan.

Ambitious plans to revitalise Derby City Centre have taken another step forward, following planning approval for Derbion's Masterplan.

Providing a framework for the longer-term development of Derbion's footprint over the next 5-10 years and beyond, planning approval has been granted for both the Eagle Quarter and Bradshaw Way, the two key sites that sit within the Masterplan.

Building on the continued evolution of Derbion's retail and leisure offer, which has seen over 215,000 sq ft of new lettings in the past year, the Masterplan is designed to rebalance the retail and residential offer in the heart of Derby by improving connectivity and accessibility, increasing public realm, and regenerating city living whilst maintaining the character and heritage of the historic city centre.

The plans will see the redevelopment of the former Eagle Market building into 674 homes, and the transformation of Bradshaw Way Retail Park to create 478 homes, including a new landmark 14-floor residential building.

Alongside housing, the new Eagle Quarter will truly enhance the public realm. Derby Theatre, which has also announced plans to expand over the coming years, will be the focal point and integrate with the recently opened, multi-million pound Derbion Square with its new façade and urban garden.

The proposals for Bradshaw Way include residential buildings with private courtyards and green spaces, as well as units for commercial occupiers on the ground floor. The proposed development will also improve connectivity to Derby's Nightingale Quarter.

The two sites have been identified by Derby City Council as key areas for change outlined in their Vision for Derby (2022). The medium-to-long term development will contribute significantly to the council's housing targets and its wider plan for the future of the city centre, driving forward the regeneration of Derby alongside key projects including Market Place and the final phases of the Becketwell regeneration. It also follows the successful completion of The Condor apartment building and Valliant Live performance venue, which recently celebrated its one-year anniversary, and follows the Government's announcement that Great British Railways HQ has agreed to take one of two potential locations within the city centre.

The approval of the Derbion Masterplan follows a transformative year for the retail and leisure destination with a raft of new openings including Crew Clothing, Seasalt, Victoria's Secret and Wingstop, alongside a 40,000 sq ft letting to Primark, who will relocate to Derbion in 2027.

Derbion's leisure offering also expanded following the openings of the 55,000 sq ft padel club, Social Sports Society and Flo Skatepark, creating a new community sports destination for Derby.

Beth McDonald, Managing Director at Derbion said: "The Derbion Masterplan offers a once-in-a-generation opportunity to contribute to the revitalisation of Derby's historic city centre, so we are delighted to have secured approval.

"It is important to Derbion that we work closely with key local stakeholders such as Derby City Council to create a vibrant city centre and we have been so pleased with the progress so far. With a thriving retail and leisure centre at its heart, the Derbion Masterplan will supercharge these efforts by bringing people back into Derby through new high-quality homes, commercial and public spaces and walkable streets, acting as a catalyst for sustainable growth and development in and around the city centre and providing long-term economic opportunities for Derby."

Councillor Nadine Peatfield, Leader of the Council and Cabinet Member for City Centre, Regeneration, Strategy and Policy said: "The green light for Derbion's Masterplan marks a major step forward in our shared vision to transform Derby into a vibrant and welcoming place to live. By creating a substantial number of high-quality new homes, this project will play a vital role in supporting us to achieve our housing strategy while breathing new life into the Eagle Quarter.

"This is a very exciting time for our city centre, with Derbion's Masterplan complementing other major transformations such as the redevelopments of the Becketwell area and Market Place. By working closely with partners like Derbion, we are ensuring Derby remains a premier destination to live, work, and visit for generations to come."

ENDS

Press enquiries:

For all press enquiries, please contact Rewired via Derbion@rewiredpr.com, or:

- Ruth Pipkin Ruth@rewiredpr.com
- Charlotte George Charlotte@rewiredpr.com
- Lauren Cleaver Laurenc@rewiredpr.com

Notes to Editors:

About Derbion

Derbion is the East Midlands' premier retail and leisure destination, offering a full family-day out within a contemporary and safe environment.

The centre has an attractive lineup of famous brands with over 200 household names, including Next, Zara, Mango, H&M, M&S, Pandora, Hugo Boss and JD, with new additions in the last 12 months including Victoria's Secret, Seasalt and Crew Clothing. We're proud to also be home to a 127,000 sq. ft department store for Frasers, Sports Direct, USC and GAME.

Home to Flo Skatepark and 10 indoor padel courts at Social Sports Society, alongside leisure attractions including Showcase Cinema de Lux, Paradise Island Adventure Golf, Hollywood Bowl and the 640-seat Derby Theatre, Derbion is one of the UK's most extensive and distinctive retail and leisure destinations. Plus, the venue's Food Terrace offers a wide variety of grab and go options for visitors to choose from, with seven further standalone restaurants and many more cafes and eateries throughout the centre.

The scheme is supported by an integrated, secure car park facility, offering 2,700 spaces in the heart of Derby city centre.

Find out more at <http://www.derbion.com>.