



## Case Study

### East Point, Leeds

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# SPONSORED RESTORATIONS

**Location:** East Point, East Street, Leeds LS9 8DP

**Client:** Fortis Developments Limited

**Project:** Sponsored Redevelopment in Leeds City centre

**Project Length:** 12 months

**Value of Restoration Support:** £48,000

## The Development Project

Formerly the Leeds College of Technology, the building had been left vacant for almost 10 years. The redevelopment scheme saw the empty building turned into 39 luxury apartments, fostering the regeneration of this area of Leeds.

## Offsetting Development Costs

Sponsored Restorations Limited were brought in by Fortis Developments to offset the cost of this redevelopment using our unique funding model – whereby revenue derived from brand sponsorship of the scaffold shroud was used to deliver a considerable revenue stream to the development.

## Additional Value to the Project

Sponsored Restorations Limited secured brand sponsorship investment, obtained the relevant planning consent, produced and installed the 250 sqm brand sponsor's display, flanked by a 1:1 visualisation of the completed building, and managed all necessary scaffold modifications. Using a shroud printed with the sponsor visual and representation of the building, rather than unsightly monarflex, also added colour and visual interest to the streetscape.

## Results

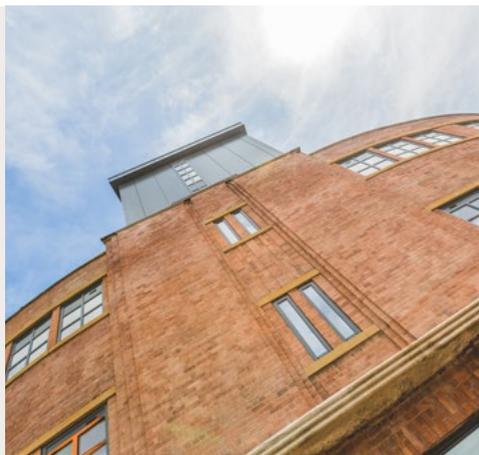
Sponsored Restorations Limited provided valuable incremental development revenue and also improved aesthetics for local residents. As with all our projects, the scaffold and associated brand sponsorship were removed within the specific time granted in the planning consent by Leeds City Council.

“Our development at East Point has been a great example of urban regeneration for the City of Leeds. The Sponsored Restorations team delivered the work on time and to a very high standard. They generated valuable income during the build, displaying sponsorship from global brands while greatly improving the appearance of the site. I would have no hesitation in recommending them”.

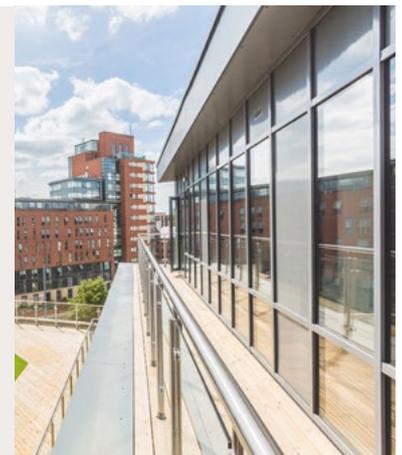
**Gareth Morgan, Director  
Fortis Developments**



Before redevelopment



After redevelopment



## About Sponsored Restorations Limited

Founded in 2015, we are a quality-led company specialising in the facilitation of development, redevelopment and restoration of historic assets and prominent buildings across the UK. We work to an innovative funding model; generating revenue for landlords with buildings undergoing restoration or redevelopment work through brand sponsorship on the associated scaffold shrouds. We are committed to providing opportunities for brands to engage in urban regeneration and conservation, while delivering improved aesthetics for local communities and incremental revenue streams for developers. All to schedule, and inside the consent periods granted by the local planning authorities.

Our expertise covers • Planning consultancy • Site development • Project management • Sponsorship brokerage

Find out more at: [www.sponsoredrestorations.com](http://www.sponsoredrestorations.com)



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