

An aerial photograph of a town nestled in a valley, with rolling hills in the background. The sun is setting on the right side of the frame, casting a warm, golden glow over the scene. Two thick, yellow, brushstroke-like lines arch across the sky, framing the town. The text '10 YEAR VISION' is prominently displayed in the foreground, with 'VISION' set against a yellow brushstroke background.

# 10 YEAR VISION

**Building a more inclusive  
Telford and Wrekin**



# FOREWORD

Welcome to our ten year vision for Telford and Wrekin. A vision that sets out where we want the borough to be in 2032 and how we will work together to get there.

I'm proud every day to be the leader of the council. That's not just because we're an excellent authority – but because Telford and Wrekin is a fantastic place to live, work and visit.

It's a place we should all be proud of because it's a place where people want to raise their families, businesses want to invest, workers want to work and visitors want to spend time. We've got a lot to shout about.

However, there's always more that we can do and standing still isn't an option. Telford was a new town. More than 50 years on, as we mature it's vital that our people and place don't get left behind. As the borough of Telford and Wrekin is 70% rural, which provides amazing landscapes and views, the challenges are not always visible - rural poverty and poor transport connections to name just two.

Whilst we're right to be proud of everything Telford and Wrekin has to offer, key to our ten year vision is getting to grips with the stark inequalities that exist within our communities. We must ensure that residents and businesses are supported and resilient to challenges including the current cost of living crisis.

Collectively, we want to make sure that everyone has an equal chance to benefit from the opportunities our borough offers.

So we are carving out a fresh identity with a bright future that has a competitive, fair, vibrant and sustainable economy at its heart, where our residents can flourish in good jobs, in a healthy environment.

We want Telford and Wrekin to be in a place where people from all backgrounds feel safe, are successful and, importantly, live long, happy lives.

And we want our borough to be attractive, culturally rich, outward looking and positive.

We know that as a local authority we can't do this on our own, which is why working in partnership is so important but we are leaders of place and we take that role incredibly seriously. We also know we cannot deliver this vision without additional government funding. We will work with our partners to lobby government to secure this funding.

Together, we're setting ourselves quite a challenge. However, with hard work, collaboration and commitment, we can achieve our vision; to be a place where inclusive growth benefits everyone and everybody has the opportunity to be the best version of themselves, in one of the best and most progressive boroughs in the country.

All that we do – is about creating a better borough by – protecting, caring and investing – and that is the central vision of this plan.

Let's do this.



**Councillor Shaun Davies**

Leader,  
Telford & Wrekin Council

# INTRODUCTION

From Ironbridge's historic role in the industrial revolution to the creation and development of a new town that's become a hub for engineering and manufacturing, Telford and Wrekin has a proud reputation for innovation and enterprise.

Over the last half-century the borough has diversified and matured into a thriving, attractive place that residents are proud of and a desirable location to live, work and raise a family thanks to the high quality of life on offer. The past ten years alone have seen:

- **A track record of securing significant inward investment** - with one of the largest foreign direct investments into the UK in recent years Magna Casting has built a casting plant for Jaguar LandRover parts
- **The continued development of Telford town centre** - including the development of Southwater, a new bus station and a new fashion quarter
- **Growth in the borough's army of volunteers and community groups** - who played a critical role in the borough's response to the Covid-19 pandemic
- **The boroughs reputation as a place to visit has grown** - for example through the events and concerts in the Town Park including most recently Bryan Adams and Tom Jones
- **A growing reputation as a place people want to come to live** - people moving to the borough now accounts for the majority of the borough's annual population growth.

This document sets out a vision for where we want the borough to be in 2032. It identifies what we want to see delivered in the next decade in order to build on the progress of the past 10 years. Fundamentally, it is about creating a place where all residents prosper, whatever their background, and tackling some of the big issues facing the borough today.

This vision has been developed and will be delivered by a partnership of organisations from across the borough that includes:

- Telford & Wrekin Council
- Telford & Wrekin CVS
- Job Centre Plus
- Harper Adams University
- NHS Shropshire, Telford & Wrekin Integrated Care System
- Telford & Wrekin Interfaith Council
- Youth Offending Service
- West Mercia Police
- Shropshire Fire & Rescue
- Telford College
- Shropshire Chamber of Commerce
- NHS Shropshire Community Health Trust
- Telford Business Board
- Midlands Partnership NHS Foundation Trust
- HM Prison & Probation Service

The aim is to set out a clear ambition and direction of travel for the borough – which together as partners we will work together to deliver. By working collaboratively we will each be able to have consistent conversations when engaging with regional and national investors and policymakers to influence and shape decisions about the future of the borough.



## A FANTASTIC PLACE TO LIVE, WORK AND VISIT

# DEVELOPING OUR VISION

Our 2032 vision has been **shaped by direct input from local people**. We have spoken to over 3,600 adults and children from across the borough through an online survey, telephone survey, focus groups and meeting people at community events. We wanted to find out what they liked about the borough and what they wanted to see change or improve over the next ten years and their thoughts on a draft version of the vision.

Residents have told us what they like about Telford and Wrekin, including:

- **the people and community**
- **a safe environment**
- **a good mix of things to do**
- **easy access to facilities and places**
- **an abundance of green and open spaces.**

Residents also shared their concerns about the future, including access to housing that meets their needs, acquiring the necessary education and skills to secure good jobs and the impact of economic growth on the borough's environment.

As well as listening to residents, we have looked at data about the borough to see what picture this paints of the challenges we face.

It shows there are very real differences between some of our communities in terms of how they experience life. There is an 8.8 year gap in life expectancy for men and 6.4 for women between our communities. These differences are often intergenerational and exacerbated by factors such as the Covid-19 pandemic and the current cost of living crisis. Too many residents are left behind or isolated. The fundamental goal of this vision is **to build a more inclusive borough**.

Tackling these issues will be challenging. The money that the borough's public services receive has not kept pace with increased demand and they are struggling to meet this demand. For example, the money that the council receives from the government has fallen significantly over the past 13 years and it has had to make £136m budget savings.

However, by working together in new ways, the council and its partners can deliver this vision. The borough is already in very good shape to start the journey.

Work between key partners is strong and effective. There is excellent school, college and university provision. We have a thriving economy with manufacturing as a core sector, a great housing offer and an attractive environment that residents value. Almost 80% of residents are satisfied with their neighbourhood as a place to live. Crucially, we have an abundance of pride among local people in the heritage and history of the borough – a powerful asset that we can harness to great effect.

Our vision identifies four ambitions to be delivered by 2032. These are:

- **All neighbourhoods are connected, safe and clean**
- **Everyone is able to live a healthy, independent life**
- **Everyone benefits from good education and can fulfil their potential in a thriving economy**
- **The environment is protected for the benefit of everyone.**

The following chapters describe **what the borough will look like in 2032 once we have delivered on these ambitions**.

# OUR 10 YEAR VISION FOR TELFORD AND WREKIN



## Ambition one: All neighbourhoods are connected, safe and clean

In 2032, the borough is recognised as **a place that welcomes everyone**, whatever their background. Telford has been built on people moving from the West Midlands and further afield and this has continued.

All parts of our increasingly diverse community are visible and celebrated through a variety of events, from religious and cultural festivals to LGBTQ+ pride parades.

Communities are connected through an effective **integrated low carbon transport network**. Public transport is fit for purpose, affordable and responsive to demand with hubs in our borough towns and employment centres. Residents from all parts of the borough can readily access the borough's key employment sites and affordable supermarkets through on demand public transport or active travel. They are no longer reliant on taxis for these essential journeys.

All **residents feel safe** in their immediate neighbourhood and **take pride in its appearance**.

Volunteer groups play a key role in this and communities are strong and resilient – the borough is a place where local activism and community groups thrive. Residents are engaged and are able to influence what happens in their neighbourhoods.

A wide range of people participate in elections and play a role in civic life standing as Councillors or school governors.

As people age they are able to remain living independently in their communities surrounded by neighbours, family and friends. Enabling different generations to live side by side has become the foundation for building strong inclusive communities.

Everyone can access housing that meets their specific needs.

In South Telford, estates are being regenerated to bring the housing stock up to a good standard while wider environmental issues have improved by tackling anti-social behaviour and crime. Estate centres are thriving and are run by a raft of voluntary and community groups who know what best meets local needs and work to support these communities.

High streets are diverse and thriving and play an essential part in the life of these communities. Each borough town has a specific offer and focus. For example, Oakengates is the home of a thriving performing arts sector centred around the Telford Theatre and Wellington has a diverse retail offer of independent shops focussed on the 13th century market.

As the borough continues to grow, communities rather than housing estates are built. Physical infrastructure and public services, particularly health services, expand to meet increased demand and deliver improved access.



**HIGH STREETS  
ARE DIVERSE AND  
THRIVING**



# ambition

## Ambition two: Everyone is able to live a healthy, independent life

In 2032, the health of the borough has improved significantly. Gaps in life expectancy between our most and least affluent neighbourhoods have reduced and levels of obesity and smoking have continued to fall.

More residents are physically active, benefiting from the borough's green network and promotion of active travel which have made walking and cycling more popular. Across the borough there is a wide range of affordable opportunities to be active, including at community locations and with local sports clubs/groups. The Council has continued to invest in its network of leisure centres and swimming pools.

More **people living physically active lives is also helping to support mental health and wellbeing** – complementing the informal network of clubs and activities that has grown over the past decade to tackle social isolation and create opportunities for self-help and mutual support.

This success in improving lifestyles and mental health is underpinned by the progress made in ensuring public services are better integrated so that health and care provision are readily accessible and meet need more effectively. Residents can access a GP when required and there is a seamless interface between hospital and community care ensuring needs and expectations are met.

Whether you're an older person that needs a little help to remain independent, someone with long-term physical disabilities or have learning difficulties, **you can thrive thanks to a diversified care offer** for those that need support. Digital technology plays a key enabling role in this – built on the borough's superfast broadband capacity.

The age profile of the borough in 2032 will be older. From 2021 there will be a 30% increase in the number of residents aged 65 or more to 42,300. Whilst some residents in this age group will need support, many will contribute to the vibrancy of civic life in the borough - volunteering and taking part in community groups and activities.

All children have the best possible start in life. Their health, wellbeing, development and education is nurtured from the day they're born. No child is invisible to key services.

Across the borough there is much for both children and adults to do thanks to a varied, affordable leisure, culture and arts offer for residents and visitors alike. Much of this activity is built on volunteering and other informal networks with people coming together to pursue their passions and interests.

Telford's Town Park is a focus for events – bringing together residents and visitors to the borough and including the International Balloon Fiesta, rock and pop concerts, the Telford Carnival and Armed Forces Day. Telford Theatre has been refurbished and extended offering a wider programme of events with amphitheatre in the Town Park brought back into use as an outdoor performance venue. Many of these events and activities are free and ensure the borough offers an inclusive environment.



**ALL CHILDREN HAVE THE BEST POSSIBLE START IN LIFE**

# ambition

## Ambition three: Everyone benefits from good education and can fulfil their potential in a thriving economy

The borough has a robust economy that has benefitted from growth in new sectors delivering well paid jobs, many of which are linked to a zero carbon economy. Entrepreneurs and small businesses thrive. Manufacturing remains a key sector and **the borough is seen as the green engine of the West Midlands**. Significant investment has been secured on the back of the borough's reputation as a place that punches above its weight in the region. It's a place where things get done.

The borough is well connected to the wider region and beyond. There are more, faster trains on the Shrewsbury-Telford-Black Country-Birmingham railway line. The M54/M6 link road has been completed enhancing investment in the M54 growth corridor. A better connected affordable bus network is available providing links to residential, leisure and employment sites. Complemented by a well maintained highway and active travel network providing clean travel options.

All properties in the borough are connected through superfast digital infrastructure and investment in this network has kept pace with ever-changing technology. It's an essential part of the borough's offer to investors and supports new, different ways of working including home working and 'drop-in spaces' in Telford town centre and borough towns. Technology has driven the development of 'smart streets' helping to improve their management and maintenance.

Tourism has grown thanks in part to the burgeoning heritage offer, which is recognised as being borough-wide and includes sites in the Town Park such as the Stirchley Chimney and Furnaces, the guillotine locks built by Thomas Telford at Hadley Park and the canal at Newport.

Education and skills levels have continued to improve and there is a high quality school offer for all across the borough.

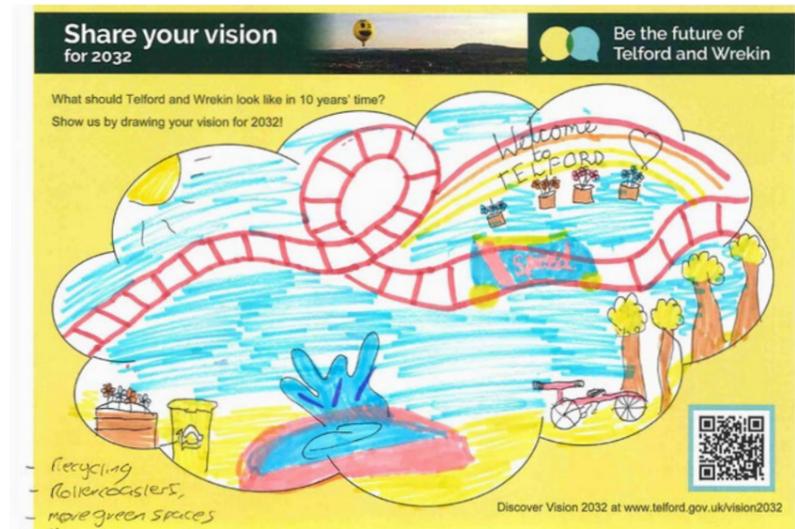
There is now **a strong connection between the skill curriculum and the needs of local employers** with Telford College, along side other post 16 providers, playing a pivotal role in ensuring the local workforce has the skills that match the requirements of local businesses. This is enabling them to prosper and secure investment with an ever-evolving set of specialisms including digital, green economy, construction, media and automotive.

Harper Adams University enjoys an international reputation in food and agri-tech and is a global leader in tackling the future development of our planet's food production and processing, animal sciences, engineering, land management and sustainable business.

This **array of providers means residents of all ages and backgrounds can access the training necessary to enhance their skills, helping them to secure employment in the local economy**. Skills are key to ensuring that no resident gets left behind.

Importantly, young people understand that the borough is a place where they can secure the right skills, get a well-paid job and live their best lives.

## Young people's vision for Telford and Wrekin 2032



# 4 ambition

## Ambition four: The environment is protected for the benefit of everyone

**In 2032, the borough is carbon neutral across all sectors including business, transport and homes.**

The borough is primarily powered by renewable energy through the development of wind turbines, solar farms and possibly hydro-generation. Existing homes and commercial premises are increasingly energy efficient through being better insulated and the using renewable or low carbon sources of energy such as heat pumps. All new buildings maximise the use of sustainable techniques and material in their construction.

Such energy efficiency enables both residents and businesses to be resilient to impacts such as increased energy costs which can lead to fuel poverty and threaten the economic viability of businesses.

The number of protected green spaces and nature reserves has increased, **linking together existing and new green corridors while supporting and enhancing the borough's biodiversity.** These spaces play a full part in helping communities thrive and the benefits they provide for people's mental and physical wellbeing are maximised and recognised.

**The infrastructure for alternatively fueled vehicles - electric or hydrogen - is in place to meet rising demand.** There has also been a switch from cars to active travel because of investment in the borough's cycle and footways. The Silkin Way provides a north-south spine route for active travel. It is possible to travel from south Telford to Telford College cleanly, quickly and cheaply.

The green economy plays a full part in the economic prosperity of the borough and residents can access the green skills to encourage investment and allow existing green tech companies to thrive.

The borough continues to adapt to the extremes of weather brought on by climate change including increases in flooding, heatwaves and drought to reduce the health and economic impacts they have on residents and businesses.



## DELIVERING THE VISION

Developing the vision is only the first step. Making a real impact will involve changing individual and organisational behaviours, and require creativity, ambition and expertise.

As partners, we will need to radically change the way we work together and we know that this will take time, hard work and leadership.

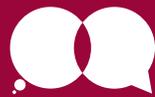
There is an opportunity to try out new tools for collaborating, bringing together residents, businesses and others to test how we can use data, information and technology to help us get under the skin of problems.

We will not be afraid to take risks and experiment because this is the key to learning and getting it right.

We also need to secure the resources required to deliver the vision. We cannot do all of what is promised alone. The vision provides a framework for partners to have a conversation with government and other funders to align investment and use their routes to delivery.

Our new and innovative way of working together is a critical to the future success of the borough. It is the only way we will deliver on our ambition to make Telford and Wrekin a place where everyone has a chance to succeed by addressing the inequalities that have existed for far too long.





Be the future of Telford and Wrekin

