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**RUGBY RESIDENTS ENCOURAGED TO HAVE THEIR SAY ON
PROPOSALS FOR RADIO STATION SITE**

Residents from Rugby are being encouraged to have their say on proposals for the redevelopment of Rugby's Radio Station site and to help shape the future growth of the town.

The site's owners, BT and Aviva Investors, have today, (June 10, 2009) announced details for a 'Design Enquiry' which will see the project's design team working with local residents and organisations to share ideas on the best type of development for the site and to work towards detailed designs for a sustainable urban extension to Rugby.

Rugby Borough Council (RBC) has identified the site as suitable for approximately 6,200 new homes* and it is estimated that the redevelopment could generate 2,800 new jobs within Rugby Borough. BT and Aviva Investors intend to submit a planning application for the site later this year.

The Design Enquiry, which will be held at the site's main building off the A5, will take place over five days from June 25 to 29. As an important part of the consultation process, two of these days – Saturday and Sunday, June 27 and 28 – will be open to the public from 10.30am to 4.30pm. Over this weekend, local residents and anyone with an interest in the proposals will be able to view draft plans, contribute their views and have an opportunity to influence the final design. Pre-registration is essential, and anyone wanting to attend should contact Victoria Stonebridge at Beyond Green, by emailing victoria@beyondgreen.co.uk or by calling her on 020 7549 2184.

Jonathan Smales, chief executive of Beyond Green and Chairman of the Design Enquiry, said: “Rugby Radio Station site’s potential has been recognised for some time and it’s now clear that it will play an exciting part in the ongoing growth and success of Rugby. As we draw up proposals for just what that might look like, we’re keen to hear what people think, to get their views and to learn from their expertise.

“The public 'Open Studio' sessions are an ideal way to bring the designers, site owners and technical consultants together with people who live and work around the site. Ultimately, this will help us to develop stronger proposals, which best meet the needs of the local community and to work towards a more effective planning application and redevelopment of the site.”

As well as the public sessions, the Design Enquiry will bring together key local groups and organisations including Rugby Borough Council, Warwickshire County Council and Advantage West Midlands in a series of technical workshops. The Design Enquiry approach is recognised as one of the optimum ways to carry out pre-application consultation and something that BT and Aviva have specifically chosen to do in order to involve the local community in the development of proposals for the Radio Station site.

A separate ‘Youth Workshop’ is also planned with local children and young people to ensure that they also have the opportunity to contribute their ideas. This will take place on Saturday and Sunday, June 27 and 28 at Rainsbrook Conference Centre in Kilsby Lane.

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* Rugby Borough Council Local Development Framework Core Strategy Preferred Options for the plan period up to 2026.

For further information, contact:

Ben Copithorne / Gareth Edmunds at Camargue on 020 7636 7366 or e-mail at bcopithorne@camarguepr.com / gedmunds@camarguepr.com

Or Emma Tennant at the BT Regional Press Office on 0800 085 0660 or email: emma.tennant@bt.com

Notes to editors

Rugby Radio Station has operated since the 1920s. In 1999, BT announced its intention to decommission the site and in 2004 formed a Joint Venture with Aviva Investors to explore the opportunity to redevelop the land (Rugby Radio Station Limited Partnership).

David Lock Associates are masterplanners and are advising the team on an integrated, mixed-use development with the potential to deliver significant housing and employment growth. The redevelopment is proposed to be a sustainable urban extension to Rugby with strong links into the town and town centre.

The Design Enquiry is being managed by Beyond Green, a leading sustainability strategy consultancy with an excellent track record in running stakeholder and community engagement programmes and events.

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