

**Date: March 2008**

### **Going, going, gone!**

This is the moment that bulldozers moved in to demolish the property that makes way for first phase of the redevelopment of Yarborough estate, and signals the beginning of the major 'Freshney Green' regeneration.

Over the next eight years, Stamford Homes and Shoreline Housing Partnership plan to transform the Yarborough Estate into a multi-million pound high quality sustainable urban environment that will include up to 440 new homes and associated open space, a health centre, play area and traffic calming measures.

Terry Borrill, director of Stamford Homes, said:

"This demolition is a key milestone in the delivery of the whole project and has been achieved by working closely with local residents."

The final vision for the new Freshney Green, which has involved extensive consultation over a two year period, will also include a community EcoGarden, new pedestrian link to shops on Yarborough Road and the creation of a gateway square.

All homes on the new development will be built to Eco Homes Standard with a range of environmentally friendly features designed to save energy, cut fuel bills and reduce pollution.

Shoreline chief executive Tony Bramley believes the new development will transform the area:

"This is another landmark day for the local community and all the residents who have been actively involved in the redevelopment from the very beginning."

"It's wonderful to see the continuing transformation of this neighbourhood - it's a fresh start for the area and this whole community."

Work on phase one of the regeneration will commence in spring.

**Ends**