

TELFORD Land Deal

MHCLG Status Report

2023-2024



Foreword:

The Telford Land Deal was formed in 2015 and is now in its 9th 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 2023 continued with the land prices settling to pre-pandemic levels and still a nervousness of the investment market with funders reluctant to invest and yields remaining low. Construction costs remained high meaning viability for schemes and projects was threatened and in some cases, 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 can 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 construction working starting at The Hem, a major housing site, in March 2024. 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 and regeneration within the Town Centre and Borough towns. 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 9 years, the Deal has delivered gross land sales of £60.3 million enabling 2473 new jobs and 1583 new homes. In addition to the major investment already secured through Magna Cosma's state of the art manufacturing plant, Polytec and Craemer, Telford 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 attracting a number of prominent developers such as Morris Property, Total Developments Ltd and Trebor Developments Ltd.

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

Homes England and Telford & Wrekin Council have successfully combined their national and local expertise over many years with results that speak for themselves. The number of homes, businesses and jobs created as set out in this report are testament to a fruitful relationship and we look forward to the next year to continue that success story.

Mike Goulding, Homes England Development Director Central & South West

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1. Summary of Achievements

1.1 Summary

The Telford Land Deal, now 9 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), 574 new homes and receipts of £21.8 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 £496 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.

[At the time of preparing this report, The Marches Local Enterprise Partnership had ceased trading and transferred all its functions to Shropshire Council working with Telford & Wrekin Council and Herefordshire Council, in line with the UK Government's plans for devolution.]

During the last nine years, the Deal has cumulatively delivered the sale of a total of 34 commercial sites and 25 sites for residential development, achieving a gross sales income of £60.3 million. The sites have enabled the **delivery of Employment Floor Space (EFS) of 199,278sqm** (2,145,010sqft) and **1583 new homes** and supported commercial premises delivering **2473 new jobs**, many in engineering and manufacturing adding skilled job opportunities for the Borough's communities.

Over the last 12 months (financial year 23/24) of the Telford Land Deal, the Deal has delivered the sale of 2 commercial sites and 1 residential site. This has achieved a **gross sale income of £11.7 million.** These sales will support the **delivery of EFS of 35,407sqm** (381,117sqft), **anticipated job numbers of 240 and 48 new homes.**

During 2024/25, 1 commercial site has been completed and achieved an additional gross sales income of **£70k.** Delivering additional EFS of 9,760sqm (105,055sqft) and anticipated job numbers of c.20.

The start of 2023 continued with the land prices settling to pre-pandemic levels and still a nervousness of the investment market with funders reluctant to invest and yields remaining low. Construction costs remained high meaning viability for schemes and projects was threatened and in some cases deals fell away. 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 a challenge with one developer withdrawing from a sale and another stalling due to finance availability. That said the Land Deal

remained largely on track enabling 35,407sqm (381,117sqft) of employment floor space.

Housing delivery remained steady within Telford over most of 2023 with developments at The Hem, Donnington and the former Charlton school site all progressing.

In the last 9 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 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 Polytec and Magna Cosma who have expanded their current premises building on their success in Telford over the last few years. Other companies: Yellow Hat, The Crane Pad Shop Ltd, and others have all expanded within Ni.Park, Hortonwood West or moving to the new development at Plot 12 Hortonwood. This has led to the safeguarding of jobs and increasing local job opportunities for the Telford & Wrekin Borough.

Ni.Park – the newest employment park in Newport provides 24 units aimed at agri-tech and enterprise businesses as well as general small businesses. The units are all let and phase 2 has completed providing 3 units totalling 2,787sqm. (30,000sqft) of employment floor space. Interest is strong with 1 unit already occupied and 2 under offer. 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 in 2023 with a base for their agricultural machinery business and this is nearing completion and occupation. Their development will provide 1573sqm (16,931sqft) of employment floor space. Future development proposals at Ni.Park include a Harper Adams University education facility designed to accommodate 200 veterinary students for which planning consent was granted in January 2024.

Delivered in association with Harper Adams University, Ni.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£90 million inward investment by Magna Cosma which is set to deliver over 600 jobs over 2 phases, with 345 delivered so far. Since landing in Telford, Magna continue to grow and evolve and have just

announced a new advanced automation capability; a strategic move that will drive long term growth and competitiveness. These new expansion proposals which will provide for additional production capacity and bring further jobs. Planning has been granted this year for 11,119sqm (119,683sqft) of expansion floor space. T54 continues to thrive with Polytec and Torus expanding the final road adoption surfacing being completed.

Hortonwood West also continues to build on its previous success with all plots now sold. 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 starting on site in October 2023 and due to complete in October 2024. These developments are delivering additional business premises and avoiding the need for businesses to relocate out of Borough and providing inward investment such as Bruderer on plot 8, a Swiss owned company relocating from Luton. Since the start of the Deal 9 years ago, this new 55-acre industrial park has succeeded in providing much needed employment land and floorspace and has enabled 339 jobs and delivered 34,852sqm (375,143sqft) Employment Floor Space.

Alongside the physical development, the Council's ecologists are currently working on a landscape plan to enhance biodiversity at the industrial park ensuring that the legacy of the Land Deal extends to enhancing green spaces as well as the built environment.

In the first 9 years of the Deal, all sites at Halesfield have now been sold. The development on Halesfield 18 (Pioneer Park) by Redsun Projects Ltd successfully let in 2023 to Load Lock and the 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 enabled the process.

There has been particular success in Hortonwood where all sites brought into the Land Deal have now been sold with developments either completed or on site. The Council owned site, Plot 12, purchased through the Land Deal, is now completed and fully let. The site provides 24 small high spec business units with solar technology and EV charging points set within a green landscape. The level of take up has been excellent with all units let within 6 months of completion of the build. The construction by Trebor Developments of a large unit for DHL, completed in June 2023. DHL are in occupation and the new development has provided 140 jobs for the borough. The sale of plot 11D completed in November 2023 and is now on site providing 33,507 sqm (360,666sqft) of employment floorspace, with 11,705 sqm (126,000sqft) pre-let to Polytec, a further expansion in addition to their premises at T54. The development is due to complete in March 2026.

During the first 9 years, the Deal has seen extensive activity in the residential sites market with demand high and land prices remaining buoyant. The financial year 2023/24 saw the successful start on site of the largest parcel at The Hem, a 37.25 hectares (92 acres) site on the eastern edge of Telford with planning permission for 350 homes with The Vistry Group, as preferred developer, building 299 being on Homes England land and therefore attributed to the Land Deal. As well as partnering with a Registered Provider, The Vistry Group are already underway with the infrastructure 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 2023 together with extensive site investigations to ascertain the extent of development of the site, a former mining site. An outline planning application is due to be submitted later in 2024 together with marketing the site through Homes England's tender process.

During the last 9 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 2,473. 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 The Vistry Group 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. The Council has commissioned a number of videos to showcase businesses across the borough such as Rosewood and InComm, both beneficiaries of the Telford Land Deal.

Some of the Land Deal businesses feature in the Council's Economic Development strategy which was officially launched this year. In addition, Work Local and Social Value offers have been supported by businesses who are occupying accommodation following developments on the Land Deal sites.

2. BACKGROUND

2.1 Introduction

The Telford Land Deal was formally completed on 24th March 2016, and signed by Telford & Wrekin Council (TWC) and Homes England (HE). The agreement documents the parties' intention to work together over a 10-year period from April 2015 to promote commercial and residential sites within Telford which fall within the Council and the Agency's ownership, with the Council taking the lead in site preparation, in order to de-risk and accelerate delivery, and in bringing the land to the market. Now 9 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 have been brought to the market and sold in the first 9 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 has been 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. These sites have the potential to contribute to the boroughs biodiversity plans and can be used to offset biodiversity requirements from other Land Deal sites. This not only enhances the non-developable sites but also allows efficient development of the development sites.

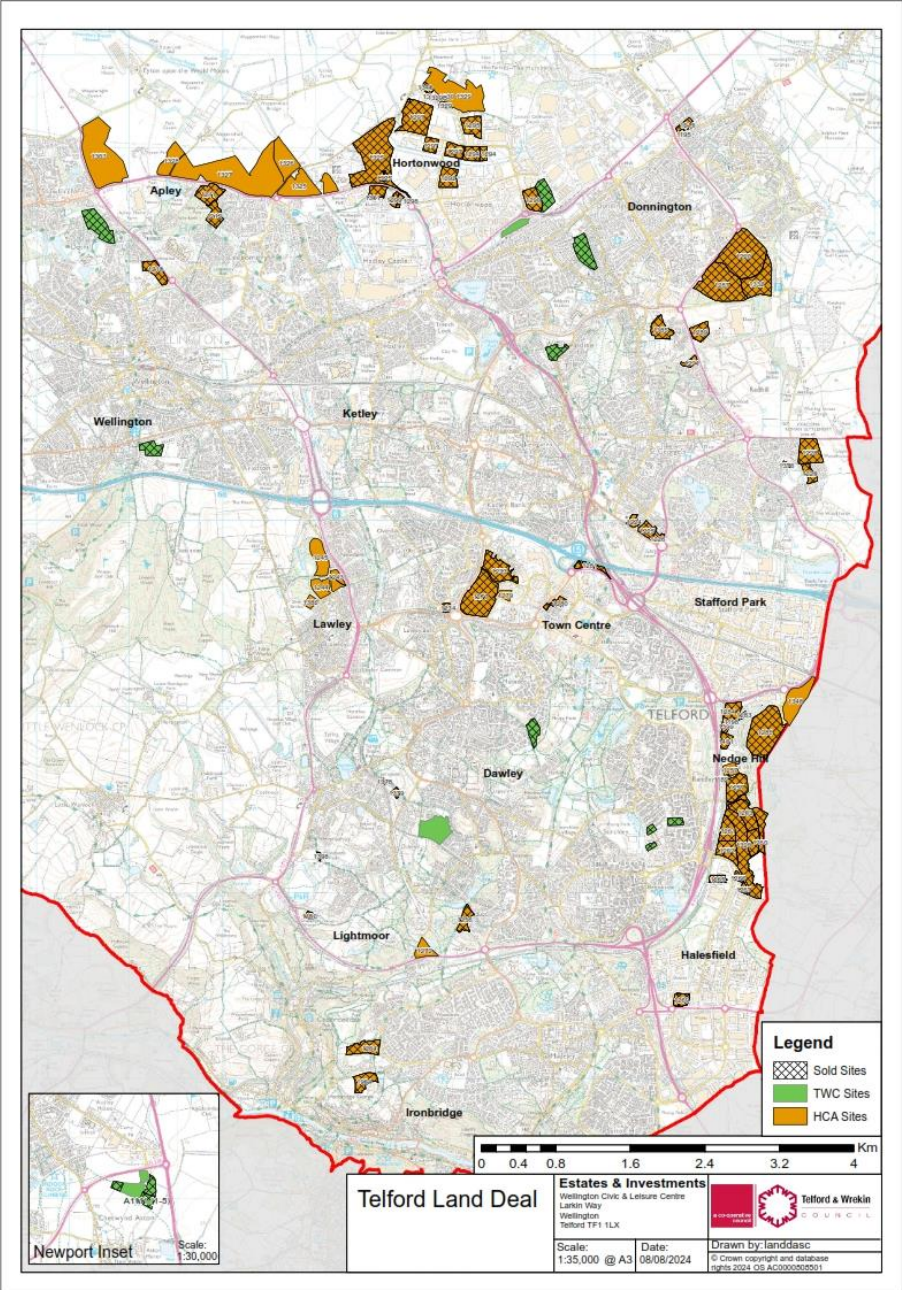
2.3 Operation

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. The Deal is now in its 9th year and therefore has 1 year left with a 2 year period for completion of projects and the finalising of accounts. The partners have been discussing an exit strategy following the end of the Deal which will allow the existing sites yet to be sold and developed to be brought forward and an extension to allow for the development of a larger tract of land, currently unallocated, to be brought forward for a Sustainable Urban Extension in the future.

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 with sold site marked as hatched as at Q4 23/24.



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 Polytec who are expanding their current facility following a major contract award. The sale of Plot 7 is now progressing, the last remaining plot at T54. 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 9 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. Nine 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 under construction providing a new UK headquarters for Bruderer a Swiss owned company who have relocated from Luton of 300sqm (3,229sqft) of additional floor space.

In 9 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 9 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.

Site 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 11d	Completed	33,507	200	Dec 2023	Mar 2026	£30 million

In 9 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
– Operational**



**Hortonwood Plot 12 – TWC –
Operational**



2.5.2 Residential Update

The residential market in Telford over the last 9 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 2023. Within the Land Deal a major housing site disposal was completed at The Hem which will provide 299 homes, and which started on site in March 2023 with the infrastructure works. The first new homes were commenced in April 2024 by the appointed developer, Vistry Partnerships Ltd (Vistry). Vistry 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.

Other sites such as Newcomen Way, Majestic Way and Old Park are now completed, all notable successes for the Land Deal's first 9 years providing much needed affordable housing within Telford, enabled by the Deal.

NuPlace, the Council's wholly owned housing investment company, have progressed development at Donnington (Wildwalk) 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.

Significant progress has also been made by Vistry at the former Charlton School site, a development of 195 homes for the private rental sector.

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

In 9 years the Land Deal has achieved for residential sites a gross income of £35.3 million and enabled 1583 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 - Oct 24



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



Pool Hill Road Site D – in progress



3. Key Deliverables/Milestones planned for future years

Residential sites

Lawley West



Lawley is a 14.1 hectare (34.83 acre) former mining site allocated for residential development in the Telford and Wrekin Local Plan. The site's former use has left a legacy of complex ground conditions resulting in extensive geotechnical work and master planning. The site is another key residential site for Telford and the Land Deal. Master planning is on going with pre-planning public consultation having taken place and it is anticipated that an outline planning application will be submitted Autumn 2024.

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 2024.

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 is fully let and has been proving popular with small agri-tech businesses who have the opportunity to link with Harper Adams University. Phase 2 is now completed and provides three units totalling 2,787sqm (30,000sqft). Planning consent was secured in April 2024 for a new 1440 sqm Vet school for Harper Adam University which is anticipated to start late 2024.

Ni.Park provides serviced land for a range of potential occupiers with the Council able to offer a range of solutions for occupation from design and build to turnkey. Council led developments have incorporated green credentials in the form of solar PV's and car charging points which has helped to 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

Appendix 1 provides a full list of sites.

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 or under construction. Plot 12 Hortonwood which was purchased by the Council provides a development of 24 starter and small business units, a response to a lack of these types of units within Telford. This development completed in September 2023 and is now fully let. The development at Plot 11e is also complete and let to DHL with the development of 11D now on site and programmed to complete March 2026.

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 9 years ended 31 March 2024, and the forecast for the first ten years of the Deal.

£	9 year Actual 31 March 2024 (..) – shows an income	10 year forecast 31 March 2025 (..) – shows an income
Gross land receipts	(60,312,187)	(60,382,187)
Net land receipts	(31,649,473)	(31,649,933)
Total costs to be funded from land receipts	12,514,971	13,359,403
Net uplift	(19,134,503)	(18,290,530)
Homes England share @ 15%	(2,870,175)	(2,743,580)
TWC share @ 85%	(16,264,327)	(15,546,951)
Constrained/liability set aside.	2,000,000	2,000,000
TWC share retained.	(14,264,327)	(13,546,951)
LEP share @ 15%	(2,139,649)	(2,032,043)

5. Investments

5.1 Investment of Local Profit Share

The financial successes of the Deal to date has meant that a cumulative profit of £19.1 million has been achieved up to 31 March 2024. The Council's proportion of this cumulative profit is £14.2 million after the deduction of £2 million to invest in the constrained/liability sites. The proportion of profit share payable to the Marches LEP under the Land Deal is £2.1 million, resulting in a net retained profit share of £12.1m to the Council

In the first 9 years of the Deal, TWC has invested £1.0 million profit share as part of a larger investment by the Council from its Growth Fund to develop the 15 small businesses starter units at Plot 2 Hortonwood West, Telford. This has been a successful development with all units let and providing the evidence of demand for the development of 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 Council has also reinvested £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 units have added to the offer for companies looking to base themselves at Ni.Park providing solar PV and EV charging points and mid-range units sizes for expansion.

A further £3.3 million of profit share was used to support the delivery 24 units at Hortonwood, reacting to market demand and assisting in the viability of this Council lead development. Schemes such as these are rarely brought forward by the private sector due to the cost of including solar PV's and EV charging points.

More recently, The Land Deal Board endorsed the decision of the Council to spend profit share monies to support the viability of projects being delivered through the Towns Fund.

This includes approval to spend £3million profit share as part of the Towns Investment Fund project at Oakengates. This project is delivering new homes, refurbished retail units and quality public realm/event space in the heart of Oakengates.

Approval is also in place for the Council to spend profit share monies within Telford Town Centre at Station Quarter to support the delivery of enhanced access routes and high-quality public realm across the area and a new circa 4000sqm (43,055sqft) Digital Skills and Enterprise Hub that will accommodate a coordinated offer for both education and flexible space for new businesses.

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 2023/24 has been to advertise the successes of the Land Deal over its 9 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 9 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 2023/4 saw one of the largest sites in the Land Deal, The Hem, obtain planning consent and start on site for the construction of 299 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. 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 9th 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 Plot 11d - 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	Sold
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

Telford youngsters discover their superpowers at LEGO league event

Published July 2023

School children from across Telford and Wrekin came together at AFC Telford for the final of the second LEGO® League Explore programme, sponsored by Telford & Wrekin Council and Morris Property and supported by Capgemini.



The programme, aimed at pupils aged six to nine years old, introduces a scientific challenge to help develop new skills and inspire a love of learning while having lots of fun with LEGO.

Ten schools took part in the competition, which challenged small teams to research, design and make prototypes to harness alternative energy sources to create new superpowers.

Over the preceding ten weeks, more than 100 children took part in the event, organised and managed by volunteers from Capgemini.

Pupils presented to judges from [Morris Property](#), [Capgemini](#) and Telford & Wrekin Council before immersing themselves in technologies such as code breaking and 360 tours before the final prize-giving ceremony.

Telford & Wrekin Council sponsored the LEGO League Explore programme and purchased the LEGO kits through its social value fund raised as part of the Ni.PARK phase two construction project.

Ni.PARK phase two, on the outskirts of Newport, is Telford & Wrekin Council's latest direct investment at the site where Morris Property were awarded the contract to construct three new commercial units.

The 10,000 sq ft units, which are available to let from this month, will be owned and managed by the council's estates and investments team.

Phase one of the Ni.PARK project has already delivered a series of smaller units at the innovative agricultural technology park which are occupied by agri-tech businesses or firms with links to the agri-tech sector – making it a hub for knowledge, expertise and industry networking.

The Public Services (Social Value) Act came into force on 31 January 2013, requiring people who commission public services to think about how they can also secure wider social, economic and environmental benefits. This can include monetary sums generated through social value.

The fund can only be spent in the Telford and Wrekin area and so schools within the borough were approached to participate.

Morris Property Construction Manager, Steve Flavell said: “We’ve been seriously impressed today by the innovations designed by the teams.

“They have worked so hard to identify problems and find solutions, working closely in their teams to impress the judges.

“We are proud to sponsor the LEGO® League Explore programme and directly engage with these young people - they have bright futures ahead of them.”

As a fifth-generation family business, Morris Property has a track record of working with young people and investing in local communities, from supporting apprenticeships to transforming school environments.

Councillor Lee Carter (Lab), Telford & Wrekin Council’s cabinet member for place (the economy & neighbourhood services) said: “This programme has provided a great opportunity to utilise some of the social value fund brought forward as part of the Ni.PARK development.

“We’re proud to support this programme and help local school students with their learning along the way.

“Ni.PARK has become an outstanding centre of agricultural excellence in Newport and we are pleased to have co-sponsored the LEGO programme through the social value fund it has raised.”

Councillor Eileen Callear (Lab), Telford & Wrekin Council’s Cabinet Member for education, employment & visitor economy, said: “This has been a really exciting opportunity to promote science, technology, engineering and maths to primary schools across the borough using the LEGO kits as a tool for exploration and learning.

“It’s wonderful to see some of the fantastic prototypes local school children have created using LEGO – the culmination of 10 weeks of hard work.

“Hopefully, being part of this programme will help inspire youngsters to become researchers, designers or engineers as a future career.”

For more information about Morris Property and its range of services, call 01743 232005 or visit www.morrisproperty.co.uk

To make an enquiry about the three new units at Ni.PARK, please call Telford & Wrekin Council’s estates and investments team on 01952 384333 or email estates&investments@telford.gov.uk

Or for more information visit www.estatesandinvestments.co.uk

Photo: Back (l-r) are Phil Griffiths, Morris Property contracts manager, Steve Flavell, Morris Property construction manager and Rebecca Carey, school performance team leader at Telford & Wrekin Council and front are award-winning pupils from Newport CE Junior School.

Hortonwood Plot 12

ATW Couriers is Orchard Business Park's first tenant

Published October 2023

ATW Couriers Ltd has become the first tenant to move into Telford & Wrekin Council's latest commercial estate Orchard Business Park.



The growing business, which delivers packages and products for local and national companies across the length and breadth of the UK, has taken up one of the brand new units at Hortonwood, Telford.

[ATW Couriers Ltd](#) was founded by owner and Managing Director Adam Welborn in 2019, but after the firm outgrew its previous premises at Halesfield it needed somewhere bigger and Orchard Business Park fitted the bill.

In total 24 units have been constructed at Orchard Business Park which cover 60,000 sq.ft across eight buildings on the site.

The units at Orchard Business Park promote a 'green' environment and have been designed with space for 26 electric vehicle charging points, roof solar panels and other sustainable features and ecological enhancements.

Tenants have been secured by the Council for another 13 units which are ideal for a range of potential occupiers - including start-ups, smaller businesses and larger firms at the site which is in a prime location in Telford.

The Council acquired the site from Homes England through the Telford Land Deal which brings forward former new town sites identified for development, de-risks them and provides shovel ready land which can be developed for employment and residential use.

After identifying a high demand for smaller industrial units that wasn't being met by the private development market, the Council set about the building project.

The site will now be managed and let through the Council's property investment portfolio, providing a vital revenue stream for the Council.

Orchard Business Park has also been delivered with support from the Telford Growth Fund which invests directly into land and buildings to attract new investors, support businesses, boost jobs and the economy as well as reinvesting into frontline services and local communities.

This development further consolidates Telford and Wrekin borough's reputation as an investment hotspot providing much needed, high quality rented business space.

ATW Couriers Ltd, which is open seven days a week and offers a same day delivery service, now has six staff and a fleet of vehicles out on the road.

Adam said: “We’re really pleased with our new unit which is a huge boost for our business at just the right time.

“We transport packages for firms across the UK but we want to build a bigger client base here in Telford and deliver goods for business on our doorstep, as we sub-contract some of our work for companies out of the area.

“We’re really grateful to Telford & Wrekin Council for the support we’ve received and I think the Telford Growth Fund is fantastic because it has helped businesses like ours to move into new premises and hopefully grow our client base.”

Adam added: “The facilities at Orchard Business Park are first-class. There’s plenty of parking and electric vehicle charging points, it’s a great place to do business from and in a perfect location.

“For the units which are still available to let, I’d definitely encourage other businesses to come and take a closer look at what’s on offer here.”

Councillor Lee Carter (Lab), Telford & Wrekin Council’s Cabinet Member for Place (the Economy & Neighbourhood Services), said: “It’s great to see ATW Couriers already reaping the benefits of a move to Orchard Business Park

“The site is appealing to a range of businesses from a variety of industry sectors who are keen to benefit from state-of-the art facilities and unit space on an eco-friendly business park.

“The Telford Land Deal and Telford Growth Fund have been instrumental in creating new jobs and bringing new skills and expertise to the borough and the Orchard Business Park development is another prime example of that.”

Businesses interested in enquiring about units still available at Orchard Business Park can call Telford & Wrekin Council’s Estates and Investments team on 01952 384333 or email estates&investments@telford.gov.uk

To find out more about ATW Couriers, please call 01952 503560 or email info@atwcouriers.co.uk Photo:

Photo: Councillor Lee Carter, left, with ATW Couriers Managing Director Adam Welborn outside the Orchard Business Park unit.

Donnington

Published March 2024

First tenants move into Nuplace's sustainable Future Homes Standard properties in Telford



Photo: Telford & Wrekin Council - Cllr Richard Overton pictured meeting the residents of their new home

Telford & Wrekin Council has welcomed the first wave of tenants to its latest properties in Donnington, marking a significant milestone in the completion of Nuplace's latest housing development.

Wild Walk is a mixed tenure development with a total of 329 new homes which are being bought forward by a partnership comprising of Telford & Wrekin Council, Nuplace, Lovell Partnerships Ltd and local housing association, Wrekin Housing Group.

Nuplace, the council's wholly owned housing company, has taken sustainable housing to the next level at the development

by introducing its first ever Future Homes Standard properties to further support residents with lower fuel bills.

Nuplace properties range from 1 to 4-bedroom houses, apartments, and bungalows. Of the 66 properties 18 of these are being built to accessible and adaptable standards, and are available for people who are over the age of 55, or with a demonstrable need.

Residents can still reserve a Nuplace property at Wild Walk – details of available plots and rent prices can be found on Nuplace's website.

All Nuplace properties at Wild Walk have been delivered to low carbon standards incorporating solar panels and electric car charging points as a part of its commitment to help tackle climate change.

In addition, the Future Homes Standard green homes at Wild Walk will produce 75-80% less carbon emissions than homes built under the current Building Regulations. The properties will feature new technology when it comes to heating, hot water systems and reducing heat waste.

After months of preparation Jamie and his family were among the first tenants to move into their Donnington homes today. He told us:

“This is our first time renting with Nuplace. For us as a family knowing that the property is owned by the council has given us a huge sense of security. Our previous home was owned by a private landlord, and we were always so unsure about the future. We are a family of six and one of our children has additional

needs so knowing we have a stable home, that we can call our own, is a huge relief and really exciting.

“At first, we weren’t looking for a Future Home Standard property, this is just a bonus for us!

“We are really looking forward to learning more about these features and seeing how they benefit us as a family.”

Councillor Richard Overton (lab) deputy leader and the cabinet member for homes and enforcement said: Housing is one of our key priorities in Telford and Wrekin as we set to protect, care and invest to create a better borough for all of our residents. This new development at Wild Walk is a key part of this and it’s great to see the range of properties available both from Nuplace and also our partners.

“With over 1,300 tenants now living in Nuplace properties right across the borough, we know they are providing fantastic long-term homes for our residents from a landlord they can trust.

“Seeing tenants arrive at their new homes today really brings to life the development and the vision of the partnership which was to create a development which offers something for all residents.”

To date Nuplace has 485 homes right across the borough, with a further 359 planned or at construction. 124 of the existing homes are affordable properties. The housing investment programme has also enabled the delivery of a further 399 affordable dwellings by housing association partners.

Hortonwood Plot 11d

New commercial units development is underway at Hortonwood

Published March 2024

Work to create a series of new commercial units is underway on a site brought forward through the Telford Land Deal.



The new development at Hortonwood 45 Plot 11D, known as Total Park Telford, is being delivered by Total Developments NW Ltd and will bring new skills and jobs to Telford and Wrekin.

The development will comprise of 350,000 sq ft of industrial space split across four units with a total power offering of 4 MVA.

The four self-contained manufacturing and logistics warehouses, ranging from 55,240 to 126,133 sq ft, will each have their own dedicated parking and yard areas and provide a ground floor open warehouse and office accommodation at first floor level.

All units will have generous dock and level access loading provisions and the surrounding areas will be fully landscaped with over 14,500 trees and shrubs planted as part of the development.

The Telford Land Deal, launched by Telford & Wrekin Council in 2015 with Homes England, is set to generate £44.5m of land receipts from the sale of HE land by 2025.

Through the Land Deal, former new town sites are brought forward and de-risked for development to provide shovel ready land that can be developed for employment and residential use.

To date, the programme has delivered commercial floor space of 163,871m² (1,763,892sq ft), 1535 housing units (684 affordable) and created 2233 new jobs.

The Total Park Telford project is expected to create an additional 450 jobs for the local community, with the first two units being available for handover as early as late 2024.

Telford is a well-established commercial location within the West Midlands and the site is located within one of Telford's main employment areas.

Significant occupiers within Hortonwood Industrial Estate include DHL, Denso, BAE Systems, Makita, Nestle and Heinz.

Councillor Lee Carter (Lab), Telford & Wrekin Council's Cabinet Member for Place (the Economy & Neighbourhood Services), said: "The Telford Land Deal continues to be a huge success - delivering new skills, jobs and homes across the borough.

“We are really pleased to see this latest development on a Telford Land Deal site come to fruition and these new commercial units are in a prime location in Telford.

“We look forward to seeing this development taking shape and it’s another excellent example of how land is being brought back into use through the Telford Land Deal.”

Total Developments are expected to complete the first two units towards the end of 2024 and the remaining units will follow in early 2025, albeit the developer is able to prioritise each of the four unit’s dependant on early occupier demand.

Ed Chantler, CEO of Total Developments, said: “Total Park Telford represents a continuation of our clear strategy since inception.

“Our track record of identifying sites and speculatively developing best-in-class mid-box warehousing and manufacturing space has established our position as market leaders in the 20-150,000 sq ft size range.

“It gives us the confidence to push on at Telford and ensure the development is expedited to meet demand.

“Our experiences at the likes of Total Park Leeds, Bedford, Theale and Middlewich has made power provision a particular focus on this site.”

Edward Spooner, Acquiring agent for M1 Agency said: “Total Park Telford’s unrivalled power provision should prove to be a significant draw.

“Similarly, functional unit configuration and orientation with large yards and strong loading provision should appeal to logistics operators looking for cost effective space along the M54 Corridor and wider West Midlands region.

“Initial conversations are being held with a number of major operators on both freehold and leasehold terms.”

For further enquiries contact Georgina Thompson (01193 461360), Kayleigh Mason (07747 486661) of M1 Agency and Richard Bradbury (07956 847446).

Photo (L-r) Dan Owen, Senior Manager (Planning and Enabling) for Homes England, Catherine Hawksworth, Senior Surveyor for Telford & Wrekin Council’s Estates and Investment team, Councillor Lee Carter (Lab), Telford & Wrekin Council’s Cabinet Member for Place (The Economy & Neighbourhood Services), Ted Macdougall, Development Director for Total Developments North West and Chris Grimmett, Contract Manager for Pioneer Design and Build.

