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## My Week: John Long of developer Blueprint

Tuesday, February 16, 2010, 08:00

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**Saturday:** The toilet's broken. I try to fix it. And fail. Lizzie, my polymath project manager wife has it sorted within an hour. I make lunch.

**Sunday:** A jog around Holme Pierrepont with Barack Obama for company on my iPod audio book starts the day. Then it's gardening – of a sort. A guy comes round to take out a fir tree for me. Having done a similar job a couple of weeks' ago and spent most of the day wrestling with the damn thing, this is money well spent, whatever the cost. Takes him about half an hour and he charges twenty quid. Somehow I wish it had cost more...

**Monday:** An enjoyable task to start the week, heading over to No.1 Nottingham Science Park to welcome our latest tenants, software firm Oegen. No.1 was Blueprint's first major development and set out our stall for innovative architecture and sustainable construction so it's great to see creative and innovative companies buying in to it. There are some big brains here.

**Tuesday:** All over the place today. So I'm in luck – an electric eScooter is being delivered to me at emda, on loan to test out its sustainable commuting credentials. No.1 beckons first, to press the button on a new super-fast fibre optic broadband connection. I'm a bit of nerd, I'll admit it, but if you need fast broadband, this is the business. Then it's a quick meet with the Nottingham Science City team about Blueprint hosting a talk by international author and environmental commentator, Jeremy Leggett.

**Wednesday:** On site at Green Street in The Meadows, our latest development of 38 awesomely low energy homes. It's our first residential-only project - Marsh Grochowski-designed, three and four bedroom modernistic homes on a fantastic site by Victoria Gardens and the Trent. I'm not just there for the standard-issue contractor coffee and bacon buttie though (at least that's what I tell them) – I'm orchestrating our forthcoming marketing campaign and this is the first time the whole team have met. Creative ideas flow.

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**Thursday:** The eScooter gives way to the train today. I'm in Leicester at our latest completed scheme, the mixed-use Phoenix Square in the St George's Cultural Quarter. I visit our marketing suite which doubles as our homes and office studios, then meet with the folks who run the cinema element about an environmental film



test drive: John Long of Blueprint trials a new eScooter.

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festival I'm looking to host in conjunction with another independent arts cinema in our (sister company) Igloo's Bermondsey Square development in London.

Friday: Back at Green Street today for a tour with some of our key partners to the scheme – the Homes and Communities Agency and Nottingham City Council. The Meadows Partnership Trust also comes along. We've been talking to these guys and the community they represent since the scheme's conception so it's lovely to show them the real thing taking shape. I tell them why I honestly believe these will be the best new houses in Nottingham; genuinely sustainable, beautifully designed, close to the city yet next to a park and river, and a stone's throw from all the lifestyle amenities of West Bridgford – and my favourite pub. In fact, to prove the point, I walk over the Trent for a pint on the way home. Now that's commitment.

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