



June 30, 2009

DC09-215

**MORE THAN 200 PEOPLE VISIT RUGBY RADIO STATION TO HELP  
PLAN FUTURE FOR THE SITE**

BT and Aviva Investors welcomed more than 200 people to the Rugby Radio Station Design Enquiry over the weekend (Saturday 27 and Sunday 28 June) adding to what has been hailed by the design team as an ‘extremely productive and successful’ five days of team work and consultation.

Visitors to the Station C building who attended the ‘Open Studio’ sessions over the weekend met with the design team, learning more about the proposals for regenerating the Radio Station site, discussing their ideas and opinions with the design team, and completing feedback forms. These are now being reviewed by the design team together with comments that are being submitted via the consultation website – [www.radiostationvision.com](http://www.radiostationvision.com)

Jonathan Smales, chief executive of consultancy Beyond Green and chairman of the design enquiry, said: “Using expertise from every quarter is vital for any genuinely successful planning proposal. Through the Design Enquiry, we have involved more than 60 people from local, regional and national organisations as well as more than 200 members of the public.

“That is a great thing because, as a country, we do not have a great track record in complex urban development and people quite understandably can be cynical. Here, we have been received tremendously graciously, everyone is feeding in their views and we have enjoyed an excellent spirit of cooperation.

“Working together is something that BT and Aviva Investors have always said is central to their philosophy for regenerating the Radio Station site. Anyone who attended the Design Enquiry will have seen that first hand and we are extremely grateful for the support we have been given.”

A report on the Design Enquiry is now being prepared and will be published on the website shortly as well as sent to attendees. Key aspects identified during the Design Enquiry include:

1. Connectivity – ensuring that the new development links effectively into Rugby and Rugby Town Centre through high quality transport links. Ideas for a rapid bus route are being explored further.
2. Supporting the future success of Rugby – the need for quality development at the Radio Station to support the wider regeneration across the town and particularly in the Town Centre. Ideas for how the new development can strengthen the quality and range of shops, services and facilities for the town as a whole, including healthcare provision.
3. People – focusing both on the new residents who will live in the extension to Rugby as well as those who already live and work in the town; making sure that the interests of both are fully considered in the proposals.

Steve Pell, BT Group Property said: “I have been involved with this project over many years and am also a resident of Rugby so I am fully focused on making sure we get this right. The Design Enquiry has been tremendously successful in bringing so many people together. You can see the passion, expertise and commitment that people have for the site and for Rugby, and we appreciate the effort that people have made in bringing this to the table. From councillors and officers through to our MP and members of the public, everyone is contributing and that is a great recipe for success.”

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

The outcome of the design enquiry will be fed into the design process prior to a planning application being made.

**- ENDS-**

\* 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](mailto:bcopithorne@camarguepr.com) / [gedmunds@camarguepr.com](mailto:gedmunds@camarguepr.com)**

**Or Emma Tennant at the BT Regional Press Office on 0800 085 0660 or email:**

**[emma.tennant@bt.com](mailto: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.

### **About BT**

BT is one of the world's leading providers of communications solutions and services operating in 170 countries. Its principal activities include the provision of networked IT services globally; local, national and international telecommunications services to our customers for use at home, at work and on the move; broadband and internet products and services and converged fixed/mobile products and services. BT consists principally of four lines of business: BT Global Services, Openreach, BT Retail and BT Wholesale.

In the year ended 31 March 2009, BT Group's revenue was £21,390 million.

British Telecommunications plc (BT) is a wholly-owned subsidiary of BT Group plc and encompasses virtually all businesses and assets of the BT Group. BT Group plc is listed on stock exchanges in London and New York.

For more information, visit [www.bt.com/aboutbt](http://www.bt.com/aboutbt)

## **About Aviva Investors**

Aviva Investors is the global asset management business of Aviva plc, the world's fifth-largest insurance group. The company delivers investment management solutions, services and client-driven performance to clients worldwide. Aviva Investors operates in 15 countries in Asia Pacific, Europe, North America and the United Kingdom.

---