



## **PRESS RELEASE**

**28 NOVEMBER 2006**

### **TOP EUROPEAN ARCHITECTS TO DESIGN CITY HOMES**

A prominent site in City Waterside, Stoke-on-Trent, has been selected for a high-profile European architecture competition.

The 2.29 hectares of land off Lichfield Street is one of three English entries into the European 9 contest for architects aged under 40.

It means some of the best young architects in Europe will be designing innovative and cutting-edge housing for a major gateway to the new City Waterside neighbourhood and to Stoke-on-Trent city centre.

Stoke-on-Trent elected mayor Mark Meredith and RENEW North Staffordshire director Hardial Bhogal and senior development manager David Butterfield will be attending the first stage of the competition process in Berlin this week.

This is a seminar of people who represent the selected sites to describe them and give guidance to the competition entrants. This information will be made available to the architects when the competition opens in January 2007.

Mr Bhogal said: "We are thrilled to have been selected to represent England in this important architecture competition.

“It means we will have some of the best new housing in Europe designed for us and that the new homes will be then built to the brief set by the winning architects.

“That will provide the new housing we want to see in City Waterside and help raise the quality of new housing elsewhere in North Staffordshire.”

Mr Meredith said: “It is tremendously exciting to take part in the European 9 architecture competition. Stoke-on-Trent deserves the best and taking part in this competition will ensure we get it.”

The European competition is held every two years and is promoted in England by CABE, the Commission for Architecture and the Built Environment. The purpose of European is to help cities and developers to find innovative architectural and urban solutions for the transformation of urban locations.

The European 8 competition attracted 1,618 entries from 19 countries and led to winning schemes designed for London, Milton Keynes and a housing market renewal area in Oldham.

The site off Lichfield Street, five minutes’ walk south of Stoke-on-Trent city centre, is currently mostly vacant, having previously been a housing clearance area. It is also next to the historic Bridgewater Pottery, close to the Caldon Canal and set on a south-facing hill overlooking the Trent valley, the green expanse of Berryhill Fields and the Peak District in the distance.

The site is part of City Waterside, a new neighbourhood to the south of Stoke-on-Trent City Centre where up to 1,600 new homes are planned over the coming 10-15 years.

City Waterside is promoted by national regeneration agency English Partnerships, together with RENEW North Staffordshire, the housing market renewal pathfinder, Stoke-on-Trent City Council, the North Staffordshire Regeneration Zone, the Housing Corporation and British Waterways.

City Waterside forms part of the City Centre South priority area defined by RENEW North Staffordshire.

The entry into the European 9 competition has been co-ordinated by RENEW North Staffordshire, together with Stoke-on-Trent City Council, Beth Johnson Housing Association (RENEW's partner housing association for City Centre South) and Sustainability West Midlands.

The competition closing dates is June 2007 and the results will be announced in January 2008.

### **Ends**

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### **Notes to editors**

1. RENEW North Staffordshire is the housing market renewal pathfinder for Stoke-on-Trent, Newcastle-under-Lyme and Biddulph East. Our aim is to help make North Staffordshire a thriving, diverse conurbation where people want to live, work, invest and study. We do this by working with communities and partners to:
  - balance housing supply and demand
  - retain and attract population
  - provide quality housing that meets the aspirations of existing and new residents
  - transform the environment and make the best of our heritage and green space
  - support economic regeneration.
2. The RENEW North Staffordshire team can be contacted by the public on 01782 232024 or [renew@civic1.stoke.gov.uk](mailto:renew@civic1.stoke.gov.uk). Further information can be found on the website: [www.renewnorthstaffs.gov.uk](http://www.renewnorthstaffs.gov.uk).