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LONG MARSTON ESTATE

MASTERPLAN INFORMATION LEAFLET

CONTINUING TO CONSULT THE PUBLIC

The Long Marston Estate has long been earmarked for redevelopment. For the past two years St Modwen have been working closely with Stratford-on-Avon District Council Officers, stakeholders and consulting the public to identify suitable uses and continue to progress a masterplan for the site, separate from the Eco-Town bid.

OPTION 5



OPTION 6



ST MODWEN AND THE LONG MARSTON ESTATE

St. Modwen is the UK's leading regeneration specialist, operating across the full spectrum of the property industry through a network of seven regional offices and a Birmingham-based head office. The company is wholly focussed upon regeneration with expertise in town centre regeneration, partnering industry, brownfield land renewal and heritage restoration.

Since acquiring the 487 ac site in November 2004, St Modwen has attracted a number of occupiers, resulting in the re-use of the majority of existing 140,000 sq. metres (1,500,000 sq. ft) of floorspace, 180,000 sq. metres (1,900,000 sq. ft) of hardstanding, and over 30 miles of internal rail track. Currently the site provides over 530 jobs, two thirds of which are taken by people who live within 10 miles of the site.

The existing use of the site will continue in the short term, however both Stratford-on-Avon District Council and St Modwen recognise that the site presents a major opportunity for redevelopment and that this should be carefully planned in conjunction with local communities.

OPTION 5: LEISURE LED MIXED USE

Primarily leisure based use of the site comprising an outdoor activity centre, self catering lodges, holiday homes, touring caravan site and rail based leisure, with retention of rail storage and restoration and employment floorspace (this would involve a 40% reduction on existing employment floorspace) and the provision of new homes, including affordable homes.

USE	AREA	QUANTUM
Leisure Uses	59.3 ha - 146.85 ac	100 Self catering lodges 200 Holiday Homes Outdoor activity centre
Residential	12.35 ha - 30.52 ac	500 units
Employment	37.28 ha - 92.13 ac	80,000 sqm (861,141 sqft)

OPTION 6: RESIDENTIAL LED MIXED USE

Primarily residential based use of the site to include affordable housing, a new primary school, new local centre and land reserved for future development of a secondary school, with retention of rail storage and restoration and employment floorspace (this would involve a 40% reduction on existing floorspace) and the provision of an outdoor activity centre, rail based leisure, touring caravan site and self catering lodges.

USE	AREA	QUANTUM
Leisure Uses	28.07 ha - 69.4 ac	100 Self catering lodges Outdoor activity centre
Residential	50 ha - 123 ac	2200 units
Employment	37.28 ha - 92.13 ac	80,000 sqm (861,141 sqft)

Middle Quinton

An Eco-town Community

WHAT IS THE RELATIONSHIP TO THE ECO-TOWN?

The Middle Quinton Eco-town proposals have been compiled in response to a Government initiative that saw us join with the Bird Group in October 2007 to deliver a larger site (625 ac) that would accommodate the proposed Middle Quinton Eco-town. This has always been a distinct and separate exercise from our ongoing work with Stratford District Council.

Even throughout the Eco-town process, work with St Modwen has continued to liaise with Stratford District Council on the alternative uses for the Long Marston Estate (478 ac). For the past 12 months we have been looking at the feedback received from the initial consultation last year, gathering further evidence and have narrowed the initial four development options to two.

The ongoing dialogue with Stratford District Council about these refined proposals does not diminish or detract from our involvement with the Bird Group on the Eco-town project. Both projects will continue to run independently but in parallel, as required by the local authority and Government.

