

**Monday June 9, 2008**

Enquiries: Justine McGuinn, Just PR & Marketing 07903 661228, justine@justprm.co.uk

NORMAN DISNEY & YOUNG ADVISES ASK ON GREEN MANEFESTO

Norman Disney & Young, the international multi-disciplinary building services company, has advised forward thinking developer, Ask Developments, which is delivering schemes on 200 ha of brownfield land in seven of the 10 Greater Manchester districts, on the publication of its strategy which explains how its commitment to sustainable principles is to be delivered.

NDY has delivered 'Creating Sustainable Places' for Ask with Jones Lang Lasalle and Professor David Auckland, Director of One Central Park, which clearly lays out Ask's commitment to sustainability across every part of the development process after a year-long appointment which continues with the secondment of NDY expert Jeya Jeyabalasingam to ensure that this policy becomes deeply embedded into Ask's internal communication, corporate culture and portfolio of projects. The strategy has been informed by NDY's best practice knowledge from around the world and optimises the opportunities and minimises the risk for the planet, the communities that Ask works in and the people that it interacts with both internally and externally.

The strategy states bold targets for Ask to achieve both on its immediate projects and then to target future projects including a doubling of reduction of water consumption and waste to landfill and an even greater reduction of carbon emissions from a current 20% reduction over 2006 Part L to 50% below regulatory levels in the future. Equally challenging targets for water, biodiversity, employment and training, BREEAM and Energy Performance Rating Certificates are included. The extensive targets are detailed on page 33 of the strategy.

Darrel Williams, Director of NDY's Manchester office comments:

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“Our role with Ask has been extremely satisfying on a number of fronts; both from the technical and intellectual challenges of integrating a sustainable strategy into a large developer’s business and ensuring that it is integrated into all aspects of its delivery and, together with Ask, taking a leadership role in delivering sustainable developments.

“The next phase of our engagement, embedding Jeya within Ask’s team, will be instrumental in delivering sustainable outcomes across the Ask portfolio.”

Ken Knott, Chief Executive of Ask Developments says,

“It is to state the obvious that sustainability represents the single biggest challenge facing our communities in the 21st Century. Less obvious however is how we in the development industry should respond to that challenge, bearing in mind the scale and complexity of the issue.

“To inform an appropriate response, I established some 12 months ago the Ask Sustainability Forum to evolve a clear and decisive policy for the company – one that is measured, considered and capable of being benchmarked.

“‘Creating Sustainable Places’ does that clearly and in detail. It is easy to talk the language of sustainability and many developers do just that, without employing a rigorous approach through all they do.”

“We believe we are driving the agenda in setting out both policies and ambitious targets, and believe this gives credibility to our stated principles, and confident to our partners, suppliers and occupiers that we will deliver in practice.”



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The strategy details 12 key elements of sustainable development activity which Ask pledges to deliver in areas dubbed 'Planet, Place and People' covering:

- Carbon emissions
- Pollution
- Water
- Biodiversity
- Design quality
- Working with communities
- Creating healthier communities
- Creating quality indoor environments
- Partnering
- Lifestyle
- Employment, training and safety

The policies cover the whole development process and range:

- Encouraging the use of public transport among staff, suppliers and eventual occupiers
- Designing natural light and ventilation into buildings
- Protecting and enhancing local ecologies
- Harvesting rainwater for re-use
- On-site waste compositing
- Minimising a host of negative development by-products including landfill waste and noise, water and air pollution

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NOTES TO EDITORS**About Norman Disney & Young**

NDY is an international multidisciplinary building services company with 200 staff in its UK operation and over 700 staff internationally. It provides consulting services to various market sectors including office, retail, health & laboratories, industrial, education, entertainment/broadcasting, government, hotel & leisure, residential, telecommunications and sport in the UK, and has worked on projects throughout Europe.

With nearly 50 years of practical experience as consulting building services engineers, the practice has created exceptional cost-effective design solutions for an extensive range of major developments throughout the world. The central focus of the practice is design excellence achieved through active collaboration with clients and underpinned by its strong service culture.

Together with its experience in delivering major developments, NDY has a strong track record in delivering infrastructure and master planning on major developments. The mix of UK and international experience enables NDY to offer a unique approach providing solutions which:

- Are sensitive to the needs of the local community
- Understand the broader sustainable agenda at local, national and international level
- Amalgamate the primary drivers of the various stakeholders
- Are both innovative and sustainable
- Are economical to operate and maintain



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- Incorporate both low and zero carbon initiatives

www.ndy.com

About Ask Developments

Ask Developments has been involved in delivering high quality regeneration schemes in Manchester including the Malmaison Hotel and Deansgate Locks.

The company is currently delivering Central Park – the UK's first large-scale mixed-use urban business park just 1.5 miles from Manchester City Centre and also has an extensive portfolio of mixed-use schemes including St Petersfield in Ashton under Lyne, Towside Fields in Bury and First Street in Manchester city centre, as well as developing shopping and retail centres in Gorton and Urmston.

www.askdevelopments.com

For further information please call Justine McGuinn of Just PR & Marketing on 07903 661228 or email justine@justprm.co.uk.