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## **New identity of Yarborough Estate to be unveiled at resident open day**

A new identity for the Yarborough Estate, chosen by pupils from the local primary school, will be unveiled at an open day to mark the next phase in the major redevelopment of the area.

Building work on the multi-million-pound, 400-home showpiece development by Stamford Homes and Shoreline Housing Partnership is expected to start as early as the spring, and residents are invited along to The Yarborough Resource Centre on Monday January 28, from 12 noon until 6pm, to see the latest plans for themselves.

Over the next eight years, the developers and Shoreline, along with architects Barton Willmore, plan to transform the Yarborough Estate into a high quality, sustainable, urban environment, that will include not only the 400 new homes but associated open space, a health centre and play area, and new traffic calming measures.

Consultation with residents has been at the top of the agenda for award-winning Stamford Homes and the social landlord. Stamford Homes Managing Director Brendan Blythe hopes that residents will take the opportunity to catch up on the latest news by attending this informal event.

“We are very close to starting work on the first phase of the development, having almost completed the demolition work on site,” he said.

“We want this development to promote a strong sense of community and local identity for many years to come, and ensuring that local residents are kept up to date with the work as we go along is paramount to that success.

“The children from Yarborough Primary School have worked hard to design a new name for the area and we shall be unveiling that at the open day as the first tangible sign of the future. We look forward to seeing residents there, listening to their views and working with them to build a highly-promising future.”

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 said: “Residents have been heavily involved in every stage of this redevelopment, right from the beginning and it is great to see the pupils of the local school embrace the opportunity to find a new name for their neighbourhood.

“We’ve come such a long way already and now that the first phases of demolition are almost complete we can’t wait to see building work begin.

“A new name really signifies this neighbourhood’s rebirth and represents the exciting future of this community.”

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