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Middle Quinton ECO-town MEDIA INFORMATION

MIDDLE QUINTON ECO TOWN BID ON TRACK FOLLOWING RIGOROUS GOVERNMENT ASSESSMENT

St.Modwen and the Bird Group of Companies, the joint developers behind proposals for the Middle Quinton ECO-town, have welcomed the positive assessment of their bid in the Government's Sustainability Appraisal published this week.

Middle Quinton received a Grade B rating on a scale ranging from A to C from independent sustainability experts Scott Wilson. The 'B' grading identifies the site as *'Might be a suitable location subject to meeting specific planning and design objectives.'*

The rigorous assessment recognises the strengths of the proposals including the brownfield nature of the site, its recycling facilities, ready access to rail, cycle and rapid transport routes, the potential for links with academic institutions and capitalising on local horticultural and food production industries.

Commenting on the report John Dodds, regional director with St Modwen, said: "The Sustainability Appraisal for Middle Quinton is very good news as it highlights many of the positive attributes of the site without introducing any insurmountable negative issues. The fact that it was carried out by respected independent consultants adds weight to the findings."

Tony Bird, OBE, chairman of the Bird group of Companies added:

“The Sustainability Appraisal and the Planning Policy Statement published with it are notable milestones in the eco-town process. We are very encouraged by the assessment of our proposals.

“The challenge laid down to us by Housing Minister Margaret Beckett to meet the very highest environmental performance standards, is one we relish. We have always expected that those standards would and should apply to new communities that aspire to set benchmark standards in sustainable living.”

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