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## **NORTHERN TRUST**

INVESTMENT | DEVELOPMENT | REGENERATION

### **PRESS RELEASE**

#### **FOR IMMEDIATE RELEASE**

Date: 11<sup>th</sup> August 2010

## **GENESIS CENTRE HAS GOT THE X FACTOR!**

Industry Music Group, the artist booking agency who represents stars from ITV's X Factor and Britain's Got Talent shows has moved into Northern Trust's Genesis Centre, Stoke-on-Trent.

The highly successful agency has acquired suite G11, incorporating 8 desks, at the 33,000 sq ft state of the art serviced office centre, part of North Staffs Business Park.

The letting to Industry Music Group, comes on the back of the completion of two previous lettings at the Centre to IGLOOS Ltd who have moved into suite G06 and Couch Consulting Engineers who have leased suite G07. Each letting was completed on a 3 year flexible tenancy agreement.

Richard Suart, Regional Property Manager at Whittle Jones, joint agents acting on behalf of Northern Trust commented "It is pleasing to see that the Genesis Centre is attracting companies of the quality of Industry Music Group to its ever growing list of dynamic companies based at the Centre. The quality, location and friendly business atmosphere offers companies the surroundings to grow their business. Added to this is the range of offices from 2 person upwards and flexible agreements which enables companies to take further space as they expand, this a formula that is proving very popular."

Genesis Centre provides fully serviced office space available as a single 'hot desk' or flexible suites ranging from those suitable for 2 persons (177 sq ft) up to 25 persons (1,838 sq ft). Offering an unrivalled business solution for start up and SME businesses, within a well-connected inspiring new building, the Centre has a range of products and services to support all types of business including leading edge telecoms and high speed broadband internet connection.

Occupiers of the building benefit from a managed reception and visitor welcome, as well as fully equipped and air conditioned meeting and conference facilities, on-site car parking, and 24 hour CCTV and access control system. The dedicated break out areas on each floor provide a more informal meeting area and these are located in the central core to encourage interaction between businesses and individuals within the centre to stimulate growth.

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Diane Joynson, Centre Manager added “We are delighted to have secured the 3 recent lettings at Genesis Centre, highlighting the quality of the building, its surroundings and services that are offered. The centre has been specifically designed to encourage new start up businesses and support small and medium sized enterprises (SMEs) in the Staffordshire region.”

Northern Trust has worked in partnership with Stoke-on-Trent City Council, North Staffordshire Regeneration Partnership, and Advantage West Midlands (AWM) to bring this development to fruition. Regional development agency AWM has provided over 1.5m for North Staffs Business Park. The Government Office for the West Midlands has provided £2.3 million European Regional Development Fund monies for the wider development of Chatterley Valley (phase 1) of which North Staffs Business Park and Genesis Centre are a part.

Genesis Centre has been constructed to a high specification with energy efficiency and environmental considerations key factors in the final design of the centre. Several sustainable features including Ground Source Heat Pumps, Intelligent Lighting Controls and a Sustainable Drainage System have been incorporated in to the building to improve energy efficiency and reduce environmental impact, and as a result of these measures Genesis Centre has achieved an “Excellent” BREEAM rating.

For further information about Genesis Centre please visit the website [www.genesis-centre.com](http://www.genesis-centre.com) or contact the Centre Team on 01782 366000. Alternatively contact the joint agents Daniel & Hulme (01782 213344), Louis Taylor (01782 260222), and Whittle Jones Midlands (0121 523 2929).

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*Notes to Editors:* Press Enquiries to Rosalyn Booth/Jonathan Livesey, Northern Trust, 01257 238555.

### **Northern Trust Co Ltd**

Northern Trust was established in 1962 and is now one of the UK’s largest and most successful privately owned property investment, development and land regeneration companies.

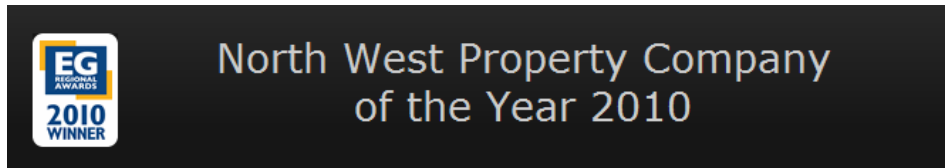
Northern Trust’s existing property portfolio is in excess of 8 million sq ft of industrial/trade and office parks and has more than 5,000 acres of land under ownership/management throughout the UK. Over 2 million sq ft has now been developed in over 40 locations, and Northern Trust continues to expand through all three areas of its property business.

Northern Trust has extensive experience of working with the public sector, with a large proportion of the portfolio originally acquired from the Regional Development Agencies. In addition, new regeneration/development partnerships have been entered into with

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various public bodies, to provide regeneration initiatives across the UK and employment premises for both Small and Medium Enterprises and larger occupiers.

Northern Trust has substantial funds available for new investment, development, and regeneration initiatives throughout the UK. For further information on Northern Trust please visit our website at [www.northerntrust.co.uk](http://www.northerntrust.co.uk)



Project Part-Financed  
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Development Fund



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