

## Media Information

**18 September 2009**

### Local MP gives a 'thumbs up' to new homes drive



**From L-R: Anita Williams (Sales Director, Persimmon WM), new resident Mark Lane and David Wright MP**

A local MP has shown his support for new housing in the area, after visiting Ironstone, Telford's flagship new housing development in Lawley.

David Wright, MP for Telford, was invited to the 3,300 new home project being developed by the Ironstone Developer Group (IDG), comprising the UK's largest housebuilders, Barratt Homes, Taylor Wimpey and Persimmon Homes, to mark New Homes Week (12-20 September).

Arriving at the Sales and Information Centre, Mr Wright was given an update on the development and its future plans, before meeting Mr and Mrs Lane, new residents currently enjoying the benefits of buying a new build property.

With the housing market now experiencing reignited interest from prospective purchasers, Ironstone is welcoming increased numbers of visitors to site, with enquiries now running at their highest levels for the year.

The visit was the last event arranged in celebration of New Homes Week, an initiative which raises awareness about the benefits of purchasing a new build home, and also included a free mortgage advice day for potential homebuyers.

Guy Scott, project director at Ironstone, said: "Each of the phases at Ironstone is designed to complement the community as a whole, which will benefit from a central hub including shops, parks, bars and restaurants.

"We are moving into one of the next phases of the development, The Pastures, which will join Clover Mead, The Forge, and Abraham's Way in giving potential homebuyers a greater choice in style when they are looking for their next property."

David Wright MP said: "New build properties are greener, cheaper to run and better value for money, which is a welcome change in a period of such uncertainty.

"We have a lot of investment going into Telford, which is fast becoming a favourite residential destination, and developments like Ironstone are vital in providing a choice of affordable, attractive properties, built for the 21<sup>st</sup> century."

Prices at Ironstone currently range from £159,995 (3 Beds) to £242,000 (5 Beds). Two bed properties will be available shortly, prices to be announced.

Properties are available for viewing and to purchase at the individual on-site sales offices. Initial and general enquiries can be made at the Ironstone New Homes Sales & Information Centre, located just off junction 6 of the M54, which provides full details of the overall scheme and current availability for the development as a whole.

Ends

*Issued on behalf of the IDG by Freshwater UK*

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Notes to Editor

1. In addition to 3,300 new homes, the Ironstone development will include a new primary school, parks, shops, bars and restaurants
2. Ironstone also introduces Long-Term Stewardship, where residents become actively involved in the management of their neighbourhood. The stewardship initiative will be managed by Ironstone Management Services (IMS)