

Woodville Road Meir, Stoke-on-Trent



Client Great Places Housing Group
Cost £1.9m
Services Refurbishment

Meir, a large Council owned housing estate on the eastern fringe of Stoke-on-Trent had acquired a poor reputation by 2004 when it was declared an Area of Major Intervention by Renew North Staffordshire (RNS). A master plan was developed with the aim of attracting private development to help to rebalance the tenure mix of housing in Meir. Great Places was selected as a development partner to work up the early phases of the master plan.

Woodville Road is the main route into the estate and after an economic appraisal, RNS decided to retain the existing dwellings and to transform their appearance.

The houses are now completely renewed and repaired. New cladding, render, doors and windows, roofs, gardens, drives and boundaries have transformed the street scene, giving a positive impression to visitors to the estate.

A private development partner encouraged by this public investment has now begun building 150 new dwellings for sale nearby.

The project was carefully managed with a rolling program of improvement works. Groups of dwellings were repaired in sequence to avoid creating excessive disruption to neighbours and traffic on Woodville Road. The project team collectively took responsibility for keeping to the project on budget and program.

