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Promotiontime NE specifies Bose® for award winning retail development.



Fox Valley Retail Park in Stocksbridge, north Sheffield has been equipped with a Bose audio solution just a year after its official opening. Award winning property development firm, Dransfield Properties commissioned long-time Bose Pro Partner, Promotiontime NE Ltd, to design an audio system for the stunning retail, office and leisure development.

After breaking ground in March 2014, it took just over 2 years and a £50 million investment to transform the 28 acre former steelworks site into the buzzing retail and commercial heart of the area it is today. With a focus on community and heritage, the site aimed to deliver a town centre shopping experience for over 18,000 locals. Much of the site is outdoor and houses dozens of well-known high street brands and a range of exclusive independent retail stores. There are plenty of dining options, weekly markets and a packed events schedule offering everything from outdoor cinema events to live choir performances and specialised workshops. The development won a RICS Pro-Yorkshire Award in the regeneration category in a ceremony earlier this year.



Fox Valley required an audio system to fill walkways and open pedestrianised areas with both background and foreground sound as well as needing sound-reinforcement in the entertainment areas.

Promotiontime NE and Bose Professional worked together to design a solution capable of meeting the site's demands. A network of 26 Bose FreeSpace® loudspeakers were installed across the site, utilising a mixture of DS 100SE and DS 40SE products for the public retail spaces, and in addition eight Bose Panaray® 402 series IV loudspeakers were specified for the entertainment areas.



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All the Bose speakers, which are driven by two PowerMatch® PM8500 configurable power amplifiers, are suitable for outdoor use, and are capable of operating throughout the year, allowing the park to create atmosphere whatever the weather.

According to Brian Graham of Promotiontime, the system has been met with such positive feedback that since installation Dranfield Properties has commissioned his company and Bose Professional to provide audio solutions for four additional regeneration development projects across the north of the UK.

“We selected Bose for this particular installation, as we knew that the speakers would withstand all weather conditions, and be totally reliable for years to come. The whole project has been enormously successful, and created a real buzz across the whole site. We are delighted to have been able to re-create this across other sites, including Sanderson’s Arcade, Morpeth, Marshall’s Yard, Gainsborough, Lime Square Openshaw, Manchester and Selby, Yorkshire.”

Annabel Plumtree, Fox Valley Centre Manager, says;

“We are extremely happy with the Bose system that we have running throughout our shopping centre. We want our customers to feel relaxed when shopping here and we feel music is a nice touch especially around the festive season.”

More information on the Fox Valley installation is available from Promotiontime NE on +44 (0)1207 503 648. Or contact Bose Professional on +44 (0)3330 142 545 or visit <http://pro.bose.com>.

