

## ‘CORE’ CURRICULUM EXTENDED IN PRESTWICH



End of term proved fruitful in more ways than one for school children in Prestwich, after receiving an apple tree from local house builder Inspired Developments (ID).

Assisted by new homes sales advisor Elaine Franklin, a number of green-fingered ParkView Primary pupils selected a special spot in their school gardens to plant the tree, hoping to attract new wildlife to the area.

Following a number of initiatives undertaken in partnership with the school, the donation of the apple tree marks the completion of ID's Heywood Road development in the town, as builders lay the last brick at the innovative eco-homes scheme.

Kath Yarnall, head teacher at ParkView Primary School, says: “We have worked with ID on a number of projects that the children have found both enjoyable and educational, and the apple tree will be an opportunity for them to spot wildlife that may not traditionally have come to our gardens. “Our involvement with ID has been a fantastic experience for the children – not only have they learned about their environment and ways to protect it, but they have also met Michaela Strachan, a significant highlight for many of them. We would therefore like to thank ID for supporting our school and allowing us to be a part of this unique opportunity.”

Denis Maddock, sales and marketing director at ID, comments: “As a socially responsible company, we always strive to involve the local community in our projects. As the first housing development in Prestwich to achieve Eco-Homes rating ‘Excellent’, Heywood Road was a significant milestone for the area, and was therefore even more important for us to integrate within the community. “We wanted to get local children interested in and excited by their environment, and show them how they can help secure its future. The reaction we’ve seen suggests we have certainly gone some way to achieving this. I would like to thank the children and teachers for their co-operation and enthusiasm throughout this project and hope that it will have a lasting and positive effect upon them.”

The Heywood Road show home 10.30am-5.30pm Friday - Monday  
or by appointment at any other times

**End**

ID is the regeneration arm of The Seddon Group, one of the UK’s major privately owned construction groups, with a turnover in excess of £240M, employing 1,700 people.

- For more information on the development, to register your interest and get more information on the range of high specification homes available, call ID on 0845 600 5550.
- For more information on ID visit: [www.id4living.com](http://www.id4living.com)
- For more information on the Seddon Group visit: [www.seddongroup.co.uk](http://www.seddongroup.co.uk)



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