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Middle Quinton ECO-town MEDIA INFORMATION

MIDDLE QUINTON WOULD DRAW ON MARKET TOWN CHARACTER, TO CREATE VIBRANT NEW COMMUNITY

The first images showing the style and character of the town centre at Middle Quinton have been released by St.Modwen and the Bird Group, the proponents of the ECO-town scheme.

The artist's impressions reveal a market square of traditional and elegant buildings which draw on the character and style of south Warwickshire, Worcestershire and Cotswolds market towns and villages as their inspiration. The use of vernacular construction materials such as local stone is a prominent feature in the townscape, which is also influenced by the highly-acclaimed Duchy of Cornwall development of Poundbury near Dorchester in Dorset.

Adding to the attraction would be tree-lined streets and pedestrian-only areas in the main town centre, helping to create a sense of relaxed community where people take priority over the car.

Middle Quinton would be based around a number of separate but linked communities including the town centre, with retail, healthcare, education and other community services, together with Woodside, Lakeside and Allotment villages, each with a distinct rural character created by its individual environment.

On average, housing density levels across the site would be 42 dwellings per hectare. Much lower levels would be experienced in the Woodside village (30 per Ha) and other areas, while density in the town centre would be consistent with levels found in other local towns in the region (70 per Ha) and very comparable to densities found at the Poundbury development.

“Middle Quinton would combine the best features and efficiencies of modern living with the character and style found in local market towns and villages. This means families could live in homes with electricity running costs of as little as £100 per year, a saving of approximately £1,000 on typical bills for a two or three bedroom house.

“There would also be a choice of homes in areas of scenic woodland and lakeside districts or, alternatively a more urban location in the town centre,” explained Tony Bird OBE, chairman of the Bird group of Companies.

Wherever people chose to live they would be no further than a five minute walk from a primary school, shops and community facilities or a 15 minute walk from the secondary school that would be built to serve the community. A network of cycle paths and free bikes for all residents would make even these short journeys quicker.

John Dodds, regional director for St. Modwen said: “Any suggestion that Middle Quinton would be a soulless dormitory town is completely wide of the mark. As developers we are committed to creating a vibrant community which not only meets the very highest environmental performance levels but also stands as a town of the future, where people will aspire to live and over 3,000 will be employed.”

At least 2,000 of the 6,000 homes proposed for Middle Quinton would be affordable, placing them within realistic range of local people and key workers currently excluded from the local housing market by the highest average house prices in the West Midlands.

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