

TELFORD Land Deal

MHCLG Status Report

2015-2025



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1 Introduction

The Telford Land Deal was formally completed on 24 March 2016, signed by Telford & Wrekin Council (the Council) and Homes England (HE). The agreement documented the parties' commitment to work together over a 10-year period from April 2015 to promote commercial and residential development sites within Telford under the Council and the Agency ownership, with the Council leading on site preparation, to de-risk and accelerate delivery, and in bringing the land to the market. Under the Telford Land Deal £44.5 million from the sale of Homes England land assets included within the Deal would be reinvested back into the local area, supporting the delivery of new homes, jobs and employment floor space. Additionally, the area would also benefit from a share of land value uplift generated by the Land Deal which accelerated and raised land values over and above Homes England projected receipts.

2 Summary of achievements

Now at the end of the 10-year period, the Telford Land Deal has delivered remarkable success with numerous achievements. It has established an effective new model for reinvesting public land receipts into creating new homes, employment space and jobs, whilst raising land values and driving growth.

During the last 10 years, the Telford Land Deal has delivered gross land sales of £60.3 million enabling 2,493 new jobs and 1,583 new homes and the delivery of 209,038m² (2,250,066ft²) employment floor space.



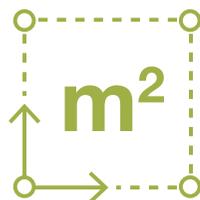
£60,300,000
gross sales
income



1,583
housing
units



2,493
jobs



209,038m²
(2,250,066ft²)
employment
floor space

The Telford Land Deal has been instrumental in bringing forward brownfield and underutilised land. It includes 79 Homes England parcels of land and 11 Telford & Wrekin Council sites which has offered the opportunity for the Council 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 only eight remain to be brought to the market and will form part of the future Land Deal extension, (see page 15).

The Telford Land Deal is well known within the property market and business community in Telford and the West Midlands. This innovative model enables the disposal of public land through upfront investment into site preparation and marketing, underpinned by the Council's 'Invest Telford' business support offer. This approach has accelerated the delivery of commercial and residential sites, increased land sales and raised land values.

Management of the Telford Land Deal is through a 3-year rolling Investment and Disposal Plan, which details the sites for disposal, investment requirements and projected value uplift. The programme has been dynamic and the order of land sales, investment required per site and receipts adapting to market demand. The 3 Year Plan provided much greater certainty in terms of forecasting and delivery and has been reviewed annually and approved by the Telford Land Deal Board.

Over the last 10 years, Local Growth Funding via The Marches LEP enabled £22.6 million of highway infrastructure works under the Telford Growth and Eastern Gateway Packages. These works included increasing the capacity at Junction 4 at M54 to enable growth in that part of the Borough and bringing services and infrastructure into north Telford to unlock 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 facilitating the release of employment land.

Despite challenges over the last 10 years including Brexit and the Covid pandemic which impacted the property market. The Telford Land Deal has successfully managed to navigate these challenges; it continued to meet its targets year on year and in some cases accelerated site disposals. Whilst some disposals were more complex than others due to market sensitivities, with developers not progressing sales, the Deal was able to attract alternative purchasers and keep the programme on track. The Council also purchased a number of sites to bring forward for employment floorspace using profit share generated from Land Deal sales. This meant that the profit share was reinvested back into Telford which in turn enabled jobs to be safeguarded and created in the borough. The Council's wholly owned housing company, NuPlace, also purchased a number of sites to provide market rent housing and specialist housing, helping to meet local housing needs within Telford and boost housing numbers.

The Land Deal has continued to build on its success and established itself as an initiative recognised regionally and nationally, attracting significant property interest to Telford and creating new opportunities for investment in the Borough. Businesses have benefited from a range of options for investing in Telford and been helping to boost local employment and economic growth in the local area over the life of the Deal. House builders have shown sustained interest to be present in Telford with new companies entering the Telford housing market as a result of marketing the large residential sites.



Over the last 10 years the Land Deal has delivered profit share to the partners which has been used to support initiatives such as small business units developed by the Council to provide space to support new and expanding businesses driving regeneration within the Town Centre and Borough towns. The Council continues to work to make Telford an easy a destination as possible for investors to access land – through the commitment of the partners and the Deal’s ability to de-risk sites and streamline acquisition and development processes.

Now at the end of the 10 years there is provision for a runoff phase to enable unsold sites to be disposed of with outputs calculated up to that point. Two of the sites in the Telford Land Deal are unallocated for development and are included within the emerging Telford and Wrekin Local Plan, proceeding through Regulation 19. These two sites, if allocated under the Local Plan, will join other landowners to form a Sustainable Urban Extension (SUE) and provide an additional 3,100 homes and 100,000m² of floor space when developed.



3 Notable successes

Telford remains as a highly attractive destination for businesses with the Telford Land Deal attracting a number of prominent developers such as Morris Property Ltd, Total Developments Ltd and Trebor Developments Ltd and alongside companies from outside the Borough and assisted local companies, keen to expand.

Building on major investment already secured like Magna Cosma's state of the art manufacturing plant (£80million), Polytec and Craemer, Telford has continued to attract a high level of interest from other sectors such as agri-tech, food production and green industries.

The Land Deal has enabled the expansion of local companies, the consistent supply of much needed commercial and residential land and attracted circa £504 million of inward and foreign investment. This is devolution in action delivering above and beyond expectations through strong partnerships between the Council and Homes England and the support of the former Marches LEP.

The Council's ability to provide land and deliver a range of industrial units through its Growth Fund to lease to smaller and expanding businesses in Telford has been pivotal in driving enquiries and economic growth across the Borough.

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 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 Craemer UK and Torus who have grown their presence in Telford over the last few years. This has led to the safeguarding of jobs and increasing local job opportunities for the Telford and Wrekin Borough.

There have also been significant achievements for residential development sites including:

- 1583 new homes of which 684 are Affordable Homes;
- 160.22 ha/396 acres of land in total developed for housing of which 26% is Brownfield land;
- An additional Council Tax revenue of around £2.6million has been delivered to support council services; and
- £16m in profit share has been generated to reinvest into bringing further residential sites forward for development in Telford.

The market has been generally strong in Telford over the last 10 years, and the Deal has enabled a wide range of housing options to be delivered for the residents of Telford including, affordable, specialist, dementia care and market rent and for sale.

4 Commercial sites

4.1 Hortonwood West

Since the Telford Land Deal began 10 years ago, this new 55-acre industrial park has succeeded in providing much needed employment land and floorspace and enabling **339 jobs** and delivering **34,852m² (375,143ft²) of employment floor space**. All plots are now sold including three purchased by the Council to provide commercial floorspace for rent.

Profit share from the Land Deal has been used to help fund developments that the market would not support, such as small business units by providing viability gap funding. These units have proved highly popular and are all fully let. Further developments at Hortonwood West have delivered additional business premises helping avoid the need for businesses to relocate out of Borough and providing inward investment opportunities for companies such as Bruderer on plot 8, a Swiss owned company relocating from Luton.

In addition to the physical development now completed, 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.



34,852m² (375,143ft²)
employment floor space



339 jobs

CASE STUDY: Bruderer relocation marks full occupancy at Hortonwood West

As the Telford Land Deal celebrates its tenth year of transforming Telford's economic landscape, a key milestone has been reached, the full occupation of Hortonwood West Business Park. The final plot has been taken by global manufacturing leader Bruderer, which has chosen Telford for the relocation of its UK headquarters from Luton.

This moment not only signifies the completion of a major employment site but also reinforces the Land Deal's core mission: to unlock strategic land, attract high-quality businesses, create jobs, and reinvest in the community.

Hortonwood West: A success story

Bruderer joins a prestigious line-up of businesses now based at Hortonwood West, including Eden Horticulture Ltd, Rosewood Pet Products, Craemer UK and UPS. The site is strategically located with excellent road connectivity, making it an ideal choice for logistics and advanced manufacturing operations.

The development of Hortonwood West has been a key part of the Telford Land Deal, a pioneering partnership between Telford & Wrekin Council and Homes England launched in 2015. Together, the partners have brought forward underutilised public land for development, supported infrastructure, and attracted private investment.

Outline planning permission was granted in July 2016 with the first units starting on site later that year and now occupied by Rosewood and Eden Horticulture Ltd. Over the following years up to the present day all the plots have been developed either by Telford & Wrekin Council to support their property investment portfolio or by individual businesses such as Craemer UK and Baker Bellfield, both Telford businesses who expanded into the park. The plots are surrounded by green space which will be enhanced to provide a high-quality wildlife habitat.



Bruderer: Precision Engineering with Global Impact

Founded in Switzerland in 1943, Bruderer is globally recognised for its high-speed precision stamping technology. Its UK operation, a cornerstone of the group's international network since 1968, is now taking a bold step forward with a purpose-built facility in Telford set to open in early 2025.

Covering over 1,000m², Bruderer's new two-storey facility at Hortonwood West will host office space alongside industrial capacity for assembling and servicing its stamping presses. The site has been designed with sustainability in mind, incorporating rooftop solar panels and EV charging points.

With its modern facilities and commitment to workforce development, Bruderer's move is expected to create skilled jobs across engineering, sales, administration, and apprenticeships. It stands as a powerful example of how the Telford Land Deal is attracting global investment to the borough while supporting local prosperity.

Adrian Haller, Managing Director of Bruderer UK, said: "Moving to Telford is an exciting opportunity for Bruderer. The modern facility supports our growth plans and provides a high-quality environment for our team. We're committed to expanding our UK workforce and continuing to deliver exceptional service to our clients."

Councillor Richard Overton, Telford & Wrekin Council Deputy Leader and Chair of the Telford Land Deal said: "As the partnership looks to the future, Telford & Wrekin Council is exploring ways to extend the Telford Land Deal beyond 2026. We want to ensure that this ground breaking initiative continues to leave a legacy of economic growth, job creation, and sustainability benefiting the residents and businesses of Telford and Wrekin for years to come".



4.2 T54

The largest deal delivered to date remains the c£80 million inward investment by Canadian company Magna Cosma which is set to deliver over 600 jobs over 2 phases, with 345 already created. The investment is understood to be one of the largest Foreign Direct Investment for the advanced engineering sector in the last 10 years with new expansion proposals expected to increase production capacity and create further jobs.

During the 10 years of the deal major investments at T54 have included Polytec, Torus and Filtermist, the Council has also developed two units providing much needed floor space.

The development of T54 has protected areas for Great Crested Newts and provided specific kerbs to allow newts to access the pond within the development plot. In addition a number of substantial trees were protected by way of a Tree preservation order.

Overall the Deal has delivered **42,588m² (458,413ft²) of floor space** enabled **683 jobs**. There is one plot, Plot 7, still awaiting development and at the time of writing this report has attracted interest from several developers.



42,588m² (458,413ft²)
employment floor space



683 jobs

4.3 Hortonwood

Over the 10 years, Hortonwood has been transformed significantly. At the start of the Deal 7 plots which had lain undeveloped for some years, requiring up front surveys, infrastructure works and planning consents to kickstart the development. The Land Deal forward funded the works required making sites shovel ready and more attractive to the market. All plots have now been sold and the majority developed providing **93,946m² (1,011,226ft²) of floor space** and enabling **991 jobs**.

Portion Solutions and DHL are amongst the new occupiers at Hortonwood alongside Orchard Business Park, a Council developed scheme of 24 small business units featuring solar technology and EV charging points. The development is set within a green landscape including an ecology rich area adjacent comprising of 1.1ha which has enhanced the flora and fauna which had been displaced by the development. A number of additional ponds have been provided to accommodate Great Crested Newts.



93,946m² (1,011,226ft²)
employment floor space

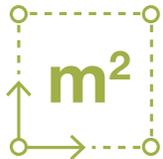


991 jobs



4.4 Ni.PARK

Ni.PARK – the newest employment park in Newport provides 27 units aimed at agri-tech and enterprise businesses as well as general small businesses. The units are all let and provide a total of **6705m² (72,172ft²) of employment floor space** and enabling **120 jobs**. All units benefit from green technologies with solar panel and EV charging points.



6,705m² (72,172ft²)
employment floor space



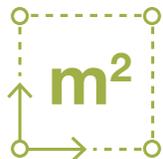
120 jobs

In addition, RVW Pugh Ltd which purchased land for a base for their agricultural machinery business and is now developed and occupied by TR Machinery. Their development has provided **1573m² (16,931ft²) of employment floor space**.



1,573m² (16,931ft²)
employment floor space

Delivered in association with Harper Adams University, Ni.PARK has the capacity to provide circa **38,000m² (409,028ft²) of EFS** across the whole site. The Council is currently reviewing enquiries for turnkey deals to develop the remaining Council owned plots.



38,000m² (409,028ft²)
employment floor space



CASE STUDY: TR Machinery expansion strengthens Ni.PARK's position as a hub for Agri-Tech innovation

As the Telford Land Deal marks its tenth successful year, another major milestone has been achieved at Newport Innovation and Enterprise Park (Ni.PARK) – with all units in Phases 1 and 2 now fully let and further development land available for Phases 2 and 3.

Among the latest businesses to invest in this thriving site is TR Machinery, a prominent specialist in Fendt agricultural machinery. The company's investment in a purpose-built facility at Ni.PARK underscores both the park's growing reputation as a leading Agri-Tech Enterprise and Science Park and Telford's status as a key location for innovation-led industries.

TR Machinery: Supporting growth in agricultural innovation

TR Machinery's new facility at Ni.PARK represents a significant expansion for the company, enabling it to meet rising demand for agricultural machinery and aftersales support across Shropshire and the wider region.

The development includes:

- a fully equipped workshop for servicing and repairs;
- secure storage for machinery parts and equipment;
- office space for day-to-day operations; and
- outdoor display areas showcasing the latest Fendt models.

This strategic investment will enhance operational efficiency, support business growth, and generate new skilled job opportunities. By expanding into Ni.PARK, TR Machinery is helping strengthen the region's agricultural supply chain while complementing the borough's advanced manufacturing capabilities.

Council support and partnership working

The Council's Invest Telford and Estates teams played a vital role in helping TR Machinery secure a site within Ni.PARK that matched the company's specific operational needs. From identifying suitable plots to supporting the planning process, the teams worked closely with TR Machinery to ensure a smooth and efficient investment journey.



Robert Pugh, Company Director at TR Machinery, said:

“Our move to Ni.PARK marks a new chapter for TR Machinery. The location gives us the space and visibility we need to grow, while being part of a community of like-minded, innovative businesses. The support from Telford & Wrekin Council made the process seamless – their understanding of our needs and the potential of the site gave us real confidence to invest here.”

Ni.PARK: A growing agri-tech cluster

Developed through the Telford Land Deal, Ni.PARK has rapidly evolved into a dynamic business location tailored for agri-tech, innovation, and light industrial enterprises. The site’s strategic position near Harper Adams University, one of the UK’s leading institutions for agricultural education and research, continues to strengthen collaboration between academia and industry.

With Phases 1 and 2 fully occupied, Ni.PARK is now home to a cluster of forward-looking businesses contributing to the Borough’s sustainable growth and diversification. Land remains available for future development in Phases 2 and 3, offering opportunities for further inward investment and expansion.

A decade of success under the Telford Land Deal

Ni.PARK’s success story is part of a broader legacy created by the Telford Land Deal – a partnership between Telford & Wrekin Council and Homes England that has, since 2015, unlocked almost £60 million in land sales, enabled more than 2,400 jobs, and delivered nearly 200,000 square metres of commercial floor space.

Councillor Richard Overton, Deputy Leader of Telford & Wrekin Council and Chair of the Telford Land Deal Board, said:

“TR Machinery’s investment in Ni.PARK is a fantastic example of how the Telford Land Deal continues to deliver on its promise. It’s about unlocking opportunity creating high-quality spaces where businesses can grow, innovate, and provide skilled local jobs. Ni.PARK’s growth reflects the strong partnership between the Council, Homes England, and the business community.”



CASE STUDY: Nova Vets establishes independent veterinary at Ni.PARK

Now in its tenth year, the Telford Land Deal continues to create spaces that enable a diverse range of businesses to grow and thrive. The latest addition to Ni.PARK, Nova Vets, represents that success, an independent veterinary practice established by a team of experienced local professionals who have invested in a modern, purpose-built facility at the heart of Newport's Innovation and Enterprise Park. Their arrival not only brings new skilled jobs and essential community services to the area but also demonstrates Ni.PARK's versatility as a thriving business location that supports innovation, enterprise, and local prosperity.

Founded by three local veterinary professionals, Nova Vets offers a wide range of veterinary services within a contemporary and welcoming setting. The purpose-built facility features separate dog and cat waiting areas, modern consultation rooms, diagnostic and surgical suites, and dedicated nurse-led clinics for preventive care and wellbeing.

The practice has been designed with the community in mind offering local pet owners a trusted, independent alternative focused on continuity of care, personal service, and clinical excellence. Located at Unit 6C, Ni.PARK, Newport, the practice benefits from easy access for clients across Telford and rural Shropshire.

Nova Vets' investment is the latest success story at Ni.PARK an employment site developed through the Telford Land Deal, a pioneering partnership between Telford & Wrekin Council and Homes England.

The Council's Estates and Investments team worked closely with the Nova Vets founders to identify the right premises and guide them through the process of establishing their new facility. This support ensured a smooth transition from concept to completion, demonstrating how the Land Deal enables not only large-scale industrial investment but also the growth of service-based enterprises that enrich local communities.



The opening of Nova Vets has created new employment opportunities for veterinary surgeons, nurses, and support staff. The practice also provides placement and training opportunities for young people seeking a career in animal care, contributing to skills development in the Borough.

By choosing Ni.PARK, Nova Vets has joined a growing community of innovative businesses that include manufacturers, agri-tech firms, and professional services showcasing the site's capacity to host a variety of sectors that together strengthen the Borough's economic base.

Anley Baker, Director of Nova Pets said: "Our goal was to build a welcoming, community-focused Independent veterinary practice where pets and their owners feel supported and cared for. Establishing Nova Vets at Ni.PARK has given us the perfect environment to do that. The support we received throughout the process made it possible for us to turn our plans into reality, and we're excited to now be part of such a vibrant and growing community."

Councillor Richard Overton, Deputy Leader of Telford & Wrekin Council and Chair of the Telford Land Deal Board, said: "The Land Deal has enabled us to bring forward high-quality sites like Ni.PARK, which are now home to a diverse mix of thriving local businesses. Nova Vets is a fantastic example of how this partnership is helping residents and entrepreneurs invest locally, creating jobs, supporting communities, and building pride of place."

As Ni.PARK continues to grow, with land available for further phases of development, businesses like Nova Vets demonstrate the park's success in fostering a balanced, resilient economy for Telford and Wrekin.



4.5 Halesfield

All sites at Halesfield have been sold during the first 10 years of the Deal. The development on Halesfield 18 (Pioneer Park) by Redsun Projects Ltd was successfully let in 2023 to Load Lock and the Smartwater Group. This development delivered a total of 7,226m² (77,780ft²) across 3 Grade A employment units.

Other sites were sold to Alkane Energy UK Ltd, Wrekin Pneumatics Ltd and Travis Perkins.

The development of sites in Halesfield have created **8,776m² (94,464ft²) of floor space** and enabled **220 jobs**.



8,776m² (94,464ft²)
employment floor space



220 jobs



5 Residential sites

Over the last 10 years, the Telford Land Deal saw extensive activity in the residential market with demand high for sites and land prices remaining buoyant. A total of 26 residential sites have been sold or are in the process of disposal.

Prior to the Land Deal housing development was largely limited to the urban extensions including Lawley and Lightmoor. The Deal unlocked smaller sites which had been seen as challenging, with the Land Deal providing the upfront funding to de-risk the land prior to being brought to the market. These smaller sites have enabled smaller house builders in the SME category to enter the Telford market as well as registered providers who had not previously had a presence in Telford. The de-risking of sites meant that issues such as the presence of great crested newts, lack of or diversion of utilities could be dealt with prior to marketing. This together with the obtaining of outline planning consents meant that sites which had lain undeveloped for some years could be accelerated to the market and boost housing numbers in Telford.



1,583
housing units



£35,332,758
gross sales income

Three sites were accelerated in the programme: Newcomen Way, Majestic Way and Old Park. Despite the Covid pandemic the market remained buoyant, and bids received for the sites exceeded expectations. These sites were developed for 100% affordable housing introducing new Registered Providers to the Telford housing market. Today, 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. The sites now provide high quality housing including 2, 3 and 4-bed affordable rented properties.

The development of Newcomen Way has provided footpaths that have opened up walking routes that better connect existing green spaces.





Majestic Way



Newcomen Way
55 housing units



Majestic Way
39 housing units



Old Park
88 housing units



Old Park

Several sites including, land at Snedshill/Church Road, land at Blessed Robert Johnson School, and more recently land at Donnington, have been purchased by the Council’s wholly owned housing company, NuPlace. These sites have been developed for market rent housing, together with market housing for sale through. These developments have helped to further diversify the housing market within Telford and provide much needed high-quality homes for rent and for sale.

In addition, a number of single house plots were sold and developed, adding to the choice within the housing market. The plots have all been developed as either self-build or houses for sale.

The largest site in the Telford Land Deal at the Hem continues with the construction of 299 homes by The Vistry Group. The site comprises a 37.25 hectares (92 acres) site on the eastern edge of Telford. Prior to the granting of outline planning permission extensive public consultation took place which informed the master plan for the site. As well as partnering with a Registered Provider, Bromford Housing Association Ltd, The Vistry Group have constructed the infrastructure for the SME house builder, Shropshire Homes, who are now on site building its first homes, helping to diversify the market. Construction will continue until 2029 with 174 plots currently underway and 19 plots completed. The site also includes a significant amount of public open space and a pedestrian/cycle/equestrian route improving connectivity to the nearby neighbourhood centre.

The development was assessed using the Building for a Healthy Life principles to ensure a long-lasting quality environment. A proportion of the homes will be constructed using Modern Methods of Construction.



The Hem
299 housing units

The final major residential site is at Lawley West, the last phase of the wider Lawley development and able to accommodate up to 250 homes. Outline planning permission has been granted, and the site is coming to the market via the Homes England DPS system. As with the Hem part of the site will be developed by an SME housebuilder supporting market diversification and the smaller housebuilders.

The site is a former open cast mining site and therefore de-risking by obtaining outline planning consent and undertaking extensive ground investigations has been key to increasing its attractiveness to the market.

The site will provide in excess of 10% biodiversity net gain as part of the development and will enhance the current footpaths through to Dawley Road and Lawley providing greater connectivity.



Lawley
250 housing units



CASE STUDY: Doseley Halt success shows power of the Telford Land Deal

The transformation of the former mining site at Doseley Halt in Horsehay is a clear demonstration of the Telford Land Deal unlocking challenging brownfield land and creating much-needed new homes.

Delivered by Central & Country Ltd, the development will provide 36 high-quality homes, including nine affordable properties, helping to meet local housing needs. The site was jointly owned by Telford & Wrekin Council and Homes England, and was brought forward through the Land Deal a pioneering partnership that enables surplus public land to be developed while reinvesting profits locally to support infrastructure and growth.

Since work began, significant remediation and groundwork have been undertaken to overcome the legacy of the site's mining history. This has paved the way for the successful launch of new homes, with strong demand already evident nearly all of the first phase properties have been reserved ahead of completion.

Councillor Richard Overton, Telford & Wrekin Council Deputy Leader and Chair of the Telford Land Deal, said: "Doseley Halt is a fantastic example of what the Land Deal was set up to achieve. We are taking brownfield sites that would otherwise remain undeveloped, tackling the challenges head on, and creating high-quality homes and communities that meet the needs of local people."

Nick Laight, Director at Central & Country Ltd, added: "The support and framework provided by the Telford Land Deal has enabled us to bring forward a complex site with confidence. The response from buyers has been extremely positive, which underlines the strength of Telford as a place to live and the value of working in partnership to unlock these opportunities." The first show home opened in summer 2025, with the first residents expected to move in later this year.



CASE STUDY: Park Wrekin Gymnastics Club thrives thanks to Telford Land Deal

The transformation of the former Charlton School site into Assembly Park has not only delivered 195 new homes under the Telford Land Deal it's also provided a world class base for one of the region's most successful sports organisations. Park Wrekin Gymnastics Club, based at the heart of the redeveloped site, has gone from strength to strength thanks to a new long term lease arrangement from Telford & Wrekin Council allowing the club to create a purpose built training facility.

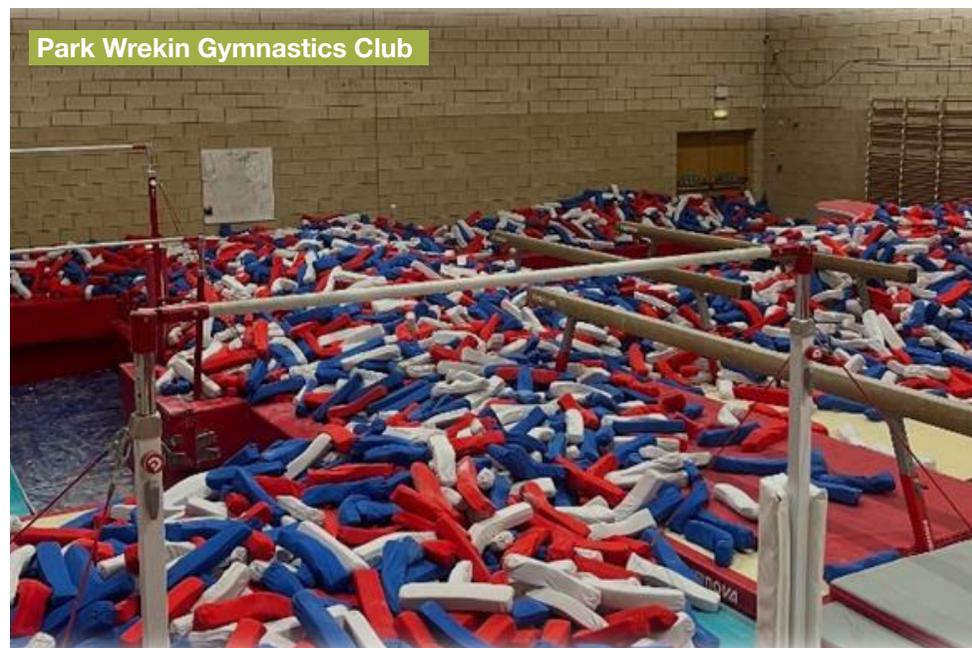
The building became available in 2016 when Charlton School relocated as part of the Building Schools for the Future programme. Rather than demolish the former gymnasium, the Council recognised the opportunity to retain and repurpose the building to meet the growing needs of the club.

A lease was granted and the club went on to secure funding to remodel the facility adding sunken pits, new floors and equipment, a café, and specialist training areas to accommodate gymnasts of all ages and abilities.

Park Wrekin Gymnastics Club is recognised across the UK as a centre of excellence. With a track record that includes Olympic, World and European level competitors, the club offers expert coaching and a welcoming environment for everyone from young beginners to elite athletes. Thanks to the Telford Land Deal, the site now benefits from:

- a state-of-the-art gymnasium with enhanced facilities;
- improved parking and external lighting, delivered in partnership with Vistry Partnerships as part of the wider residential development; and
- safe and accessible surroundings within a vibrant new neighbourhood.

The redevelopment of the site has enabled the club to grow and meet demand, giving more local children and young people the chance to take part in sport and reach their potential.



Christine Still, MBE, Head Coach at Park Wrekin Gymnastic Club said:

“Since moving into Assembly Park the club has made huge strides growing from 250 members in 2017 to 1,200 members in 2025. These members including pre schoolers, beginners, children with learning difficulties and those home educated attend at least once a week. The ‘new gym’ has ensured that competitive gymnasts have all the apparatus and expertise they need in our venue and this has been showcased by the success they have achieved at Olympic Games, World, European and Commonwealth Championships. The support of Telford & Wrekin Council has enabled the club to develop a truly unique education programme for aspiring coaches which in turn ensures the longevity of the club and its role in the community. We want to thank Telford & Wrekin Council for this amazing opportunity and all the support they have given us on this exciting venture.”

Alice Kinsella, Olympic, World, European and Commonwealth Medallist said:

“Moving into the new facility in 2017 was a turning point in my career. Having access to a world-class gym all the time enabled me to train to my fullest and push my potential. Without the gym at Park Wrekin, I know it wouldn’t have been possible to achieve what I have in my career.”

Councillor Richard Overton, Deputy Leader of Telford & Wrekin Council and Chair of the Telford Land Deal, said: “Park Wrekin Gymnastics Club is a shining example of how the Land Deal creates benefits far beyond housing and commercial growth. “It’s about unlocking opportunities for communities, supporting grassroots sport and giving local talent the facilities they need to thrive. This is just one of the many ways the Telford Land Deal is helping to create strong, connected and vibrant places across the Borough.”



CASE STUDY: Telford trio create new homes on their doorstep at Newcomen Way

Contractors Carl Sedgewick, Dean Gordon and Scott Jones are part of the team creating over 55 affordable properties at the Telford site – a Keon Homes development which has been acquired from Homes England through the Telford Land Deal. All three work for Chasetown Civil Engineering, Keon’s sister company, and have been on site friving the project forward since February. The group are all Telford born-and-bred and are pleased to be playing key roles in transforming areas of the town.

Groundworks team member Carl Sedgewick now lives in Madeley, Telford but used to live just around the corner from the Newcomen Way development. Carl who works on drainage systems, concreting and structural work on site, said: “I grew up a stone’s throw from here so its fantastic to see this project really taking shape. These homes will make a big difference to the area and provide a big boost for the community. I lived here for 30 years so it’s great to be working on a building site where I feel like I’m giving something back to the local area and making it a better place to live. The houses are really looking impressive now which we’re delivering on behalf of Bromford Housing.”

Groundworks Supervisor Dean Gordon has lived in Telford for almost 40 years and lives just two miles away from the Newcomen site in Doseley. Dean said: “Telford is always a place close to my heart so to be involved in a project like this is rewarding and you feel like you’re making a difference on a site close to home. Newcomen Way has brought jobs to the site for local people like ourselves and shared ownership schemes can help people get their foot onto the property ladder. Very often in this line of work you can be working on building sites miles away from home so it’s great to be involved in local projects like this. We’ve also helped to resurface the badly worn car park for Woodside Allotments next door to the development which was in a desperate state of repair. We cleared the car park, relayed the area with hard-core and reinstated the car park which has helped us to build bridges with the allotment committee and the wider community as well.”



Contracts Manager Scott Jones, who lives in Dawley, Telford said: “This is a great project and one we’re really pleased to be involved with. It will give this area a new lease of life, it has created jobs for local people and will create affordable homes which the area can be proud of.”

Under the Land Deal, a partnership between Telford & Wrekin Council and Homes England, the Council has responsibility to bring forward the sites under the Deal and de-risk them providing ‘shovel ready’ sites available for development for both residential and employment uses. Keon purchased the Newcomen Way land earlier this year and the site is scheduled to be completed by October 2022. With a strong track record of delivering affordable homes across the region, Keon are pleased to be employing local labour and apprentices as the construction project progresses. Employing local people is also helping to reduce the company’s carbon footprint with less journeys and people walking or cycling to work instead.

Councillor Richard Overton, Deputy Leader of Telford & Wrekin Council and Cabinet Member for Housing, Enforcement and Transport, said: “The Telford Land Deal is bringing new jobs to the area and is also creating work for local people and this project is a prime example of that. It’s fantastic to see that people who have lived in Telford all, or the majority of, their lives are playing key roles in the Newcomen Way project and creating affordable homes on behalf of Bromford Housing Group which will serve many generations to come.”



6 Transfer of residual land

As part of the Deal, the Council were required to take freehold responsibility for all Homes England's residual sites i.e. those sites considered to have no development value, including highway verges and subsoil beneath adopted roads. These sites have facilitated the creation of habitats for great crested newts and supported the creation of Local Nature Reserves.

Aerial view of Lightmoor and Lawley



Lawley Local Nature Reserve



7 Financial summary

The table below demonstrates the net uplift and respective shares for the 10 years of the Telford Land Deal.

£	10 year Actual 31 March 2025 (..) – shows an income
Gross land receipts	(60,382,187)
Net land receipts	(31,649,933)
Total costs to be funded by land receipts	13,142,114
Net uplift	(18,507,819)
Homes England share at 15%	(2,776,173)
TWC share at 85%	
Constrained/liability set aside	(15,731,646)
TWC share retained	
	2,000,000
	(13,731,646)
Cumulative LEP share at 15%	(2,059,747)

8 Exit strategy

The Council and Homes England recognise the success of the Land Deal and the value of continuing the partnership to deliver the proposed Sustainable Urban Extension (SUE) An exit strategy has been agreed providing a clear way forward for the next 10 years until 2035.

The strong working relationship between Homes England and the Council has enabled each party to use their relative, and complementary strengths in the promotion and disposal of sites. For example, the Council have extensive local knowledge and contacts that relate to the employment land market, and HE, as the Government's housing agency, contributes its knowledge and experience of dealing with SUE developments and engagement with the national house builders. The Council will continue to deal with any unsold sites during the run-off period to March 2027 except those included in the proposed SUE. It will also continue administering the Land Deal; providing assistance in the administration of the Deal and on technical matters, monitoring outputs and reporting to the Land Deal Board. Homes England will lead on bringing the two SUE sites forward as part of a wider consortium promoting the SUE.



