

Neighbourhood Retail Parade Development Completes in Leicester

As reported in the Commercial News Media:

Residents on a Leicestershire estate are celebrating a £2 million regeneration move, which has provided them with new shops right on their doorsteps.

The site of the former Invincible pub on the Eyres Monsell Estate, on the outskirts of Leicester, now boasts a smart shopping complex comprising a Midlands Co-operative store and a handful of complementary businesses.

Developer Lincolnshire-based M F Strawson has taken just nine months to build the centre and development consultant, Banks Long & Co of Lincoln, has overseen the delivery of the anchor Co-op store and five shop smaller units.

It's great news for the community, because the new shops have replaced a real eyesore and given residents something to be proud of, with the bonus that the new Co-op has opened in time for Christmas.

Outlets at the Sturdee Road Shopping Precinct include a pharmacy, fish and chips shop, betting shop, branch of Barnardo's and a New York fried chicken takeaway.

Ward councillor and Leicester City Council's Deputy Mayor Councillor Rory Palmer, who has personally championed the project, is delighted at the transformation.

"The Sturdee Road Shopping Precinct has replaced an old pub which had stood empty for several years. The pub was a long-standing landmark on the estate and had become a problem with anti-social behaviour taking place.

"We have been working on getting a new development here for the past six years. It has been a long time coming, so this is great news," said Coun Palmer.

It is understood that the Exchange Shopping Centre will eventually be demolished to make way for housing and, in the medium-to-longer term, more housing.

M F Strawson Managing Director Niel Strawson said: "We are delighted to have delivered on our promise to turn the old Invincible Pub site into a new shopping parade, which will help regenerate this area of Leicester."

Banks Long & Co Director Tim Bradford said: "Against the background of a deep recession, it is great to see the confidence expressed in this part of Leicester by national retail chains, such as Midland Co-op, BetFred, Barnardo's and National Co-op Pharmacy.

"The development will open with all shop units let, including independent tenants providing the fish and chips and New York fried chicken hot food takeaways."

The letting agents for the scheme were Leicester-based Lambert Smith Hampton and Trafford Oliver.

Charles Trafford added:

“This is a development that I have been involved with for a long time – well before I set up Trafford Oliver nearly 3 years ago! There have been many, many challenges along the way so it gives everyone a real sense of satisfaction and achievement to the scheme finally come to fruition.”

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