



IRONSTONE PAVES THE ROAD TO SUCCESS

After 18 months of intensive development, the first phase of major highway works in Lawley has reached completion, signalling the arrival of the long awaited new road, West Centre Way.

Open to the public from 24 February, West Centre Way is vital to the new road system created for Ironstone, the premier new homes development for Telford.

Half a mile of dual carriageway replaces the old single lane West Centre Way in readiness to accommodate extra traffic travelling to and from Ironstone, easing congestion and providing a more convenient route to Telford town centre.

Plans for the £13m primary infrastructure works put local residents at the forefront, and include important safety measures, such as improvements to the existing pedestrian routes and pedestrian crossings for the main road.

The new main road provides access to surrounding residential areas, and plans include links to minor roads that will help to integrate the four new Ironstone neighbourhoods with the existing Lawley village.

The Ironstone Development Group (IDG), comprising Britain's three leading house builders, Barratt Homes, George Wimpey and Persimmon Homes, in partnership with engineering firm Birse Civils, will complete the change over overnight, at 10.00pm on the 23 February, in a bid to reduce impact on local residents.

Graham Bucknell, site agent at Birse Civils, said: "Changing over to the new system will be a complex operation, but we are confident that it will run smoothly, and we will be on hand throughout to address any concerns with the local community."

The final stage of Primary Infrastructure work is due to complete later this year, and will include links to other phases of the Ironstone development, such as the planned on-site primary school and Lawley Village Square, a focal point of parkland, shops, offices, an 80 bed hotel and community care centre.

Guy Scott, project director of IDG, said: "Improving the infrastructure surrounding Ironstone is vital in supporting this innovative project, and it is encouraging to see the first part of our plans come to fruition. We are grateful to the local community for their support, and look forward to continuing our partnership with Birse in completing the Primary Infrastructure."

For more information about the changes to the road system, visit www.ironstone.uk.net. For specific queries or concerns, contact site agent Graham Bucknell on 01952 502 662 or project engineer Stuart Meredith on 01952 630 580.

Ends

Notes to Editor:

1. The new road network will make large scale changes to the traffic routes around Lawley and Newdale:
 - The existing West Centre Way will close and transfer to the new dual carriageway running close to the Medical Centre
 - Martingale Way will close between Newdale and Birchfield Roundabouts and will be replaced by a new link road adjacent to Hunters Rise and Station Road
 - The stub of road at Birchfield Roundabout will become a cul-de-sac serving the Medical Centre
 - Gresham Drive will be extended to join the new West Centre Way on the dual carriageway
 - The roundabout at Newdale will be moved south into the new junction area

- A new controlled pedestrian crossing will come into use on the new West Centre Way at the Medical Centre. The signals will also control the roads to Gresham Drive and Martingale Way
 - The route of the Arriva Bus Route 66 will change with the bus stop on Martingale Way being closed. The bus will only now stop on Gresham Drive. An additional bus stop will be provided at the brow of the hill close to the new pedestrian crossing linking to the Medical Centre
 - Two-way traffic will continue to use Lawley Drive, West Centre Way and the link roads into the estates
2. Ironstone is a £600m project and will consist of 3,300 new homes
 3. The Ironstone development also introduces Long-Term Stewardship, where residents become actively involved in the management of their neighbourhood. The stewardship initiative will be managed by IMS.