

TELFORD Land Deal

DLUHC Status Report

2022-2023



Foreword:

The Telford Land Deal was formed in 2015 and is now in its 8th 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 start of 2022 continued with the rising land prices as demand continued for industrial premises and the housing market remained reasonably buoyant. Changes however began to appear mid-way to late 2022 as the war in Ukraine, the threat of interest rate rises became a reality, and rising inflation and economic uncertainty took hold. Rising construction costs and the nervousness of the investment market and funders meant land prices started to fall back to where they were pre-pandemic. Across all sectors some deals fell away. Whilst these factors did have an impact in Telford, the Land Deal continued to achieve its targets with the overall programme staying largely on track. The Land Deal continues to build on its success and has established itself as a brand recognised regionally and nationally, drawing property interest to Telford and providing opportunities for investment in the Borough. The Deal is able to provide businesses with a range of options for investing in Telford, invaluable in attracting and boosting jobs for the local area during the last 12 months and over the life of the Deal. House builders have shown continued interest to be present in Telford with the completion of the disposal of the Hem site, a major housing site, in March 2023. The success of the Land Deal has continued to deliver profit share to the Partners and has been used to support initiatives such as small business units developed by the Council to provide space to support new and expanding 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 eight years, the Deal has delivered gross land sales of £48.6 million enabling 2233 new jobs and 1535 new homes. In addition to the major investment already secured through Magna Cosma's state of the art manufacturing plant, Polytec and Craemer, Telford is continues to attract a high level of interest from other sectors such as agri-tech, food production and green industries. Telford remains a destination recognised as eager to do business and has attracted a number of prominent developers such as Morris Property, Redsun Projects Ltd and Trebor Developments Ltd.

Councillor Lee Carter, Telford & Wrekin Council, Cabinet Member for Place (Economy & Neighbourhood Services).

The Telford Land Deal is now in its 8th year. The many success stories in this report are a testament to the Partners' determination to work collaboratively with a clear focus on results. This partnership has been a real success in delivering homes built, jobs created and new businesses flourishing in Telford. Homes England is proud to be a contributor to this venture and looks forward to an ongoing fruitful partnership in the years ahead.

Mike Goulding, Homes England Development Director Central & South West

Sonia Roberts, Chair of the Marches Local Enterprise Partnership, said: "The Telford Land Deal demonstrates conclusively the value that partnership working can bring for the good of the whole region.

"The Marches LEP's partnership with Telford & Wrekin Council and Homes England has not just created jobs, new housing and economic activity in Telford over many years but contributed enormously to the wider prosperity of the whole Marches region."

Sonia Roberts, the Chair of the Marches Local Enterprise Partnership

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1. Summary of Achievements

1.1 Summary

The Telford Land Deal, now 8 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. The Council, as drivers of the site disposal programme, are often the first point of contact for available 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 'Invest Telford' business support offer, has delivered an acceleration in commercial and residential sites sold and raised land values. This has amounted to 30,903sqm (332,637sqft) of Employment Floor Space (EFS), 526 new homes and receipts of £15.6 million 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 consistent supply of much needed commercial and residential land to the Telford market and attracted circa £441 million of inward and foreign investment. 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 eight years, the Deal has cumulatively delivered the sale of a total of 32 commercial sites and 24 sites for residential development, achieving a gross sales income of £48.6 million. The sites have enabled the **delivery of Employment Floor Space (EFS) of 163,871sqm** (1,763,892sqft) and **1535 new homes** and supported commercial premises delivering **2233 new jobs**, many in engineering and manufacturing adding skilled job opportunities for the Borough's communities.

Over the last 12 months (financial year 22/23) of the Telford Land Deal, the Deal has delivered the sale of 3 commercial sites and 1 residential site. This has achieved a **gross sale income of £6.6 million.** These sales will support the **delivery of EFS of 19,883sqm** (214,018sqft), **anticipated job numbers of 307 and 251 new homes.**

During 2023/24, 3 commercial sites and 1 residential site are currently under negotiation and anticipated to achieve an additional gross sales income of **£12.0 million.** In total, these will deliver additional EFS of 45,167sqm (486,173sqft) and anticipated job numbers of c.260 and 48 new homes.

For the first part of 2022/23, demand remained at a good level for land and property across all sectors. However, the war in Ukraine from February 2022 and the general economic situation globally started to impact and the threat of rising interest rates alongside rising inflation began to filter through to the property market. Whilst occupier demand remained high driven by the lack of available industrial units and premises, the developer led market slowed as funders withdrew and the cost of construction rose significantly. The Land Deal's industrial and commercial land disposals remained largely on track although the sale of one site stalled due to the

withdrawal of funding for the proposed speculative units. Efforts to secure funding are ongoing.

Housing delivery remained steady within Telford over most of 2022 with evidence of delivery slowing towards the end of 2022. The current economic uncertainty, increased construction costs, and slower sales rates led many parties to pause land buying in Telford, or build greater risk into their bids. However, within the Land Deal a major housing site was completed at the Hem which will provide 251 homes, with the potential for a further 48 to follow in 2023.

In the last 8 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 £7 million also supported site infrastructure works at Ni.Park and works along the A41 and A518 at Newport, increasing capacity and supporting the release of employment land.

The Council's ability to provide land and deliver through its Growth Fund a range of industrial units to lease to smaller and expanding businesses in Telford continues to drive a high number of enquiries.

The Borough continues to attract a range of interest across all sectors, building on the town's strong manufacturing, engineering and agricultural history. Telford has been dubbed the 'silicon suburb', due to the high levels of tech employment, digital focused

education, and commitment to innovating the agri-tech sector. Telford's strength in offering employment sites is its strategic location with good road and rail links providing an excellent location for distribution hubs. There continues to be a significant increase in indigenous companies requiring new premises to expand and wishing to remain in Telford such as CEL who have expanded to Hortonwood West building on their success in Telford over the last few years. Other companies: Yellow Hat, HCI Systems Ltd and Trimatt, and others have all expanded within Ni.Park, Hortonwood West or are now moving to the new development at Plot 12 Hortonwood, which has led to job safeguarding and increasing local job opportunities for the Telford & Wrekin Borough.

Ni.Park - a new employment park to the south of Newport provides 24 units aimed at agri-tech and enterprise businesses. The take up of the units has been steady with the majority now let. The development is the first phase at Ni.Park and phase 2 started on site in November 2022 providing a development of 2,787sqm. (30,000sqft) of employment floor space. Both phases benefit from green technologies with solar panel and EV charging points. In addition, RVW Pugh Ltd also purchased and started construction on site with a base for their agricultural machinery business. Their development will provide 1573sqm (16,931sqft) of employment floor space. Delivered in association with Harper Adams University the park has the capacity to provide circa 38,000sqm (409,028sqft) of EFS across the whole site.

The largest deal delivered to date continues to be the c£80 million inward investment by Magna Cosma which is set to deliver over 600 jobs over 2 phases, with 345 delivered so far. The investment is understood to be one of the largest FDI for the advanced engineering sector in the UK in the last 10 years and there are new

expansion proposals which will provide for additional production capacity and bring further jobs. T54 continues to thrive with Torus completing their expansion in June on land adjacent to their site and the final road adoption surfacing being undertaken towards the end of 2022.

Hortonwood West also continues to build on its previous success with all plots now sold. Two new speculative units at Plot 1 have now been let to CEL Group, a company offering manufacturing and full logistics management to many different industry sectors including the NHS. 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, remains fully let, with regular enquiries and a waiting list. Plot 8 is the last plot to be developed and is programmed to start later in 2023 with an amended planning application submitted for an increase in floor space. These developments are delivering additional business premises and avoiding the need for businesses to relocate out of Borough. Since the start of the Deal 8 years ago, this new 55 acre industrial park has succeeded in providing much needed employment land and floor space and has enabled 339 jobs and delivered 34,852sqm (375,143sqft) Employment Floor Space.

In the first 8 years of the Deal, all sites at Halesfield have now been sold. The development on Halesfield 18 (Pioneer Park) by Redsun Projects Ltd completed in March 2022 and during 2022/23 has very quickly let to a number of expanding Telford firms; Sirane Ltd, Load Lock and Smartwater Group. This development delivered a total of 7,226sqm (77,780sqft) across 3 Grade A employment units. The land holdings in Halesfield have now been sold with the Land Deal having provided that exit strategy.

There has been particular success in Hortonwood where all sites brought into the Land Deal have now been sold or are under offer, with now only one site awaiting sale completion. The Council owned site, Plot 12, purchased through the Land Deal, is currently on site with its development of 24 small high spec business units with solar technology and EV charging points, with completion planned for September 2023. The level of take up has been excellent with over half pre-let by the end of 2022/23. Plot 11e has made good progress with the construction by Trebor Developments of a large unit for DHL, due to complete in July 2023. The sale of Plot 6 also completed in January 2023 and will provide 8,240sqm (88,694sqft) of floor space for Omega Lighting and Electronics plus a speculative unit. The move by Omega provides an expansion for the company from their unit at Hortonwood West.

During the first 8 years, the Deal has seen extensive activity in the residential sites market with demand high and land prices remaining buoyant. The financial year 2022/23 saw the successful completion of the largest parcel at The Hem, a 37.25 hectares (92 acres) site on the eastern edge of Telford with outline planning permission for 350 homes with 299 being on Homes England land and therefore attributed to the Land Deal. Detailed planning was granted to the preferred developer, Vistry Partnerships at the end of 2022 coinciding with the completion of the building lease and start on site at the larger parcel at the site. As well as partnering with a

Registered Provider the developer will also provide the infrastructure on site ready for an SME house builder helping to diversify the market. Telford continues to see a range of tenures delivered across Land Deal sites with good representation of major and regional house builders and a broadening representation of Registered Providers taking sites. Master planning commenced at Lawley West in 2022/23 and a planning application is expected to be submitted later in 2023.

During the last 8 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 2,233. The Council continues to monitor jobs safeguarded and created and to work proactively with businesses to provide assistance with training, apprenticeships and recruitment. One example is the Employment and Skills Plan that Vistry have committed to as part of The Hem development and which is monitored externally throughout the life of the development. The Council has continued to provide advice on apprenticeships and provided recruitment support through the Work Local initiative holding employment fairs within community buildings and targeted marketing of local residents. Building on the 'Wheels 4 Work' pilot, the Council has developed and funded the Express 100 service which is a bus route operating across Telford, targeting the business parks and aligning with the shift patterns of businesses.

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 8 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 64 have been brought to the market and sold in the first 8 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 Invest 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 £44.5 million 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 constrained/liability sites i.e. those sites considered to have no development value and/or to incur potential costs, which it has now done and all transfers are completed.

2.3 Operation

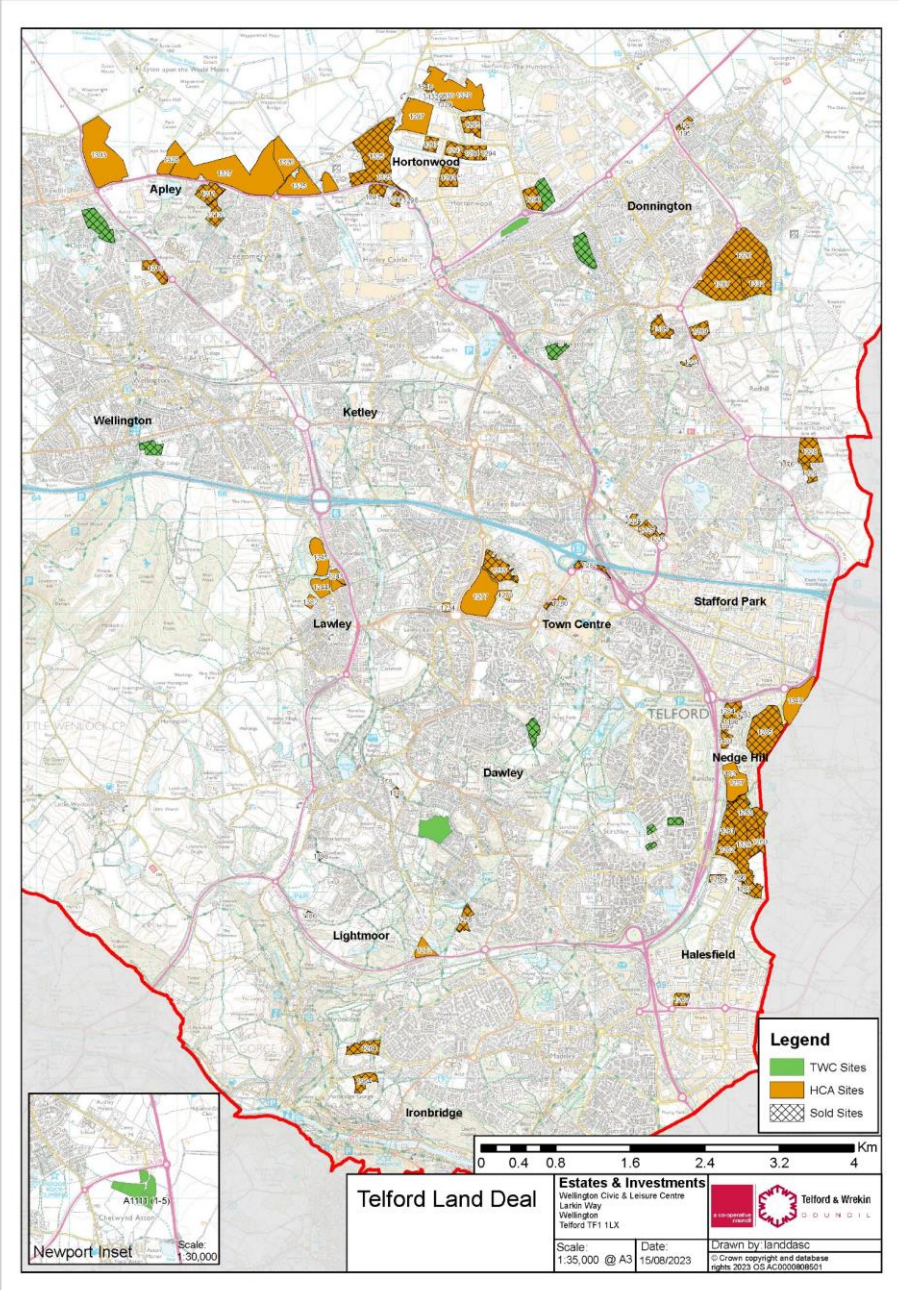
The Deal is managed through a 3-year rolling Investment & Disposal Plan which details the sites for disposal, investment requirements and estimated uplift achieved as a result. The overall Programme is dynamic and the order of land sales, investment required per site and receipts varies with market demand. 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 22/23.



2.5 Key Sites

2.5.1 Commercial Update

T54 is one of the Council's 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. T54 is now home to Magna Cosma, Polytech, Filtermist, XYZ, Torus, Gentech and Incomm. The latest development is by Torus who have added a new 1000sqm (10,764sqft) building to their portfolio on land adjacent to their existing facility at Plot 5. Plot 7 is now the only remaining plot on the open market following a remarketing exercise when the previous bidders declined to proceed. Local Growth Funding via the Marches 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 8 years the Land Deal has achieved a gross sales income of £3.5 million, employment floor space of 42,588sqm (458,413sqft) and 683 jobs at T54.

Photographs below illustrate completed sites:

T54 – Plot 1c
Gentech – Operational



T54 – Plot 2
Polytech - Operational



T54 – Plot 5a
TWC industrial unit –
Operational – Incomm
Training



T54 – Plot 5b
Torus – Operational



T54 – Plot 5c
TWC industrial unit –
Operational – Filtermist



T54 – Plot 6
Magna – Operational



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. Eight years into the Deal and the estate is now mostly completed with Rosewood Pet Products Ltd, Eden Horticulture, Baker Bellfield, Craemer UK Ltd, 15 TWC starter units, Kensa Creative and more recently UPS and CEL Group all in occupation. Plot 8 at the entrance to the site is due to start construction at the end of 2023 once planning has been granted for an amended application to provide 300sqm (3,229sqft) of additional floor space.

In 8 years the Land Deal has achieved a gross sales income of £4.6 million, employment floor space of 34,852sqm (375,143sqft) and 339 jobs at Hortonwood West.

Photographs below illustrate completed sites or schemes in progress:

HWW – Plot 1 Morris Properties – operational – CEL Group – completed 21/22




HWW - Plot 2 TWC units - operational – various small businesses



HWW – Plot 2a Kensa Creative - operational



HWW – Plot 3,4,5 Craemer - Operational




HWW – Plot 6 Baker Bellfield – operational




HWW – Plot 7 Trebor – operational – UPS – completed 21/22



HWW Plot 8 Bruderer – Sold – in progress



HWW – Plot 9 Rosewood – Operational





HWW – Plot 10
Eden Horticultural - operational

Hortonwood and Halesfield

Both established employment areas, the first 8 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 completed or progressing with sale completion programmed for 23/24:

Scheme	Status of site sale	EFS	Jobs	Start on Site	Site Completion	Private Sector Investment
Hortonwood Plot 6	Completed	8,240	42	Nov 2023	July 2024	£5.4 million
Hortonwood Plot 12	Completed	5,858	75	May 2022	Sept 2023	£10 million
Hortonwood Plot 11d	In progress	33,507	200	Oct 2023	Oct 2025	£30 million
Hortonwood Plot 11e	Completed	5,785	140	Sept 2022	Jun 2023	£7 million

In 8 years the Land Deal has achieved a gross sale income of £7 million, employment floor space of 69,215sqm (745,024sqft) and 1011 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**



**Halesfield 18 Plot 1 – Redsun
operational**



**Rampart Way
Various – operational**



**Hadley Park E
Morris Properties –
operational**



**Hadley Park B – Eurogarages
– operational**



**Hortonwood 37 – Epwin
Group - operational**



**Hortonwood, Plot 6
Veolia – operational**



**Hortonwood Plot 6
remainder – Omega – In
progress**



**Hortonwood Plot 11b –
Portion Solutions –
operational**



**Hortonwood Plot 11e – Trebor
– In progress**



**Hortonwood Plot 12 – TWC –
In progress**



2.5.2 Residential Update

The residential market in Telford over the last 8 years of the Land Deal has been buoyant and has seen significant interest from new developers and Registered Providers all keen to gain a foothold in the Telford residential market. Housing delivery remained steady within Telford over most of 2022 although was falling towards the end of 2022/23. The current economic uncertainty, increased construction costs, and slower sales rates led many parties to pause land buying in Telford, or build greater risk into their bids. However, within the Land Deal a major housing site disposal was completed at the Hem which will provide 251 homes, with the potential for the sale of additional land to provide a further 48 to follow in 2023/24. The Hem preferred developer will work with an SME helping to diversify the market as well as a registered provider to develop affordable homes. The development will also provide a new green corridor for pedestrians, cyclists and equestrians linking the development to nearby Stirchley. Start on site commenced at the end of March 2023.

Other sites such as Newcomen Way, Majestic Way and Old Park have progressed well and are either completed or on programme, all notable successes for the Land Deal's first 8 years providing much needed affordable housing within Telford, enabled by the Deal.

NuPlace, the Council's wholly owned housing investment company, also started on site at Donnington in conjunction with Lovells and Wrekin Housing Group with a scheme of 329 units comprising of private rented sector specialist accommodation, affordable, open market sale and a Care Village.

Scheme	Status of site sale	Housing Units	Start on site	Site Completions	Estimated Private Sector Investment
The Hem	In progress	48	Nov 2023	Apr 2029	£20.6 million
The Hem	Completed	251	Mar 2023	Apr 2029	£72.3 million

In 8 years the Land Deal has achieved for residential sites a gross income of £29.2 million and enabled 1535 housing units (684 affordable).

Photographs below illustrate completed sites or schemes in progress:

**Daisy Bank – completed
Lioncourt Homes**



**Priorslee D3 – completed
Central and Country
Developments**



**Frome Way – completed
Keepmoat Homes**



**Land at Snedshill – completed
NuPlace**



**Apley – completed
Kier**



**Priorslee E&F – completed
Lovell**



**The Beeches – completed
Shropshire Homes**



Horton Lane, Plot B – completed - Private purchaser



**Wellington BRJ – completed
Lovell/NuPlace**



**Priorslee Road – completed
Lovell/NuPlace**



**Majestic Way – completed
Living Space**



**Horton Lane Plot A2 –
completed - Bowring
Developments**



**Newcomen Way – completed
Keon Homes**



**Pool Hill Road Site C –
completed - Millenium
Properties**



**Horton Lane Plot C2 – on site
Private purchaser –
completion Oct 24**



**Donnington – on site –
Lovell/NuPlace – completion
Mar 25**



Horton Lane Plot A1 – on site – Private purchaser – completion date Mar 24



The Hem – on site - Vistry – completion date – Apr 29



Pool Hill Road Site D – Start on site June 23



3. Key Deliverables/Milestones planned for future years

Residential sites

Lawley West



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. Master planning has started and it is anticipated that an outline planning application will be submitted towards the end of 2023. The site lies on the edge of Lawley and will provide a high quality residential development of family housing in a semi-rural setting and the design will comply with the Building for a Healthy Life principles. 25% of the homes will be affordable in accordance with planning policy. Developer selection will commence later in 2023.

Commercial sites

Ni.Park



The Land Deal has supported the delivery of a 10ha employment site at Newport promoted through the Local Plan for a major, new employment park. The construction of phase 1 comprising 24 small business units completed in October 2021 and has been proving popular with small agri-tech businesses who have the opportunity to link with Harper Adams University. Phase 2 commenced November 2022 and will provide three units totalling 2,787sqm (30,000sqft). 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 developments so far incorporate green credentials in the form of solar PV's and car charging points and will help consolidate the Borough's growing reputation in this emerging global sector. The site is being brought forward in partnership with Harper Adams University and their Agri Tech Centre of Excellence industry partnership.

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., Epson. 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 the local planning authority in respect to great crested newt mitigation which has accelerated the release of development of sites by allowing

undevelopable sites to be ecologically enhanced for great crested newts and other protected species.

All the Land Deal sites within Hortonwood are now either developed, under construction or under offer. Plot 12 Hortonwood which was purchased by the Council will provide a development of 24 starter and small business units, a response to a lack of these types of units within Telford. This development started in June 2022 with the units available for occupation in September 2023. The development at Plot 11e is programmed to complete in July 2023 and the sale of 11d is programmed to complete summer 2023 and construction commence for 4 large speculative industrial units.

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 8 years ended 31 March 2023, and the forecast for the first ten years of the Deal.

£	8 year Actual 31 March 2023 (..) – shows an income	10 year forecast 31 March 2025 (..) – shows an income
Gross land receipts	(48,601,149)	(75,850,893)
Net land receipts	(23,757,565)	(42,281,091)
Total costs to be funded from land receipts	11,648,690	18,736,157
Net uplift	(12,108,876)	(23,544,934)
Homes England share @ 15%	(1,816,331)	(3,531,740)
TWC share @ 85%	(10,292,544)	(20,013,194)
Constrained/liability set aside.	2,000,000	2,000,000
TWC share retained.	(8,292,544)	(18,013,194)
LEP share @ 15%	(1,243,882)	(2,701,979)

5. Investments

5.1 Investment of Local Profit Share

The financial successes of the Deal to date has meant that a cumulative profit of £12.1 million has been achieved up to 31 March 2023. The Council's proportion of this cumulative profit is £8.2 million after the deduction of £2 million to invest in the constrained/liability sites. The Marches LEP have received £1.24 million as their proportion of profit share, resulting in a net retained profit share of £7.0m to the Council

The Land Deal Board has endorsed the decision of the Council to reinvest £3.3 million of its profit share to support the delivery of the 24 units at Hortonwood being developed by the Council and due to complete in July 2023. The profit share is helping in the viability of the scheme that the Council will bring forward; schemes such as these are rarely brought forward by the private sector due to the cost of the development which includes for solar PV's and EV charging points. The scheme however is critical in supporting the growth of small businesses and addressing the gap in available stock within Telford and is already 50% pre-let.

The Council is also reinvesting £1.4 million of its profit share to develop a second phase of employment 3 units totalling 2,787sqm (30,000sqft) units at Ni.Park, assisting the viability of the scheme. The scheme is on site and completed in July 2023. The units will add to the offer for companies looking to base themselves at Ni.Park. They include solar PV and EV charging points and will provide mid-range units sizes for expansion.

In the first 8 years of the Deal TWC has also 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 providing the evidence of demand

for the development of the further similar sized units at Hortonwood and Ni.Park, where £0.5 million profit share was invested to support the development of 24 units on Phase 1.

The Marches LEP has invested £0.24 million 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 led 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 2022/23 has been to advertise the successes of the Land Deal over its 8 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 8 years. The future success of the Land Deal will be achieved through continuing to work together and maximising 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 developments that provide much needed industrial floor space, 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 2022/23 saw one of the largest sites in the Land Deal, The Hem, obtain planning consent and start on site for the construction of 251 new 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. Further investment into increased electricity capacity has been allowed for in the future expenditure for 2023/4 specifically in relation to the largest employment site at Shawbirch. There is a drive to include for more sustainable energy solutions and new developments are encouraged to provide more sustainable energy options such as solar.

In terms of employment land, the success of the Land Deal has resulted in most of the sites offered at the start of the Deal now being developed or under offer and consequently employment land availability is reducing and prices reflect the level of demand versus supply. The partial review of the Local Plan, currently underway, 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 8th 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.

Discussion between the partners of the Deal are now underway in relation to how the Deal progresses past the 10 year programme. The governing documents allow for a 'run-off' period and discussions are taking place in relation to specific sites that are currently within the Deal but may not be brought forward before the end of the 10 years.

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 (Shawbirch 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 Plot A1 - 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	Sold
The Hem Phase 3 (The Hem)	1260	21775	1476	Sold

Open Space – Nedge Housing (The Hem)	1320	21775	1542	Sold
The Hem Phase 2 (The Hem)	1261	21775	1477	Sold
The Hem Phase 1 (The Hem)	1262	21775	2953	Sold
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	Sold
Plot 6 Hortonwood	1294	26707	1511	Sold
Plot 1 Hortonwood 65 (Specified Site)	1295	21793	1512	Sold
Plot b, d and remainder of e Hortonwood – 3 plots	1297	21795	10669 10678 6056	Plot 11b - Sold Plot 11e - Sold
Site C Pool Hill Road	1378	28464 21757	1587	Sold
Site D Pool Hill Road	1379	28464 24982	1588	Sold
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	Sold		
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	Plot 2a – Sold Plot 2c – TWC Development

Appendix 2 – Press releases

Newport Innovation Park

Next phase of Ni.Park development gets underway

Published December 2022

Construction work has started on three 10,000 sq ft units at Ni.Park in Newport, which will form the second phase of Telford & Wrekin Council's innovative 25-acre agricultural technology park.'



Contractor Morris Property, which completed phase one of the development in October 2021, were commissioned to undertake the eight-month build following a competitive tender.

Phase two will deliver three larger units, suitable for companies with a focus on supporting the fast-growing agri-tech sector.

The milestone was marked with a sod cutting ceremony attended the council's Senior Surveyor Catherine Hawksworth and Morris Property's Construction Manager Steve Flavell and Site Manager Dave Fletcher.

Ni.Park is a key element in the Newport Innovation and Enterprise Package which delivered the supporting infrastructure package funded jointly funded by Telford & Wrekin Council, the Marches Local Enterprise Partnership and Homes England.

The first phase of development delivered a range of smaller industrial units funded by Telford and Wrekin Council.

Councillor Lee Carter (Lab), Telford & Wrekin Council's Cabinet Member for Neighbourhood Services, Regeneration and the High Street, said: "Ni.Park is a growing community for agri-tech businesses, as well as those supporting the agriculture sector with their products and services and the take-up of units has been excellent.

"Ni.Park is an extremely well regarded site which is attracting high profile businesses from across the region and around the world who see it as a place to maximise their potential in a prime location.

"We are looking forward to seeing Phase 2 get underway and further new larger units being built which strengthen the site's reputation as an agri-tech business centre of excellence."

Steve Flavell, Construction Manager at Morris Property added: "We are excited to be able to start work on Phase 2 of Ni.Park, which is the next step in establishing Newport as a centre for high efficiency agriculture."

Richard Bailey, Development Manager at Homes England, said: “It is great to see how the Telford Land Deal is enabling this important next phase at Ni.Park which brings new investment into the area and create additional job opportunities.

“Homes England is delighted to be working in partnership with Telford & Wrekin Council, the Marches Local Enterprise Partnership and Morris Property.”

Sonia Roberts, chair of the Marches Local Enterprise Partnership, said the development played a key part in the LEP’s strategy of creating a high-skilled, high-paid economy across the Marches.

Sonia said: “The Marches is a national leader in the agri-tech sector and playing a crucial role in developing the country’s food security and safeguarding production for years to come.

“We have countless companies in the region who are at the forefront of developing the agri technologies of the future and it is vital that we create the infrastructure to nurture them so that the Marches economy as a whole benefits from their inspiring work.

“The success of Ni.Park will help us continue to deliver on our mission to be at the cutting edge of innovation in the sector and we are delighted to see Phase 2 of the scheme getting underway.”

Photo: Catherine Hawksworth, Senior Surveyor at Telford & Wrekin Council, with Steve Flavell, right, and Dave Fletcher from Morris Property marking the start of Phase 2 construction work at Ni.Park.

Hortonwood Plot 11e

Trebor Developments begin construction of new DHL depot at Hortonwood site

Published November 2022

Trebor Developments is set to start the construction of a new distribution base in Telford for global logistics giant DHL.



The Hortonwood site has been purchased through the Telford Land Deal to create a 62,284 sq ft (5,786 sq metres) low density development for DHL's international parcel business operation.

Construction is expected to be completed by summer 2023 which will bring further significant new investment into Telford and underlines DHL's commitment to the area.

James Drew, Development Director at Trebor, said: "We are delighted to have agreed another lease agreement with DHL and to be delivering further employment space in Telford.

"The facility will provide a best in class parcel facility to support DHL's operations in the region."

Formed in 2015, the Telford Land Deal is a partnership between Telford & Wrekin Council, Homes England and the Marches Local Enterprise Partnership (LEP) which brings forward sites, de-risks them and provides shovel ready sites which are available to develop for employment and residential use.

So far, the Land Deal has leveraged around £300m in private sector investment, created over 2,000 jobs and over 1,000 new homes.

The deal has created significant local employment opportunities within the construction sector and has also been the driving force behind the creation of higher skilled jobs and new apprenticeships.

Councillor Lee Carter (Lab), Telford & Wrekin Council's Cabinet Member for Neighbourhood Services, Regeneration and the High Street, said: "DHL is a huge distribution company both nationally and internationally so it's extremely pleasing to see Trebor Developments construct this new facility which will complement DHL's Stafford Park depot.

"Since it was formed, The Telford Land Deal has been instrumental in creating hundreds of new jobs across a variety of sites and transforming areas across the borough.

“We look forward to Trebor Developments starting construction work and seeing this exciting project take shape which is fantastic news for the area.”

Richard Bailey, Development Manager at Homes England: “It is great to see how the Telford Land Deal is enabling this important development to bring new investment into the area and create additional job opportunities.

“Homes England is delighted to be working in partnership with Telford & Wrekin Council, the Marches Local Enterprise Partnership and Trebor Developments.”

Mandy Thorn MBE, chair of the Marches LEP, said: “This project is another excellent example of how a Telford Land Deal site will be transformed and regenerated to give businesses new state-of-the-art facilities in a prime location like Hortonwood.

“The Telford Land Deal has been an overwhelming success and offers clear evidence of how partnership working, and the LEP, has helped generate both jobs and investment which benefit our whole economy.”

Photo: Cllr Eileen Callear, Telford & Wrekin Council’s Cabinet Member for Visitor Economy, Employment and Skills, centre, and Sheila Dixon, Team Leader (Development) for the council’s Estates & Investments team, fourth right, with (l-r) Matt Burrows (DHL), James Drew (Trebor Developments), Richard Bradbury (Bulleys), Claire Hemus (Homes England), Alex Eagleton (LSH), Mandy Thorn (Marches LEP) and Laurence Wadlow (Trebor Developments).

Majestic Way

Local contractors benefit from Living Space Telford Land Deal development

Published October 2022

A Living Space development is just one shining example of how a Telford Land Deal project has paved the way for new employment opportunities across the borough.



The Solihull-based housing company has now handed over 39 affordable homes at the £7m Majestic Way development in Aqueduct, Telford, to The Wrekin Housing Group.

Homes England first acquired the strategic 6.3-acre piece of land in the 1980s with plans to develop it for housing.

The Telford Land Deal programme, managed by Telford & Wrekin Council, saw this as an opportunity to fulfil the land's proposition and carry out the original plan.

This much-needed affordable housing scheme safeguarded and created new employment opportunities for Telford at a time when there was significant uncertainty, caused by Covid-19 lockdowns and restrictions.

When construction work started on site in 2021, a trio of Telford-based companies were contracted by Living Space to undertake the scaffolding, brickwork, and carpentry work including Telford Scaffold Service, Prestige Brickwork and M E Bishop Carpentry Ltd.

Local workers (up to 9% of subcontractors with a Telford postcode) across all three businesses helped to deliver the construction contract which has led to 39 purpose-designed modern dwellings being let at an affordable rent - at least 20% below standard local market rents.

Six local apprentices per £1m of project spend also played key roles in delivering the construction programme.

The accommodation mix for the Majestic Way development comprises of 19 two-bedroom houses, 18 three-bedroom houses, and two two-bedroom bungalows.

The Public Open Space (POS) around the development has now been seeded and landscaped incorporating controlled lighting to ecologically sensitive areas.

The area of mixed woodland and grassland will provide habitat for great crested newts as well as other invertebrates, birds, reptiles, amphibians and small mammals.

In addition to the POS, the scheme has also delivered a sustainable drainage system (SUDS) attenuation feature and a new footpath to the long distance path - The Iron Bridge Way.

So far in total, the Land Deal has created in the region of 2,000 jobs, attracted around £325m of inward and foreign investment and created nearly 1,300 new homes.

Councillor Lee Carter (Lab), Telford & Wrekin Council's Cabinet Member for Neighbourhood Services, Regeneration and the High Street, said: "Since 2015, the Telford Land Deal has led to the creation of around 2,000 jobs to support a series of new developments across the borough.

"It means that employment opportunities have arisen for local people to work on sites close to home and play their part in bringing these exciting construction projects to fruition.

"Living Space is a great example of how a housing development firm has employed local contractors to carry out work on site at Majestic Way."

Councillor Eileen Callear (Lab), Telford & Wrekin Council's Cabinet Member for Visitor Economy, Employment and Skills added: "It's fantastic to see that local people have secured work on a series of Telford Land Deal projects.

"This particular project has provided much-needed employment during an uncertain few years, helping to reduce unemployment and increase economic independence."

Paul Breen, Managing Director of [Living Space](#), said: "We are thrilled to have concluded all construction works at this impressive new partnership development.

"It has been really rewarding to see residents move into the new homes but also local people secure employment opportunities on their doorstep throughout this development programme."

Photo courtesy of Living Space: The Majestic Way development at Aqueduct created jobs for local people.

Hadley Park E

New Telford headquarters is match made in heaven for skincare firm

Published July 2022

British beauty company owner Deborah Mitchell says Telford is the perfect location for her new business headquarters.



Just months after opening at Access 442 on Hadley Park East, family business 'Heaven Skincare' is already reaping the rewards of relocating to the site just a few miles from its previous base in Shifnal.

The business needed extra space to cope with demand for its extensive range of skincare and beauty products which continue

to attract global orders and are popular with the royal family and well known celebrities.

Heaven's new base makes up two of the 26 units on the £4.5m industrial park which have been developed by Morris Property on land acquired through the Telford Land Deal.

The Telford Land Deal is a partnership between Telford & Wrekin Council, Homes England and the Marches Local Enterprise Partnership.

Under the deal, the Council has responsibility to bring forward sites, de-risk them and provide 'shovel ready' sites available to develop for residential and employment uses.

Deborah, who first established Heaven in 1995, is thrilled with the new location which she feels will really push the business forward and provide expanded training facilities for staff at its spas and salons across the UK.

Deborah said: "I'm absolutely over the moon with our new base. We are very much a family business but we had outgrown our old headquarters in Shifnal and needed a fresh start.

"The new units at Hadley Park are like a dream come true. This is a vision we've had for some time and means everything is now under one roof so staff don't have to go far for anything they need."

The interior and exterior of the units were designed by Deborah's daughter Ella Cox who shaped them based on feedback from staff.

They include a product production area, stylish breakout spaces and offices and a despatch depot all in the same building.

Heaven manufactures luxurious anti-ageing creams and skincare products for men and women which are all organic.

Some of the most popular products include Bee Venom and Nettle Venom - anti-ageing creams and facial skin masks which have seen sales soar since they were launched.

Deborah added: "Hadley Park is the perfect location for us and it's well connected transport wise.

"Our move here was always made with the staff in mind because they all have a say in our products and have a key role to play in the business every single day.

"These are really exciting times for us as we continue to grow, develop new products and push new boundaries around the world and Telford is a great place to do it all from."

Councillor Lee Carter (Lab), Telford & Wrekin Council's Cabinet Member for Neighbourhood Services, Regeneration and the High Street, said: "It's wonderful to see a business like Heaven with such a fantastic global reputation choose Access 442 at Hadley Park as its new home.

"Telford Land Deal sites like this have been completely redeveloped, enabling companies to relocate and make these spacious units their own.

"We're really pleased that Heaven continues to go from strength-to-strength due to the move and to see Hadley Park attracting businesses like Heaven because of its prime location."

