

## News release from The Co-operative Group

### EXCITING NEW IMAGES PROVIDE WINDOW INTO ECO-TOWN

New images of the Co-operative Group's proposed eco-town for Leicestershire provide an exciting new insight into how the town could look and feel – and the types of homes, public spaces, shops, schools and countryside contained in the Group's Masterplan.

The images provide a further indication of what it would be like to live in the eco-town and add more detail to the layout visuals in the Masterplan. Showing three different views in and around the site, the visuals will help bring the eco-town to life and give people a clearer understanding of what the town could look like.

The images show:

**Town square** - showcasing how the Group is proposing a fully-integrated and mixed community to create a place which is easy to get around and, importantly, more sustainable.

**Street scene** - providing quality and choice in energy efficient housing - including starter homes and flats, family homes, and homes suitable for elderly residents and a minimum of 4,500 "affordable" homes. This will ensure the eco-town meets the challenges which face the Leicester city region as more people live alone and seek their own homes and professional and skilled people wishing to work in the area seek good quality accommodation to meet their sustainable aspirations.

**Nursery** - large proportions of the site (approximately 70%) will remain green and public open space - including a Great Park providing a major recreational and educational facility for Leicester and its surrounds, as well as enabling the Group to retain a significant farming presence on the site. In addition to this, almost a third of the town itself will be public open space ranging from parks and plazas to community orchards and allotments. This approach will link local food production to local consumption, reducing food miles and encouraging healthier eating.

Commenting on the images, Ruairidh Jackson, Head of Planning and Property Strategy for the Co-operative Group, said: "These images put a whole new perspective on the eco town, showing how it could look and giving people a better idea of what it would be like to live there. There are lots of exciting ingredients all going into the eco-town and it can be hard to bring these to life - these images will help to do that."

The images can be seen on the eco-town consultation website at [www.ecotownforleicestershire.coop](http://www.ecotownforleicestershire.coop)

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