



Borough of Telford and Wrekin

Business and Finance Scrutiny Committee

Wednesday 4 November 2026

6.00 pm

Council Chamber, Third Floor, Southwater One, Telford, TF3 4JG

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Committee Members:	Councillors G Luter (Chair), J Kaur (Vice-Chair), B Carter, L Lewis, R Mehta, S Syrda and R Tyrrell
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BUSINESS AND FINANCE SCRUTINY COMMITTEE

Minutes of a meeting of the Business and Finance Scrutiny Committee held on Wednesday 30 September 2026 at 6.00 pm in the Council Chamber, Third Floor, Southwater One, Telford, TF3 4JG

Present: Councillors G Luter (Chair), B Carter and S Syrda.

Also Present: Councillors N England (Cabinet Member for Safer Streets and Better Housing, Z Hannington (Cabinet Member for Finance and Resident Services).

In Attendance: M Brockway (Director: Finance, People & IDT), K Callis (Service Delivery Manager: Housing Improvement Programme), R Cook (Executive Director: Place), J Cornwell (Housing Strategy and Commissioning Programme Manager), S Heron (Legal Advisor), A Hickman (Democracy Officer), K Kynaston (Director – Housing Commercial and Customer Services), P Starkey (Lead Democracy Officer) and D Toy (Service Delivery Manager).

Apologies: Councillors J Kaur, L Lewis, R Mehta and R Tyrrell.

BFSC7 Declarations of Interest

None.

BFSC8 Minutes of the Previous Meeting

RESOLVED – that the minutes of the previous meeting held on 24 June 2026 be confirmed as a correct record and signed by the Chair.

BFSC9 Innovative Approaches to Alternative Accommodation Working Group Report

The Democracy Officer presented the report outlining the work that was undertaken by the Innovative Approaches to Alternative Accommodation Joint Working Group.

Members were reminded that the Joint Business & Finance and Communities Scrutiny Committee Working Group had been established following agreement at a Committee meeting in March 2026. The cross-party Working Group held four meetings on 27 April, 16 June, 10 September and 22



September 2026. It was noted that the final report would be presented to Cabinet on 15 October 2026.

The Committee heard that the purpose of the Working Group had been to examine innovative and alternative forms of accommodation, including the repurposing of existing structures, modular and micro-unit developments, and other creative housing solutions that could help address housing need within the Borough. The Democracy Officer highlighted the increasing housing pressures within Telford and Wrekin, particularly the demand for affordable housing and accommodation suitable for single-person occupancy.

The Committee noted that at its meeting on 27 April 2026, the Working Group had considered various forms of innovative accommodation and the potential benefits associated with different delivery models.

At the meeting held on 16 June 2026, the Working Group had received evidence from a representative of Bristol City Council, who outlined the authority's approach to delivering alternative forms of accommodation and shared lessons learned from their experience.

Members were advised that, on 10 September 2026, the Working Group had examined a range of development options for Council-owned sites, including the GAP housing model and mixed-use development approaches.

The Committee further noted that, on 22 September 2026, the Working Group had considered the potential for a pilot scheme with Housing Plus Group (HPG) to assess the viability of delivering housing on garage sites and explore how innovative approaches could support development on constrained land.

The Chair of Business & Finance Scrutiny Committee commented positively on the Working Group process, noting the constructive cross-party approach that had been adopted throughout the review. Appreciation was expressed to officers for their work in supporting the Joint Working Group and it was noted that Members had been keen for the recommendations to be progressed to Cabinet as soon as reasonably possible.

RESOLVED - that the report and recommendations of the Innovative Approaches to Alternative Accommodation Working Group be endorsed and submitted to Cabinet for consideration.

BFSC10 Housing Investment Programme Annual Update (Nuplace)

The Service Delivery Manager: Housing Investment Programme provided a presentation updating Committee on the Housing Investment Programme since the previous report which came to Scrutiny in June 2025. Members noted that the report contained information on progress against planned and



pipeline developments, outturn financial performance for 2025/26, customer satisfaction and tenancy management performance, and social value outcomes.

The Committee heard that recent changes to legislation placed new responsibilities and requirements on the housing investment programme. It was noted that the Building Safety Act 2022 had introduced additional requirements for Nuplace and development partners in relation to building safety. The Renters Rights Act 2025 was also highlighted as a significant reform of the private rented sector, strengthening tenant rights and increasing landlord responsibilities. The Head of Service: Housing Investment praised the Housing Investment Team for their work in adapting to these changes successfully.

Members also noted that interest rates, while down from 2023 levels, still posed a challenge with projections expecting interest rates to rise, putting pressure on future viability appraisals and operational costs. It was added that construction costs and private rents had increased while house prices remained relatively stable.

The Committee noted that Nuplace's housing portfolio comprised of 759 homes across 17 sites, with a further 37 homes under construction, bringing the total portfolio to 796 homes. Members were informed that 75 affordable homes were available at discounted rents and that the programme had also facilitated the delivery of a further 399 affordable dwellings through housing association partners. Approximately 2,000 residents were living in Nuplace homes.

Members heard that the programme continued to prioritise the delivery of low-carbon homes incorporating high levels of thermal insulation, solar PV panels, air source heat pumps and electric vehicle charging facilities. The programme also maintained a focus on delivering accessible and adaptable homes to support older residents and those with demonstrated needs to live independently. The redevelopment of 47.94 acres of brownfield land, alongside the refurbishment of 4,656 square metres of redundant floorspace, addressed stalled development sites and brought redundant and underutilised land back into use. Nuplace's updated Business Plan, approved by Cabinet in February 2026, included pipeline schemes with the potential to deliver a further 300 homes.

The Committee received updates on completed and ongoing developments, demonstrating diversification and the delivery of wider social value benefits. Projects were delivered in partnership with a range of organisations and included both new-build developments and the conversion of existing properties into affordable homes. The Head of Service: Housing Investment provided examples of the transformation of redundant and underutilised



buildings into high-quality residential accommodation, safeguarding historic assets while meeting local housing needs. The redevelopment of The Gower in St George's, was highlighted as a significant transformation project which involved the conversion of a Victorian school building, into a community centre, Parish Council offices and new homes.

The Committee also received an update on Demark House development within Station Quarter, which has delivered high-quality fully furnished apartments with enhanced amenity provision. The development was recognised as creating a new market within the borough and remained under development. In addition, a range of projects across the borough's towns were highlighted, including the conversion, refurbishment and redevelopment of derelict buildings.

The Committee also noted pipeline schemes including the collaboration with Housing Plus Group (HPG) on the former Phoenix Site in Dawley and a business case which was in development for the Brandon Avenue site in Shawburch and Station Quarter Plot 1.

The Head of Service: Housing Investment informed the Committee that annual satisfaction surveys and feedback data showed that 91% of tenants would recommend Nuplace to family and friends, while 82% were satisfied or very satisfied with both the repairs and maintenance service and their Property Management Officer.

The Committee noted that operational capacity had increased within the Tenancy and Property Management Teams. System improvements had also been implemented to support the growing and ageing housing portfolio. Governance arrangements remained strong, with strategic oversight provided by the Board and delegated responsibilities supporting financial sustainability and compliance.

The Committee heard that the social value outcomes delivered through the programme had included support for 58 apprentices and trainees, 36 work experience placements, 119 hours of school and college engagement activity, and 363 hours of employment support. Members also heard that 24 new and retained jobs had been created. Over £79,000 had been invested in community engagement projects, charities and local initiatives. Economically, £29.3 million had been spent through local supply chains, with 75% of expenditure retained within the local economy. 98% of construction waste had also been diverted from landfill.

The Head of Service: Housing Investment provided details of the 2025/26 year-end financial position. Void levels were reported at 2.18%, below the modelling assumption of 3.0%. Annual turnover totalled £6.2 million, generating a profit before interest and taxation of £4.2 million. Profit after



interest was reported at £588,000. A dividend of £327,600 had been returned to support Telford & Wrekin Council frontline services. Members were also advised that the housing portfolio had been valued at £135.9 million against total investment of £102.18 million, representing capital growth of £33.72 million.

During the discussion, the Head of Service for Housing Investment reported that, despite the successful delivery of a number of schemes, several projects had encountered challenges, including construction cost overruns. Costs had been absorbed by Nuplace. The Committee also noted that market conditions were anticipated to result in further upward pressure on interest rates.

Members were advised that interest in renting apartments at Denmark House, Station Quarter had been strong, with a high level of applications received. It was reported that the scheme was projected to reach full occupancy by November 2026. The Committee was informed that the application process included affordability checks, which could extend the timescales for completing lettings.

The Committee sought further information on the 75 affordable homes illustrated during the presentation. The Head of Service: Housing Investment informed committee that affordable housing provision was delivered at approximately 80% of market rent and formed part of the requirements secured through Section 106 agreements. It was explained that Nuplace sought to maximise the delivery of affordable housing by working with partner organisations. It was added that recent developments had delivered between 40% and 45% affordable housing.

The Committee welcomed the development of 1 and 5 bed properties recognising the increase demand for 1 bedroom and large family accommodation across the borough. Members were also satisfied to see a portion of profits being returned to support Telford & Wrekin Council frontline services.

The Committee welcomed the update and noted the continued success of the programme.

BFSC11 Wellington Market Regeneration Progress Report

The Head of Service: Regeneration & Investment provided an update on the progress of the Wellington Market Regeneration Project. Members were informed that Telford & Wrekin Council acquired the market through a successful Local Regeneration Fund bid in 2023, with the regeneration programme combining building repairs with a refreshed retail, food and leisure offer.



The objectives of the project included increasing footfall and dwell time, improved accessibility and circulation, preserving the market's historic features, creating a stronger sense of arrival, and developing a sustainable entertainment programme. The project also formed part of the wider regeneration of Wellington, aimed at supporting the local economy and attracting visitors.

Members heard that the project had been designed to address legacy maintenance and fire safety requirements. Structural works and floor space was tailored to different business types and trading needs, while ensuring customers could move smoothly throughout the market. The roof, insulation, heating, ventilation and entrance door upgrades had been designed to respect the conservation-area setting.

The next phase of the project was supported through stakeholder engagement activities. Group Ginger and PaveAways delivered the detailed design proposals, taking into account feedback received from stakeholders and the historic significance of the building. Stakeholder engagement played a key role in the design with six distinct stall typologies including: open gondolas, lock up units with over-counter trade and back area, free standing lock-up kiosks, lock-up walk in units, pop up retail area and café/bar.

The Head of Service: Regeneration & Investment presented an overview of Wellington Market in its existing form and outlined the proposed redevelopment, using colour coding to illustrate the different service areas within the market. Members noted that public feedback had highlighted difficulties with manoeuvrability within the existing layout. The proposed design demonstrated improved sightlines and the removal of pinch points, which it was anticipated would enhance accessibility and create a more navigable environment for visitors.

The Committee was informed that significant progress had been made, with 24 traders having moved into permanent new or refurbished units. Approximately 50% of the roof replacement and insulation programme had been completed, while Phases 1, 2 and 3 of the regeneration programme had been successfully delivered. New customer facilities had been installed within both the Market Hall and the Cow Shed, and the market had remained open and trading throughout the construction programme.

Members noted that Phase 1 had delivered 12 permanent internal and external trading units, together with modern customer toilet facilities, accessible provision and baby changing facilities. Phase 2 had resulted in the creation of the Cow Shed food and beverage destination, six new trading units, enhanced customer facilities, a larger replacement canopy and the first gondola-style trading unit for Top Fruits. Phase 3 had provided a further 13



new units, including bespoke deli counters, traditional lock-up stalls and a second gondola-style unit.

Members were advised that trader engagement had been integral to the design and delivery of the regeneration programme. This had included trader meetings, workshops and one-to-one discussions throughout the project. Bespoke planning had been undertaken with individual traders in relation to stall layouts, power requirements, fit-out works and any necessary relocations.

The Committee noted that traders had received regular communication through weekly WhatsApp and email progress updates, direct correspondence, a dedicated project email address and refreshed wayfinding information. In addition, support had been provided through trader marketing initiatives, social media training and business mentoring. The Head of Service: Regeneration & Investment commended the work of the Communications Team in delivering the 'Talking Heads' programme. Members were advised that the initiative had provided stall holders with an opportunity to share and publicise their experiences of relocation and to showcase their businesses.

The Committee heard that the immediate focus would be on progressing Phase 4, maintaining clear wayfinding arrangements and preparing for the remaining construction phases. Work would also continue to explore interest from prospective occupiers, develop future operating arrangements for the Cow Shed and bar facilities, considering the potential reconfiguration of 5 Market Street into smaller retail units, and prepare final opening and launch arrangements while ensuring the project remained within the approved capital funding envelope.

The Committee welcomed the update and commended officers for their efforts in supporting traders throughout the redevelopment process. In response to questions regarding eligibility for rental concessions and the future of the late-night market, the Head of Service Delivery r: Regeneration & Investment confirmed that rental concessions had been automatically applied to all stallholders. It was further noted that provision for the continuation of the late-night market had been considered as part of the market's design and redevelopment plans.

The update was noted.

BFSC12 Work Programme Review

The Lead Democracy Officer informed Committee that the updated Work Programme was circulated in advance and was available in the agenda pack. Members were informed that the Maintaining Accessible Leisure Services item was scheduled for the 4 November 2026 meeting and the Medium-Term Financial Strategy was scheduled for 6, 14 and 19 January 2027 meeting.



Members also noted that additional items could be scheduled upon request. It was emphasised that the Work Programme remained a live document and could be adapted to reflect areas of interest.

Members were encouraged to submit any further suggestions for future scrutiny topics through the Clerk or the Democratic Services Team.

The updated work programme was noted.

BFSC13 Chair's Update

None.

The meeting ended at 6.55 pm

Chairman:

Date: Wednesday 4 November 2026



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Business & Finance Scrutiny Committee

4 November 2026

Maintaining Accessible Leisure Services

Cabinet Member:	Cllr Angela McClements - Cabinet Member: Culture, Tourism & Leisure, Culture, Tourism and Leisure
Lead Director:	Katherine Kynaston – Director: Housing, Commercial and Customer Services
Service Area:	Operational Services (Leisure)
Report Author:	Stuart Davidson – Head of Service (Operations)
Officer Contact Details:	Tel: 01952 382601 Email: stuart.davidson@telford.gov.uk
Wards Affected:	All
Key Decision:	Not Key Decision
Forward Plan:	Not Applicable
Report considered by:	Business & Finance Scrutiny Committee – 4 November 2026

1.0 Recommendations for noting:

It is recommended that Scrutiny Committee:-

- 1.1 Note the contents of the report.

2.0 Purpose of Report

- 2.1 The purpose of the report is to provide the Committee with information relating to progress made against the key recommendations contained within Council's Indoor Leisure Facility Strategy, including how the service is ensuring it is accessible to all residents whilst prioritising inactive residents and those communities most in need.

- 2.2 The report illustrates how the service has developed its offer to encourage and support participation amongst groups who typically have lower levels of sport and physical activity participation.

3.0 Background

- 3.1 The Council's Leisure Services incorporates the strategic provision and direct operational management of 10 leisure facilities. The facility mix is diverse and includes, swimming pools, sports halls, an ice rink, dry ski slope and golf course.
- 3.2 The leisure facilities attract more than 1million community visits per year in addition to accommodating usage by local secondary and primary school pupils and for the 2026/27 financial year are budgeted to generate £6.9m of income.
- 3.3 In 2022 the Council published its 10-year Indoor Sports & Leisure Strategy which along with the Outdoor Sports & Recreation Strategy provides the overarching strategic framework for sports, recreation and leisure provision within the borough.
- 3.4 The independently commissioned Leisure Strategy and outcome of the consultation concluded that the Council's leisure centres are well placed to serve residents. All facilities were rated green and as being excellent or good through the facility audits, they are all of a high quality, clean and well maintained.
- 3.5 It was identified that whilst improving physical activity levels across the board should be a focus for future service planning, particular importance should be given to prioritising inactive communities and those communities most in need. Leisure centres should offer activities for every stage of life to support physical and mental health.

4.0 Information

- 4.1 Resident consultation carried out as part of the Strategy identified that 89% of respondents said that improving facilities would encourage participation and 42% of respondents were keen to do more exercise.
- 4.2 Significant progress has been made in response to the key recommendations identified within the Indoor Leisure Facilities Strategy both in respect of further investment into the physical facilities and in terms of policy and programme developments to break down barriers to participation.
- 4.3 The Strategy includes a number of recommendations relating to facility investment priorities including a new swimming pool in the Dawley area and the importance of ongoing investment into maintaining and further improving leisure facilities. In response to these recommendations the Council has:
- Commenced the development of the new Captain Matthew Webb Swimming & Fitness Centre (due to open in 2027).

- Completed extensive facility refurbishment and energy efficiency works at Newport Swimming & Fitness Centre, Oakengates Leisure Centre and Wellington Civic & Leisure Centre.
- Secured long term partner investment into the Telford Tennis Centre, including the provision of Padel Courts.
- Refurbished its health & fitness facilities, including the installation of new equipment at Wellington, Newport and Horsehay with Oakengates to follow later this year and Abraham Darby in 2027.

4.4 Cost and lack of confidence were reported by residents as the two main barriers to participation. These local findings are reflective of the Sport England nationally identified barriers to participation; cost, lack of confidence/motivation or time, health conditions and cultural limiting factors.

Nationally the groups most affected by barriers to participation and least likely to participate include:

- Lower socio-economic groups
- Disabled people
- Older adults
- Women & Girls
- Some BME groups

4.5 The Council has put in place a range of policies and programming initiatives to help remove some of the barriers to accessing its leisure centres and reduce these inequalities.

4.6 **Affordability**

4.6.1 Cost is cited both nationally and locally as one of, if not the main barrier to participation and it disproportionately affects many of the above groups. In response to this the Council has a well established Leisure Concessions Policy [Telford Loyalty Card \(TLC\) Leisure Concession Scheme - Telford and Wrekin Leisure Services](#)

Concessionary groups include those in receipt of Universal Credit, Pension Credit, People with disabilities, Carers (inc Young Carers), Armed Forces Personnel and Students.

4.6.2 Whilst there are no national comparators for leisure concessions the Telford & Wrekin scheme, along with the additional incentives outlined below, is widely considered to be one of the most generous in the Country.

The Concessions Policy affords entitled individuals/households to:

- 50% off the standard price of a swim (unless already free)
- A minimum of 40% of all other non-instructed activities

- A minimum of 15% off instructed activities
 - Discounted swimming lesson and health & fitness memberships.
- 4.6.3 Nationally health & fitness and swimming are two of the most popular leisure activities with swimming also identified by Sport England as having the highest reported latent demand (people who would like to take part but currently do not). As such these activities represent a significant opportunity to increase levels of participation across the borough.
- 4.6.4 In recognition of the above the Council offers free public swimming to all residents aged under 25, a 50% discount for concessionary groups and a 25% discount for residents over 50.
- Between 1st September 2025 and 31st August 2026 there were a total of 25,782 free swims from CYP.
 - Between 1st September 2025 and 31st August 2026 there were a total of 19,742 discounted swim admissions by residents over 50 (exc those entitled to concessions).
- 4.6.5 Learning to swim is an essential life skill and over 3,500 young people per week attend the Council's Swim 4 Life lessons programme, however, cost can be a barrier. As such in addition to including swimming lessons as part of the Leisure Concessions policy, the Council also offers a free block of swimming lessons to children under the age of 10 who are unable to swim as part of its 10 by 10 initiative.
- Between 1st September 2025 and 31st August 2026, 793 children accessed free swim lessons through the 10 by 10 programme.
- 4.6.6 In addition to Swimming the Council also offers a range of flexible and targeted pricing options to encourage as many of its residents as possible to access its leisure facilities as part of an active and healthy lifestyle. A range of pay as you go and all-inclusive membership options are offered across golf, ice skating and health & fitness to provide flexibility, choice and value for money.
- Currently 25% (1,429) of Council gym memberships and 32% (1,166) of junior swim 4 life memberships are concessionary.
- 4.6.7 An extensive programme of low cost (£2) activities is provided for children 3 years and upwards during each school holiday. These activities are offered alongside the free community based Urban Games sessions which are targeted towards young people aged between 8 and 16.
- During the 2026 school summer holidays 4,600 attendances were recorded through the £2 activity programme and 2,724 attendances through Urban Games.

4.6.8 Discounted memberships for young people and teenagers including junior and youth/teen golf and health & fitness memberships are available along with discounted Family Ice Skating tickets.

4.7 Disability

4.7.1 Sport England identify that people with a disability are one of the least active groups and around twice as many people with a disability are less likely to be physically active than the wider population.

4.7.2 In recognition of the barriers to access faced by residents living with a disability and in response to resident feedback the Leisure Services Team has worked with a range of internal and external partners to develop and deliver an Inclusive Leisure Action Plan.

4.7.3 The Council's Leisure Services team were invited by the Association of Public Service Excellence (APSE) to present and share its approach to inclusive leisure provision as an example of good practice at their National Sports & Leisure Conference in November 2025.

4.7.4 All of the Council swimming pools incorporate dedicated SEND swimming lessons as part of their weekly programme, offering the additional time, support and care necessary to help these young people learn to swim.

4.7.5 Telford Ice Rink and Telford Ski Centre also include weekly inclusive Ice Skating, Soft Play, Skiing and Tobogganing sessions as part of their respective programmes.

4.7.6 Oakengates Leisure Centre is home to Club 2000, a sports and social club for over 16's living with a physical or learning disability and Wellington Civic & Leisure Centre is the home of Wrekin Special Swimming Club, a swimming club for people of all ages with disabilities, additional needs or long-term health conditions. The centres and their staff help ensure a safe, inclusive and fun environment for club members who use the facilities on a weekly basis.

4.7.7 A number of the leisure centres are regularly used by individuals and groups from the My Options Service and free access is provided for accompanying carers.

4.8 Older People

4.8.1 It is recognised that physical activity levels decline with age, with a pronounced fall in participation from around 55 years and a dramatic decline from 75 years onwards. Both the Council's Leisure Strategy and Ageing Well Strategy (2023-2033) recognise the importance of supporting people to remain active in later life. In recognition of this the Council offers discounted swimming (25% reduction) for residents over 50.

- Between 1st September 2025 and 31st August 2026 there were a total of 19,742 discounted swim admissions by residents over 50 (exc those entitled to concessions).

- 4.8.2 Other incentives for older people include discounted over 60's gym memberships, adults only swimming sessions, weekly supervised Senior Gym sessions and a new Adult Learn to swim programme.
- 4.8.3 The Leisure Services team has for several years worked together with a group of volunteers to encourage and support older residents to exercise. The former Prime Time Group, now the Senior Gym Group, enjoy weekly supervised gym sessions at Horsehay Golf & Fitness Centre.
- 4.8.4 The Senior Gym sessions are supervised by Physical Activity Consultants who hold specialist level 4 health & fitness qualifications enabling them to support residents with a range of health conditions, such as cancer, diabetes and cardiac rehabilitation including patients referred from the Princess Royal Hospital to exercise safely.
- 4.8.5 Abraham Darby and Oakengates Leisure Centres run weekly 'Good Boost Sessions' which is a nationally accredited water-based programme to assist in the management and rehabilitation of muscular skeletal conditions. Whilst these sessions are open to anyone, many of the attendees are older residents, some referred through the Community Physiotherapy team.
- 4.8.6 A choice of low impact exercise classes are available including virtual Aquafit (exercise to music in water) as part of the weekly fitness programme.

4.9 Women & Girls

- 4.9.1 Nationally, despite increasing physical activity levels, Sport England report ongoing inequalities and lower levels of participation amongst women when compared to men. Whilst gender specific data is not generally reported it is noted that currently 51% of the Telford & Wrekin Council health & fitness members are women.
- 4.9.2 Swimming Pool programmes across the borough include several 'Women Only' sessions and Shortwood Swimming Pool has been used to accommodate groups that require more privacy including an Asian Ladies group and a Swimming After Surgery group.
- 4.9.3 The exercise to music class programme offers a choice of over 120 classes per week including Aquafit and whilst these sessions are not exclusive, they are predominately attended by women.
- 4.9.4 In recognition of the demand for additional Aquafit sessions investment has been made into a new virtual aquafit product (Hydro-Hex) which has significantly increased the number of Aquafit sessions and therefore attendances.
- 4.9.5 The investment into Hydro-Hex will enable the introduction of dedicated pre-natal and post-natal sessions.

4.10 Other Initiatives

- 4.10.1 Oakengates Leisure Centre now hosts the weekly Wrockwardine Wood and Trench Youth Club in an attempt to increase youth club attendances and build greater links between school (New Rd Academy) and community youth provision. The Centre has also provided several free community youth football sessions for children and young people during the school holidays.
- 4.10.2 Telford Ice Rink offers bi-weekly sessions for children and young people who are home educated. The Ice Rink also provides vouchers to support the Family Nurse Partnership to encourage young parents to attend soft play sessions alongside their family nurse.
- 4.10.3 The service works with internal and external partners to support a range of targeted community initiatives such as 'Kinship Week' through activities including Dad's & Lads Footgolf at Horsehay and providing a variety of activity vouchers.
- 4.10.4 Feedback from residents captured in the development of the Leisure Strategy identified that limited accessibility to school-based leisure sites, particularly swimming pools, during the school day was a barrier to participation.
- 4.10.5 Working with schools and following changes in school funding the service has been able to provide over 15 additional hours per week of community pool time at Oakengates Leisure Centre. This has allowed for additional daytime public swimming, Aquafit and Parent & Toddler sessions.
- 4.10.6 The new Captain Matthew Webb Swimming and Fitness Centre will significantly increase the amount of available swimming sessions, including providing additional community daytime swimming and health & fitness opportunities.

4.11 Future Developments

- 4.11.1 Later this year the Council will launch a new E-Gym, one of only two such facilities in Shropshire, the other being at the David Lloyd private leisure club in Shrewsbury. EGYM takes the guesswork out of using gym equipment by creating personalised training programmes that adapt to individual needs and goals. The technology automatically adjusts equipment settings for each user and tracks progress over time, helping people to exercise safely and confidently.
- 4.11.2 A new Exercise Referral Scheme is to be launched in early 2027, utilising the EGym facility and providing a direct referral link for participating GPs and other health practitioners. The referral scheme for residents with a range of health conditions will include a free initial assessment, 12-week supervised programme and re-assessment.
- 4.11.3 It is intended to use the evidence and learning from the referral scheme to support future investment planning and to make the case for additional external health related funding.
- 4.11.4 A new online library of age specific virtual exercise classes (Born 2 Move) is to be made available to primary schools across the borough in 2027, supporting pupils to enjoy a range of fun filled fitness activities.

5 Alternative Options

- 5.1 The provision of Leisure facilities and services is a discretionary Council function. As such it is for the Council to decide what provision is to be made and how that provision is to be managed and delivered.

6 Key Risks

- 6.1 There are no key risks arising from this report.

7.0 Council Priorities

- 7.1 The Strategy supports the council to achieve the following priorities:

Priority 1 – every child, young person and adult lives well in their community.

- 7.2 Increasing community physical activity levels plays an important role in maintaining healthy weight and supporting people to live well and age well, priorities which are identified within the Council's Health & Wellbeing Strategy 2023-2027.
- 7.3 The Council's Leisure Centres actively contribute towards a child friendly borough, helping young people feel that they are healthy and happy through the provision of an extensive range of sports, leisure and social opportunities.

8.0 Financial Implications

- 8.1 The report is for noting and does not seek approval for any additional expenditure or create any new financial commitments. The leisure service is budgeted to generate £6.9m of income in 2026/27, and the concessions, discounted activities and targeted programmes described in this report are being delivered within the service's approved revenue budgets and existing resources.
- 8.2 Any future development or expansion of the initiatives outlined in the report will need to be delivered within approved budgets or supported by an identified funding source. Where a proposal would require additional revenue or capital funding, a separate business case and approval will be required. The service will continue to monitor income, participation levels and operating costs to ensure that its accessibility objectives are balanced with the need to maintain financial sustainability.

9.0 Legal and HR Implications

- 9.1 The matters in this report engage the public sector equality duty under section 149 of the Equality Act 2010. The initiatives described are directed at advancing equality of opportunity and removing barriers to participation for groups sharing protected characteristics — in particular disability and age,

together with sex and, through the concessions scheme, those experiencing socio-economic disadvantage.

The report is for noting and does not of itself alter service provision; no adverse equality impacts are identified. Any future decision to change provision should be supported by an equality impact assessment addressing the section 149 needs. There are no HR implications arising directly from this report.

10.0 Ward Implications

- 10.1 The service and associated policies are borough wide and as such impact all wards.

11.0 Health, Social and Economic Implications

- 11.1 Leisure Services continue to work very closely with the Public Health team in recognition of the important contribution the service makes to physical activity levels and the wider health and wellbeing of the community.
- 11.2 The Council's leisure centres provide opportunities and support residents of all ages to be active and live well in their communities, including those who are currently inactive. They also provide valuable social spaces enabling residents to come together and help address social isolation.
- 11.3 The Council's leisure centres have a wider role to play in strengthening and connecting communities and directly contributing to the local economy, through providing employment and attracting visitors to the borough.

12.0 Equality and Diversity Implications

- 12.1 The report details how the Council's Leisure Service is working to address the recognised barriers to access experienced by a number of groups to help reduce inequalities.
- 12.2 Active serving armed forces personnel and veterans are included within the Leisure Concessions Policy and as such are entitled to discounted leisure activities.
- 12.3 Care leavers under the age of 25 years are entitled to both free swimming and a free health & fitness membership for them and a companion.

13.0 Climate Change, Biodiversity and Environmental Implications

- 13.1 Leisure Centres are typically big consumers of power and as such are a focus for the council in support of its commitment to ensure its operations are carbon neutral by 2030. Recent investment has been made into significantly improving the energy efficiency of facilities at Newport Pool, Oakengates Leisure Centre and Wellington Civic & Leisure Centre.

- 13.2 Energy efficiency and sustainability planning remain central to both the development of any new facility plans and facility refurbishment works. Including the development of the borough's first carbon neutral swimming pool at Dawley.

14.0 Background Papers

- 1 Telford & Wrekin Indoor Sports & Leisure Strategy: Cabinet 15 December 2022.

15.0 Appendices

None.

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Director	17/10/2026	25/010/2026	KK
Legal	23/10/2026	26/10/2026	EH
Finance	23/10/2026	26/10/2026	MLB

Issue / Topic	Brief Description	Directorate	Council Values/Priorities	Format	Meeting Comments
24 June 2026 – Committee Meeting					
Terms of Reference	For the Committee to agree the Terms of Reference for 2026/27.	Policy & Governance	A community-focussed, innovative council providing efficient, effective and quality services.	Committee Agenda Item	Constitutional Function.
	Outcomes: Members agreed the terms of reference for the 2026/27 municipal year.				
Work Programme	For the Committee to agree the proposed work programme for 2026/27.	Policy & Governance	A community-focussed, innovative council providing efficient, effective and quality services.	Committee Agenda Item	Draft work programme delegated to each scrutiny committee by SMB on 3 June 2026.
	Outcomes: Members agreed the updated work programme for the 2026/27 municipal year.				
Pride in Our High Street	For the Committee to review the impact of the Pride in Our High Street programme and how the scheme has supported local businesses/traders.	Prosperity & Investment	Every child, young person and adult lives well in their community. Everyone benefits from a thriving economy. A community-focussed, innovative council providing efficient, effective and quality services.	Committee Agenda Item	Carried over from 2025/26.
	Outcomes: Members received an update on the Pride in Our High Street programme. The presentation outlined the impact of grant funding in reducing high street vacancies, attracting private investment, creating local jobs and supporting business growth through initiatives including start-up, digital, eco and shopfront improvement grants. Members were also provided with case studies demonstrating the positive impact of the programme and were updated on plans for the future development of the new PIOHS Elevate programme.				

Issue / Topic	Brief Description	Directorate	Council Values/Priorities	Format	Meeting Comments
30 September 2026 – Committee Meeting					
Innovative Approaches to Alternative Accommodation Working Group Report Page 22	For the Committee to receive a report outlining the findings of the joint Working Group's review into alternative accommodation to help meet the housing need across the Borough.	Policy & Governance Prosperity & Investment Housing, Commercial & Customer Services	Every child, young person and adult lives well in their community. Everyone benefits from a thriving economy. A community-focussed, innovative council providing efficient, effective and quality services.	Committee Agenda Item	Formal report outlining the recommendations from the working group.
	Outcomes: The Committee reviewed the findings of the Innovative Approaches to Alternative Accommodation Working Group and the clerk shared a presentation outlining the work undertaken by the Working Group. The report and recommendations were endorsed and submitted to Cabinet for consideration.				
Housing Investment Programme - Annual Update (Nuplace)	For the Committee to receive an annual update on the Council's Housing Investment Programme, including key achievements over the last year and current progress of delivery of the programme.	Prosperity & Investment	Everyone benefits from a thriving economy. A community-focussed, innovative council providing efficient, effective and quality services.	Committee Agenda Item	Standing Item.

	Outcomes: The Committee received the annual update report and accompanying presentation on the Council Housing Investment Programme. The report provided an overview of progress made since June 2025, highlighting key achievements, programme developments, and ongoing performance and statistical information.				
Wellington Market Regeneration Progress Report	For the Committee to receive an update on the Council's investment into the regeneration of Wellington Market focusing on progress to date including programme delivery, engagement with businesses/traders and future plans for completion.	Prosperity & Investment	A community-focussed, innovative council providing efficient, effective and quality services. All neighbourhoods are a great place to live. Everyone benefits from a thriving economy.	Committee Agenda Item	Carried forward from 2025/26.
Page 23	Outcomes: The Committee noted that progress had been made in the Wellington Market Regeneration Project, with 24 traders relocated into new or refurbished units, the first three phases of redevelopment completed, and significant improvements delivered to trading spaces, accessibility and customer facilities. Committee welcomed the successful engagement and support provided to traders throughout the programme, the market's continued operation during construction, and the ongoing plans to complete the remaining phases.				

Issue / Topic	Brief Description	Directorate	Council Values/Priorities	Format	Meeting Comments
4 November 2026 – Committee Meeting					
Page 24 Maintaining Accessible Leisure Services	For the Committee to receive an update on the Council's leisure service, extending its offer to meet residents needs, including through accessible provisions and targeted programmes to contribute to the Council's wider health, youth and prevention priorities.	Housing, Commercial & Customer Services	Every child, young person and adult lives well in their community. A community-focussed, innovative council providing efficient, effective and quality services.	Committee Agenda Item	Standing Item
	Outcomes:				

Issue / Topic	Brief Description	Directorate	Council Values/Priorities	Format	Meeting Comments
6, 14, 19 January 2027 – Committee Meeting					
Medium Term Financial Strategy (Budget)	For the Committee to consult on the draft budget & policy framework proposals published by the Leader and any alternative proposals developed by opposition groups.	Finance, IDT & People	Every child, young person and adult lives well in their community. Everyone benefits from a thriving economy. A community-focussed, innovative council providing efficient, effective and quality services.	Committee Agenda Item	To fulfil the Committee's role as a consultee on the Council's draft budget and to consider any alternative proposals.
	Outcomes:				

Issue / Topic	Brief Description	Directorate	Council Values/Priorities	Format	Meeting Comments
To be scheduled					
Financial Monitoring	For the Committee to receive a report on the Council's Financial Monitoring position for 2026/27.	Finance, IDT & People	Every child, young person and adult lives well in their community. Everyone benefits from a thriving economy. A community-focussed, innovative council providing efficient, effective and quality services.	Committee Agenda Item	To be scheduled if requested by Committee.
	Outcomes:				