

PLANNING FOR SUCCESS AT IRONSTONE

Detailed planning permission has been granted for the next phase of Ironstone's development at Lawley, near Telford, signalling the arrival of Barratt Homes on site in 2008.

This latest phase at Ironstone reflects the fast-moving pace of the development which is being masterminded by the Ironstone Developer Group (IDG) – a consortium comprising the UK's three largest housebuilders, Barratt Homes, George Wimpey and Persimmon Homes.

The new homes will form part of Lawley Village, one of four neighbourhood areas that will make up the Ironstone community.

As part of the first phase, construction of around 180 properties is already well underway between Arleston Lane and Lawley Drive, while the latest approval makes way for a similar number of homes between Wellington Road and Dawley Road.

IDG director Neville Stebbing said: "Rapid progress is being made on this landmark development and it's great to be finishing the year on such a high note. With detailed planning permission already in place for all the 405 homes in the first phase, the group is on a strong position to accelerate the building programme in 2008.

"Interest in the scheme has gained momentum following the successful opening of George Wimpey's first show home at 'The Forge', in November, and this is set to gather in pace with Persimmon Homes opening its show home at 'Abraham's Way' this month (January).

“Work on the roads and primary infrastructure is progressing well and has already added a greater degree of definition to the development, providing a real sense of the size and scale of the overall scheme”, he added.

Ironstone is an innovative development which has set itself apart, not simply because of the consortium approach, but also because it will introduce long-term community stewardship, with residents playing an active role in the management of their neighbourhood.

On completion Ironstone will comprise 3,330 homes with a primary school, parkland, shops, offices, restaurants and bars.

For further information visit www.ironstone-uk.net