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Telford & Wrekin
C O U N C I L

Addenbrooke House Ironmasters Way Telford TF3 4NT

CABINET

Date **Thursday, 7 October 2021** Time **10.00 am**
Venue **Telford Room, Addenbrooke House, Ironmasters Way, Telford TF3 4NT**

Enquiries Regarding this Agenda

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Cabinet Members:

Councillor R A Overton	Deputy Leader and Cabinet Member for Enforcement, Community Safety and Customer Services
Councillor A J Burford	Cabinet Member for Health & Social Care
Councillor E M Callear	Cabinet Member for Leisure, Culture and Visitor Economy
Councillor L D Carter	Cabinet Member for Neighbourhood, Commercial Services and Regeneration
Councillor R C Evans	Cabinet Member for Council Finance and Governance
Councillor C Healy	Cabinet Member for Climate Change, Green Spaces, Natural and Historic Environment
Councillor S A W Reynolds	Cabinet Member for Children, Young People, Education and Lifelong Learning
Councillor P Watling	Cabinet Member for Cooperative Communities, Engagement and Partnerships
Councillor D Wright	Cabinet Member for Economy, Housing, Transport and Infrastructure
Councillor S Davies	Leader

Invitees:

Councillor W L Tomlinson	Liberal Democrats
Councillor N A Dugmore	Conservative

AGENDA

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CABINET

Minutes of a meeting of the Cabinet held on Thursday, 23 September 2021 at 10.00 am in Addenbrooke House, Ironmasters Way, Telford, TF3 4NT

PUBLISHED ON WEDNESDAY, 29 SEPTEMBER 2021

(DEADLINE FOR CALL-IN: MONDAY, 4 OCTOBER 2021)

Present: Councillors R A Overton (Vice-Chair), A J Burford, E M Callear, L D Carter, R C Evans, C Healy, S A W Reynolds, P Watling, D Wright and S Davies (Chair).

Also Present: Councillor N A Dugmore (Conservative Group Leader)

CAB-92 Declarations of Interest

None.

CAB-93 Minutes of the Previous Meeting

RESOLVED – that the minutes of the meeting held on 8 July 2021 be confirmed and signed by the Chair.

CAB-94 Leader's Announcements

The Leader announced that the Council had won the Association for Public Service Excellence (APSE) Council of the Year award. He thanked all of the Council's staff, Councillors, and partners for their work. It was noted that this was a significant achievement to be recognised in a year in which authorities nationwide had performed exceptionally in the face of the Covid19 pandemic. This award was in addition the Co-Operative Council of the Year award the Council had received and a nomination for the MJ Council of the Year award where the Council was amongst the top 6 Councils across the United Kingdom.

Tribute was paid to Jo Britton (Executive Director: Children's & Family Services) after winning the MJ Corporate Director of the Year award.

The Leader noted that the Borough had the highest COVID rates in the West Midlands. This was concerning and there was some debate as to why this was the case. He reiterated the need for residents to keep being tested, washing hands, and to isolate if testing positive. The Authority was looking to Government to understand what support would be available if the situation continued.

Those arriving from Afghanistan had supported the UK and deserved help in their time of need. The Administration called upon the Home Office and the

Government to ensure support for the Council, community, and Afghan refugees.

The establishment of a Secretary of State for Levelling Up was welcomed, though the Administration questioned Telford's priority ranking within the levelling up agenda. The Council would be working to secure fair funding for Telford & Wrekin.

CAB-95 Learning Disability Strategy

Councillor P Watling, Cabinet Member for Co-operative Communities, Engagement & Partnerships presented the report of the Director: Adult Social Care.

The report had been delayed as a result of the pandemic but this had influenced the report that was presented. The consultation embodied the approach of the Council as a Co-operative Council, engaging key stakeholders cross the area. Users had been involved in the process, with Telford Voices playing a key role in development and in monitoring the implementation of the action plan.

Painstaking work had been undertaken to ensure people were treated as individuals, talking to them, their families, and carers to ensure a personalised approach.

Three focuses had arisen from the consultation: getting 'out and about', providing the right support, and access to respite.

Members welcomed the report and the strategy employed in its creation, it was of the utmost importance that the voices of those served were heard.

The Leader of the Conservative Group expressed support but noted a desire for measurable objectives to ensure progress continued and targets were met.

RESOLVED that –

- i. The content of the report and appendices be noted;**
- ii. The proposals for the draft Learning Disability Strategy and Action Plan within this report, noting the specific changes following consultation (Page 9, point 6.5) be approved; and**
- iii. Delegated authority be granted to the Director: Adult Social Care in consultation with the Lead Cabinet Member for Adult Social Care and the Telford and Wrekin Learning Disability Partnership Board to take the necessary steps to implement these recommendations.**

CAB-96 Tibberton & Cherrington Neighbourhood Development Plan – Approval to go to Referendum

The Cabinet Member for Economy, Housing, Transport & Infrastructure presented the report of the Director: Housing, Employment & Infrastructure.

This report related to a neighbourhood plan for Tibberton & Cherrington that had been developed by the parish council with local residents and Telford & Wrekin Council. The report sought the authority to put the proposals to a local referendum. The plan would then sit within the development plan framework for the Borough.

If the referendum result affirms the adoption of the plan,, there would be another report to Cabinet on the insertion of the plan into the wider Telford & Wrekin plan.

Cabinet was supportive of the process and would support other parishes in developing their own plans.

RESOLVED –

i That Cabinet agree with the Independent Examiner that, subject to his recommended modifications, the Tibberton & Cherrington Parish Neighbourhood Development Plan meets the “basic conditions” and all other legal requirements as summarised in this report and in the Independent Examiner’s report;

ii That Cabinet agree that the required modifications be made to Tibberton & Cherrington Parish Neighbourhood Development Plan and that the Tibberton & Cherrington Parish Neighbourhood Development Plan Referendum Version (August 2021) should proceed to Referendum;

iii That Cabinet agree that the Referendum Area should not be extended beyond the designated area to which the Tibberton & Cherrington Neighbourhood Development Plan relates; and

iiii That the Chief Executive proceed to exercise all the relevant powers and duties and undertake all necessary arrangements for the Tibberton & Cherrington Parish Neighbourhood Development Plan (Referendum Version) to now proceed to Referendum and for the Referendum to take place asking the question whether the voter wants Telford & Wrekin Council to use this neighbourhood development plan for the Tibberton & Cherrington Parish Neighbourhood Development Plan area to help it decide planning applications in this neighbourhood area.

CAB-97 Annual Customer Feedback and Complaints Reports

The Cabinet Member for Enforcement, Community Safety & Customer Services presented the report of the Director: Communities, Customer and Commercial Services.

The purpose of this report was to set out amendments to the Complaints policies for Corporate, Children's Statutory and Adult Statutory Complaints and to update Cabinet on the Council's response to complaints between 1 April 2020 and 31 March 2021.

The Council's complaint policies had been in place for some time and had been refreshed and updated to reflect latest best practice.

In total there were 491 complaints received across the Council in 2020/21 from 473 complainants. This was against a backdrop of millions of service transactions that took place every week including 10.2 million refuse collections and 229,000 calls to the Authority's call centre each year. These numbers included new services provided to support residents during the Covid pandemic. The total number of complaints therefore remained a small proportion of transactions.

There had been an overall reduction in the number of complaints received by 16%. In addition, there had been a 35% increase in customers that had complimented Council services, with 392 received compared to 290 in 2019/20.

The Leader of the Conservative Group raised concerns over the condition of the My Telford app.

In response to the Leader of the Conservative Group's concerns, the Leader of the Council clarified that an updated version of the app was due to launch in the near future. Telford and Wrekin Council was one of the first Council's to launch such an app nationwide and was possibly the first to have developed a second version of its own app which was due to roll out shortly.

RESOLVED –

- i. That the changes to the new Complaints Policies available online at Appendix A, B and C be approved. These policies would be introduced with immediate effect;**
- ii. That delegated authority be granted to the Director for Communities, Customer & Commercial Services in consultation with the Lead Cabinet Member for Enforcement, Community Safety and Customer Services to make amendments to these policies going forward in line with changes to the appropriate legislation;**
- iii. That Cabinet review the Customer Feedback and Statutory Complaints Reports for 2020-21 in respect of Adult Statutory, Children's Statutory Complaints and Corporate Customer Feedback and the Local Government and Social Care Ombudsman Review Letter 2021; and**
- iiii. That the significant reduction in complaints received in 2020/21, the increase in positive feedback and the improvement in complaint handling performance be noted.**

CAB-98 Councillors Pride Fund - Update Report

The Cabinet Member for Co-operative Communities, Engagement and Partnerships presented the report of the Director: Communities, Customer and Commercial Services.

The report provided an update on the Councillors' Pride Fund, which allowed each ward Member to allocate funding to projects that would make a difference in their local area. The report summarised what the fund had achieved to date and set out how it would be delivered over the following two years.

The report recommended that each Councillor's Pride Fund allocation be increased by £3,000 per year to £5,000 per year. The scheme had been a success and received positive feedback from the community and Members alike. It was deemed an important area to provide funding given the events of the previous year, with support for small groups vital.

Members were proud of the fund; it had a real impact on communities, with even a small amount able to have a large effect for small groups.

The Leader of the Conservative Group expressed support for the Pride Fund concept with its tailored support for individual wards.

RESOLVED –

i That an additional £3,000 allocation per member per year for the periods 2021-22 and 2022-23 funded from the Covid-19 Recovery Reserve be noted;

ii That the continued impact that the Councillors' Pride Fund (previously Ward Cooperative Fund) has had since it was launched in 2011 be noted;

iii. That the change in deadline for this year's applications as set out in section 4.2.5 be noted; and

iiii. That delegated authority be granted to the Group Manager of Community Services in consultation with the relevant ward Member(s) to assess and approve or refuse applications for funding in accordance with the grant criteria.

CAB-99 Local Government Association Corporate Peer Review

The Leader presented the report of the Chief Executive.

Thanks were extended to each member of the review team from the Local Government Association (LGA).

The Council was not complacent in opening itself up to review and this one had produced an exceptionally positive report. The report, alongside the awards recently awarded to the Authority, demonstrated how well the organisation was performing. Telford & Wrekin Council was striving to deliver for residents and was proud of the Borough's COVID response. One of the highlights of the report was the esteem with which partners held the Authority.

While Telford & Wrekin would continue to seek out best practice and strive to improve, there was a sense that there was an opportunity for the Council to share its experience with other councils.

It was requested that scrutiny monitor the report recommendations implementation.

Members thanked staff for their hard work and praised the positive relationships that the Authority had built with its partners.

The Leader of the Conservative Group stated a desire for clear objectives and expressed concern at 26% of residents living within nationally recognised areas of deprivation.

In response to the concerns of the Leader of the Conservative Group, the Leader called upon the Government to do more to fight poverty and to reconsider the proposed end of the COVID uplift to Universal Credit. The Council provided 'Outstanding' primary education and supported crisis networks, which helped to alleviate poverty, but it could not eliminate poverty alone.

RESOLVED that –

Cabinet endorse: The LGA Corporate Peer Review report that highlights that:

- **the Council is a high performing organisation**
- **has strong and effective leadership together with a committed workforce**
- **is valued by partners as an organisation that gets things done**

ii. The proposed approach to addressing the Peer Review report recommendations and the timescale for reporting progress to Cabinet.

**CAB- Telford Hockey Club - Supporting Investment in Pitch
100 Facilities**

The Cabinet Member for Leisure, Culture and Visitor Economy presented the report of the Director: Prosperity & Investment.

The Council had a commitment to meet the sporting needs of the community in Telford across a range of sports. This report sought approval to assist

Telford Hockey club to replace their aging all-weather surface on their dedicated hockey pitch at St Georges Recreational Ground.

Telford Hockey Club had secured £68,811 of their own funding (include fundraising), and gained a National Hockey Foundation grant of £50,000 (which was time limited), in addition to identified S106 contributions; however, there remained a shortfall. The Hockey Club sought financial assistance from the Council by way of a loan agreement for up to £50,000, to be repaid over a 25-year period in order to address the matter, providing a safe pitch that met the identified needs of the Borough.

The new pitch would allow the provision of the sport to continue and provide increased potential for the development of sport in the Borough.

The loan was made on the proviso that the hockey club give up its pitch at the Town Park, which they had rented to the rugby club.

Members expressed their support for the report and their hope that the new facilities would engage young people and encourage people to stay active. It was seen as an opportunity to develop the sporting culture of the town and provide a source of community pride.

The Leader of the Conservative Group queried the terms of the provision of 100 hours free hire and 100 hours of subsidised coaching.

The Cabinet Member for Leisure, Culture and Visitor Economy clarified that both would be provided over the full 25-year term of the loan.

RESOLVED that –

- i. A financial loan agreement to provide Telford Hockey Club up to £50,000 to be repaid over a maximum of 25 years to meet the shortfall in funding, to enable the resurfacing of the hockey pitch be approved;**
- ii. Delegated authority be granted to the Director: Finance and HR to agree the terms of the loan agreement in consultation with the Cabinet Member for Finance & Governance; and**
- iii. Delegated authority be granted to the Associate Director: Policy & Governance to execute all legal and other documentation and undertake all procedural steps necessary to enable completion of the loan and its repayment.**

The meeting ended at 10.55 am

Signed for the purposes of the Decision Notices

Richard Phillips
Service Delivery Manager: Legal & Democracy
Date: **Wednesday, 29 SEPTEMBER 2021**

Signed

Date: Thursday, 7 October 2021

TELFORD & WREKIN COUNCIL

CABINET: 7th October 2021

TELFORD & WREKIN INDOOR SPORTS & LEISURE STRATEGY

REPORT OF: FELICITY MERCER. DIRECTOR OF COMMUNITIES, CUSTOMER AND COMMERCIAL SERVICES

LEAD CABINET MEMBER – CLLR EILEEN CALLEAR. CABINET MEMBER FOR LEISURE, LIBRARIES & CULTURE.

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 In 2007, the council published its Sports and Leisure Facilities Framework (2007-2027). Nearly 15 years since the strategy was launched and despite the unforeseen changes and financial challenges faced by Local Authorities, many of its key recommendations have been delivered. Current council priorities, local drivers and the wider national sport and physical activity context have moved on and the need therefore exists to develop a new strategy for the borough.
- 1.2 The new strategy will provide a framework to ensure that the council's indoor sports and leisure provision is able to continue to meet current and future demands, contribute to the council's commitment to 'Protect, Care and Invest' and to ensure every child, young person and adult lives well in their community. It will sit alongside the Outdoor Recreation Facilities Strategy to provide a robust assessment of need and evidence base for future sports and leisure planning, investment and policy decision making and be used to inform the Local Plan review.
- 1.3 In keeping with the key recommendations of the 2007 Strategy and despite the unprecedented and unforeseeable financial climate the Council has retained all of its leisure centres, added new and replaced, extended, or refurbished all of its leisure centre facilities. New facilities have been developed at Abraham Darby, Telford Tennis Centre, Telford Park and Telford Langley schools. Wellington, Oakengates, Newport, Horsehay, Telford Ice Rink and Telford Ski Centre have all been extended or refurbished and improved community access to a number of school sports facilities has also been secured. **(Appendix 1 – Facility Images and Links to virtual tours of each of the facilities).**
- 1.4 Alongside the improvements to the physical facility stock the council has invested in local policies to encourage, enable and support young people and disadvantaged groups to access high quality community leisure provision. In particular through its continued support and extension of an extensive leisure concessions policy and initiatives such as free swimming for under 18's, recently extended to residents under 25, £1 swimming for the over 50's, £1 children's holiday activities and discounted gym memberships for concessionary groups and young people. **(Appendix 2 - Local swimming price comparisons, Appendix 3 Leisure Concessions Policy).**

- 1.5 Telford & Wrekin Council is the only local leisure provider offering free swimming for U25's and swimming for £1 in respect of concessionary groups and over 50's. In 2019, 156,159 public swim admissions were recorded of which 64,385 were free and 42,699 were £1. Over 2,000 children are currently enrolled on the council's Swim4Life lessons programme. One of the key priorities for this new strategy continues the theme of investment into our swimming provision by looking to deliver new swimming facilities in Dawley, providing a greater number of residents with the opportunity to walk to their local leisure facilities.
- 1.6 This report summarises progress against the key priorities identified within the 2007 Framework and the rationale supporting the need for a new Indoor Sports & Leisure Strategy.

2. RECOMMENDATIONS

2.1 It is recommended that Cabinet:-

2.1.1 Note the successful progress made in respect of the previous strategy and endorse the proposals for a new strategy to reflect current and future community priorities and to actively contribute towards improved levels of physical activity and public health across the borough.

2.1.2 Delegates authority to the Director: Customer, Community & Commercial Services. In consultation with the Cabinet Member for Leisure, Libraries & Culture to finalise a brief and procure the services of consultants to produce an Indoor Sports Strategy for the borough.

2.1.3 Delegates authority to the Associate Director: Policy & Governance to negotiate and execute any necessary contractual agreements required in respect of 2.1.2 above.

SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	Sports and Leisure services provide both formal and Informal opportunities for sport and physical activity and as Such contribute significantly towards our priority that Every child, young person and adult lives well in their community
	Will the proposals impact on specific groups of people?	
	Yes	The strategy will be used to inform future service planning and policy to provide enhanced community and sporting provision for a range of community groups including people of all ages, different genders, those with a disability and affected by deprivation. The resulting projects will also impact positively on people's health and will help to reduce health inequalities.
TARGET COMPLETION/DELIVERY DATE	It is intended that the strategy will be published in summer 2022	
FINANCIAL/VALUE FOR	Yes	The overall gross revenue budget for Leisure Services is

MONEY IMPACT		<p>£8million for 2021/22 with income totalling £5.8million including income from sales, fees and charges of £4.4million.</p> <p>Since 2010 the Council has invested £13.4million into Leisure sites through the capital programme including significant investment into the Ice Rink as part of the Southwater development.</p> <p>Subject to a tendering process the estimated cost of commissioning consultants to produce the strategy is £50k. This will be funded from existing Leisure and Public Health budgets.</p> <p>Costs and investment priorities and potential funding opportunities arising from the findings and recommendations of the Strategy will need to be considered as appropriate and further financial implications considered as part of the Council's overall budget strategy. MLB 28/09/2021</p>
LEGAL ISSUES	No	There are no direct legal implications from these proposals in this report. Appropriate legal advice will be provided at the relevant time as needed. RP 11/08/2021
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	The Indoor Sports Strategy will help ensure that the council's leisure services remain well placed to deliver high quality and accessible sports and leisure provision that continues to support the delivery of council priorities.
IMPACT ON SPECIFIC WARDS	Yes	Borough wide.

PART B) – ADDITIONAL INFORMATION

3. INFORMATION

3.1 It is recommended by Sport England, both as champions of sport but also as statutory planning consultees in respect of sports facilities and playing fields, that all local authorities should have an up to date and robust strategy to ensure there is a sufficient provision to meet the sporting needs of local communities.

3.2 The new strategy will seek to identify:

- How sports and leisure services can contribute to the delivery of council priorities
- How sports and leisure services can pro-actively contribute to improving health across the borough
- Through facility modelling and stakeholder engagement assess to what extent provision meets current and projected future needs (taking account population growth)
- What additional or alternative provision may be required
- Current condition of the physical assets and investment priorities/timescales
- Which National Governing Bodies of Sport (NGBs) see Telford as a priority area for development and investment

- Examples of evidence based interventions and policies that have been proven to further breakdown barriers to access, address inactivity levels and health inequalities
 - Potential future funding opportunities
- 3.3 Undertaking a review of the supply and demand data and stakeholder views will allow for a more up to date evidence base to inform decisions around facility planning. The findings and recommendations will be considered as part of the review of the Telford & Wrekin Local Plan and the current Leisure Infrastructure Delivery Plan (IDP).
- 3.4 The timing of the new strategy will also enable the council, in this 'Year of Wellbeing', to ensure that its Leisure Services are well placed to support the community recovery following the Covid pandemic and to help address current health inequalities.
- 3.5 In keeping with the council's co-operative values the review will provide an opportunity to consult and engage with a range of stakeholders including residents, town and parish councils, local groups, and colleagues from public health, planning, social care and education. Engagement with the various National Governing Bodies of Sport (through whom the bulk of Sport England funding is channelled) to identify both their needs and aspirations and the extent to which Telford represents a strategic fit and opportunity for development and investment.
- 3.6 The new strategy will identify evidence based interventions and policies that have been proven to further breakdown barriers to access, address inactivity levels and health inequalities including amongst BAME and other harder to reach communities. Alongside the Outdoor Recreation Facilities Strategy, it will provide a robust assessment of need and evidence base for future sports and leisure planning, investment and policy decision making.
- 3.7 Key findings of the 2007-2027 report and consultation included:
- Generally sufficient provision of accessible sports facilities
 - Ageing facility stock
 - Limited access to school based leisure facilities
 - Lack of a teaching pool
 - Opportunity to improve school curricula swimming
 - Gap in health & fitness provision in the north/north west of the borough
 - Imbalance in swimming pool distribution across the borough
 - Questions over capacity to support Dawley/Lawley population growth
 - Opportunity to increase and enhance sports development
 - Leisure provision for disadvantaged groups is strong and should be continued
 - Consideration be given to specialist sports facilities to enable competition and events
 - A desire to improve Leisure provision within the Town Centre
- 3.7.1 Despite significant changes to the national BSF programme and schools academisation significantly enhanced school sports and leisure facilities have been delivered through the council's Building Schools for the Future (BSF) programme. Additional formal Community Use Agreements are in place to open up and protect access to these facilities by the community, including at Charlton School, Holly Trinity Academy and Ercall Wood School in addition to the council operated joint use sites at Telford Park, Telford Langley and Telford

Priory schools. A specialist gymnastics facility was also developed in partnership with the Park Wrekin Gymnastics club converting the former Charlton School sports hall.

- 3.7.2 The council took over responsibility for and invested in the former Old Hall School Pool (Shortwood Pool) which now provides the key location for the delivery of a primary schools swimming programme, co-ordinated by Leisure Services. This provides increased dedicated schools swimming capacity and frees up more community use swimming sessions across the other pools. The site also provides a number of targeted swimming sessions such as those for Asian Women and Swimming After Surgery groups.
- 3.7.3 The 2007 report highlighted the lack of a swimming teaching pool in the borough. In response to this the pool at Abraham Darby was designed with a moveable floor which means that the depth of the whole 25m pool can be adjusted to provide a much larger than normal learner pool area. This addition has supported the growth of the Swim 4 Life programme, including dedicated disability lessons, with over 2,000 young people enrolled.
- 3.7.4 Through an 'invest to save' initiative a purpose designed extension was constructed at Newport Pool to house a new aspirations health & fitness facility along with a full refurbishment of the changing rooms to create a more family friendly accessible facility.
- 3.7.5 Further 'invest to save' initiatives resulted in the extending of Horsehay Village Golf Centre to house a new aspirations health & fitness facility to serve the growing Lawley population. Further developments include the introduction of the Footgolf course.
- 3.7.6 New school and community sports facilities were developed as part of the Telford Langley (Phoenix) school in Dawley. The development secured 'Iconic' facility funding through Sport England and incorporates a double sized (8 court) sports hall, specialist netball facilities, a specialist rugby 3G artificial turf pitch and a national standard BMX track. The facility regularly hosts regional and national events for the sports of Netball, Indoor Hockey and BMX racing.
- 3.7.7 The sports and leisure facilities at Wellington were extended and refurbished both as part of the co-location of council services and more recently in partnership with Wellington Town Council. The centre houses the council's largest and busiest health and fitness facility with an extensive programme of classes. Currently there are over 140 health & fitness classes per week provided across the council facilities through a co-ordinated programme as part of the aspirations health and fitness brand.
- 3.7.8 Telford Ice Rink has been extensively refurbished and extended to incorporate a soft play facility and remains a key leisure facility within the Southwater development, providing for both residents and visitors from across the wider region as well as being home to professional Ice Hockey and figure and dance skating within Telford. The wider Town Centre Leisure offer has been further improved through the introduction of an Adventure Golf Course, Disc Golf Course and High Ropes course within Telford Town Park.
- 3.7.9 The facilities at the Oakengates Leisure Centre site have been extended and improved including extending the health & fitness facilities, full swimming pool changing refurbishment, sports hall refurbishment and a replacement 3G artificial turf pitch. In addition, the Telford Tennis Centre was opened on the site in 2011 providing specialist

indoor and outdoor provision. Most recently, Telford Athletic Stadium, home of Telford Athletics Club, has undergone an extensive refurbishment including a complete resurfacing of the track, replacement of the hammer cage and reinstatement of spectator provision enabling ongoing use for regional competitions.

- 3.7.10 The facilities at Telford Snowboard and Ski Centre have been extended to include a new 3G artificial grass pitch along with specialist dedicated changing provision and refurbishment of the Ski Lodge to provide a Football Hub in addition to the Ski and Snowboard provision.
- 3.7.11 Plans are being drawn up to bring forward the development of a new swimming pool in the Dawley area to address the imbalance in swimming pool distribution identified within the 2007 framework and to enable and encourage swimming participation amongst residents of South Telford.
- 3.8 Alongside the investment into the physical facility stock the council has invested in local policies to break down barriers to participation and to encourage, enable and support young people and disadvantaged groups to access high quality community leisure provision. In particular through its continued support and extension of an extensive leisure concessions policy and initiatives such as free swimming.
- 3.8.1 Following the cessation of the Government's free swimming initiative in 2010 the council continued with its own local free swimming programme enabling all residents under 18 years of age to swim for free and residents aged over 50 and all-concessionary groups to swim for £1. From October 2021 free swimming was extended further to residents aged under 25 in recognition that young people have been hit hardest by the Covid pandemic and may need additional support.
- 3.9 Leisure Services also work with the council's Public Health Team to deliver a range of targeted interventions working with inactive groups and those in need of additional support. A one to one physical activity referral scheme is available along with a selection of free virtual workouts aimed a beginners, those who are returning to exercise or those that need low impact exercise sessions. A free virtual exercise class programme was provided throughout the lockdown periods, whilst other operational staff were engaged in providing vital community support initiatives such as delivering free packed lunches, supporting household recycling centres, staffing Covid testing and vaccination centres and running a community shopping support scheme.
- 3.10 Throughout the recent summer holidays the council's leisure centres provided a programme of free hoiliday activities and a meal for children and families in receipt of free school meals as part of the Holiday Hunger programme. Just under 200 children attended the half day holiday clubs at Abraham Darby and Oakengates leisure centres and over 1,700 bookings were made for the free children and family leisure activities.
- 3.11 Whilst data is not available to directly compare current leisure centre usage with admissions before 2007, in excess of 1.1m community visits are made to council leisure sites each year, excluding use by schools for curricular and extra-curricular activities. Further development of our digital offer through a new website and Telford Loyalty Card (TLC) app will expand the reach of the service and improve customer experience.

- 3.12 The council's investment and commitment has encouraged and enabled more residents to access the extensive range of quality sports and leisure facilities, supported both new and existing voluntary community sports clubs to develop and grow and provided enhanced physical activity provision for our schoolchildren. Maintaining and enhancing our regional and national facilities such as Telford Ice Rink, Telford Ski Centre, Telford Athletics stadium and the BMX track has attracted visitors to the borough and supported the development of local sporting talent.
- 3.13 The development of the facilities and key activities has enabled the service to continue to be a net positive contributor to the council budget and deliver significant additional income through increased usage. The 2020/21 financial year budgeted income for the service in was £5.98m. This income growth, along with operational efficiencies, has contributed toward the enforced programme of council savings whilst improving the offer for residents. The service has won or been shortlisted for a number of national awards including the Association for Public Service Excellence (APSE), Leisure Services Team of the Year, Most Improved/Best Performer (Newport Pool and Abraham Darby) and the Quest award for the highest Customer Satisfaction Survey (Phoenix Sports Centre).

4. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

NA

5. PREVIOUS MINUTES

CB-84. Telford & Wrekin Council Cabinet, 10 December 2007

6. BACKGROUND PAPERS

Telford & Wrekin Sports and Leisure Facilities Framework 2007-2027

Report prepared by: Stuart Davidson, Service Delivery Manager (Operations) T.(382601)

TELFORD & WREKIN INDOOR SPORTS & LEISURE STRATEGY

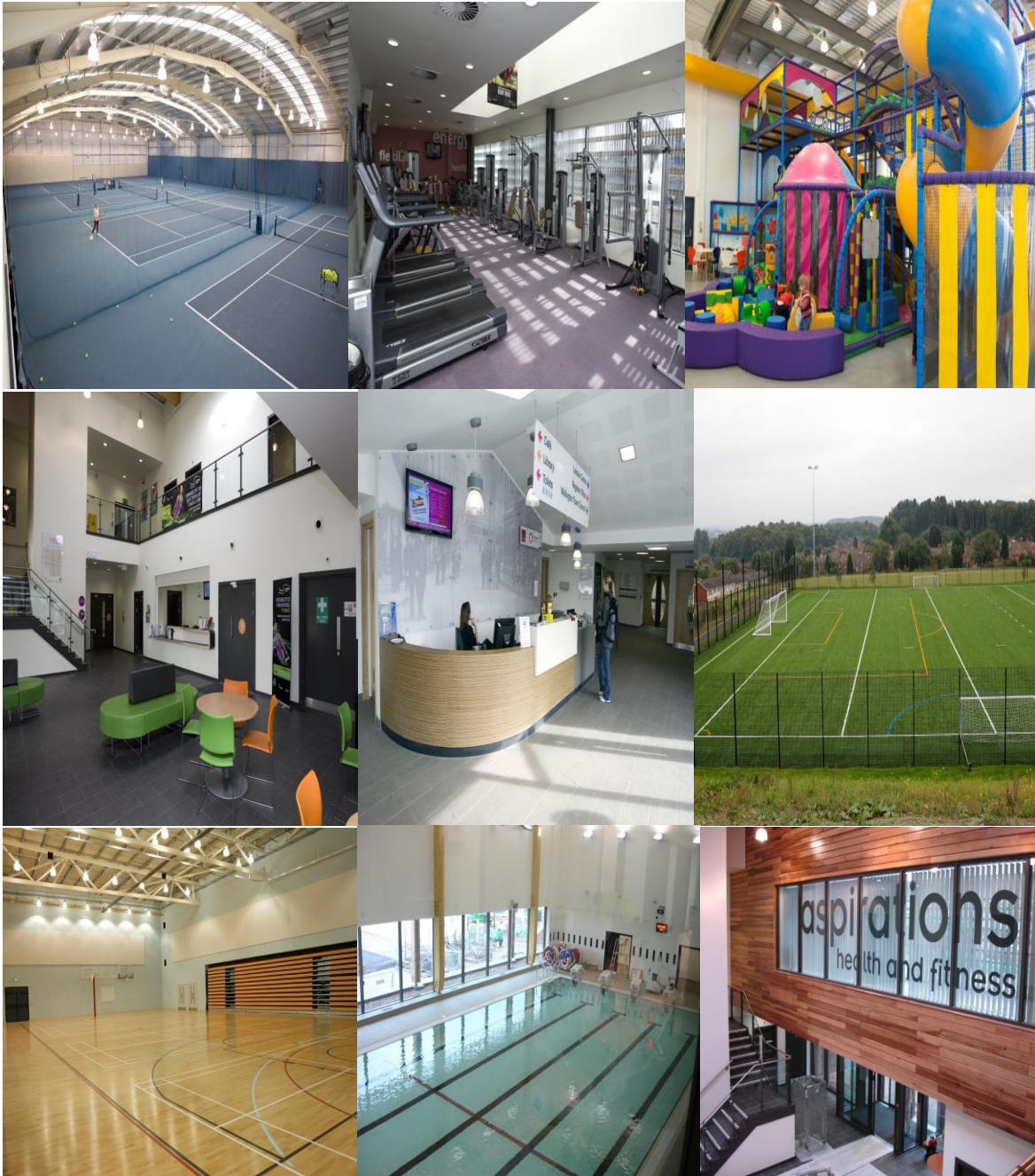
7th October 2021

Appendix 1 – Image Gallery and Virtual Tours



From this....

.....To this



The links below can be used to access a virtual tour of the council leisure facilities and additional information as to the facilities and services.

Abraham Darby Sports & Leisure Centre - <https://my.matterport.com/show/?m=BnNXVFnRKCT>

Horsehay Golf and Fitness - <https://my.matterport.com/show/?m=e6mPcGKRgAv>
 Newport Swimming Pool - <https://my.matterport.com/show/?m=5HY2wBTWWSu>
 Oakengates Leisure Centre - <https://my.matterport.com/show/?m=hBdv4ryyNBa>
 Phoenix Sports Centre (Langley School) - <https://my.matterport.com/show/?m=HAGuDraiF8M>
 Stirchley Leisure (Park School) - <https://my.matterport.com/show/?m=q72SoaMgUdP>
 Telford Tennis Centre - <https://my.matterport.com/show/?m=6Zj4LFzFLnp>
 Wellington Civic & Leisure Centre - <https://my.matterport.com/show/?m=Ks6AgJrFmcU>

TELFORD & WREKIN INDOOR SPORTS & LEISURE STRATEGY

7th October 2021

Appendix 2 – Concessionary/Junior Swimming Charges

Location	Provider	Concessionary/Junior Swim charges
Telford	Telford & Wrekin Council	Free for U25's £1 for over 50's £1 for concessionary groups
Shrewsbury	Shropshire Leisure Trust	Adult £1 discount off std price Juniors £2.95
Bridgnorth	Halo Leisure	£2.35-£3.55 £2.85 Juniors
Ludlow	Teme Leisure	£2.30 Junior £2.70 Senior £27 for 12 sessions
Stafford	Freedom Leisure	£2.55 inc Juniors
Wolverhampton	WV Active	Free for u16's
Stoke	Active Lifestyle Centres	£2.25-£3.00
Walsall	Walsall Council	Adult £2.65 Junior £1.65
Sandwell	Sandwell Leisure Trust	Free for 16&U and 60+
Much Wenlock	Shropshire Council	Adult £2.30 Junior £1.20
Dudley	Dudley MBC	Adult £2.30 Junior £1.55
Cannock Chase	Wigan Leisure Trust	Adult £1.95-£2.65 Junior £1.15 - £1.20

TELFORD & WREKIN INDOOR SPORTS & LEISURE STRATEGY

7th October 2021

Appendix 3 – Concessionary/TLC Policy



Telford & Wrekin Council Leisure Concessions

Telford & Wrekin Council's Leisure Concession Scheme affords reduced price access to a range of sports and leisure facilities for the following groups:

Group 1

People/families in receipt of one or more of the following:

- council tax benefit
- healthy start vouchers
- housing benefit
- leaving care allowance
- pension credit

Group 2

People in receipt of one or more of the following (plus carer)

- attendance allowance
- disability living allowance
- disabled person's tax credit
- disability working allowance
- employment and support allowance
- industrial disablement
- mobility allowance
- personal independence payments
- severe disablement allowance.

Group 3

People in receipt of:

- carer's allowance.

Group 4

- Full time students aged 16 or over.

Group 5

- Active serving Armed Forces or Veterans.

Group 6

- Young carers

Concession rates

People in groups 1, 2 and 3 and 5 are entitled to a discounted rate of £1 for a swim during public sessions (unless covered by a **free** swimming initiative), all groups are entitled to at least 40% off other non-instructed activities and at least 15% off instructed activities and memberships.

People in group 6 are also entitled to free Ice Skating.

The Concessions scheme is available to Telford and Wrekin residents listed above (except group 2 where concessionary admission is also available to non-residents). Concessionary visits may be limited to one per day and do not apply to group/ block bookings or special offers.



Telford Loyalty Card (TLC) Leisure Discounts

Telford & Wrekin Council offers a range of targeted initiatives and incentives to encourage physical activity participation including:

- **Free** swimming for all resident TLC holders aged under 25's
- **£1** Swimming for all resident TLC holders aged over 50's
- Discounted Health & Fitness memberships for teenagers
- Discounted Health & Fitness memberships for local employers
- Discounted Health & Fitness memberships for over 60's
- Football pitch hire discounts for local Junior Clubs
- Kids for £1 holiday activities

In addition to the above Telford Loyalty Card Holders receive a discount on a host of Leisure activities for more information about our facilities and services please visit [Telford and Wrekin Leisure Services](#)

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Agenda Item 6: Leisure Services Strategy



Councillor Eileen Callear, Cabinet Member for Leisure, Culture and Visitor Economy commented:

“Despite financial pressures, unlike many local authorities, we have continued to invest in our indoor leisure facilities and keep them under council management. This means that we have kept prices low and quality high. We have gone beyond just keeping our leisure centres open and have continued to invest so that our gyms, swimming pools and indoor spaces are great places to visit.

“Our leisure facilities play a vital role in contributing to people’s physical and mental wellbeing – now more than ever - and we are proud to be one of the first councils to use our public health funding to support discounted access to leisure services.

“In 2019 over 64,000 people took up our free swimming admission offer – allowing them to stay fit and healthy, avoid more complex health issues and protect the NHS. We have now extended free swimming to all residents under the age of 25 and are supporting a new generation of swimmers with over 2,000 young people learning as part of our Swim 4 Life programme.

“Not only this, the income we make from our leisure services is reinvested to protect the most vulnerable in our community.”

Councillor Eileen Callear, Cabinet Member for Leisure, Culture and Visitor Economy

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TELFORD & WREKIN COUNCIL

CABINET : 7 OCTOBER 2021

CREATING A BETTER BOROUGH - THE TELFORD LAND DEAL – ANNUAL REPORT

REPORT OF DIRECTOR: PROSPERITY AND INVESTMENT

LEAD CABINET MEMBER: CLLR DAVID WRIGHT, CABINET MEMBER FOR ECONOMY, HOUSING, TRANSPORT AND INFRASTRUCTURE

PART A – SUMMARY REPORT

1. SUMMARY OF MAIN UPDATE

- 1.1 This report sets out the continued achievements of the Telford Land Deal which, with support from the Councils Growth Fund, is delivering new and higher skilled, local jobs, creating growth and security in the local supply chain alongside new homes and central to the Council's Strategy to Protect, Care & Invest into creating a better Borough.

Summary of Outputs

Outputs	Since start of Land Deal	Year 2020/2021
Gross sales income	£40.2m	£8.8m
Profit Share to Council	£6.1m	£2.37m
Jobs	1726	337
Commercial floorspace	130,851m ² (1,408,468ft ²)	25,154m ² (270,755ft ²)
Housing units	941	188
Brownfield land developed	19.4 ha (48 acres)	2.9 ha (7.2 acres)
Private Sector Investment	£300m	£37.1m

- 1.2 The Council entered into a unique 10 year Land Deal with Homes England (HE) (formerly known as Homes & Communities Agency) which took effect from April 2015. This is set to see £44.5m of land receipts from the sale of agreed HE land assets in Telford recycled back into the local area, supporting the delivery of new homes, jobs and commercial floor space over the life of the Deal. The Council has to date, recycled circa £20.57m back into the local area through upfront investment.
- 1.3 Now six years in, the Land Deal has continued its success despite uncertainties created by the pandemic. The unique model which allows the disposal of public land through upfront investment into site preparation and marketing of sites, is underpinned by the Council's Enterprise Telford investment offer through its Growth Fund, and has delivered an acceleration in commercial and residential sites sold and raised land values.
- 1.4 2020/2021 saw the UK and the world gripped by the Covid-19 pandemic with uncertainty how the property market would be affected and what the impact of the pandemic would be in terms of working practices and how businesses would look in the future, post-Covid-19. In reality the market stored up pent up demand and, assisted by the residential Stamp Duty holiday introduced, when the market re-opened the demand was at levels not seen in the previous years across all property sectors. Furthermore, the pandemic has seen an accelerated further shift to online retail and as a result, a greater demand for logistics facilities within the Borough.
- 1.5 During the financial year 2020/2021 sales of **4 commercial sites and 6 residential development** were achieved generating a gross sale income of **£8.8m**. These sales will support the delivery of **Employment Floor Space (EFS) of 25,154m² (270,755ft²)**, anticipated **job numbers of 337 and 188 new homes**, and bring back into use **2.9 ha (7.2 acres) of brownfield land**. The Council's proportion of **profit share for 2020/21 is £2.37m** after a £0.419m distribution to the Marches LEP.

- 1.6 Cumulatively over the six years of the Land Deal up to the end of 2020/21, the Borough has seen the development of **28 new commercial sites and 20 sites for residential development delivering 941 new homes and enabling 1726 new jobs**, and bringing back into use **19.4 ha (48 acres) of brownfield land. The Deal has delivered a gross sales income of £40.2m and attracted private sector investment of circa £300m.** These developments will generate estimated **additional business rates of circa £2.8m and council tax of circa £1.175m**
- 1.7 The financial successes of the Land Deal have meant that a cumulative profit of £8.1m has been achieved up to 31 March 2021. The Council's proportion of this **cumulative profit share is £6.1m**, (£4.1m after £2m agreed set aside for constrained/liability sites) after a £0.73m distribution to the Marches LEP. **A proportion of this profit share has been reinvested back into delivering 15 new incubation units and grow-on space for small companies at Hortonwood West, future proofing employment and growth and investment into Ni.Park infrastructure works.**
- 1.8 Investment through the Land Deal and utilising the Growth Fund is supporting the delivery of new floor space at Ni-Park (Newport), a new flag ship employment park for the Borough aimed at agri-tech and enterprise businesses. The construction of Phase 1, 24 small business units, commenced in January 2021 and is on track to complete in October 2021. The Park will provide space for a range of potential occupiers including start-ups, smaller businesses and through the available plots, larger occupiers including from within the agri-tech sector.
- 1.9 During 2020/2021 we have seen residential developments at Newcommon Way, Majestic Way and Pool Hill Road start on site, together with commercial developments at Halesfield 18 and Hortonwood West 1. During this period we've also seen the completion of employment floorspace at Hortonwood West Plot 7 and residential development at Croppings Farm and Horton lane.
- 1.10 The largest deal delivered to date has been the c. £80m inward investment by Magna Cosma which is set to deliver over 600 jobs over 2 phases, with 295 delivered so far. The investment is understood to be the largest advanced engineering sector FDI in the UK in the last 10 years. T54 continues to thrive with Filtermist expanding to one of the Council's new industrial units and keeping their existing site, and Torus progressing their expansion of their new build on land adjacent to their existing premises. Hortonwood West also continues to build on its success with all plots now sold.
- 1.11 During the first 6 years the Land Deal has seen extensive activity in the residential sites market. The sites marketed in during 2020/2021 attracted a large number of enquiries and bids from local developers and larger house builders, some not already having a presence in Telford
- 1.12 Speculative investment by third parties is also on the rise showing continued confidence in the Telford market. This includes the completion of a 6553m² (70,535ft²) unit at Hortonwood West, now let to a large parcel distribution company, the disposal of land at Halesfield 18 for three mid-range speculative units, one of which is already let, and the disposal of land for two mid-range units at Hortonwood West.
- 1.13 Under the Land Deal, the Council has taken ownership of all residual non developable land from Homes England. This provides the additional opportunity to enhance and grow the Borough's provision of Green Network and Local Nature Reserves as well as providing opportunities for carbon offsetting aligning with the Council's commitment to zero carbon.

2 RECOMMENDATIONS

- 2.1 That Cabinet notes the outcomes achieved during the 2020/2021 financial year and overall since the Land Deal commenced and which are set out in Section 4 of this report.

3 SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-operative Council priorities?							
	Yes	<ul style="list-style-type: none"> • Everyone benefits from a thriving economy • All neighbourhoods are a great place to live 						
	Will the proposals impact on specific groups of people?							
	Yes	The investment delivered through the Homes England Land Deal will have a positive impact across the Borough, helping to delivery new infrastructure, deliver new jobs and new homes, support businesses to grow and new investment which will support action to reduce unemployment, increase economic independence and address social inequality.						
TARGET COMPLETION/ DELIVERY DATE	The use of profit share monies will occur during the 10 year Land Deal.							
FINANCIAL/ VALUE FOR MONEY IMPACT	Yes	<p>The original Homes England Land Deal funding model set out the following in terms of the allocation of the Profit Share generated through the Land Deal:</p> <table border="1"> <tr> <td>Profit Share Homes England</td> <td>15%</td> </tr> <tr> <td>Profit Share TWC</td> <td>85%</td> </tr> <tr> <td>Within 85% TWC Profit Share</td> <td>First £2m earmarked for constrained /liability sites 15% to the Marches LEP</td> </tr> </table> <p>Since the start of the Land Deal, Telford & Wrekin Council has spent some £19.1m in bringing forward sites for development. Over the first 6 years of the deal (until end of 2020/21) the total Profit Share delivered was £8.1m (after reimbursement of the costs incurred). The Telford and Wrekin gross share of which was £6.8m, £4.1m after the £2m set aside for constrained/liability sites, and £0.73m distribution to the Marches LEP. The Land Deal Board has final authority to determine investment of both the TWC and Marches LEP Profit Share.</p> <p>The Investment and Disposal plan is continually reviewed with agreement of the Land Deal Board and work will be undertaken to keep updating the 10 year projections to take into account the agreed changes.</p> <p>DR 09/09/21</p>	Profit Share Homes England	15%	Profit Share TWC	85%	Within 85% TWC Profit Share	First £2m earmarked for constrained /liability sites 15% to the Marches LEP
	Profit Share Homes England	15%						
	Profit Share TWC	85%						
Within 85% TWC Profit Share	First £2m earmarked for constrained /liability sites 15% to the Marches LEP							
LEGAL ISSUES	Yes	The Council has the power to carry out the activity referred to in this report, obtained through a number of pieces of legislation, particularly the general power of competence. Legal Services will continue to provide advice and support in connection with the Land Deal as necessary.						

		RP 6/9/21
OTHER IMPACTS, RISKS & OPPORTUNITIES	No	The use of uplift monies provides the opportunity for investment to support further growth initiatives, including investments into strategic infrastructure and supporting developments. The Land Deal is based on the devolution to the local area (Telford & Wrekin Borough), of both risk and reward. Homes England receive the 2015 book values for all sites sold before net receipts are shared. On the majority of sites the actual land receipt achieved will be higher than the Homes England book value due to investment into infrastructure etc. and the added value created through obtaining necessary planning permission. A further risk is the failure to dispose of the sites in accordance with the anticipated values or phasing of delivery to market after the Council has incurred significant capital expenditure. This could for example arise should local or national economic factors impact on the demand for developable land. This risk is mitigated by close scrutiny of the investments being proposed, the market and the role of the Land Deal Board (where the Council is represented by the Cabinet Member for Economy, Housing, Transport and Infrastructure) agreeing to each land disposal. The Land Deal Agreement also allows for early termination in the event that major economic shocks impacting in delivery arise
IMPACT ON SPECIFIC WARDS	No	Borough wide impact.

PART B – ADDITIONAL INFORMATION

4. ACHIEVEMENTS OF THE TELFORD LAND DEAL

- 4.1 During the first 6 years and up to the end of 2020/21, the Land Deal has cumulatively delivered the sale of a total of **28 commercial sites and 20 sites for residential development, achieving a gross sales income of £40.2m**, bringing back into use **19.4 ha (48 acres) of brownfield land**. The sites have enabled the delivery of **Employment Floor Space of 130,851m² (1,408,468ft²)** and **941 new homes and supported commercial premises enabling 1726 new jobs**, many in engineering and manufacturing adding skilled job opportunities for the Borough's communities. These developments will generate estimated business rates of circa £2.8m and council tax of circa £1.175m, based on actual figures and an assumption as to rating valuations where properties not yet rated.
- 4.2 During the financial year 2020/21 of the **Telford Land Deal, sales of 4 commercial sites and 6 residential development were achieved**, bringing back into use **2.9 ha (7.2 acres) of brownfield land**. This has generated a gross sale income of **£8.8m**. These sales will support the delivery of **Employment Floor Space (EFS) of 25,154m² (270,755ft²)**, anticipated **job numbers of 337** and **188 new homes** These developments will generate estimated business rates of circa £0.25m and council tax of circa £0.23m, based on actual figures and an assumption as to rating valuations where properties not yet rated.
- 4.3 During the first quarter 2021/22 (April to June), 1 residential site sale has completed achieving a gross sale income to date of £0.25 million and will deliver 11 new homes. A further 4 commercial sites and 1 residential sites are currently being negotiated and are



anticipated to achieve an additional gross sales income of £4.9 million in 2021/22. These will deliver in total, additional EFS of 29,240m² (314,736ft²) and anticipated job numbers of c.357 and 3 new homes.




- 4.4 The Deal alongside the Council's Enterprise Telford business pledge and the Council's ability to provide land, build and lease bespoke properties and offer a full turnkey solution funded through its Growth Fund continues to drive a high number of investment enquiries. There continues to be a significant increase in indigenous companies requiring new premises to expand and wishing to remain in Telford such as Eden Horticulture Ltd who are looking to expand and build their own premises building on their success over the last 3 years where they have grown from a company with 23 employees to a projected 40 by the end of the calendar year. Other companies; Craemer and Baker Bellfield have also expanded which has led to safeguarding and increasing local job opportunities for the Telford & Wrekin borough.
- 4.5 The delivery of Ni Park - a new employment park to the south of Newport has been identified as one of only 3 national High Potential Opportunity plots by DiT – the only one in agri-tech. The main infrastructure works for the park were completed in November 2020 and construction work started on site in January 2021 for the first phase of 24 units, due to complete in October 2021. The development is supported by funding through the Growth Fund and Land Deal profit share and there is already healthy interest for the first units. In addition there are plots ready for development or turnkey solutions to address potential occupier's requirements. Delivered in association with Harper Adams University, overall the park has the capacity to provide circa 38,000m² (409,028ft²) of EFS.
- 4.6 T54 continues to thrive with job numbers increasing within the businesses located there and as well as Magna Cosma being the largest foreign direct investment in engineering in the UK in the last 10 years there have been other investments each securing jobs for the borough; Gentech, moving from Hortonwood, expanding to meet the needs of the business, futureproofing further expansion, safeguarding 8 jobs and creating a further 3. Filtermist, and Torus have also acquired land to expand, safeguarding the opportunity for business growth and job retention.
- 4.7 Hortonwood West, the Council's newest business park has been very successful with all plots now sold and either completed, under construction or due to start construction in the coming months. The largest speculative build at 6553m² (70,535ft²) in Telford is also now completed at Plot 7, known as Ore 70, and illustrates developer's confidence in the Telford market. The building is now let to a large global parcel distribution company. The Council's own development of 15 small start-up business units which utilised Land Deal profit share and the Council's own Growth Fund, is fully let, with regular enquiries received and a waiting list. Since the start of the Land Deal 6 years ago this new 55 acre industrial park has succeeded in providing much needed employment land and floor space and has enabled 334 jobs and delivered 33,197m² (357,330ft²) Employment Floor Space.
- 4.8 During the first 6 years the Land Deal has seen extensive activity in the residential sites market with demand high and land prices remaining buoyant, despite the recent Covid pandemic. This was reflected in Telford being identified as number 5 for housing growth in the Centre for Cities Report 2020. The Borough continues to see a range of tenures delivered with a good representation of major and regional house builders and a broadening representation of Registered Providers taking sites.
- 4.9 The Land Deal has allowed the upfront work to de-risk challenging residential sites by obtaining planning consents, undertaking necessary infrastructure works and ecological works - a process that is de-risking the sites and making them more attractive to the market.
- 4.10 The financial year 2020/21 saw the successful disposal of 3 major residential sites together with a number of smaller single plots which will deliver 188 new homes in total. The sites marketed in April 2020 attracted a large number of enquiries and bids from local developers and larger house builders, some not already having a presence in Telford.



- 4.11 During the last 6 years the Land Deal has driven significant local employment opportunities both in construction and long term jobs with an increase in higher skilled jobs and new apprenticeships, the number of jobs enabled through the Deal to date is 1726.
- 4.12 The Council continues to monitor jobs safeguarded and created and to work proactively with businesses to provide assistance with training, apprenticeships and recruitment. For example the Council has provided advice on the upskilling fund, promoted apprenticeships, discussed recruitment support and the Quality of Life offer to the companies occupying the Land Deal sites.
- 4.13 Details of the achievements for 2020/2021 are included in the annual Status Report produced under the Land Deal for the Ministry for Housing, Communities & Local Government (MHCLG) (Appendix 1).
- 4.14 The Land Deal and the Growth Fund are also making significant differences to the people living and working in Telford with examples of how new housing and commercial investment has benefitted individuals. Regular press releases are issued on the successes of the Land Deal and the Council are working with companies to record case studies and examples of individual successes (Appendix 2).
- 4.15 Under the Land Deal, the Council has taken ownership of all residual non developable land from Homes England. This provides the additional opportunity to enhance and grow the Borough's provision of Green Network and Local Nature Reserves as well as providing opportunities for carbon offsetting aligning with the Council's commitment to zero carbon.

5.0 Examples of Achievements

- 5.1 Specific examples of disposals and investments delivered through the Land Deal in 2020/2021 include:

<p>Plot 1 Hortonwood West</p>	<p>Speculative development of 2 industrial units comprising 3521m2 (37,900ft2). Completion is expected autumn 2021.</p>	
<p>Halesfield 18 plot 1</p>	<p>Purchasers have acquired plot 1 at Halesfield 18 for the development of 3 industrial units totalling 7226m2 (77,780ft2). Completion is expected Late 2021. One unit is already let.</p>	

<p>Ni.Park (Newport)</p>	<p>The infrastructure completed in November 2020 and start on site for the 24 Phase 1 units commenced in January 2021, due to complete in October 2021 The works have been funded through the Growth Fund and profit share generated from the Land Deal.</p>	
<p>Old Park 1 and 2</p>	<p>Site acquired by Wrekin Housing Group for a development of 88 100% affordable homes. Contractors are progressing well on site.</p>	
<p>Newcomen Way</p>	<p>Site acquired by Keon Homes for 55 100% affordable homes. Contractors are on site and progressing well.</p>	

Majestic Way	Site acquired by Living Space Housing Ltd for a development of 39 100% affordable homes. Contractors are progressing well on site.	
Horton Lane Plots A2 and C2	Residential development of 2 and 3 units commencing 2021.	

7.0. Investment of Locally Retained Profit Share

- 7.1 The financial success of the Land Deal has meant that a cumulative profit of £8.1m has been achieved up to 31 March 2021. Telford and Wrekin Council's proportion of this cumulative profit is £6.1m, after a £0.73m distribution to the Marches LEP. Under the terms of the Land Deal the first £2m has to be set aside to support delivery of constrained/liability sites leaving just over £4.1m to reinvest into supporting further growth.
- 7.2 The key principles underpinning how the investment of local profit share will be made were agreed as part of the Land Deal. Central to these is that the investment directly supports the objectives of the Land Deal which is to deliver new homes, new jobs and increased commercial floor space. The Agreement also sets out:-
- That Investment supports wider policy objectives of the local authority, Homes England and Government to drive growth, economic development and regeneration
 - That the appraisal of proposals is proportionate to the level of investment being sought and sufficiently flexible to allow for a range of investment opportunities
 - That proposals be supported by a business case reflecting treasury guidelines
 - That investments accord with local authority procurement rules
 - That monitoring and evaluation of the impact of the scheme is in place

- 7.3 Delegated authority was previously agreed by Cabinet for the selection of projects for investment of profit share. The Land Deal Board, established as a requirement of the Deal to oversee its delivery, has the final authority to determine investment of profit share by the Council.
- 7.4 The first investment approved by the Board for an allocation from this profit share was £1.0m as part of a larger investment to develop the 15 small business starter units at Plot 2 Hortonwood West, Telford. The Council has also invested £0.5m profit share into Ni.Park to support the development of the first phase of employment units.

8.0. **PREVIOUS MINUTES**

Cabinet – 17 October 2013
Cabinet – March 2015
Full Council – 3 March 2016, CB-79
Cabinet – 13 July 2017
Full Council – 21 September 2017, CB-42
Cabinet - 12 July 2018
Full Council - 26 July 2018
Cabinet – 2 January 2020
Full Council – 23 January 2020
Cabinet – 18 February 2021
Full Council – 4 March 2021

Report prepared by:

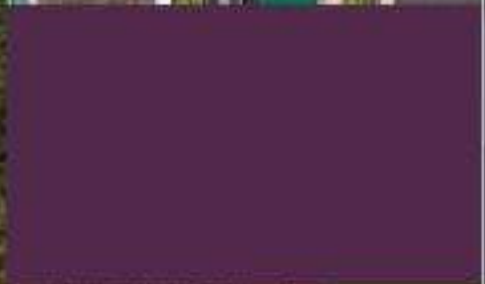
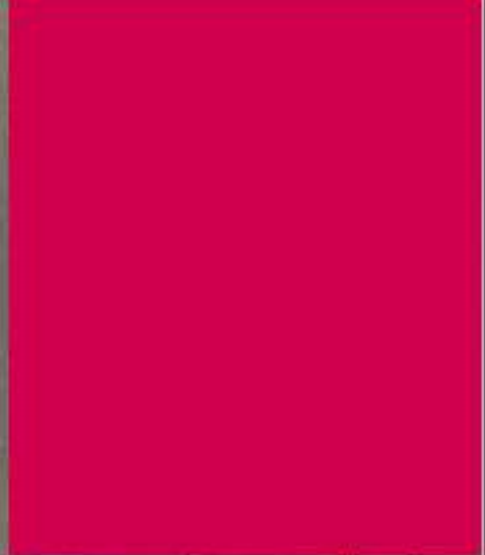
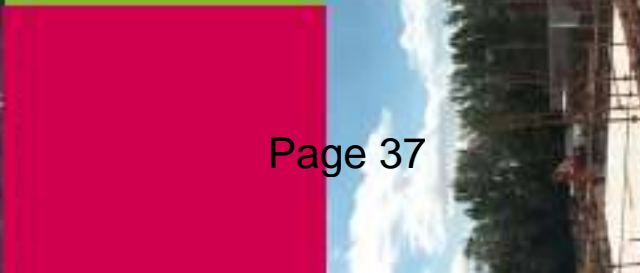
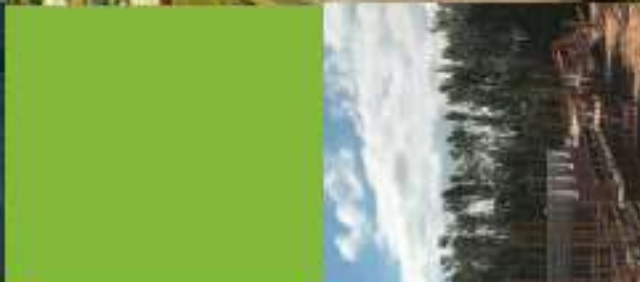
**Dawn Toy, Service Delivery
Manager Regeneration & Investment
01952 384330**

TELFORD Land Deal

MHCLG Status Report

2020-2021





Foreword:

The Telford Land Deal was formed in 2015 and is now in its 6th year. It has established a successful new model for reinvestment of public land receipts into delivering new homes, employment space and jobs, raising land values and driving growth. The past 12 months have presented an unprecedented challenge with a countrywide lockdown due to the Covid-19 pandemic which took effect on 23 March 2020. Town and city centres saw vacant office buildings as everyone decamped to work at home. Schools and businesses closed and shops other than essential shut their doors leaving empty streets, everyone other than key workers at home and those eligible supported by furlough payments. There was an initial uncertainty as to how this would affect the property market with debate as to whether marketing strategies should be put on hold. However, despite the crisis of the pandemic, the Land Deal continued to thrive and achieve a number of key targeted completions with the overall programme staying largely on track. The Land Deal continues to build on its success and has established itself as a brand and is recognised regionally and nationally, drawing property interest to Telford and providing opportunities for investment in the Borough. Combined with the Council's Enterprise Telford offer the Deal is able to provide businesses with a range of options for investing in Telford and this has been invaluable in attracting and boosting jobs for the local area during this last 12 months and over the life of the Deal. House builders have continued to be keen to be present in Telford with new companies eager to enter the Telford market. The interest in the Borough through the Land Deal has raised land values meaning the profit to the partners of the Deal has increased and is able to be directed to initiatives ranging from small business units developed by the Council to provide grow-on space to provide assistance to local businesses. We continue to make Telford as easy a destination as possible for investors to land – through the commitment of partners and the Deal's ability to de-risk sites and offer a streamlined process to acquisition and development.

During the last six years, the Deal has delivered gross land sales of £40.2 million enabling 1726 new jobs and 941 new homes. In addition to the major investment already secured through Magna Cosma's state of the art manufacturing plant and Polytec we are also attracting a high level of interest from other sectors such as agri-tech, food production and green industries. Telford continues to be recognised as a destination eager to do business.

The Deal has successfully ridden out the challenges presented in the past 12 months without significant impact from the pandemic. It is not clear how the pandemic will continue to affect the property market particularly once incentives such as the reduction in stamp duty come to an end. However Telford is in a strong position, the residential market has continued to grow over the last 12 months and Telford is ranked in the top 5 as a major growth centre by the Centre for Cities for Housing Growth 2020. The Telford Land Deal will continue to strive to attract and encourage investment within Telford and provide jobs and housing for local people and supporting our communities.

Councillor David Wright, Telford & Wrekin Council, Cabinet Member for Economy, Housing, Transport and Infrastructure

Homes England is pleased to work collaboratively with Telford & Wrekin Council and the Marches LEP through the Telford Land Deal in the preparation and delivery of residential and employment sites to the development market. The Land Deal continues to secure private sector investment and create homes and jobs that contribute to the economic prosperity and overall sustainability of current and future generations in the Borough of Telford & Wrekin. Homes England looks forward to continuing to work with its partners as future development sites are brought forward under the Land Deal and as the aims and objectives of this creative partnership approach continue to be realised.

Lucy Blasdale, Development Director at Homes England

The Telford Land Deal continues to demonstrate its success in attracting investment into new homes and jobs through its unique partnership between Telford & Wrekin Council, Homes England and the Marches LEP. What is so exciting about this programme is that not only does it directly benefit the residents of Telford and Wrekin through the creation of new housing and jobs but its unique profit-sharing agreement with the Marches LEP enabled funds to be released to support wider economic activity including the Ironbridge Gorge Museum, the largest tourism attraction in the Marches, which was severely impacted by both flooding and the COVID pandemic in 2020.

Mandy Thom MBE DL, the Chair of the Marches Local Enterprise Partnership

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 - 1.1. Summary
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1. Summary of Achievements

1.1 Summary

The Telford Land Deal, now 6 years in has been instrumental in bringing forward brownfield and underutilised land. The brand of The Telford Land Deal is well known within the property market and business community in Telford and the wider Midlands and as such the Council, as drivers of the site disposal programme, are often the first port of call for residential and employment sites for local and inward investment enquiries. The unique model which allows the disposal of public land through upfront investment into site preparation and marketing of sites, underpinned by the Council's Enterprise Telford investment offer, has delivered an acceleration in commercial and residential sites sold and raised land values. This has amounted to 25,045sqm (269,582sqft) of Employment Floor Space (EFS), 275 new homes and receipts of £10.6million delivered in advance of the original anticipated outputs set out in the Investment and Disposal Plan, in some cases by 2 years. The Land Deal has enabled the expansion of local companies, the supply of much needed commercial and residential land to the Telford market and attracted nearly £300m of inward and foreign investment. Speculative investment in employment space has continued to increase showing continued confidence in the Telford market. The Telford Land Deal is devolution in action delivering above and beyond expectations with success underpinned by the strength of partnership between the Council and Homes England and the support of the Marches LEP.

During the last six years, the Deal has cumulatively delivered the sale of a total of 28 commercial sites and 20 sites for residential development, achieving a gross sales income of £40.2 million. The sites have enabled the **delivery of Employment Floor Space (EFS) of 130,851sqm** (1,408,468sqft) and **941 new homes** and supported commercial premises delivering **1726 new jobs**, many in engineering and manufacturing adding skilled job opportunities for the Borough's communities.

Over the last 12 months (financial year 20/21) of the Telford Land Deal, the Deal has delivered the sale of 4 commercial sites and 6 residential developments. This has achieved a **gross sale income of £8.8 million**. These sales will support the **delivery of EFS of 25,154sqm** (270,755sqft), **anticipated job numbers of 337 and 188 new homes**.

During the first quarter 2021/22 (April to June), 1 residential site sale has completed achieving a gross sale income to date of **£0.2 million**. A further 4 commercial sites and 1 residential site is currently being negotiated and are anticipated to achieve an additional gross sales income of **£4.9 million** in 2021/22. These will deliver in total, additional EFS of 29,240sqm (314,736sqft) and anticipated job numbers of c.357 and 3 new homes.

At the time of writing the last report MHCLG Status Report the world was in the grip of a pandemic with the UK just entering lockdown. It was unknown, as we moved into the new financial year in April 2020, what the impact of the pandemic would be in terms of working practices, the property market and how businesses would look in the future, post-Covid-19. Many commentators issued dire forecasts about the likely impact on the economy, employment and

house prices. The greatest threat to the property market, both residential and commercial, was seen as the massive job losses, which would impact on people's ability to afford new or existing mortgages and on businesses in reassessing their future property investments,

In reality the market stored up pent up demand and assisted by the Stamp Duty holiday introduced when the market re-opened the demand was at levels not seen in the previous years across all property sectors.

In April 2020 Telford Land Deal Board approved the marketing of a number of residential and commercial sites by tender. The responses to the marketing exercise were high which gave confidence to progress the tender marketing process. The bids received were good and contracts relating to the sites have either been completed or exchanged. Interest in sites has remained high throughout the financial year and continues to be so.

In the last 6 years, Local Growth Funding via The Marches LEP has enabled £22.6 million highway infrastructure works under the Telford Growth and Eastern Gateway Packages. The infrastructure works have included increasing the capacity of Junction 4 at M54 to enable growth in that part of the Borough and also bringing services and infrastructure into north Telford to open up and allow development on Land Deal sites in and around Hortonwood. Local Growth Funding via the Marches LEP of £7m has also supported on site infrastructure works at NiPark and works along the A41 and A518 at Newport, increasing capacity and supporting the release of employment land.

The Deal alongside the Council's Enterprise Telford business pledge and the Council's ability to provide land, build and lease bespoke properties and offer a full turnkey solution funded through its Growth Fund continues to drive a high number of investment enquiries. The Borough continues to attract a range of interest across all sectors, in particular distribution hubs due to its well-placed location nationally, and also interest from the creative industries, automotive and green industries. There continues to be a significant increase in indigenous companies requiring new premises to expand and wishing to remain in Telford such as Eden Horticulture Ltd who are looking to expand and build their own premises building on their success over the last 3 years. Other companies; Gentech and Filtermist have also expanded which has led to safeguarding and increasing local job opportunities for the Telford & Wrekin borough.

Ni Park - a new employment park to the south of Newport has been identified as one of only 3 national High Potential Opportunity plots by DiT. Works started on site in January 2021 and this summer will see the completion of the first phase of Ni.Park, a development of 24 units. There is already strong interest for the first units which will consolidate the Boroughs reputation as a national investment hotspot for agricultural technology businesses. In addition there are plots ready for development or turnkey solutions to address potential occupier's requirements. Delivered in association with Harper Adams University overall the park has the capacity to provide circa 38,000sqm of EFS.

The largest deal delivered to date has been the c£80m inward investment by Magna Cosma which is set to deliver over 600 jobs over 2 phases, with 295 delivered so far. The investment is understood to be the largest advanced engineering sector FDI in the

FINAL – Financial Year 20/21

UK in the last 10 years. T54 continues to thrive with Filtermist expanding to one of the Council's new industrial units and keeping their existing site, and Torus progressing their expansion new build on land adjacent to their existing premises.

Hortonwood West also continues to build on its success with all plots now sold. Two new speculative units are being developed by Morris Properties Ltd and will provide mid-range units of 1663sqm and 1858sqm (17,900sqft and 20,000sqft). The largest speculative build at 6553sqm (70,535sqft) in Telford is also now completed at Plot 7 and illustrates developer's confidence in the Telford market. The Council's own development of 15 small start-up business units which utilised Land Deal profit share and the Councils own Growth Fund, is fully let, with regular enquiries received and a waiting list. The sale of the final plot, 8, also completed in March 21 and construction will commence in the coming financial year. These developments are delivering additional business premises and avoiding the need for businesses to relocate out of Borough. Since the start of the Deal 6 years ago this new 55 acre industrial park has succeeded in providing much needed employment land and floor space and has enabled 334 jobs and delivered 33,197sqm (357,330sqft) Employment Floor Space.

In the first 6 years of the Deal sites in Halesfield have all now been sold and development on Halesfield 18 nearing completion. In terms of land ownership Homes England have now either transferred or sold all of their land holdings in Halesfield with the Land Deal having provided that exit strategy.

During the first 6 years the Deal has seen extensive activity in the residential sites market with demand high and land prices remaining buoyant. The financial year 2020/21 saw the successful disposal of

3 major residential sites together with a number of smaller single plots which will deliver 188 new homes. The sites, marketed in April 2020, attracted a large number of enquiries and bids from local developers and larger house builders, some not already having a presence in Telford. Telford remains in the top 5 for housing growth in the Centre for Cities Report 2020 and the Borough continues to see a range of tenures delivered with a good representation of major and regional house builders and a broadening representation of Registered Providers taking sites. Residential development continues at pace in Telford and the Land Deal has allowed the upfront work to de-risk challenging residential sites by obtaining planning consents, undertaking necessary infrastructure works and ecological works - a process that is de-risking the sites and making them more attractive to the market. November 2020 saw a major

planning application being submitted for The Hem for 350 new homes.

During the last 6 years the Deal has driven significant local employment opportunities both in construction and long term jobs with an increase in higher skilled jobs and new apprenticeships, the number of jobs enabled through the Deal to date is 1726. The Council continues to monitor jobs safeguarded and created and to work proactively with businesses to provide assistance with training, apprenticeships and recruitment. For example the Council has provided advice on the upskilling fund, promoted apprenticeships, discussed recruitment support and the Quality of Life offer to the companies occupying the Land Deal sites. The Council have helped 11 people, 3 of who were apprentices, into employment on these sites.

2. BACKGROUND

2.1 Introduction

The Telford Land Deal, was formally completed on 24th March 2016, and signed by Telford & Wrekin Council (TWC) and Homes England (HE). The agreement documents the parties' intention to work together over a 10 year period from April 2015 to promote commercial and residential sites within Telford which fall within the Council and the Agency's ownership, with the Council taking the lead in site preparation in order to de-risk and accelerate delivery, and in bringing the land to the market. Now 6 years in, the Deal has had significant success and its achievements are many.

There are 79 Homes England sites and 11 TWC sites included within the Telford Land Deal (sites listed in Appendix 1). This deal offers the opportunity for TWC to drive economic growth and prosperity in the region by taking responsibility for the stewardship, marketing and disposal of all Homes England land holdings in Telford. Of these sites 57 have been brought to the market and sold in the first 6 years of the Deal.

The Council brings local market intelligence and a proactive approach to inward investment including a willingness to co-invest.

2.2 Context

Telford and Wrekin Council are driving forward economic growth and prosperity through Enterprise Telford which sets out a vision '**To promote Telford's role as a major contributor to the West Midlands economy; to focus on those things that will do most to unlock jobs and create growth that will improve the lives of all the people who live in our Borough and; to make Telford a natural home for investors, innovators and entrepreneurs**'.

The Deal is set to see £44.5m of land receipts from the sale of agreed Homes England land assets in Telford recycled back into the local area, supporting the delivery of new homes, jobs and EFS. The local area will also benefit from a share of land value uplift delivered where the Deal accelerates and raises land values over and above Homes England profiled receipts. A proportion of this will be shared with the Marches Local Enterprise Partnership (LEP) who have enabled Local Growth Funding to support highway infrastructure to open up sites included in the Deal.

As part of the Deal, TWC were required to take freehold responsibility for all Homes England liability sites i.e. those sites considered to have no development value and/or to incur potential costs. The Funding Agreement governing the transfer was signed in March 2017 and all transfers have now completed within the set timescales.

2.3 Operation

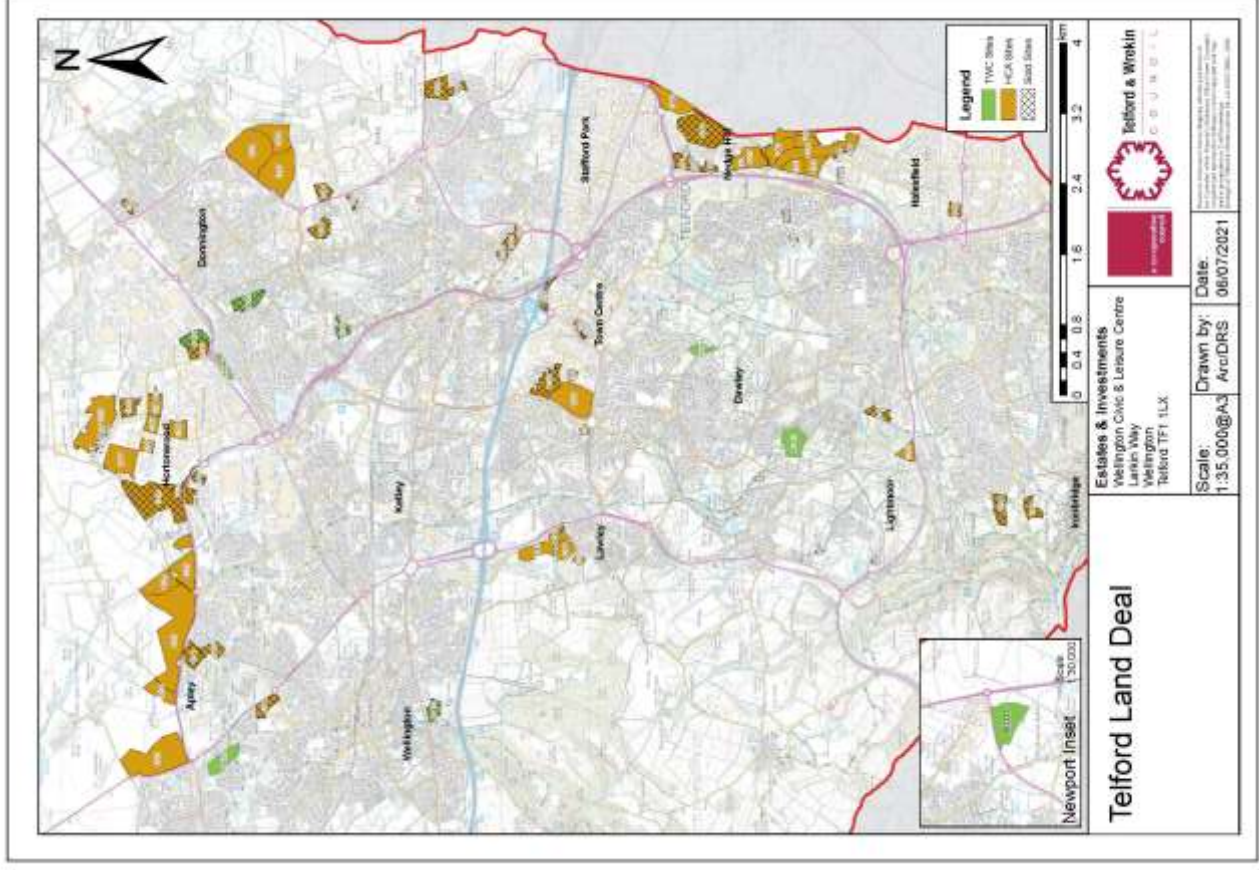
The Deal is managed through a 3 year rolling Investment & Disposal Plan which details the sites for disposal, investment requirements and estimated uplift achieved as a result. The overall Programme is dynamic and the order of land sales, investment required per site and receipts varies with market demand. The 3 Year Plan provides much greater certainty in terms of forecasting and delivery and is reviewed annually and approved by the Telford Land Deal Board.

2.4 Site Map

Diagram 1: Site Map

This map shows the footprint of the Telford Land Deal area and extent of land included showing the split of Homes England and TWC sites.

The plan also shows the sites now sold under the Land Deal marked as hatched as at Q4 20/21.



2.5 Key Sites

2.5.1 Commercial Update

T54 is one of the Councils premier business parks extending to 31 hectares (78.11 acres). Its attraction lies in its proximity to the M54 and being 12 miles from I54 and the Midlands heartland. The site has been very successful and all but 1 of the 7 plots have now been sold. The Land Deal has enabled the de-risking of the sites resolving ecological issues and obtaining planning consent upfront for the plots. Now home to Magna Cosma, Polytech, Filtermist, XYZ and Torus and Gentech the Council's completed speculative units are let or under offer. The latest development is by Gentech who have constructed a small unit to aid their business expansion. Plot 7 is now the only remaining plot on the open market and options are being explored as to how to bring this site to the market. Local Growth Funding via the LEP has been used to deliver strategic infrastructure improvement on the M54 motorway junction 4, which enhances the connectivity of the site. The Council, through its Growth Fund, has also contributed investment into further utility upgrades in order to prepare the site for occupiers who have a high power requirement. This investment assisted in accelerating the disposal of land to Polytec ahead of the forecasted date in the Investment and Disposal Plan by 10 months.

In 6 years the Land Deal has achieved a gross sales income of £3.5m, employment floor space of 42,588sqm (458,413sqft) and 633 jobs at T54.

Photographs below illustrate completed sites or schemes in progress:

<p>T54 – Plot 6 Magna – Operational</p> 	<p>T54 – Plot 2 Polytech - Operational</p> 	<p>T54 – Plot 5a TWC industrial unit – Operational – Under offer</p> 	<p>T54 – Plot 5c TWC industrial unit – Operational – Filtermist</p> 
<p>T54 – Plot 5b Torus – site sold</p>		<p>T54 – Plot 1c Gentech – Operational</p>	








HORTONWOOD WEST is a new flagship industrial site enabled by the Land Deal and Local Growth Fund. The site extends to 22 hectares (55 acres) and is divided into 11 plots in a landscaped setting. The site has been successful in attracting foreign direct investment, UK investors and local companies looking to expand. The infrastructure work for the internal estate roads, utilities and drainage was completed in December 2017 funded by the Land Deal and the Local Growth Fund. These works allowed the site to offer shovel ready plots for occupiers and developers. Six years into the Deal and the estate is now home to Rosewood Pet Products Ltd, Eden Horticulture, Baker Bellfield, Craemer UK Ltd, 15 TWC starter units and Kensa Creative. Plot 7 is now completed with Telford's largest speculative building at 6553sqm (70,535sqft) and plot 1 is under construction with two industrial units totalling 3521sqm (37,900ft²). Plot 8, the last available plot, is now sold with work due to commence in 2021.

Sites below are progressing with sale completion programmed for 20/21:

Scheme	Status of site sale	EFS	Jobs	Start on Site	Site Completion	Private Sector Investment
Hortonwood West – Plot 1	Completed	3,521	20	July 2020	Sept 2021	£5m
Hortonwood West - Plot 7	Completed	6,553	60	Jan 2020	Aug 2020	£7m
Hortonwood West - Plot 8	Completed	929	17	Jul 2021	Jun 2022	£2m

In 6 years the Land Deal has achieved a gross sales income of £4.5m, employment floor space of 33,197sqm (357,330sqft) and 339 jobs at Hortonwood West.

Photographs below illustrate completed sites:

<p>HWW – Plot 9 Rosewood – Operational</p> 	<p>HWW – Plot 10 Eden Horticultural - operational</p> 	<p>HWW – Plot 6 Baker Bellfield - operational</p> 	<p>HWW - Plot 2 TWC units - operational – various small businesses</p> 
<p>HWW – Plot 3,4,5 Craemer - Operational</p> 	<p>HWW – Plot 2a Kensa Creative - operational</p> 	<p>HWW – Plot 1 Morris Properties – in progress</p> 	<p>HWW – Plot 7 Trebor operational</p> 

		<p>HWW Plot 8 Bruderer - Sold</p>	
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Hortonwood and Halesfield

Both established employment areas, the first 6 years of the Deal has seen significant movement in the sale of these sites with all plots in Halesfield sold and a number in Hortonwood now sold and under offer.

Sites below are progressing with sale completion programmed for 20/21:

Scheme	Status of site sale	EFS	Jobs	Start on Site	Site Completion	Private Sector Investment
Halesfield 18	Completed	7,226	200	Mar 2021	Apr 22	Up to £6.5m
Hortonwood Plot 1	Completed	13,478	100	Apr 2022	Apr 23	£7.185m
Hortonwood Plot 11b	In Progress	11,482	200	Sept 2021	Sept 2022	£6.1m
Hortonwood Plot 6	In Progress	10,000	42	Mar 2022	Nov 2022	£7m

In 6 years the Land Deal has achieved a gross sale income of £3.9m, employment floor space of 37,850sqm (407,414sqft) and 554 jobs at Halesfield and Hortonwood.

Photographs below illustrate completed sites or schemes in progress:

**Halesfield 24, Plot 2
Wrekin Pneumatics -
operational**



**Halesfield 25, Plot A
Travis Perkins - operational**



**Hortonwood, Plot 6
Veolia – operational
(site sold in 17/18)**



**Rampart Way
Various – operational**



**Hadley Park E
Morris Properties –
partially complete**



**Hadley Park B – Eurogarages
– operational**



**Hortonwood 37 – Epwin
Group - operational**



**Halesfield 18 Plot 1 – in
progress**



2.5.2 Residential Update

The residential market in Telford over the last 6 years of the Land Deal has been buoyant and has seen significant new interest from new developers and Registered Providers all keen to gain a foothold in the Telford residential market. The response to marketing exercises has been high in 2020/21. Despite Covid-19 the market is strong with high demand for the completed units, due in part to the stamp duty holiday and the pent up demand from a year of lockdowns from the pandemic.







Other sites such as Priorslee E and F and Apley together with more recent site disposals at Newcomen Way, Majestic Way and Old Park are progressing well and are notable successes for the Land Deal's first 6 years.

A number of sites; the former BRJ School site in Dothill, and 2 development sites at Snedshill have been acquired by NuPlace, the Council's wholly owned housing investment company, and have been completed. This has seen the delivery of 169 dwellings, 39 of which were developed by WHG (Walsall Housing Group) for affordable housing and 130 were developed by NuPlace. The site in Dothill is the first of NuPlace's developments to see the delivery of 19no. specialist units designed to be adaptable and wheelchair accessible, thus responding directly to a proven undersupply within the borough.

Scheme	Status of site sale	Housing Units	Start on site	Site Completions	Estimated Private Sector Investment
Horton Lane Plot A1	In Progress	3	Jan 2022	Dec 2022	£1.35m
Old Park Phase 1&2	Completed	88	May 2021	Jan 2023	£17.39m
Majestic Way	Completed	39	Dec 2020	Apr 2022	£8m
Land of Newcomen Way	Completed	55	Mar 2021	Oct 2022	£6m
Croppings Farmhouse	Completed	1	Sept 2020	Sept 2020	£0.2m
Pool Hill Road Site D	In progress	11	Jun 2022	Mar 24	£2.5m
Horton lane Plot A2	Completed	2	Mar 2021	Mar 2022	£1m
Horton Lane Plot C2	Completed	3	Aug 2021	Sept 2022	£1.5m

In 6 years the Land Deal has achieved for residential sites a gross income of £23.8m and enabled 941 housing units.

Photographs below illustrate completed sites or schemes in progress:

<p>Daisy Bank – completed Lioncourt Homes</p> 	<p>Priorslee D3 – completed Central and Country Developments</p> 	<p>Frome Way – completed Keepmoat Homes</p> 	<p>Land at Snedshill – completed NuPlace</p> 
<p>Apley – on site Kier</p> 	<p>Priorslee E&F – on site Lovell</p> 	<p>The Beeches – completed Shropshire Homes</p> 	<p>Horton Lane, Plot B – on site Private purchaser</p> 

**Wellington BRJ – completed
Lovell**



**Priorslee Road – on site
Lovell**



**Majestic Way – on site Living
Space**



**Horton Lane Plot A2 – on site
Bowring Developments**



**Newcomen Way – on site
Keon Homes**



3. Key Deliverables/Milestones planned for future years

Residential sites

The Hem

The Hem is a circa 40 hectares (100 acre) site allocated for residential development in the Telford and Wrekin Local Plan. The site is one of the key residential sites for Telford and the Land Deal and is set to provide up to 350 homes. The Council submitted an outline planning application in November 2020 for the development of 350 homes, 25% being affordable in accordance with planning policy. The site will provide a high quality residential development of family housing in a setting of open green space and comply with Building for a Healthy Life principles. Planning consent is anticipated in autumn 2021 with start on site anticipated in early 2023 (subject to planning consent being granted).

Lawley

Lawley is a 14.1 hectare/34.83 acre site allocated for residential development in the Telford and Wrekin Local Plan. The site is another key residential site for Telford and the Land Deal and the Council is currently in the process of commissioning a planning consultant to bring forward an outline planning application for 250 homes. The site lies on the edge of Lawley and will provide a semi-rural setting and the design will comply with the Building for a Healthy Life principles. The planning application is anticipated to be submitted June 2022.

Commercial sites

NI Park



supporting highway and utility works and which were completed in November 2020. Phase 1, a development of 24 small business units started on site in January 2020 and is programmed to complete in the autumn 2021. The units will provide employment floor space for businesses and start-ups linked to the agri-tech and enterprise sector. The Park will also provide plots for a range of potential occupiers with the Council able to offer a range of solutions for occupation from design and build to turnkey. The Park will incorporate green credentials and will help consolidate the Borough's growing reputation in this emerging global sector. Being marketed by DIT following their recognition of the sites as a High Potential Opportunity site for Agri Tech the site is being brought forward in partnership with Harper Adams University and their Agri Tech Centre of Excellence industry partnership.

The Land Deal is supporting the delivery of a 10ha employment site at Newport promoted through the Local Plan for a major, new employment park. Planning permission was granted in August 2019 and work started in December 2019 with the construction of the

Hortonwood Sites

Hortonwood is a well-established, large, industrial estate located in the north of Telford and has a variety of occupiers ranging from smaller local companies e.g., Baker Bellfield, to large foreign direct investments e.g., Epsom. The Council has procured extensive infrastructure works to increase the electricity capacity to sites in Hortonwood at an investment of £1.6 million. In addition, the Council has entered into a District Licencing Scheme with respect to great crested newt mitigation which was implemented from summer 2020. This will enable sites to be brought forward to the market with further de-risking undertaken and for designated sites away from the industrial areas to be ecologically enhanced for great crested newts and other protected species.

Shawbirch East Campus

The Shawbirch East Campus site is a 22 hectares (55 acre) site allocated for employment use within the Telford and Wrekin Local Plan. The site offers the largest employment site in the Borough and is well located for links to the West Midlands and North Wales. The Council have appointed planning consultants in 2020 with a view to submitting an outline application for employment use late 2021.

Appendix 1 provides a full list of sites.

4. Finance

The Deal is managed through a 3 year rolling investment and disposal plan, which is subject to regular reviews at the Land Deal Board. As set out in the Land Deal Agreement, the table below demonstrates the net uplift and respective shares for the 6 years ended 31 March 2021, and the forecast for the first nine years of the Deal.

£	6 year Actual 31 March 2021 (..) – shows an income	9 year forecast 31 March 2024 (..) – shows an income
Gross land receipts	(40,254,815)	(54,305,872)
Net land receipts	(18,496,458)	(23,232,505)
Total costs to be funded from land receipts	10,419,237	13,308,285
Net uplift	(8,077,221)	(10,064,220)
Homes England share @15%	(1,211,583)	(1,509,633)
TWC share @85%	(6,865,638)	(8,554,587)
Constrained/liability set aside	2,000,000	2,000,000
TWC share retained	(4,865,638)	(6,554,587)
LEP share @15%	(729,846)	(983,188)

5. Investments

5.1 Investment of Local Profit Share

The financial successes of the Deal to date has meant that a cumulative profit of £8.1m has been achieved up to 31 March 2021. The Council's proportion of this cumulative profit is £6.1m, after a £730k distribution to the Marches LEP.

TWC has invested £1.0 million profit share as part of a larger investment by the Council from its Growth Fund to develop the 15 small businesses starter units at Plot 2 Hortonwood West, Telford. This has been a successful development with all units let and demand growing for further similar sized units to support local small businesses.

TWC has also invested £0.5m profit share into Ni.Park to support the development of the first phase of employment units.

The Marches LEP has invested £0.24m profit share to support the Ironbridge Gorge Museum Trust during the pandemic.

The Land Deal Board continues to consider other areas of investment for the local profit share within Telford.

6. Communications and Marketing

A Strategic and Local Communication, Marketing and Engagement plan overseen by the TLD Board, underpins the range of activities being undertaken. The plan timetables planned press releases, attendance at events, specific visits and website activity. The plan has both a local focus – recognising the need to engage with local communities within which sites are coming forward and outward facing to attract investor interest. The Plan includes activity lead by

the Authority and supported by Homes England, the Marches Local Enterprise Partnership and Telford Business Board.

A partnership approach has been adopted to communications with all messages.

Underpinned by 3 key aspects:

- Delivering a consistent approach to all external communications
- Engaging effectively with appropriate audiences
- Raising the profile of the Land Deal and its impact on the Borough, Marches and West Midlands economy, on a local, regional and national level

A number of press releases linked with major commercial investments are included at Appendix 2.

The focus in 2020/21 has been to advertise the successes of the Land Deal over its six year lifetime and in particular to focus on individual successes and the benefits of the Land Deal to the people of Telford in terms of economic benefits, jobs and housing. This has been done through various mediums such as online platforms, Midlands Today news, regional magazines and local newspapers and also presentations to forums such as the Telford Business Board.

7. Future Priorities

There is a strong partnership approach to the Land Deal and this has led to its success during the first 6 years. The future of the Land Deal will be achieved through continuing to work together and maximising on opportunities in the local market and continuing to invest upfront into challenging sites to de-risk and make sites

'shovel ready' and attractive to developers through ecological mitigation, infrastructure and planning consents. This in conjunction with the Council's Growth Fund which is available to fund bespoke property solutions for investors requiring a leaseback solution plus investment to bring utilities to sites make Telford one of the UK's most attractive locations for inward investment.

Market interest in Telford's residential sites remains high and there remains a steady stream of sites coming to the market over the next 4 years. 2021 will see one of the largest sites in the Land Deal, The Hem, coming forward to the market providing an opportunity for the development of up to 350 homes. In addition the Lawley site will follow later in the programme providing another large scale opportunity of up to 250 new homes.

Provision of adequate infrastructure and energy capacity for manufacturing, particularly automotive remains a challenge. The Land Deal and Council have made significant investment and will continue to monitor supply in order to be able to accommodate incoming investment in the town.

In terms of employment land, the success of the Land Deal has resulted in many of the sites offered at the start of the Deal now

being developed and consequently employment land availability is reducing and prices are moving upward in response to the lack of supply. The partial review of the Local Plan will be addressing this issue with sites being considered for employment use being a high priority.

The Land Deal is now at the end of its 6th year of a 10 year programme. Delivery across both residential and employment sites overall is running ahead of original planned delivery dates and land values, showing the strength of the local market and effectiveness of the principles underpinning the Deal. Telford is a growing town with an ambitious agenda for growth and commitment to invest into local communities. The current partial review of the Local Plan prioritises driving further economic growth balanced by residential development. Employment and residential sites within the Land Deal are a key component of delivering that growth and there is also significant scope to develop the Deal considering the inclusion of further sites both in Homes England and potentially other public/private ownership in support of the Town's ambitions and to deliver against national targets.

Appendix 1 – Schedule of Sites

Homes England site	Site ref. no.	PCS ref.	Parcel ref.	Status
Apley B1 (ii)	1211	19806	12348	Sold
Apley B3	1212	19806	5825	Sold
Hortonwood (Shawburch East Campus Site)	1303	21800	1527	
Wellington (Adj Blessed Robert Johnson School Phase 1)	1210	19339	1417	Sold
Wappenshall	1326	21964	1548	
Wappenshall	1327	21964	1549	
Wappenshall	1328	21964	1550	
Wheat Leasows – 10 Plots	1325	21963	1547 10781 12698 12887 12888	Plots 9 and 10 – Sold Plots 3,4,5 – Sold Plot 6 – Sold Plot 2 – Sold Plot 7 – Sold Plot 1 – Sold Plot 8 - Sold
Hortonwood North Residual – 3 plots	1329	21961	1551 13111	Plot B - Sold
Land & Buildings Adj Horton Farm	1330	21961	1552	Plot C1 – Sold Plot C2 - Sold
Land off Horton Lane	1340	21961	1557	Plot A2 - Sold
Donnington Wood (K) (constrained site)	1220	20219	1430	Site transferred to TWC
Donnington Wood Way (constrained site)	1332	20219	1553	Site transferred to TWC
Land North of Granville Road (Donnington Wood) (constrained site)	1287	20219	1502 12913	Site transferred to TWC

Priorslee East - Phase 1	1228	19629	11429	Sold
Priorslee East F	1229	19629	6091	Sold
Land Snedshill / Church Road	1224	28463	1434	Sold
Land – Priorslee Road	1225	24497	1436	Sold
Priorslee Road (Phase 2)	1226	24497	1436	Sold
Old Park Campus Site (constrained site)	1277	24497	1436	Site transferred to TWC
Old Park Phase 1 and 2 (constrained site)	1233	28462	1445	Sold
Lawley Extension	1243	21334	1458	
Lawley Extension	1244	21334	1459	
Lawley Extension	1382	21334	1460	
Lawley Village Residential Site (Non-Strategic Project)	1382	21334	1591 1592	
T54 – Plot 2	1284	22479	1499	Sold
Sub Station Nedge	1198	20526	1406	Sold
T54 – Plot 3	1399	22480	1604	Sold
T54 – Plot 5	1401	22482	1606	Sold
T54 – Plot 6	1285	22483 26764	1473	Sold
T54 – Plot 7	1348	22484	1565	
Nedge Buildings (The Hem)	1182	22485	1393	
Land Around Nedge Buildings (The Hem)	1257	1257	2952	
The Hem Phase 4 (The Hem)	1263	21775	2954	
The Hem Phase 3 (The Hem)	1260	21775	1476	
Open Space – Nedge Housing (The Hem)	1320	21775	1542	

The Hem Phase 2 (The Hem)	1261	21775	1477	
Halesfield 24 – Plot 2	1266	21777	1483	Sold
Halesfield 23 – Plot 3	1267	21779	1484	Sold
Halesfield 25 – Plot 6	1265	21776	11576	Sold
Halesfield 18	1269	21319	1485	Sold
Plots – Moor Farm, Majestic Way	1256	16153	1472	Sold
Lightmoor Road	1272	16153	1487	
Town Centre Hall Court Car Park	1280	24497	1495	Sold
Rough Park 3	1264	16153	1480	Sold
The Beeches	1964	20464	2095	Sold
South West Old Park Mound (Specified Site)	1279	24497	1497	
Plot 12 Hortonwood	1292	21790	1509	
Plot 6 Hortonwood	1294	26707	1511	Partially sold
Plot 1 Hortonwood 65 (Specified Site)	1295	21793	1512	Sold
Plot b, d and remainder of e Hortonwood – 3 plots	1297	21795	10669 6056	
Site C Pool Hill Road	1378	28464 21757	1587	Sold
Site D Pool Hill Road	1379	28464 24982	1588	
Plot – Rock Road	1234	22347	1446	
Hadley Park B	1299	21797	5989	Sold
Hadley Park A	1298	21797	5809	Sold
Hadley Park E	1301	21804	6014	Sold

Site 2 Donnington Campus	1289	22224	6115	Sold
Croppings Farm House	1180		1391	Sold
Land at Wellington Road	1195	19807	6061	Sold
Land at Wellington Road	1215	19807	6061	Sold
Land at Daisy Bank	1221	21043	5876	Sold
Rampart Way	1281	24497	1496	Sold
T54 – Plot 1c	1283	22478	1498	Sold
Hortonwood 37	1290	21789	1505	Sold
Priorslee East D3	1376	19794	1586	Sold
Donnington H Phase / Frome Way	1385	21796	1594	Sold
Woodlands Farm Buildings	1398	24201	6138	Sold
<u>TWC Sites</u>	<u>Site Ref</u>	<u>Status</u>		
Charlton Site	A0422			
Plot 2 Telford Rail Freight	A1133	Sold		
Plot 1 Telford Rail Freight	A0908			
The Sutherland School	A0126	Sold		
Wrockwardine Wood Arts Academy	A0125	Sold		
Ercall Wood Technology College	A0421	Sold		
Phase 2 Dawley	A0084	Sold		
Phoenix Academy	A0151			
Grange Park Primary School	A0090	Sold		
Lakeside Academy	A0105	Sold		

Newport Innovation Site	A1111	
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Appendix 2 – Press releases

Newport Innovation Park

Telford & Wrekin Council starts search for first companies to occupy Newport’s Ni.PARK agricultural technology site

Published June 2021

Work on developing a major agricultural technology park at Newport is making rapid progress with phase one of the building programme due to be completed by the autumn.



Telford & Wrekin Council is now gearing up a major marketing campaign to attract new companies to the site, which could support the creation of around 950 jobs over the next few years.

Work on the roads and infrastructure around the Ni.PARK site is complete, and they have now been officially adopted, while Shrewsbury-based developer Morris Properties is on track to complete the first phase of the 38,720 sq.m (416,778 sq. ft.) construction project. This will see the creation of 3,840 sq.m (41,441 sq. ft.) of floor space for small business units to cater for agri-tech and enterprise operations. Delivery of this first phase is through the Council’s Growth Fund providing 24 units to be retained within the Council’s Property Investment Portfolio.

The roadworks also seeks to address traffic growth and congestion in and around Newport associated with the new development.

Councillor David Wright, Cabinet Member for Economy, Housing, Transport and Infrastructure, said: “We are already seeing strong interest for the first 24 units that will be completed at Ni.PARK, which will consolidate the borough’s reputation as a national investment hotspot for agricultural technology businesses.

“Phase 1 will be completed this autumn, while a partial handover is due as early as July to help us cater for demand.

“A fresh marketing brochure has been produced for circulation around the UK and abroad as we attract both leading names in the agri-tech industry and new companies on the cutting edge of new technologies.”

The Ni.PARK site has been identified by the Government’s Department of International Trade as an international focus for new foreign inward investment in this emerging sector.

Supported by £7.36m of funding from the Marches Local Enterprise Partnership under the Local Growth Fund as part of the wider Newport Innovation and Enterprise package, the scheme has also attracted a £1m contribution from Homes England. As a result, the initial infrastructure work has opened up 25 acres (10 hectares) of serviced employment land within Newport with outline planning consent.

Mandy Thorn MBE, chair of the Marches LEP, said: “We are delighted to see the fantastic progress being made on this hugely important project. It is further evidence of the Marches LEP’s commitment to investing in innovation and schemes which deliver sustainable, high-value jobs.

“This is a flagship development in the agri-tech sector nationally and will bring far-reaching benefits to our region for years to come.”

Lucy Blasdale Development Director Home England, said: “it is fantastic that the receipts generated through the Telford Land Deal are being reinvested in such an exciting opportunity. This will provide additional skilled jobs, attract inward investment and secure Telford’s role as a lead location in the sector”.

The collaborative project is supported by Harper Adams University. The continued progress of the University, most

recently with the announcement of the UK’s first School of Sustainable Food and Farming, in conjunction with Morrison’s and RAFT Solutions, and the successful Agri-Engineering Centre for Innovation situated on the University’s campus, has created the opportunity to bring high value jobs to Newport through the creation of a cluster of high tech businesses on the new innovation site at Newport, and to strengthen supply chain opportunities and growth of a key industry sector.

Dr David Llewellyn, Vice-Chancellor of Harper Adams University, said: “It is great to see Ni.PARK reaching the point when the first phase can begin to be occupied to help grow the cluster of agri-tech enterprises that the scheme set out to achieve. It has been a tremendous collaborative effort to get to this stage and we hope that, by continuing to work with the Local Authority, the DIT and the Marches LEP, as well as the business community in and around Newport, we will be able to see Ni.PARK take a lead role in the development of the agri-tech sector, to generate innovative approaches to farming practice, assist food production and improve the management of the environment, in the years ahead.”

Hadley Park E

Euro Garages development site hailed as major success for Telford Land Deal, creating space for new business and jobs

Published July 2021

Just three years after getting the green light, the Euro Garages development at Hadley is proving another major success for the Telford Land Deal programme, on track to create 155 jobs in total.



Working with private developers, the three-way partnership between Telford & Wrekin Council, Homes England, and the Marches Local Enterprise Partnership (LEP) has transformed unused sites across the borough, paving the way for new homes, businesses, and jobs.

Euro Garages – which also owns Asda and the Leon restaurant chain – bought the four-acre site at Hadley Park East in a £1.2 million deal with the Telford Land Deal board as the basis for a £6.5 million investment project.

Three years later the site is home to a Euro Garages service station, a Sainsbury's Local store, Greggs, a Burger King drive-through and a branch of Screwfix. Just one unit remains empty – although several parties are interested – while Unit 5/6 on the site is currently being fitted out for its new occupier.

Cllr David Wright, Cabinet Member for Economy, Housing, Transport and Infrastructure at Telford & Wrekin Council, said: “This is exactly the kind of success we were aiming to achieve when we first developed the Telford Land Deal with our partners. Vacant sites are now home to thriving business, creating scores of jobs for local people, and boosting the economy of this borough.

“Euro Garages have been the ideal developer, transforming this site at pace to bring those benefits forward as rapidly as possible. The Telford Land Deal programme works, for the partners, for businesses and for local residents.”

David Myers, Shareholder Property Director at EG Group, commented: “Hadley Park is exactly the type of area we like to trade from benefiting from excellent visibility, good connectivity and adjacent business drivers. Hadley Park was one of our wider Group’s embryonic mixed-use developments, complementing our

best-in-class retail offer with our expertise as a traditional developer of employment space. We are pleased to be trading very strongly from the EG retail elements since opening and delighted all employment units are now all let, with the final unit under offer to another national occupier creating new jobs and services for local residents.

We have thankful for the support from Telford and Wrekin Council throughout our development process and look forward to identifying further development opportunities with the team in future” .

Mandy Thorn MBE, chair of The Marches Enterprise Local Partnership, said: “This is another example of how the LEP’s unique method of partnership working is helping to bring jobs and new investment to our region.

“The Telford Land Deal is a first-class example of what can be achieved for the whole community when we work together with

our partners in the public sector, business community and academia for the benefit of everybody.”

Lucy Blasdale, development director at Homes England, added: “This is just another example of how successful the Telford Land Deal has become in generating investment, growth and jobs across the Borough of Telford & Wrekin. Homes England is delighted to continue working in partnership with Telford & Wrekin Council and the Marches Local Enterprise Partnership in the delivery of development opportunities to business investors and local businesses in this way.”

Since it was launched five years ago the Telford Land Deal has created hundreds of homes and more than a thousand jobs, enabling the disposal of public land through upfront investment and site preparation. Brownfield sites and stalled developments are now thriving, generating income for the local area as the partners target 2,800 new homes, 8,500 jobs and 300,000 sq.m of commercial floor space over 10 years.

TELFORD LAND DEAL HELPS MAGNA INSPIRE THE NEXT GENERATION



Magna International continues to grow its Cosma Casting Plant in Telford. Set in 20,500m² at the T54 Business Park, Cosma Casting UK provides lots of opportunities for people looking to work in a high-tech industry that is a key driver of the UK economy. Magna is a global company that employs over 158,000 people worldwide, all focused on delivering superior value to our customers through innovative processes and world-class manufacturing.

The move to T54 was enabled through the Telford Land Deal, a partnership between Telford & Wrekin Council Homes England and the Marches Local Enterprise Partnership. Now in its fourth year of operations Cosma Casting UK produces advanced lightweight aluminium structural components using Magna's patented vacuum die-casting process. Leveraging 70 advanced robots and some of the largest diecast machines in the world, these structural aluminium castings are an important building block for the next generation of all-aluminium and multi-material vehicle architectures.

Still in a growth phase, they now have over 300 personnel onsite and expect this figure to continue to grow. "This is good news for the local economy. We're not just taking on skilled workers, we're training people and taking on apprentices. We encourage innovation, involvement, and teamwork and want to encourage people to come and work with us" said Ben Goater, General Manager of Cosma Casting UK.

Cosma Casting UK currently employ a number of apprentices in various areas including maintenance and tooling. Joe Maslin and Matt Hutchings started their 3-year apprenticeship journey in October 2020 in tooling. Matt had previously spent 4 years in retail and Joe was studying mechanical engineering at college.



Matt Hutchings (L), Joe Maslin (R)



Matt Hutchings (L), Mick Joyce (C), Joe Maslin (R)

TELFORD LAND DEAL HELPS MAGNA INSPIRE THE NEXT GENERATION



Sam George (L), Kris Holder (C), Jacob Blakemore (R)

Mick Joyce, Toolroom Manager said “There is currently a lack of skilled workers in the area and investing in the local youth, teaching them new skills is vital. Both Matt and Joe showed a real sense of passion and desire to succeed and along with their work ethics, they will be a real asset to the Company”.

Sam George and Jacob Blakemore are coming to the end of their 4- year apprenticeship in maintenance and are about to start their full-time career with us.

Kris Holder, Maintenance & Facilities Manager, said “Taking on apprentices is important for us at Magna. We have a lot of state of the art and highly automated equipment to maintain. By taking on apprentices and investing in their education and development we ensure we can tailor their skills sets specially to meet the requirements to maintain our assets”.

TELFORD LAND DEAL ENABLES A HELPING HAND AT THE ALLOTMENTS



Earlier in 2021 land at Newcomen Way was sold to Keon Homes Ltd for the development of 55 affordable homes. The land was brought to the market as part of the Telford Land Deal, a partnership between Telford and Wrekin Council, Homes England and the marches Local Enterprise partnership.

Keon were contacted by the Woodside Allotments and Leisure Gardener's Association, who are located next door to Newcomen Way, about their car park which had become boggy due to the recent bad weather. The Woodside Allotments and Leisure Gardeners Association (waalga) in Telford were in desperate need of a

new surface on their carpark. It had become a no go area with the heavy rainfall and mud being churned up under car tyres. The surface had become very uneven. Waalga approached Keon Homes and they agreed to help and along with their sister company Chasetown Engineering Ltd were able to clear the existing car park and relay the area with hardcore to reinvigorate the site and reinstate the use of the car park.

The allotments are regularly used by the local community and have been a lifeline for the vulnerable, elderly and local families. Some of the produce grown goes to the local food bank so the reach is far and wide.



Simon Wilson, Project Manager for Keon Homes Commented 'We like to leave a lasting positive legacy on our sites and their surroundings; by helping the allotment committee we certainly feel proud to make the area accessible for more local residents to enjoy for many years to come.'

TELFORD LAND DEAL HELPS BEAUTY FIRM SECURE HEADQUARTERS AS IT EXPANDS INTO EUROPE



Industry-leading beauty company Absolute Collagen has chosen Telford to open its headquarters ahead of expanding the business across the EU.

The company, which produces a liquid marine collagen supplement which fights the visible signs of ageing, was founded in May 2017 and began life as a small business based out of founder Maxine Lacey's garage.

The business grew rapidly and within one year it became apparent that this home-based business needed to seek a larger space for its operations.

The Development at Hadley Park East, a development that was set to deliver a mixed use development scheme including a number of units for commercial use, was brought forward through the Telford Land Deal. The type of units being developed by Morris Properties matched the needs of Absolute Collagen and in the summer of 2020 Maxine and her team made the move to Telford. Within just one year of moving the business had outgrown their unit due to the rapid growth of the business and quickly made the move to a larger unit on the same site.

With such rapid growth their workforce of course also needed had to grow to sustain this, the business now employs 39 members of staff many of which live locally in Telford.

In just a few years, Absolute Collagen has gone from a small business to a multimillion-pound beauty brand beloved by thousands of Absoluters, including celebrities. Absolute Collagen has won multiple awards (including a CEW Award – known as the Oscars of the beauty industry – for best new supplement) and Maxine herself has won multiple awards as a successful businesswoman.



TELFORD LAND DEAL HELPS BEAUTY FIRM SECURE HEADQUARTERS AS IT EXPANDS INTO EUROPE



Maxine Laceby, founder and CEO of Absolute Collagen, said:

“We’re thrilled to open our brand-new office and warehouse. With a growing team and subscriptions increasing daily, moving to a new location was essential to facilitate the ongoing growth of the business.

“Absolute Collagen has come a long way since I launched it from my kitchen, where I had the simple vision to bring affordable beauty to everyone, and show them that they can be the best version of themselves. At the time, I had been a full-time mum for 25 years and didn’t have any experience in the business world. I’m hugely proud that the business has developed into a thriving company and feel very lucky to have so many subscribers to Absolute Collagen.

“We are now expanding across the EU, Germany and Ireland, and the new office location marks the start of the next chapter for the business, with many exciting plans in the pipeline. I’m looking forward to the year ahead and can’t wait until the whole team can be in the office together.”

“Our biggest success to date has been the increase in annual business turnover, in 2017 our turnover was £29M, and in 2020 our turnover was £43M, an increase of 29% over 5 years.”

“This of course would not have been possible should we have not made the move to Telford.”



Agenda item 7: Creating a better Borough – The Telford Land Deal – Annual Report



“The Telford Land Deal continues to bring huge benefits to the area since the programme was first established six years ago.

“Despite the uncertainties which have arisen from the Covid-19 pandemic over the past 12 months, Telford Land Deal is going from strength-to-strength and there are many achievements to reflect on.

“It has enabled local companies to expand, supplied much needed commercial and residential land to the Telford market and has attracted nearly £300m of inward and foreign investment since it was formed in 2015.”

Councillor David Wright, Cabinet Member for Economy, Housing, Transport and Infrastructure

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TELFORD & WREKIN COUNCIL

CABINET – 7 OCTOBER 2021

EQUALITY AND DIVERSITY UPDATE

REPORT OF DIRECTOR: COMMUNITIES, CUSTOMER AND COMMERCIAL SERVICES

LEAD CABINET MEMBER – CLLR PAUL WATLING, CABINET MEMBER FOR CO-OPERATIVE COMMUNITIES, ENGAGEMENT AND PARTNERSHIPS

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 This report summarises how the Council has increased its focus on equality and diversity by improving access to services and establishing a Trusted Panel to co-ordinate the community's response to hate crime incidents. It highlights how local organisations have come together, with the Council, to celebrate diversity through community events and school workshops, with thousands of children across Telford & Wrekin getting involved. Improvements have also been made within the Council, with more equality and diversity training, guidance and support being provided to employees.
- 1.2 The Council is committed to continuing to promote equality and diversity, both to our workforce and across the wider community. Future plans will be developed in consultation with local residents through a new Equality & Diversity Strategy. This report also clearly sets out the Council's condemnation of unlawful discrimination of any kind, and proposes the formal adoption of nationally recognised definitions of Antisemitism and Islamophobia. This proposal is supported by a number of community organisations.

2. RECOMMENDATIONS

- 2.1 That Cabinet notes progress to date in promoting equality and diversity, as set out in Section 4.2 of this report;
- 2.2 That Cabinet approves the next steps proposed in Section 4.3 of this report;
- 2.3 That Cabinet resolves to condemn and speak out against any discrimination on the basis of ethnicity, religion or any other characteristic protected by the Equality Act 2010;
- 2.4 That Cabinet endorses and adopts the definitions of Antisemitism and Islamophobia, as set out in Appendix 1 of this report, and grants delegated authority to the Director: Communities, Customer and Commercial Services in consultation with the lead Cabinet Member for Co-operative Communities, Engagement and Partnerships to update the Council's policies to this effect.

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-operative Council priority objective(s)?	
	Yes	A community-focussed, innovative council providing efficient, effective and quality services.
	Will the proposals impact on specific groups of people?	
	Yes	The proposals in this report will benefit people with a range of protected characteristics (specific aspects of a person's identify defined by the Equality Act 2010 – see Protected characteristics Equality and Human Rights Commission (equalityhumanrights.com))
TARGET COMPLETION/DELIVERY DATE	Timescales are set out in Section 4.3 of this report	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	<p>The majority of actions taken in this report have been resourced through existing budgets and have mainly been in the form of officer time. An additional grant was received from MHCLG in 2020/21 totalling £50k for Community Champions which covered costs outlined in paragraph 4.2.2. The Council's Events Team and budget have also contributed towards delivering outcomes outlined in this report.</p> <p>The cost of developing the Council's Equality & Diversity Strategy will be met from within existing budgets.</p> <p>MLB 09/09/21</p>
LEGAL ISSUES	Yes	<p>The Council is required, when carrying out its duties, to have due regard to the need to achieve the objectives set out in the Public Sector Equality Duty in the Equality Act 2010 ('the Act'.)</p> <p>It must strive to eliminate discrimination, harassment, victimisation and any other conduct prohibited by or under the Act. The Council must advance equality of opportunity between those who do and do not share a protected characteristic under the Act. The Council must also foster good relations between persons who share a relevant protected characteristic and persons who do not share it.</p> <p>The recommendations in this report are one way in which the Council can demonstrate it is complying with its legal duties.</p> <p>RP 09/09/21</p>
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	As well as benefiting people with a range of protected characteristics, and helping to ensure

		that the Council meets its legal duties as set out above, the proposals in this report should contribute to improving community safety and cohesion.
IMPACT ON SPECIFIC WARDS	No	Borough wide impact

PART B) – ADDITIONAL INFORMATION

4. INFORMATION

4.1 Background

4.1.1 As a large local employer, and provider and commissioner of services, we are committed to promoting equality and diversity. We want to go over and above our legal responsibilities, and build a culture where the diversity of our workforce and communities is positively valued and celebrated. As part of our vision to Protect, Care and Invest to create a better borough, we are focused on building strong communities, tackling inequalities, and opposing discrimination across our borough.

4.1.2 The challenges we have faced during the Covid pandemic have highlighted the importance of communities working together and being able to access services, and the key role that a diverse range of community groups and volunteers have played. The Black Lives Matter movement has further raised awareness of the importance of equality and diversity and the need to continue to build on the strong foundation we already have in the borough.

4.1.3 Whilst Telford & Wrekin is overall a thriving, growing place, the Covid-19 pandemic has exacerbated existing inequalities. In recent surveys, 68% of residents agreed that people in their neighbourhood get on well together (Residents Survey 2020), and 90% of Council employees felt that the Council respects its employees irrespective of their ethnicity, sexuality, religion or disabilities (Employee Survey 2020), however we recognise that people's views and experiences differ, and that this is an important issue for many residents and employees.

4.1.4 Equality and diversity have been at the heart of the Council's co-operative values for the last ten years. However, as our population grows and becomes more diverse, it is now more important than ever for us to understand people's needs and to take positive action to meet these. This report provides an update on recent progress, and sets out recommended next steps.

4.2 Progress Update

a) Community

4.2.1 As part of developing our new Customer Strategy, which was approved by Cabinet in January 2021, we consulted customers about how we could make Council

services more accessible for all. This included engaging with a wide range of groups, including the Telford & Wrekin Interfaith Council (TWIC), our Deaf Community Group and the Making it Real Board (Adult Social Care customers). A number of improvements have been put in place to respond to the feedback and suggestions from customers, for example we have:

- Brought together information about how we support access to Council services on one new web-page (see [Supporting access to services - Supporting access to services - Telford & Wrekin Council](#));
- Tested the accessibility of Council services through mystery customer visits with 88% of mystery customers scoring the accessibility of Council buildings as 8 or higher;
- Reviewed Council Web-pages to ensure that they meet new accessibility standards;
- Developed new Customer Service Excellence guidance for employees, providing information on how to communicate positively with a diverse range of customers, for example people with hidden disabilities such as autism;
- Redesigned our Customer Contract following concerns that the colour contrast might make this difficult to read for some customers;
- Increased the choice of channels for customers to contact the Council, including web-chat and an automated chat-bot, whilst still offering a choice of more traditional options, such as telephone.

4.2.2 Throughout the Covid pandemic, we have particularly focused on ensuring that all residents were kept informed about key public health messages. With the help of TWIC, Telford and Wrekin Council for Voluntary Service (CVS) and Signal (a charity working with people who are deaf or have hearing loss), we produced a series of videos and translations in different community languages, including British Sign Language. Topics covered included community support, testing and vaccinations. This work has been recognised as national best practice by the Ministry of Housing Communities and Local Government (MHCLG) and led to us securing grant funding to recruit community champion volunteers who are continuing to promote public health services to their communities.

4.2.3 Following a hate crime committed against a Sikh pupil in November 2020, the Council engaged with young people, schools, community leaders and key partners such as the Police. This resulted in a new Trusted Panel being set up, who now review, co-ordinate and provide rapid responses (within 24 hours of an referral) to reports of serious incidents under the legislation laid out in the Equality Act, 2010, which protects people against discrimination because of the protected characteristics that we all have (see [Protected characteristics | Equality and Human Rights Commission \(equalityhumanrights.com\)](#)). The Panel is chaired by the Council's Cabinet Member for Co-operative Communities, Partnership and Engagement with membership of the Panel being flexible depending on the nature of the incident.

4.2.4 In addition, the Council's Multi-Cultural Development Service (MCDS) have been providing free equality and diversity training to staff in schools, and are also enabling all schools to easily report racist incidents to the Council through an updated system, so that effective support can be provided.

4.2.5 In parallel with this work to respond to discrimination and hate crime, we have also been positively raising awareness of and celebrating the diverse communities we have in Telford & Wrekin. In October 2020, we worked in partnership with the Telford Afro-Caribbean Resource Centre (TAARC), West Mercia Police, and the Police Crime Commissioner, to mark Black History Month. This involved 1,755 primary and secondary school pupils taking part in Black History workshops and 555 pupils entering an art competition to depict icons of black history. The celebrations culminated in a live-streamed virtual event at The Place in Oakengates, viewed by more than 500 people.



Black History Showcase

South Asian Heritage Workshop

4.2.6 Other events we have supported include Holocaust Memorial Day (January 2021) and South Asian Heritage Month (July/August 2021). The latter involved working with TWIC, the City of Wolverhampton Council and the Children's Society, to deliver a wide programme of virtual talks and activities, from a live cook along to a Q&A session with local South Asian businesswomen. More than 2,400 children also took part in school workshops.

4.2.7 This work has led to the development of a diversity calendar that highlights significant dates for all protected characteristics. Since June 2021, we have used the calendar to raise awareness of diversity, linking in with 11 local and national events, such as LGBTQ+ Pride Month and Learning Disability Week. A recent example is the lighting up of the Southwater One building in September 2021 to mark Childhood Cancer Awareness Month, at the request of the Harry Johnson Trust, a Shropshire-based charity. We have also used our events programme as a way of celebrating different cultures, for example as part of the Balloon Fiesta parade in August 2021.



Promoting Childhood Cancer Awareness Month Balloon Fiesta in Southwater

b) Workforce

4.2.8 Looking at our approach as an employer, we updated our Equal Opportunities Charter and Employment Equality Promise in October 2019. This included a number of commitments, such as a guaranteed interview for applicants with a disability who meet the essential requirements of a post.

4.2.9 In July 2020, following the death of George Floyd, a new Black Lives Matter (BLM) Steering Group was established by and for employees. This group has been very proactive in suggesting and leading positive change. We also set up an internal Equality and Diversity Working Group to take a strategic lead in driving improvement across the Council. Most recently, a new LGBTQ (Lesbian, Gay, Bisexual, Transgender and Queer/Questioning) employee group is currently being formed.

4.2.10 This has led to a number of improvements including:

- Increasing the range and take-up of equality and diversity training – equality awareness training is now mandatory for all employees, and a number of additional training courses have been introduced, covering topics ranging from unconscious bias (stereotypes about certain groups of people that people unconsciously form) to LGBTQ awareness. To date, more than 3,500 courses have been completed by Council employees;
- Raising awareness of equality & diversity amongst managers and employees through presentations by the BLM Steering Group to the Leadership Forum and other groups, a workshop with the Senior Management Team and Cabinet, and a number of panel discussions, for example for International Women’s Day in March 2021;
- Developing new Intranet pages with links to a range of information and resources;
- Providing safe spaces for employees to discuss issues and support for employees to report any form of discrimination as well as developing the Council’s response to individual protected characteristics, the new groups also have peer support from the BLM Steering Group Co-Chair / Equality Diversity and Inclusion Officer;

- Developing a draft zero tolerance policy;
- More regular workforce monitoring and reporting – the Senior Management Team (SMT) and Cabinet now receive monthly reports showing a breakdown of each Directorate’s workforce by age and ethnicity.

4.3 Next Steps

- 4.3.1 Whilst Section 4.2 sets out the positive progress that has been made, there is still much more that we want to do. In addition, the Council’s existing Equalities Policy has not been updated for a number of years.
- 4.3.2 Work has therefore started to develop a new Equality & Diversity Strategy. We have already started to engage with a range of internal stakeholders, including the Senior Management Team, Cabinet, the BLM Steering Group, Employee Panel, and the Equality & Diversity Group. We are also seeking specialist external advice from David Weaver, a former Home Office Advisor, who was involved in the establishment of the MacPherson Inquiry into the death of Stephen Lawrence and represented the Government on the European Monitoring Centre on Racism and Xenophobia.
- 4.3.3 The next stage will be to bring the draft strategy to Cabinet in December 2021, followed by engagement with residents, community groups and partner organisations, such as the NHS and others involved in the Integrated Care System (ICS). The strategy will be updated to reflect the community’s feedback.
- 4.3.4 In advance of the strategy being finalised, the Council wants to make a clear statement that we are fundamentally opposed to and deplore unlawful discrimination of any kind, including Antisemitism and Islamophobia. It is therefore proposed that the Council formally adopts the International Holocaust Memorial Alliance (IHMA) working definition of Antisemitism, and the All Party Parliamentary Group (APPG) on British Muslims definition of Islamophobia.
- 4.3.5 The IHMA definition of Antisemitism, along with the examples set out in Appendix 1, has become the standard definition adopted by the UK Government, and the 31 countries that comprise the IHMA. The APPG definition on British Muslims, also in Appendix 1, is emerging as the predominant definition nationally. A report from the Muslim Council of Britain published in March 2021 demonstrated the wide acceptance of the definition, which has also been endorsed by the majority of UK political parties, a growing number of local authorities, and the Local Government Association.

As is stated both definitions neither prevents criticism of Israeli or Muslim country governments. For example it is not considered antisemitic to criticise or call for action against the Israeli government for human rights abuse of Palestinians or to support the idea of a two state solution to the Middle East crisis. Neither is it islamophobic to criticise or call for action against Muslim country governments for human rights abuses to their own civilians or those of other countries.”

4.3.6 The proposal to adopt these definitions has been shared with a range of community leaders and organisations, including TWIC, the Shropshire Islamic Foundation, Regent Street Mosque, the Telford & Wrekin Muslim Forum and a representative of the Jewish Community. All were supportive, and have offered to also give their feedback on the draft strategy.

5. PREVIOUS MINUTES

5.1 None.

6. BACKGROUND PAPERS

6.1 None.

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Appendix 1 – Definitions of Antisemitism and Islamophobia

a) International Holocaust Memorial Alliance (IHMA) Definition of Antisemitism

In the spirit of the Stockholm Declaration that states: “With humanity still scarred by ...antisemitism and xenophobia the international community shares a solemn responsibility to fight those evils” the committee on Antisemitism and Holocaust Denial called the IHRA Plenary in Budapest 2015 to adopt the following working definition of antisemitism.

On 26 May 2016, the Plenary in Bucharest decided to:

“Antisemitism is a certain perception of Jews, which may be expressed as hatred toward Jews. Rhetorical and physical manifestations of Antisemitism are directed toward Jewish or non-Jewish individuals and/or their property, toward Jewish community institutions and religious facilities.”

The following examples may serve as illustrations:

Manifestations might include the targeting of the state of Israel, conceived as a Jewish collectivity. However, criticism of Israel similar to that leveled against any other country cannot be regarded as Anti-Semitic. Antisemitism frequently charges Jews with conspiring to harm humanity, and it is often used to blame Jews for “why things go wrong.” It is expressed in speech, writing, visual forms and action, and employs sinister stereotypes and negative character traits.

Contemporary examples of Antisemitism in public life, the media, schools, the workplace, and in the religious sphere could, taking into account the overall context, include, but are not limited to:

- Calling for, aiding, or justifying the killing or harming of Jews in the name of a radical ideology or an extremist view of religion.
- Making mendacious, dehumanizing, demonizing, or stereotypical allegations about Jews as such or the power of Jews as collective — such as, especially but not exclusively, the myth about a world Jewish conspiracy or of Jews controlling the media, economy, government or other societal institutions.
- Accusing Jews as a people of being responsible for real or imagined wrongdoing committed by a single Jewish person or group, or even for acts committed by non-Jews.
- Denying the fact, scope, mechanisms (e.g. gas chambers) or intentionality of the genocide of the Jewish people at the hands of National Socialist Germany and its supporters and accomplices during World War II (the Holocaust).
- Accusing the Jews as a people, or Israel as a state, of inventing or exaggerating the Holocaust.
- Accusing Jewish citizens of being more loyal to Israel, or to the alleged priorities of Jews worldwide, than to the interests of their own nations.
- Denying the Jewish people their right to self-determination, e.g., by claiming that the existence of a State of Israel is a racist endeavor.
- Applying double standards by requiring of it a behavior not expected or demanded of any other democratic nation.
- Using the symbols and images associated with classic antisemitism (e.g., claims of Jews killing Jesus or blood libel) to characterize Israel or Israelis.
- Drawing comparisons of contemporary Israeli policy to that of the Nazis.
- Holding Jews collectively responsible for actions of the state of Israel.

Anti-Semitic acts are criminal when they are so defined by law (for example, denial of the Holocaust or distribution of Anti-Semitic materials in some countries).

Criminal acts are Anti-Semitic when the targets of attacks, whether they are people or property – such as buildings, schools, places of worship and cemeteries – are selected because they are, or are perceived to be, Jewish or linked to Jews.

Anti-Semitic discrimination is the denial to Jews of opportunities or services available to others and is illegal in many countries.

b) All-Party Parliamentary Group (APPG) of British Muslims Definition of Islamophobia

The All-Party Parliamentary Group (APPG) on British Muslims was established on 18 July 2017 to build on the work of the APPG on Islamophobia, but with a wider remit to examine a broad range of issues that British Muslims care about, and are affected by.

APPGs are composed of Members of both the House of Commons and the House of Lords. They are informal, cross-party groups that have no official status within Parliament, are not accorded any powers by Parliament or any of its Committees, and are independent of Government.

Following two years of consultation, on 27 November 2018, the APPG on British Muslims published a report titled “Islamophobia Defined: the inquiry into a working definition of Islamophobia.”

This report contained the following definition:

“Islamophobia is rooted in racism and is a type of racism that targets expressions of Muslimness or perceived Muslimness.”

Contemporary examples of Islamophobia in public life, the media, schools, the workplace, and in encounters between religions and non-religions in the public sphere could, taking into account the overall context, include, but are not limited to:

- Calling for, aiding, instigating or justifying the killing or harming of Muslims in the name of a racist/ fascist ideology, or an extremist view of religion.
- Making mendacious, dehumanizing, demonizing, or stereotypical allegations about Muslims as such, or of Muslims as a collective group, such as, especially but not exclusively, conspiracies about Muslim entryism in politics, government or other societal institutions; the myth of Muslim identity having a unique propensity for terrorism, and claims of a demographic ‘threat’ posed by Muslims or of a ‘Muslim takeover’.
- Accusing Muslims as a group of being responsible for real or imagined wrongdoing committed by a single Muslim person or group of Muslim individuals, or even for acts committed by non-Muslims.
- Accusing Muslims as a group, or Muslim majority states, of inventing or exaggerating Islamophobia, ethnic cleansing or genocide perpetrated against Muslims.
- Accusing Muslim citizens of being more loyal to the ‘Ummah’ (transnational Muslim community) or to their countries of origin, or to the alleged priorities of Muslims worldwide, than to the interests of their own nations.
- Denying Muslim populations the right to self-determination e.g., by claiming that the existence of an independent Palestine or Kashmir is a terrorist endeavour.
- Applying double standards by requiring of Muslims behaviours that are not expected or demanded of any other groups in society, e.g. loyalty tests.

- Using the symbols and images associated with classic Islamophobia (e.g. Muhammed being a paedophile, claims of Muslims spreading Islam by the sword or subjugating minority groups under their rule) to characterize Muslims as being 'sex groomers', inherently violent or incapable of living harmoniously in plural societies.
- Holding Muslims collectively responsible for the actions of any Muslim majority state, whether secular or constitutionally Islamic.

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Agenda item 8: Equality and Diversity



“Equality and diversity have been at the heart of the council’s co-operative values for the last ten years. However, as our population grows and becomes more diverse, it is now more important than ever for us to understand people’s needs and to take positive action to meet these.

“This report sets out the council’s commitment to continuing to promote equality and diversity, both to our workforce and across the wider community.

“This update report shows we have increased our focus on equality and diversity across a number of areas, including improving access to services and establishing a Trusted Panel to coordinate the community’s response to hate crime incidents. Together with local organisations, we have also begun work to celebrate diversity through community events and school workshops.

“Improvements have been made within the council, with more equality and diversity training, guidance and support being provided to employees.

“Working with our partners, great progress has been made around equality and diversity in Telford and Wrekin, but we would like to do more. Future plans will be developed in consultation with local residents through a new Equality and Diversity strategy which is currently being drafted.

“To support our commitment to equality and diversity, this report also clearly sets out the council’s condemnation of unlawful discrimination of any kind, and proposes the formal adoption of nationally recognised definitions of Antisemitism and Islamophobia.”

Councillor Paul Watling, Cabinet Member for Co-Operative Communities, Engagement and Partnerships

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