



Borough of Telford and Wrekin

Cabinet

12 February 2026

Telford Land Deal update

Cabinet Member:	Richard Overton - Deputy Leader and Cabinet Member: Highways, Housing & Enforcement
Lead Director:	James Dunn - Director: Prosperity & Investment
Service Area:	Prosperity & Investment
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Wards Affected:	All Wards
Key Decision:	Not Key Decision
Forward Plan:	Not Applicable
Report considered by:	SMT – 13 January 2026 Business Briefing – 22 January 2026 Cabinet – 12 February 2026

1.0 Recommendations for decision/noting:

It is recommended that Cabinet:

- 1.1 Notes the outcomes achieved during the last 10 years since the Land Deal commenced in 2015 including over £500m of private sector investment, nearly 2500 new jobs and over 125 acres of brownfield land developed.

2.0 Purpose of Report

- 2.1 The purpose of the report is to set out the achievements of the Telford Land Deal which, with support from the Councils Growth Fund and the Invest Telford business pledge, has delivered new and higher skilled local jobs, creating growth and security in the local supply chain alongside new homes and has been central to the Council's Strategy to Protect, Care & Invest into Creating a Better Borough.

3.0 Background

- 3.1 The Council entered a unique 10-year Land Deal (the Deal) with Homes England (HE) (formerly Homes & Communities Agency) which took effect from April 2015. Now at the end of this 10-year period, the Council has seen land receipts from the sale of agreed HE land assets in Telford recycled back into the local area, supporting the delivery of new homes, jobs and commercial floor space over the life of the Deal.
- 3.2 This report focuses on the delivery up to the end of March 2025 marking 10 years of the Deal and details the arrangements for its extension. The Deal has continued its success over the ten years, and the unique model has allowed for the disposal of public land (former new town assets set aside for development) through upfront investment into site preparation and marketing. Underpinned by the Council’s business support offer, Invest Telford, and through its Growth Fund, the Deal has seen the delivery of a range of commercial and residential sites through their disposal and has raised land values.
- 3.3 Under the Deal, the Council has taken ownership of all residual non-developable land from Homes England. This has provided the additional opportunity to enhance and grow the Borough’s provision of Green Network and Local Nature Reserves, alongside providing support to a range of programmes including the Great Crested Newt District Licensing Scheme and Biodiversity Net Gain.

4.0 Summary of main proposals

- 4.1 During the last 10 years, the Deal has delivered gross land sales of £60.3 million enabling 2493 new jobs, 1583 new homes and 209,038sqm (2,250,066sqft) of employment floor space.

Summary of the outputs from the Deal is set out below.

Gross sales income £60.3m	Profit share to Council (gross) £15.7m	Jobs 2493
Commercial floor space 209,038m² (2,250,066ft ²)	Housing units 1583 (684 affordable)	Brownfield land developed 50.71 ha <small>(125.3 acres - equivalent to 86 football pitches)</small>
Private sector investment £504m	Business Rates (gross) £4.5m	Council Tax £2,611,950 pa

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- 4.2 The Deal has delivered significant outcomes across the borough, establishing a successful new model for reinvestment of public land receipts into delivering new homes, employment space and jobs, raising land values and driving growth.
- 4.3 The financial successes of the Land Deal have resulted in a **cumulative profit of £18.5million** for the Land Deal partners up to 31 March 2025. **The Council's proportion of this cumulative profit share is £15.7million**, (£13.7m after £2m agreed set aside for constrained/liability sites).
- 4.4 The Deal has been instrumental in bringing forward brownfield and underutilised land. It includes 79 Homes England parcels of land and 11 TWC 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 be included in the future Land Deal extension.
- 4.5 The Deal has been managed through a 3-year rolling Investment & Disposal Plan, which details the sites for disposal, investment requirements and projected value uplift. The overall Programme has been dynamic with the order of land sales, investment required per site and receipts varying with 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.
- 4.6 Over the last 10 years, the Deal has cumulatively delivered the sale of 35 commercial sites and 25 sites for residential development, achieving a gross sales **income of £60.3 million**. These sites have enabled the construction of **1583 new homes** and supported commercial premises delivering **2493 new jobs**, many in engineering and manufacturing, adding skilled job opportunities for the Borough's communities. The Deal has provided for the delivery **209,038sqm** (2,250,066sqft) of employment **floor space**.
- 4.7 At the start of the Deal in 2015, Local Growth Funding via The Marches LEP enabled £22.6 million of highway infrastructure works under the Telford Growth and Eastern Gateway Packages. The infrastructure works included increasing the capacity of Junction 4 of the 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 supporting the release of employment land.
- 4.8 Despite challenges over the last 10 years including Brexit and the Covid pandemic which impacted the property market. The Deal has successfully navigated its way through these challenges, still meeting its targets year on year and in some cases accelerating 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 kept the programme on track. The Council also purchased a number of sites to bring forward for employment floorspace using profit share generated from the sale of Land Deal sites as effectively viability gap funding. This meant that the profit share was reinvested within Telford which in turn enabled jobs to be safeguarded and created in the

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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 housing needs provided within Telford and boost housing numbers.

Telford Land Run-off Period

- 4.9 Now at the end of the 10 years, partners have agreed arrangements to allow for the Council to continue to deal with any unsold sites during a 'run-off' period to March 2027. The ongoing positive working relationship with Homes England will continue.

Notable Successes

- 4.10 Telford remains a destination recognised as eager to do business. The Deal has attracted a number of prominent developers such as Morris Property Ltd, Total Developments Ltd, and Trebor Developments Ltd, welcomed companies from outside the borough, and assisted indigenous companies keen to expand.
- 4.11 One such success is the addition of Bruderer to Hortonwood West. Bruderer, a Swiss owned company, have relocated their operation from Luton to Telford.



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”.

- 4.12 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. Council investment into smaller business units has been future focussed including solar panels and electric charging points, supporting sustainability while meeting the needs of modern businesses.
- 4.13 In addition to 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.
- 4.14 The Deal has attracted **£504 million of inward and foreign investment** through both commercial and residential developments.

4.15 There have been notable successes for **residential sites**, with marketing attracting a range of developers; large corporates, SME housebuilders and affordable housing providers, some new to Telford's housing market. During the last 10 years, the Deal saw extensive activity in the residential sites market with demand high and land prices remaining buoyant, a total **of 26 residential sites have been sold or are in the process of disposal**. 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. Combined with obtaining outline planning consents enabled sites which had lain undeveloped for some years to be accelerated and sold, boosting housing numbers in Telford.

In total there have been.

- **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** (the equivalent of 69 football pitches).
- An **additional Council Tax revenue of around £2.6million** to support council services.
- **£15.7m in profit share** providing funds to reinvest into bringing forward further residential sites enabling a wide range of housing to be provided for the residents of Telford including affordable, specialist, dementia care, market rent and homes for sale.

4.16 A successful spin off as a result of the redevelopment of the former Charlton School site is the development of Park Wrekin Gymnastics Club who have benefitted from new facilities in the existing school gym, retained as part of the redevelopment of the site, alongside the provision of a new parking area.

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... 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 Wrekin and Telford 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.”



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4.17 Details of achievements for 2024/25 are included in the annual Status Report produced under the Land Deal for the Ministry of Housing, Communities & Local Government (MHCLG) (Appendix A).

4.18 Specific examples of disposals and projects delivered throughout the 10 years of the Land Deal include:

4.19 Employment Sites

Hortonwood West

55 acres of land developed which has enabled 339 jobs and delivered 34,852sqm (375,143sqft) Employment Floor Space including 15 new small business units on Plot 2 known as Leasows Court. This was the first investment of its kind in Telford for a number of years due to the delivery of smaller units such as these being unviable. The use of Land Deal profit share was instrumental in enabling the development to go ahead providing additional funds to assist the project's financial viability.



Hortonwood West



Leasows Court

T54

Prime business park which has enabled 683 jobs and delivered 42,588sqm (458,413 sqft) of Employment Floor Space.



T54 – lower plateau – Torus and InComm



Magna Cosma

Hortonwood

Seven plots now either sold and/or developed enabling 991 jobs and providing 93,946sqm (1,011,226 sqft) of Employment Floor Space.



Hortonwood Plot 11D- Total Developments



Orchard Business Park – Council development

Ni.Park

27 units aimed at agri-tech and enterprise businesses have enabled 120 jobs and provided a total of 6705sqm (72,172qft) of Employment Floor Space.



Ni.Park phases 1 and 2 and T R Machinery



Ni.Park showing development and available land

Halesfield

The development of sites in Halesfield have enabled 220 jobs and provided 8,776 sqm (94,464 sqft) of Employment Floor Space.



Halesfield 18 – Pioneer Park

Residential Sites

The Hem

Sold to Vistry Partnerships Ltd for the development of 299 market sale and affordable units.



The Hem developed by Vistry Partnerships

Old Park

Sold to Wrekin Housing Group delivering 88 affordable housing units.



Old Park site

Newcomen Way

Sold to Keon Homes who have delivered 55 affordable units.



Newcomen Way developed by Keon Homes

Liability Land

As part of the Land Deal, the Council assumed freehold responsibility for all Homes England's constrained/liability sites i.e. those sites considered to have no development value. These land holdings ranged from highway verges, subsoil beneath adopted highways and areas of land with development constraints. These sites have been used to support a range of programmes including the Great Crested Newt Licencing scheme and Biodiversity Net Gain with the potential to contribute further to the borough's biodiversity plans. The Council is also progressing the purchase of land at Lightmoor Road which will be acquired to include into a Local Nature Reserve due to its high ecological value.

5.0 Alternative Options

- 5.1 This is an update report on the Telford Land Deal. The Council has obligations pursuant to the Land Deal agreement to undertake the works documented in this report.

6.0 Key Risks

- 6.1 The use of profit share provides the opportunity for investment to support further growth initiatives, including investments into strategic infrastructure and supporting developments. The Land Deal is based on the devolution to the local area (Telford & Wrekin Borough), of both risk and reward. Homes England receive the 2015 book values for all sites sold before net receipts are shared. On the majority of sites, the actual land receipt achieved has been higher than the Homes England book value due to investment into infrastructure etc. and the added value created through obtaining necessary planning permission.

- 6.2 A further risk is the failure to dispose of the sites in accordance with the anticipated values or phasing of delivery to market after the Council has incurred significant capital expenditure. This could for example arise should local or national economic factors impact on the demand for developable land. This risk has been mitigated by close scrutiny of the investments being proposed, the market and the role of the Land Deal Board (where the Council is represented by the Member for Highways, Housing & Enforcement) agreeing to each land disposal.
- 6.3 The Land Deal is supported by a risk register and regularly updated milestones which also link into Homes England's project management land disposal processes. The monitoring of land disposals and any changes to milestones dates are reported to the bi-weekly project team and to the Land Deal Board on a quarterly basis.
- 6.4 The run-off period of the Deal will continue to be monitored by the Council using the current project management arrangements in place.

7.0 Council Priorities

- 7.1 The schemes supported pursuant to the Land Deal support the following Council priorities:

Everyone benefits from a thriving economy.

All neighbourhoods are a great place to live.

- 7.2 The investment delivered through the Land Deal has to date had a positive impact across the Borough, helping to deliver new infrastructure, deliver new jobs and new homes, support businesses to grow and new investment which will support action to reduce unemployment, increase economic independence and address social inequality.

8.0 Financial Implications

- 8.1 The original Land Deal funding model set out the following in terms of the allocation of the Profit Share generated through the Land Deal:

Profit Share Homes England	15%
Profit Share TWC	85%
Within 85% TWC Profit Share	First £2m earmarked for constrained/liability sites. 15% to the Marches LEP

- 8.2 Over the 10 years of the Deal (until end of 2024/25) the total Profit Share delivered was £18.5m (after reimbursement of costs incurred). The Telford and Wrekin gross share was £15.7m before the £2m set aside for constrained/liability sites, and £2.1m distributable to the Marches LEP. Under the Land Deal agreement, The Land Deal Board has final authority to determine investment of the TWC Profit Share.

- 8.3 The Investment and Disposal plan is continually reviewed with agreement of the Land Deal Board and work will be undertaken to keep updating the future projections to take into account the agreed changes together with the projections relating to the Land Deal extension.

9.0 Legal and HR Implications

- 9.1 The Council has the power to carry out the activity referred to in this report, obtained through various legislation Legal Services will continue to provide advice and support in connection with the Land Deal as and when necessary.

10.0 Ward Implications

- 10.1 The Land Deal is borough wide and impacts across all wards.

11.0 Health, Social and Economic Implications

- 11.1 The investment delivered through the Telford Land Deal will have a positive impact across the Borough, helping to delivery new infrastructure, deliver new jobs and new homes, support businesses to grow and new investment which will support action to reduce unemployment, increase economic independence and address social inequality.

12.0 Equality and Diversity Implications

- 12.1 The impact of the Land Deal will benefit people with a range of protected characteristics (specific aspects of a person's identify defined by the Equality Act 2010).
- 12.2 The Land Deal advances equality of opportunity, by accelerating the delivery of good quality housing, increasing the choice of housing available locally and delivering a percentage of affordable homes, supporting existing and new businesses, accommodating new jobs and economic independence.

13.0 Climate Change, Biodiversity and Environmental Implications

- 13.1 The Land Deal and the developments that are brought forward have been innovative to date incorporating electric vehicle charging points and solar panels ahead of the statutory requirements. Residential developments are assessed using the Building for Healthy Life principles and seek to incorporate over and above the standard climate change requirements through building regulations.

14.0 Background Papers

- 1 Cabinet – 17 October 2013
- 2 Cabinet – March 2015
- 3 Full Council – 3 March 2016, CB-79
- 4 Cabinet – 13 July 2017
- 5 Full Council – 21 September 2017, CB-42
- 6 Cabinet - 12 July 2018
- 7 Full Council - 26 July 2018

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- 8 Cabinet – 2 January 2020
- 9 Full Council – 23 January 2020
- 10 Cabinet – 18 February 2021
- 11 Full Council – 4 March 2021
- 12 Cabinet – 7 October 2021
- 13 Full Council – 18 November 2021
- 14 Cabinet – 13 October 2022
- 15 Full Council – 10 November 2022
- 16 Cabinet- 19 October 2023
- 17 Full Council – 30 November 2023
- 18 Cabinet – 5 December 2024
- 19 Full Council – 23 January 2025

15.0 Appendices

- A MHCLG Report

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Legal	04/12/2025	14/01/2026	EH
Finance	04/12/2025	18/12/2025	DR
Director	04/12/2025	18/12/2025	JD