

PRESS RELEASE

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HOUSE BUILDERS READY TO DELIVER VISION

Two major house builders, Redrow and Bett Homes, have already pledged their support in delivering the City Waterside vision.

Close involvement with the City Waterside partners on key elements including the design brief means that their schemes have been developed in line with the vision. The proposals match the aspirations of the City Waterside masterplan and local policies, including the North Staffordshire housing market renewal strategy.

With outline planning permission on both sites, it will mean several hundred new homes will be built in City Waterside.

Redrow is planning to invest £27.5m to build more than 200 homes on a site at the eastern end of City Waterside. Stoke-on-Trent City Council granted detailed planning permission earlier this month for the development's first phase. This will be 137 homes from Redrow's Debut range. These properties combine modern methods of construction, communal heating systems, and high-quality shared public space to reduce costs and maximise space efficiency.

www.stokecitywaterside.co.uk

Adrian Farr, managing director for Redrow Homes (West Midlands), said: “We’re absolutely delighted to be involved at City Waterside and have worked with the partners in terms of the design and quality requirements for the development as well as making sure that there will be affordable homes available. Now that the council has given the green light for planning, work has commenced on our Debut range at Pavilion Lock.”

Bett Homes is planning a seven year development of more than 400 homes which will meet nationally recognised environmental standards. They will range in size from one bedroom apartments to four bedroom detached homes and three storey townhouses. The housebuilder also plans the conversion of an historic factory into apartments and the creation of the waterside park around the bottle kilns.

Malcolm Ball, managing director for Bett Homes, said: “Bett Homes is proud to be a part of this major regeneration project for North Staffordshire which will bring much needed high quality housing and facilities to the area.

“We are investing £20 million in this initiative which underlines our commitment to the local area. The project will also have positive spin-off for the wider community, supporting the local economy and creating new jobs.”

Ends

For more information about the City Waterside partnership please contact Michael Howard at Staniforth on 0161 274 0109 or 07876 590829, michael.howard@staniforth.co.uk, or Linda Isted at Staniforth on 0161 274 0115 or 07956 667097, linda.isted@staniforth.co.uk.

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