

Anchoring a New Community within a Historic Town

Forming authentic partnerships to deliver tangible activities that people want to see has been a key part of our community engagement efforts at Middlebeck, Newark. Working with Avant Homes, we have hosted coffee mornings in the show homes to foster early community and explore ways in which the Master Developer can bring forward early benefits for residents. Generating some awareness and traction within Newark for 'Middlebeck' was a clear goal amongst new families. We used our strong relationship with Newark and Sherwood District Council to accelerate the adoption of the name Middlebeck as a new suburb of the town to give it the legitimacy of place that people were keen to see. We also forged new relationships with the running community of Newark, off the back of our sponsorship of the Newark Half Marathon over the previous two years, to introduce Middlebeck as a thoroughfare for organised runs in the Summer 2019 calendar and have these integrated into the site's Sustrans Route. A tangible result for the new community which further stitches the fabric of old and new together.

