

NEW ERA SQ

Community

The story of New Era Square.
A vision of Work. Play. Live.





FOREWORD

Sheffield has always been a city built on connection, a place where people come together to create, to work, and to belong. From the forges and factories of the past to the shared spaces of today, our story has always been about purpose, collaboration, and community.

New Era Square continues that story. It's more than a development, it's a place where life happens. A space to meet, to work, to live, and to celebrate the diversity that makes Sheffield what it is. Here, business and culture sit side by side, and the same spirit that once forged steel now shapes new opportunities and ideas.

Jerry Cheung's vision has brought people, enterprise, and energy together in one remarkable setting, where East meets West and old meets new. The result is a landmark that feels open, modern, and unmistakably Sheffield.

New Era Square is a reminder that our city's strength lies in its ability to adapt while staying true to itself, a place that thrives when people share space, share purpose, and share pride in what we're building together.



A handwritten signature in black ink, appearing to read 'K Jackson'.

Prof. Keith Jackson
The Master Cutler
Sheffield

Jane Cartledge focuses on the issues which add value to your family life

jane.cartledge@sheffieldnewspapers.co.uk

I hope this can be the year for a Chinatown

Chairman's big plans for city

THIS Chinese New Year is "just an ordinary day" for Jerry Cheung, the vice-chairman of Sheffield Chinese Association. After 12 years in Britain, Jerry's celebrations, by his own admission, will be muted.

But the Year of the Rat promises to be anything but ordinary for China and its people.

"This promises to be a fantastic year," said Jerry, who will celebrate with his family.

"Although I don't do much for Chinese New Year, I'm really looking forward to the next year."

For the past three years Jerry, who owns the Simply Chinese restaurant chain, has been seeking investors to establish a

THE NEW YEAR

■ LEGEND has it that in ancient times, Buddha asked all the animals to meet him on Chinese New Year.

Tenets came, and Buddha named a year after each one.

He announced that the people born in each animal's year would have some of that animal's personality.

■ 2005 is the Year of the Rat. If you were born in 1936, 1948, 1960, 1972, 1984, 1996 you are a rat.

Those born in rat years tend to be leaders, pioneers, and conquerors.

They are charming, passionate, charismatic.



2008 Star article where Jerry Cheung first shared his vision for Sheffield's Chinatown - the origins of New Era Square.

To be part of New Era Square is to belong to something bigger. Bigger than a physical space, bigger than one person's dreams, it's a place for living and working, relaxing, and connecting.

An array of offices and accommodation, shops and restaurants, cafés and an NHS centre, nestle around a bustling, welcoming pedestrianised plaza.

BEHIND THE DREAM

Jerry Cheung's journey took him from Hong Kong to Sheffield, from engineer to entrepreneur, to the visionary behind New Era Square.

In the 1970s, aged just 13, Jerry moved to Sheffield. The challenges of a new country, a new language, and a new way of life would shape a future built on ambition, resilience, and vision. A sponsored Mechanical Engineer graduate, he started his professional life as an engineer with an icon of Sheffield's industrial era, British Steel.

However, his entrepreneurial spirit soon led him into the world of business, building a portfolio across hospitality, property, and community leadership. In 1999, The University of Sheffield awarded Jerry an MBA in International Marketing Management.

Jerry has also become one of the most prominent figures within Sheffield's Chinese community and beyond. A natural leader and connector, he has served in various roles across schools, community organisations, and civic institutions. Today, he is a Deputy Lieutenant of South Yorkshire, representing the Crown in civic matters.





A SHEFFIELD STORY

Jerry's significant contributions to business, culture, and community have been acknowledged through a series of prestigious awards and nominations.

2016:
Special Recognition Award, Sheffield Business Awards (Winner)

2017:
Horasis China High Impact Award, Sheffield City Region Local Enterprise Partnership (Winner)
Real Estate & Property Development Award, Confederation of Chinese Business UK (Winner)
Construction Investing in Talent Awards (Shortlisted)

2020:
Outstanding Development of the Year Award, Insider Sheffield City Region Awards (Shortlisted)
Property Personality of the Year at the Insider Sheffield City Region Awards (Winner)

2021:
Outstanding Development of the Year Award, Insider Sheffield City Region Awards (Shortlisted)

2025:
Lord Mayor's Award for Outstanding Contribution to Arts, Music and Culture (Winner)
Inspirational Leader of the Year Award, Sheffield Business Awards (Winner)



Jerry Cheung accepting inspirational leader of the year award, 2025

MAKING A MARK

Jerry's path mirrors the evolution of Sheffield itself, from its industrial past to a modern, multicultural present. New Era Square is the epitome of Jerry's leadership and vision, reshaping not only the landscape but how communities engage. It's a symbol of unity, aspiration, and future-facing identity, where East meets West, in commerce as well as culture, creativity, and community.

This groundbreaking £87 million development sits by Sheffield's central ring road, close to Sheffield United's Bramall Lane stadium. It's a space that celebrates Chinese culture whilst fostering a sense of unity and shared identity. The contemporary student accommodation, sleek office and retail spaces, dynamic public plaza, and unique architecture beautifully blend Eastern and Western influences.

Today, New Era Square stands as a landmark example of international collaboration. True to Jerry's vision, it creates a place where communities meet, ideas grow, and Sheffield's global identity is showcased, driving economic growth in the region. Here, the story of Sheffield continues.



Left - September 2013:
Concept Designs

Right - December 2017:
Start on Site Phase 02

Bottom - June 2021: First
Occupation of the Office
Building - UniHomes

CREATING CELEBRATION



The Sheffield Lunar Chinese New Year Festival, founded by Jerry, brings together all communities in a celebration of the Chinese New Year. Cultural expression, community performances, and underrepresented voices are given a platform on a joyous occasion welcoming thousands of people. This event also proudly supports the Sheffield Children's Hospital.



THE PANDAS OF SHEFFIELD

Meet Hendo, Little Mester, and Coe Coe.

The New Era Square pandas each have a unique design and local significance.

Pandas symbolises balance, reliability, and approachability. In business, they can represent trustworthiness and friendliness (aligning with the panda's calm and gentle nature) and clarity (from the simple black and white colours).

Our pandas were designed by David Wei of Hatch Architects and assembled by Sheffield-based Campbell Design & Engineering Ltd. Blending cultural symbolism with urban design, they offer contemporary public art to welcome all visitors.



Hendo is the largest panda at 4 metres tall and approximately 1,350 kg. Named after our famous relish.



Little Mester sits on a bench. His name remembers the term given to master craftsmen in Sheffield's cutlery industry.



Coe Coe's name is a playful nod to Sheffield's adopted Olympian, Seb Coe. You will find him climbing up the side of a pillar.

LIVING WITH NATURE

Abundant green spaces, parks and woodland have earned Sheffield nicknames of “The Green City” and “The Outdoor City”.

Boasting the most trees per person in any European city, 4.5 million of them grow here. Parks and green initiatives were created to balance its industrial heritage, with trees and green spaces developed as the lungs of the city. And just a short distance away is the wild beauty of the Peak District National Park.



A



B



D



E



C



F

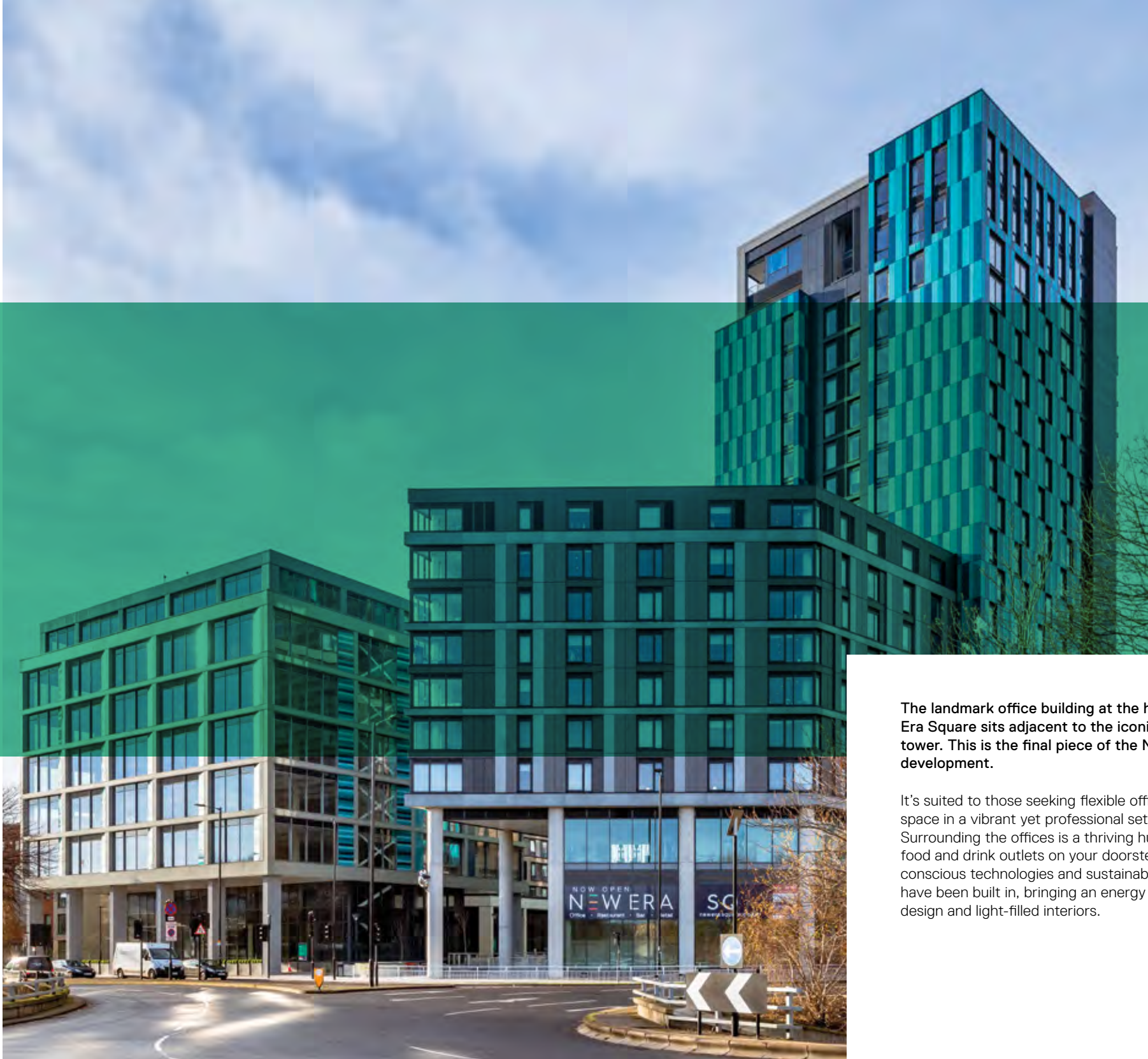
- A. Weston Park Museum
- B. Stanage Edge
- C. Botanical Gardens
- D. Wyming Brook
- E. Damflask Reservoir
- F. Rother Valley

EAST MEETS WEST

New Era Square is situated just a short stroll from Sheffield's city centre.

Access to and from the development is easy, as it sits on the ring road where St Mary's Gate meets Bramall Lane. Sheffield's mainline station is close by, with London just two hours away by train.





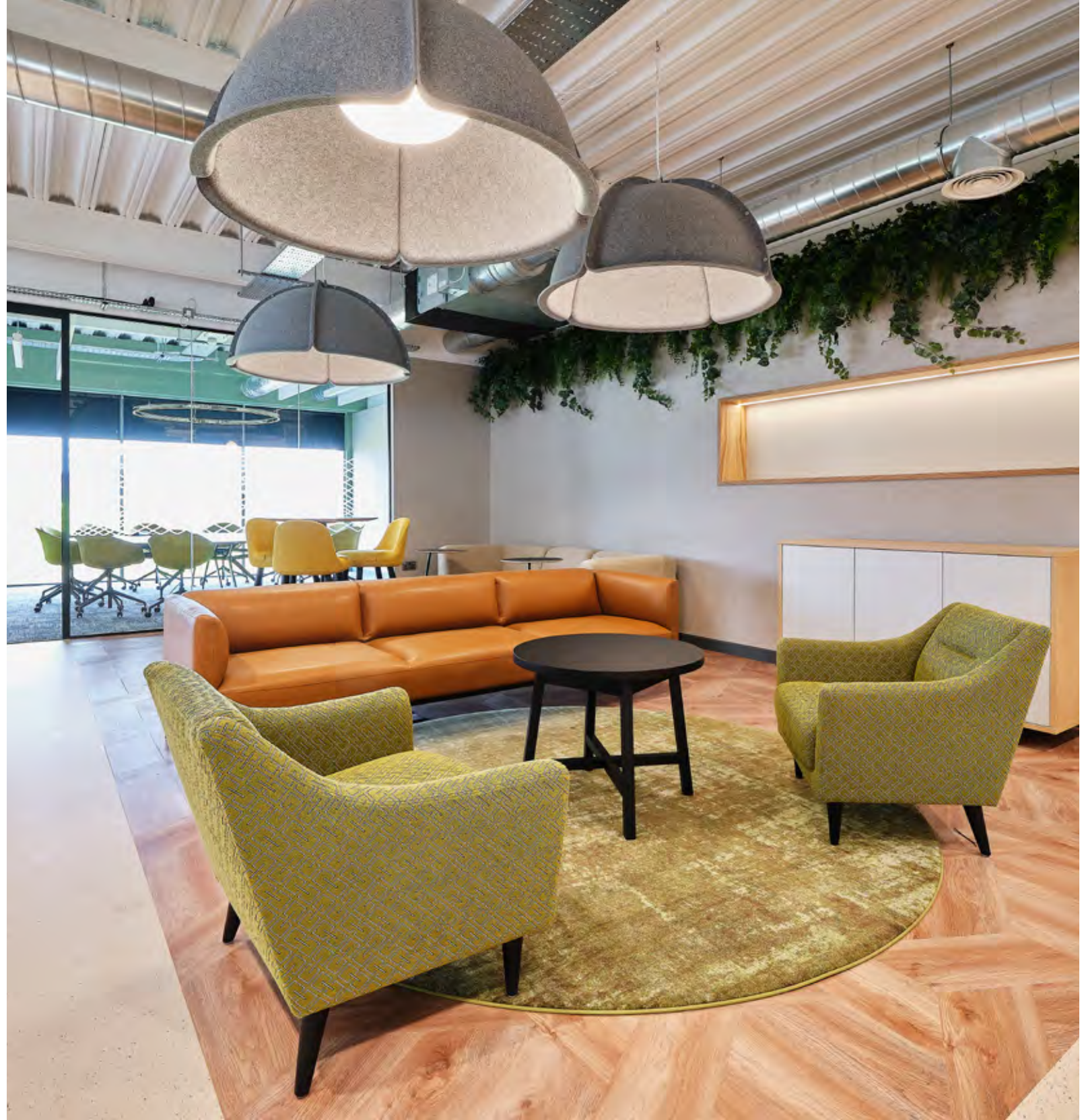
The landmark office building at the heart of New Era Square sits adjacent to the iconic 21-storey tower. This is the final piece of the New Era development.

It's suited to those seeking flexible office space in a vibrant yet professional setting. Surrounding the offices is a thriving hub of retail, food and drink outlets on your doorstep. Eco-conscious technologies and sustainable practices have been built in, bringing an energy efficient design and light-filled interiors.

COUNTER CONTEXT

Communications experts Counter Context were looking to relocate after 20 years in the same office space.

After an extensive search, they took a fourth floor space at 1 New Era Square. It appealed to their desire to design their workspace around their business needs, in a location that supports their future plans. Ideal for staff travelling into work, it also offers plenty of opportunities for business and pleasure, with facilities at New Era Square plus The Moor and Heart of the City just a short walk away.



COUNTER CONTEXT



UNIHMES

UniHomes were the very first to take up residence at 1 New Era Square, enjoying a full floor in the building.

They took the opportunity to ensure the space truly reflects their brand with a creative fit-out, echoing the energy and innovation that New Era brings to business in Sheffield. As UniHomes directors Bradley Cox, Luca Mori, and Phil Greaves said, "We have no doubt that the space will not only help us to progress further as a business, but also nurture staff development and attract talent to the city."









For further information, or
to arrange a viewing, please
contact our agents:

0114 299 3121
www.colloco.co

colloco.

Tim Bottrill
07810 865561
tim@colloco.co

**Lambert
Smith
Hampton**

0114 275 3752
www.lsh.co.uk

Matt Proctor
07514 311590
mproctor@lsh.co.uk

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