



GARDEN PARK
INVESTMENTS

30 October 2009

Media Release

Garden Park Investment is more than Bricks and Mortar

The developers behind one of Peterborough's largest and most exciting new projects, the Garden Park at the Eye roundabout, are already making their contribution to Peterborough's educational agenda by introducing ground-breaking new elements to the city's Construction and the Built Environment diploma.

Developer Gordon Edington CBE is working with Peterborough City Council's education team to develop a project that will bring project conception, research, feasibility and implementation to the qualification and help Peterborough's young people gain the right skills for them to succeed in tomorrow's economy.

Gordon explained, "Our idea is to work with the schools and colleges to put a project together around the Peterborough Garden Park development. It will ask the question "Why a garden centre?" then look at finding a site, consider highways issues, acquisition, planning criteria and working with local communities. Students following the programme will learn all the steps required to take on a project such as building a garden centre or starting a business. They will understand how to analyse market need, plan how the different steps are implemented and finally, how to market the product."

The project is part of the roll out of Peterborough's new diploma programme, which was introduced across Peterborough at the start of September. So far, 186 students have signed up for diplomas in IT, Hair and Beauty, Creative and Media and Society, Health and Development. The Construction and the Built Environment diploma will launch next year.

Allison Sunley, head of the city council's 14-19 Team said, "Support from local companies is a very valuable part of the diploma experience and we are delighted that the Garden Park has got involved so

productively with our Construction and the Built Environment diploma. With Peterborough's growth agenda, construction is going to be a key industry of the future and we need to make sure we are equipping our young people with the right skills and experience to prosper in it."

Gordon continued, "The Garden Park development is a huge investment in Peterborough and will bring an exciting new retail outlet to the city. But as developers we don't just want to invest in bricks and mortar, we also need to invest in the young people of Peterborough who will be our future employees. This programme will help do that."

- Ends -

Notes to Editors

Peterborough Garden Park is a major new development just off the Eye roundabout. Anchored by the first class garden centre operator Van Hage, it will set the standard for a new generation of home and garden centres, offering a quality retail environment with easy access to ensure this becomes a family destination for Peterborough. The Park will open early next year.

Media contacts

For media requests please contact Hannah Barrett on (01733) 207340 or e-mail Hannah@athene-communications.co.uk.

