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Middle Quinton ECO-town MEDIA INFORMATION

DCLG ROADSHOWS WILL IMPROVE UNDERSTANDING OF ECO-TOWN PRINCIPLES AND OBJECTIVES

Public roadshows organised by the Department of Communities and Local Government (DCLG) will help create a better understanding and appreciation of the objectives behind the Government's eco-town agenda, say the promoters of the Middle Quinton scheme.

DCLG has staged public consultation events in Stratford and Evesham over the past week, a move which has been welcomed by St.Modwen and the Bird Group of Companies.

John Dodds, regional director with St Modwen, said: "Eco-towns are a brand new concept in the UK so it's entirely appropriate that the Government should be taking its message to the people and communities where schemes are being promoted. Our experience suggests that many residents are receptive to the principles that underpin eco-town development once they have had the opportunity to consider both sides of the issue."

Tony Bird, OBE, chairman of the Bird group of Companies, added: "We welcome the Government's initiative to get more people involved in the debate about eco-towns and the extremely important social and environmental benefits, such as carbon neutral housing and recycling, they can help to deliver.

"Although DCLG's message is a generic one, we are confident that it will help to broaden understanding of our proposals for Middle Quinton, as

well as dispelling some of the myths that have sprung up about the eco-towns programme."

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For further information, please contact:

St. Modwen

Charlotte McCarthy
PR Manager
M: 07970 949 914
T: 0121 222 9400
E: cmccarthy@stmodwen.co.uk

St Modwen & The Bird Group

Mark Harrison
T: 01295 690 003
M: 07776 182 506
E: harrisons@ndirect.co.uk