

EMBARGOED UNTIL 9am JANUARY 29, 2007

PRESS RELEASE

January 26, 2007

Multi-million pound Yarborough showpiece

Grimsby's Yarborough estate will be transformed into a multi-million pound housing showpiece as Shoreline Housing Partnership joins forces with award-winning developer Stamford Homes.

The ambitious scheme – running into tens of millions of pounds - will completely regenerate and transform the 296-home estate to provide 440 modern new properties for the next generation of residents.

The exciting and long-awaited new housing package - which has won the support of residents and local councillors - will regenerate the area and push it to the forefront of modern day housing.

The exciting new proposals will include:

- Homes built in mews court yard style
- A mixture of both social and private housing
- Open spaces/ play equipment for pre-school children
- Community 'eco gardens' geared towards the older generation
- A neighbourhood green to provide a heart to the community/ meeting place



Artist's impression 1

There are proposals outside the scheme for a new medical centre and the possibility of a new primary school.

Shoreline Chief Executive Tony Bramley said: "We are delighted to be working with Stamford Homes on this major project to transform this important residential area of Grimsby.

"Stamford Homes were chosen after a gruelling selection process which included direct involvement from residents and we are confident that the area can look forward to a bright future."

The intention is to re-house tenants into the new build homes - which have been designed by London-based architects, Barton Willmore.

The existing properties on the estate date back to around 1945, and many - particularly in the Newsham Drive and Central Parade area - have been empty for some considerable time.

Some vacant properties have already been demolished, after been deemed unsafe and the proposal will be to knock down and redevelop the whole area.

Stamford Homes were selected from a short list of four after a thorough selection process including direct involvement from residents. The community has formed a Tenants and Residents Association to work closely with Shoreline to ensure that they are involved at all stages of the process.

Stamford Homes Managing Director Ian Baker has been instrumental in driving the bid and says working with a forward-looking housing association like Shoreline is the only way forward.

"We are thrilled to be working with Shoreline, a well respected housing association which knows the area and is sympathetic to the local housing needs.

"This is a fantastic opportunity for Stamford Homes to breathe new life into an area which has declined over the years, but has huge potential to provide up to the minute affordable housing to help meet local demand."

Councillor Andrew De Freitas, leader of North East Lincolnshire Council, said: "This development should make a valuable contribution to the ongoing regeneration of the borough.

"Millions of pounds are now being spent to create new jobs, schools and investment opportunities in North East Lincolnshire and the construction of modern new homes and communities will only complement this."



Artist's impression 2