



## **PRESS RELEASE**

**8 MAY 2007**

### **RESIDENTS TO COMMENT ON REGENERATION OPTIONS**

Residents who live near the former Churchill factory in Cobridge are being invited to a very important event to plan the regeneration of their neighbourhood.

A series of options will be shown to local people at an open day to be held on Saturday, May 12, between 10am and 3pm at Forest Park Primary School.

The preferences of residents will then be used to help produce a vision for the future - called a masterplan – for the area between Waterloo Road, Elder Road and Sneyd Street.

This land includes the former Churchill pottery factory owned by Bloor Homes. It also includes 220 properties in Hillary Street, Furnival Street, Crystal Street, Douglas Street, Woodall Street, Holder Street, Blackwells Row, Wayte Street, Crane Street and parts of Waterloo Road and Sneyd Street.

RENEW North Staffordshire and Bloor Homes have been working in partnership since last year to produce a masterplan for this area, as the first step in regenerating the City Centre North West area of major intervention. The City Centre North West area includes Cobridge, Forest Park, Portland Street area and part of Festival Park.

Residents have already given their views through questionnaires and previous open days about the issues in their neighbourhood. These surveys found most people wanted to see action to improve the area.

At the open day the consultation will move on to the next stage with a series of possible options to regenerate the area. There will be information on display about each option, showing the benefits it would bring, how easy or difficult it might be to make happen, the effect it might have on the local community and how it would fit into the wider regeneration of North Staffordshire.

All the options include development of the Churchill site with a good choice of modern housing. Other options show possible ways to regenerate the streets in the wider area around the Churchill site.

Residents will also be able to give their views on how they would like to see the appearance of the area improved, how it can be kept clean and tidy, and how to tackle crime and anti-social behaviour.

The aim of the day is for the community to help select a preferred option that will be used to prepare a masterplan. It is then hoped to submit an outline planning application for the area in the summer.

Hardial Bhogal, director of RENEW North Staffordshire, said: "We have spent the past six months talking to local people about how they want to see the area improved.

"We now have a series of options for regeneration and we want to hear from local people which parts of the options they like or dislike.

"Their views will help inform the area masterplan and the improvements that will be made over the coming years."

Mark Meredith, elected mayor of Stoke-on-Trent, said: “I hope as many local people as possible go to this very important event. By planning new homes carefully and improving the older terraced homes I believe this area could become a thriving and popular place to live.”

### **Ends**

**You are invited to send a reporter / photographer to the event.**

For further information contact or Michael Howard at Staniforth on 0161 919 8034, [Michael.howard@staniforth.co.uk](mailto:Michael.howard@staniforth.co.uk), or Linda Isted at Staniforth on 0161 919 8030, [Linda.isted@staniforth.co.uk](mailto:Linda.isted@staniforth.co.uk).

### **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).