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**Middle Quinton ECO-town MEDIA INFORMATION**

**NEW “VISION” FOR MIDDLE QUINTON LAUNCHED  
ECO-TOWN PROGRESS REPORT PUBLISHED**

Marking a key stage in the Government’s Eco Town process, the promoters of *Middle Quinton*, St Modwen and the Bird Group, launched today their detailed, *Vision for Middle Quinton* Eco-Town progress report.

The document, prepared in response to the Government’s request, sets out the updated master plan for Middle Quinton and provides significant detail about the vision to create a new and environmentally advanced town on the 258-hectare (637-acre) brownfield site. It also plays an important role in helping CLG and the Government to decide whether to place Middle Quinton on its final shortlist and can be downloaded at [www.middlequintonecotown.co.uk](http://www.middlequintonecotown.co.uk).

John Dodds, regional director, St Modwen says:

*“As part of the ongoing consultation process, we continue to consider all opinions raised in relation to Middle Quinton. Over the past three months we have conducted significant consultation which includes, amongst many other meetings, four public exhibitions, meetings with Stratford Town Council, Chipping Campden Council, Stratford District Council and stakeholder forums. As a result, we have fine tuned our proposals and in response to a Government request, have submitted these to Caroline Flint in the form of the ‘Vision’ document.*

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Middle Quinton will not be *'just another housing estate'*, he continues, but will *"create an attractive Cotswold-style town, using local materials and picking up local design characteristics. Poundbury is a good example of how Middle Quinton may feel and look, but with the very best of modern technology and efficiencies. Middle Quinton will be a vibrant place that meets the very highest environmental performance and is earmarked as a blueprint for development of the future"*.

The Vision Document which was sent to Housing Minister, Caroline Flint's Department at the start of the week, was officially launched at a press briefing by St Modwen and the Bird Group this morning (Thursday).

Included within the document are extensive details about:

- The transport and infrastructure proposals which will minimise reliance on cars, encourage walking and cycling, and prioritise people over cars;
- Significant contribution to local infrastructure which could not be secured through piecemeal development, including; the delivery of the Stratford Western Relief Road and a guided bus link running south of Stratford-upon-Avon connecting to the Cotswold rail line at Honeybourne.
- The proposed Community Infrastructure at Middle Quinton which will include the provision of three primary schools and a secondary school with links to Stratford College, Evesham and Malvern Hills College and nearby universities;
- The innovative Community Interest Company (CIC), which will place residents at the heart of the town's management.
- The exemplary environmental technologies which could see annual household energy bills reduced to as little as £100 and enable Middle Quinton to be powered by biomass, recovered materials, and renewable technologies;

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- The proposed 6,000 new homes will include inter-linked, walkable neighbourhoods as well as 2,000 affordable homes. The neighbourhoods will be distinct and vibrant characters -'Lakeside', 'Woodland' and 'Allotment Village';
- The employment offering at Middle Quinton will create over 4,500 jobs across a range of opportunities from start up businesses, office and research facilities to home working, retail, education, leisure and in the on-site energy and recycling centre serving Middle Quinton's residents and businesses;
- The 15 year phased development plan is designed to provide the Town Centre and other key amenities at the earliest stages of the development.

Tony Bird of the Bird Group added: *"We are committed to our Vision and to overseeing the long term development of the Eco-town from inception of the design, through construction and development of the Eco-town. Part of this means having a vision for how the town will be run, and operate. Our proposals, which are detailed in the document, for a Community Interest Company (CIC), will ensure that the community are at the heart of the Eco-towns decision making process and management"*.

**-ENDS-**

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