



Campbell Park

Innovatively designed homes

Milton Keynes



George Wimpey North Thames will build 280 innovatively designed and environmentally friendly homes in phase one of a major housing and retail development in central Milton Keynes. Work will start on site in early 2007. A total of 30% of the 280 apartments and townhouses will be affordable rent or shared ownership homes. Phase one also includes 200 square metres of commercial space, which may be used for a café or brasserie.

Features

- We hosted a summer exhibition to inform the community and encourage feedback about our plans. The council sent out information to residents and we advertised and involved the local media in advance of the exhibition and then in response to the feedback we received.
- Buildings are designed to be easy to maintain, efficient to run and flexible. The apartments will have internal sliding partitions so living spaces can be easily altered to adapt to residents' changing needs.
- All homes are designed to achieve an EcoHomes rating of 'excellent'. Renewable energy will provide 10% of energy demand through solar water heating systems in the townhouses and photovoltaic panels to help light communal areas.
- Deciduous 'green walls' and moveable sunshades will protect homes from hot summer sun but maximise light in winter.
- The design of the scheme focuses on 'living streets' and aims to enhance and provide facilities for social interaction. There will be soft play areas for children, table tennis tables, barbecues, picnic areas and water features.
- We plan to decorate the buildings in collaboration with local people and artists, taking inspiration from local history.

- A range of cycle-friendly measures include bike storage, cycle washing facilities in communal courtyards and complimentary folding bicycles for larger homes.
- We will encourage residents to use green transport options and the development will be largely car-free with underground parking concealed below landscaped courtyards.

Comment on community

"With any product, producers have a responsibility to offer choice, great design, affordability and to address sustainability. The housing development industry has hitherto not been the best at addressing these responsibilities but George Wimpey are now paving the way with attractive, popular and forward thinking developments. The Staiths, Gateshead, The Bridge, Dartford and Campbell Park, Milton Keynes are schemes showing that great contemporary design and environmental thinking can go hand in hand."

Wayne Hemingway, Hemingway Design

Example of

- Innovative design
- Affordable homes
- Community consultation
- EcoHomes
- Renewable energy
- Social interaction
- Flexible living spaces
- Green transport



"George Wimpey's scheme stood out amongst a number of very high quality bids because it combined innovative design features with the use of facilities to encourage social interaction."

Sir Bob Reid
Chairman of Milton Keynes Partnership Committee