

# TELFORD Land Deal

HCLG Status Report June 2018

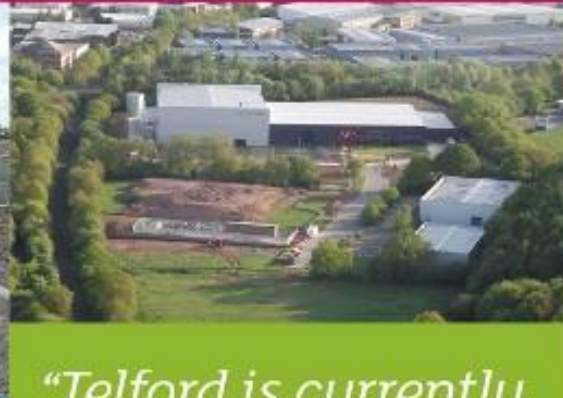






Delivery of strategic infrastructure

Snedshill:  
delivery of 39  
residential units



Priorslee:  
delivery of 220 residential  
units



Hortonwood West: Plot 2  
3,254sqm (35,025sqft)  
development of 15 small  
units by Telford & Wrekin  
Council  
75 jobs

*"Telford is currently  
the beating heart  
of foreign direct  
investment right  
now"*



Hortonwood West:  
Craemer  
7,183sqm (77,317sqft)  
manufacturing plant  
70 jobs



## Foreword:

The Telford Land Deal has established a new model for reinvestment of public land receipts into delivering new homes and jobs, raising land values and driving growth. Recognised by the Department of International Trade as ‘the beating heart of foreign direct investment right now’ through the strength of partnership with Homes England and the Marches LEP and the Council’s commitment to invest to secure business growth, we are seeing unprecedented opportunities being delivered in our Borough.

In 3 years the Deal has delivered gross land sales of £25.1m enabling 953 new jobs and over 600 new homes. In the last year alone land sales reached £17.9m and through investments like Magna Cosma’s state of the art manufacturing plant we are seeing new, high skilled jobs in tier one automotive companies at the forefront of their field marking out Telford’s reputation as a key UK destination for inward investment in advanced manufacturing.

I am proud to see long standing companies like Craemer UK and Maidens enabled to expand in the town growing their product range and business reach, through this Deal, and to see new homes for sale, rent and affordable to local people, being delivered. The residential market in Telford continues to grow with our reputation as a major growth centre recognised by our ranking at number 1 by the Centre for Cities for housing growth.

The Telford Land Deal is devolution in action directly benefitting communities across Telford and the Marches. It has exceeded Government capital receipt targets and is providing local profit share which we are investing straight back in delivering further growth.

**Councillor Shaun Davies, Telford & Wrekin Council Leader**



The Telford Land Deal was established to offer Telford & Wrekin Council the opportunity to take responsibility for the marketing and disposal of remaining HCA land holdings in Telford. In these early stages of delivering the deal it's really encouraging to see some great successes, enabling the Council to work with both existing businesses looking to expand and attracting significant new investors to the town. The deal is already offering new jobs for local people as well as the opportunity to develop new homes to help more local people in Telford have access to a home of their own.

**Karl Tupling, General Manager for Homes England (HE) in the Midlands and North West**

This land deal is now coming to fruition, bringing investment, jobs and growth to Telford as well as having an impact on the future prosperity of the wider region. It is also backed by more than £22m of infrastructure works via the LEP's Growth Deal, including increasing capacity at a key junction off the M54 motorway.

The progress made to date by Telford & Wrekin Council, working in partnership with Homes England and supported by the Marches LEP, is visible across the borough, and showcases both Telford and the Marches as an area open for business and ripe for investment.

A percentage of receipts from land sales as part of this deal feed into the Marches Investment Fund, which will support a further two significant job and home creating developments in the coming months. It is good to see the land deal delivering on its potential.

**Graham Wynn OBE, Chair, Marches Local Enterprise Partnership**

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# 1. Summary of Achievements

## 1.1 Summary

The Telford Land Deal established a new model in public land disposal which through upfront investment into site preparation and marketing of sites underpinned by the Council's Enterprise Telford investment offer, has delivered an acceleration in commercial and residential sites sold and raised land values. 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 (formerly HCA) and the support of the Marches LEP. Telford is described by the UK Department of International Trade (DiT) as “*the beating heart of foreign direct investment right now.*”

Over the last 12 months (17/18) of the Telford Land Deal, the deal has delivered the sale of 8 commercial sites and 3 residential development. This has achieved a **gross sale income of £17.9 million**. These sales will support the delivery of Employment Floor Space (EFS) of **35,543sqm** (381,731sqft), **anticipated job numbers of 553 and 359 new homes**.

**During the last three years, the deal has delivered the sale of a total of 17 commercial sites and 9 sites for residential development, achieving a gross sales income of £25.1 million.**

The sites have enabled the delivery of EFS of **70,968sqm** (763,893sqft) and **614** new homes and supported commercial premises delivering **953** new jobs, many in engineering and manufacturing adding skilled job opportunities for the Borough's communities.

During the first quarter 2018/19, 2 commercial sites sales have completed achieving a gross sale income of **£0.588** million and a further 4 commercial sites and 2 residential sites are currently being

negotiated and are anticipated to achieve a gross sales income of **c.£3.41** million. These will deliver in total, additional EFS of **27,744sqm** (298,633sqft) and anticipated job numbers of **c.362** and **53** new homes.

Local Growth Funding via The Marches LEP has enabled £22.6 million highway infrastructure works under the Telford Growth and Eastern Gateway Packages. The infrastructure works have included increasing the capacity of Junction 4 at M54 to enable growth in that part of the Borough and also bringing services and infrastructure into the new industrial estate at Hortonwood West. Other works along the A442 include improvements to a number of roundabouts to create increased highway capacity in the north of Telford.

The Deal alongside the Council's Enterprise Telford business pledge and the Council's ability to provide land, build and lease bespoke properties and offer a full turnkey solution funded through its £50m Growth Fund continues to drive a high number of

investment enquiries. The Borough is still seeing significant interest from the automotive and advanced manufacturing sector, and more recently companies connected to battery and automotive light weighting.

2018/19 will see a new Agri Tech Innovation Park delivered in association with Harper Adams University. This will provide opportunities for companies leading in this sector capitalising on the Borough's recent identification as a High Potential Opportunity pilot for Agri Technology by DiT.

The largest deal delivered to date has been the c£80m inward investment by Magna Cosma a Canadian tier 1 automotive company. This alone is set to deliver over 600 jobs over 2 phases. The investment is understood to be the largest new foreign direct investment into the UK in the last 10 years. Polytec another Tier 1 automotive supplier completed the first phase of their new Telford base in February 2018 which is set to deliver 100 jobs with a further 143 in future phases. Both investors were enabled through the upfront investment into site preparation, highways, network improvements and utility upgrades (specifically electricity), driven by

this deal and investment by the Council through its £50m Growth Fund.

Alongside this new investment Telford continues to see significant business expansion with a number of local companies including Craemer and Maidens choosing Land Deal sites to grow their business. This is delivering additional business premises, not leading to relocation.

Both demand for new housing and supply of residential land remains buoyant in Telford with another year of high delivery in terms of numbers. This was reflected in Telford being identified as number 1 for housing growth in the Centre For Cities Report 2018. The Borough continues to see a range of tenures delivered with a good representation of housebuilders and developers of all sizes.

The Deal is driving significant local employment opportunities both in construction and long term jobs with an increase in higher skilled jobs and new apprenticeships. Magna worked with the Council and Telford College holding an event to showcase career opportunities which was attended by over 1000 local people leading to local recruitment.

## 2. BACKGROUND

### 2.1 Introduction

The Telford Land Deal, was formally completed on 24<sup>th</sup> March 2016, and signed by Telford & Wrekin Council (TWC) and Homes England (HE) (formerly known as Homes & Communities Agency). 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.

There are 77 HCA 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 HCA land holdings in Telford.

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 Enterprise 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 £44.5m of 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 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 HCA profiled receipts. A proportion of this will be shared with the Marches Local Enterprise Partnership 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 HCA liability sites i.e. those sites considered to have no development value and/or to incur potential costs. The Deal set out a timeframe of 12 months to enter into a detailed dialogue around the transfer of liabilities and establish an agreed payment mechanism to support revenue and potential capital implications of sites. The Funding Agreement governing the transfer was signed in March 2017 within the timescales set, and the two transfer tranches have already completed.



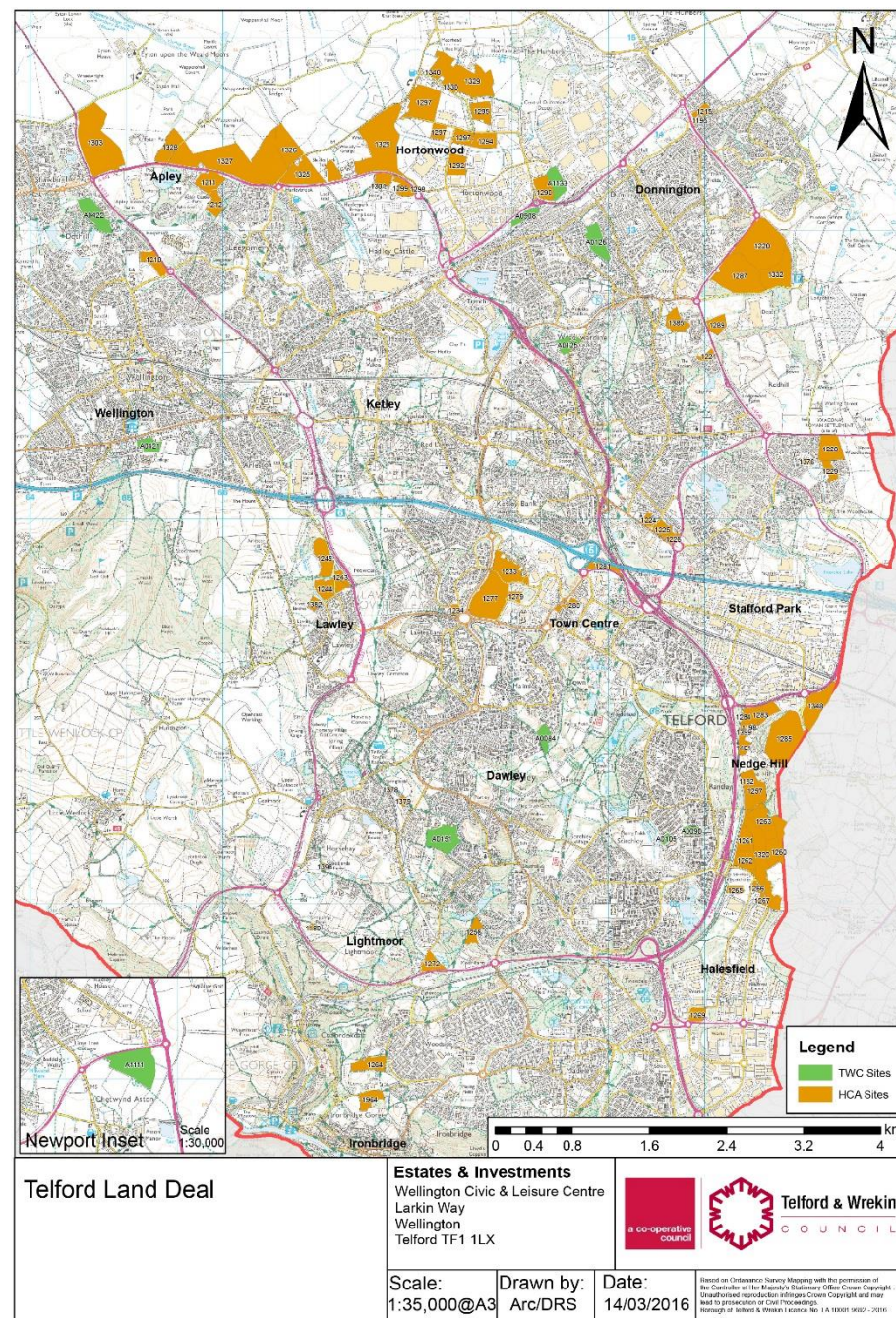
## 2.3 Operation

The Deal is managed through a 3 year rolling Investment & Disposal Plan which details the sites for disposal, investment requirements and estimated uplift achieved as a result. The overall Programme is dynamic and the order of land sales, investment required per site and receipts varies with market demand. The 3 Year Plan provides much greater certainty and is reviewed annually by the Land Deal Board.

## 2.4 Site Map

### Diagram 1: Site Map

This map shows the footprint of the Telford Land Deal area and extent of land included showing the split of HCA and TWC sites.



## 2.5 Key Sites - Commercial Update for 2017/18

### 2.5.1 Commercial

**T54** is a prominently located 78.11 acre site, 12 miles from I54 and Jaguar Land Rover's engine manufacturing centre. The site is divided into 7 plots of varying size, in an attractive landscaped setting adjacent to Stafford Park, one of Telford's major industrial estates. T54 joins the A464 close to Junction 4 of the M54 motorway linking to the M6. Now home to Magna Cosma, plots 1-6 have sold and are either fully operational or in development. Only Plot 7 now remains on the open market and work is being undertaken to establish a ground works solution to construct development plateaus on the site. Local Growth Funding has been used to deliver strategic infrastructure improvement on the M54 motorway junction 4 and utility upgrades which enhance the connectivity to the site. The Council has also contributed investment into further utility upgrades in order to prepare the site for tier 1 automotive supply chain which have a high electricity requirement.

T54, Plot 6  
Magna Cosma



T54, Plot 2/3  
Polytec



Scheme	Status	Employment Floor Space (sqm)	Jobs accommodated	Start on site	Site Completions	Private Sector Investment
<b>T54 – Plot 2/3</b>	Sold in 17/18	7,734 – Ph 1 2,049 – Ph 2 2,904 – Ph 3	100 in phase 1	May 2017	February 2018 - Phase 1 building completed	In the region of £32million in total

Site acquired by Polytec with completion of 7,734sqm (83,248sqft) manufacturing plant at T54, delivering 100 new jobs in the first phase. The development will comprise of three phases in total delivering 12,687sqm (136,561sqft) of floor space and a total of 243 jobs. Their UK base is currently at Bromyard in Worcestershire which is very constrained and having won a major contract from JLR they found that they could not service those requirements from their existing facility. Phase 1 is now completed providing a new paint plant and assembly hall, with phases 2 and 3 comprising a manufacturing facility and finally an additional assembly hall.

Scheme	Status	Employment Floor Space (sqm)	Jobs accommodated	Start on site	Site Completions	Private Sector Investment
<b>T54 – Plot 3, 5a &amp; 5c</b>	Sold in 17/18	2,835 – Ph 1 1,530 – Ph 2	70 in phase 1	July 2018	Programmed for March 2019	£4m

Sites acquired by TWC where, through investment from the Council's £50m Growth Fund, two new industrial units will be delivered totalling 4365sqm (46,984sqft), one pre-let to an existing Telford company to support a business expansion and the other to be built speculatively. The investment will deliver a long term revenue return to the Authority alongside additional business rates.



## Masterplan



## T54 Plot 2/3



## T54 Plot 3, 5a & 5c



**HORTONWOOD WEST** is a new flagship industrial site enabled by the Land Deal and Local Growth Fund. The site is divided into 10 plots ranging from 0.80 to 13.7 acres and suitable for a range of commercial premises. The construction work on the internal estate roads completed in December 2017 with the Land Deal contributing towards highway improvements to the access from the adjacent A442, Queensway as well as all utilities into the site and drainage. Now home to Rosewood Pet Products Ltd and Eden Horticulture further plots have been sold in 17/18 and developments completed or under construction.

Scheme	Status	Employment Floor Space (sqm)	Jobs accommodated	Start on site	Site Completions	Private Sector Investment
<b>Hortonwood West - Plot 3, 4, 5</b>	Sold in 17/18	7,183 – Ph 1 6,506 – Ph 2	70 in phase 1	November 2017	Programmed for December 2018 – Phase 1	£20m in total

Site sold to Craemer UK Ltd, an existing Telford business for a new additional manufacturing facility which will deliver circa 14,000sqm (150,000sqft) in two phases. First phase of 7,183sqm (77,317sqft) is due to complete December 2018. This facility is in addition to their existing premises and will allow Craemer to become the only producer of Eurobins in the UK. The second phase of their development is proposed to be a metal pressing facility for another Craemer business linked to the automotive industry.

<b>Hortonwood West – Plot 6</b>	Sold in 17/18	1,921 – Ph 1 1,480 – Ph 2	12 in phase 1	November 2017	March 2018 – Phase 1	£2.8m in total
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Site sold to Baker Bellfield, an existing Telford Business for new additional manufacturing facility delivering 1,921sqm (20,677sqft). Baker Bellfield design and manufacture commercial furniture for the rail, airport, office and education sectors. This is an additional premises and will allow the expansion of their production facility on Hortonwood.

<b>Hortonwood West - Plot 2</b>	Sold in 17/18	3,254	75	April 2018	December 2018	£3m
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Site acquired by TWC for the development of 15 units for small businesses and grow-on space with investment through the Council's £50m Growth Fund and Profit Share from the Land Deal. The development will deliver 3,254sqm (35,025sqft) in total. This is being delivered in direct response to market demand and such is the strength of that demand that pre lets are being achieved ahead of completion.

## HORTONWOOD

### Masterplan



### Hortonwood West – Plot 3, 4, 5



### Hortonwood West - Plot 6



### Hortonwood West – Plot 2a





Scheme	Status	Employment Floor Space (sqm)	Jobs accommodated	Start on site	Site Completions	Private Sector Investment
<b>Hortonwood - Plot 6</b>	Sold in 17/18	300	34	March 2018	October 2018	£2m

Commercial site sold to Veolia adjacent to existing municipal recycling centre. This additional site will provide a central depot for refuse truck parking, staff welfare facilities and staff parking. The new facility will enable the relocation of Veolia's operations which are currently located at the Candles site in Telford and allow the final phase of the landfill restoration to take place, bringing additional community benefit.

Hortonwood Plot 6



Scheme	Status	Employment Floor Space (sqm)	Jobs accommodated	Start on site	Site Completions	Private Sector Investment
<b>Site 2 East Donnington Campus</b>	Sold in 17/18	2,323	10	August 2018	19/20	£1.6Million

Site sold to Maiden's, an existing Telford business, to create an additional storage and warehouse distribution centre of 2,323sqm (25,000sqft) together with storage of HGV vehicles. Expansion proposals are not yet underway.

<b>Hadley Park B</b>	Sold in 17/18	3,431	39	June 2018	September 2019	£6.5Million
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Site sold to Euro Garages for a mixed use development including petrol filling station, ancillary retail unit, drive through coffee shop and trade counter / light industrial units totalling 3,431sqm (36,930sqft).

**Site 2 East Donnington Campus**



**Hadley Park B**



## 2.5.2 Residential Update 2017/18

Scheme	Status	Housing Units	Start on site	Site Completions	Estimated Private Sector Investment
<b>Apley</b>	Sold in 17/18	100	October 2017	3 year development	Circa £29Million

Sold to Kier Living Ltd for the development of housing for sale with a range of 100 two to four+ bed houses. Twenty percent of the properties will be affordable and available to purchase via shared ownership. Work started on site October 2017 and is progressing well with some units due to complete in July 2018. The development includes an upgrade to supporting highway infrastructure and the enhancement of recreational facilities.

<b>Priorslee E&amp;F</b>	Sold in 17/18	220	November 2017	5 year development	£45Million
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Site sold to Lovell Partnerships for the development of 220 dwellings comprising a mix of 165 open market units, 45 affordable rental units and 10 shared ownership units to be delivered over a 5 year phasing plan. Work started on site in November 2018 and is to be delivered over a 5 year phasing plan.

<b>Land at Snedshill</b>	Sold in 17/18	39	March 2018	March 2019	£8.2Million
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Site sold to NuPlace Ltd, the Council's wholly owned housing company, for a development of 39 houses for market and affordable rent. The sale delivered a receipt for the Land Deal and profit share but has also enabled NuPlace and the Council to deliver an ongoing revenue stream through the rent of properties to be invested into frontline public services. Work started on site in March 2018 with all units already pre let despite first completions not due until early 2019, illustrating the strength of the private rented market.



Apley



Priorslee E&F



Snedshill



### 3. Key Deliverables/Milestones planned for future years

#### NI Park

The Land Deal is supporting the delivery of a public/private owned 10 Ha site being promoted through the Local Plan for a major, new employment site. The allocated site is in Newport and will provide space for a range of potential occupiers including start-ups, smaller businesses and larger occupiers within the Agri Tech sector. The master planning is supported by the nearby Harper Adams University and their Agri-Tech Centre of Excellence industry partnership and consolidates the Borough's growing reputation in this emerging sector.



#### 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 eg, Baker Bellfield, to large foreign direct investments eg, Craemer UK Limited. There are a number of vacant plots at the western end of the estate ranging from c.5 acres to c.23

acres, giving flexibility for incoming occupiers from smaller businesses to large multinationals. In order to accelerate the sale of the sites and to overcome ecological issues, the Council has submitted detailed planning applications for 5 of the sites. This will allow a new mitigation licence to be applied for and the necessary ecological work carried out leaving the sites development ready.

Investment of £1.6 million is also planned into the strategic and local electricity infrastructure to target investment manufacturing and distribution businesses.

#### Shawburch East Campus

This site comprises one single land parcel and is a designated employment site with a prominent position fronting the A442 arterial road North West of Telford. The site area is 22.16 ha (55 acres) and is currently undeveloped farmland, tenanted for arable agricultural use.

Due to the level of interest received on the site, local and international, it has recently been the subject of a tender exercise, which has culminated in two bids and work will progress to confirm a developer for the site during the first part of 2018.

#### Land adjacent BRJ (Land at Whitchurch Drive)

Preliminary approval has been given for a direct sale to Nuplace Limited (a wholly owned company of Telford & Wrekin Council) to deliver much needed private rented housing in Telford. Survey and masterplanning work has been completed to support the early release of the site with a full planning application targeted for

August 2018. A mix of rented accommodation is proposed by NuPlace including homes suitable for downsizers and adapted homes, responding to local housing need.

## Snedshill Phase 2

The delivery of this site is being accelerated through the installation of site wide drainage works supporting the adjoining site recently sold and being developed by NuPlace Ltd. Discussions are underway for a potential direct sale to Lovells, Nuplace Limited's development partner & a local Registered Provider to deliver much needed private rented and affordable housing in Telford. Survey and masterplanning are ongoing in order to support the early release of the site with planning applications targeted for August 2018. An innovative mix of affordable properties including properties built to lifetime homes standard and adapted specialist accommodation is being considered in response to local housing need.

## Horton Lane

Horton Lane is a peripheral residential area on the northern fringe of Telford. Terms for the disposal of Plot B (3 dwellings) have been

agreed and legal contracts are progressing. Marketing of Plot A (5 dwellings) and Plot C (4 dwellings) will commence on completion of the Plot B sale.

## Croppings Farmhouse

Croppings Farmhouse is a 1.4 acre site located on Stoneyhill Lane on the south western edge of Lightmoor Village. It is proposed that the current farmhouse and outbuildings are demolished and replaced with a development of up to 8 detached dwellings. An outline planning application is to be submitted imminently.

## Other Residential Sites

Investigative work has commenced on the following residential sites to bring forward suitable planning applications.

- Pool Hill Road
- Rough Park
- The Hem

**Appendix 1 provides a full list of sites.**



## 4. Finance

The Deal is managed through a 3 year rolling investment and disposal plan, which is subject to regular reviews at the Land Deal Board. The table below demonstrates the net uplift and respective shares for the 3 years ended 31 March 2018, and the forecast for the first six years of the Deal. As set out in the Agreement, the first £2m of the TWC local profit share is set to be set aside to fund liability and constrained sites identified within the Deal, before the remaining share is retained by TWC for investment locally. Fifteen percent of the locally retained profit share is made available to The Marches LEP to invest via The Marches Investment Fund.

£	3 year Actual 31 March 2018 (..) – shows an income	6 year forecast 31 March 2021 (..) – shows an income
Gross land receipts	(25,116,617)	(47,457,765)
Net land receipts	(10,438,631)	(29,085,640)
Total costs to be funded from land receipts	6,536,731	10,915,996
Net uplift	(3,901,900)	(7,456,130661)
HCA share @15%	(585,285)	(1,118,4199)
TWC share @85%	(3,316,615)	(6,337,710)
Constrained/liability set aside	2,000,000	2,000,000
TWC share retained	(1,316,615)	(4,337,710)
LEP share @15%	(197,492)	(650,657)

## 5. Investments

### 5.1 Investment of Local Profit Share

The financial successes of the Deal to date has meant that a cumulative profit of £3.9m has been achieved up to 31 March 2018. Telford & Wrekin Council's proportion of this cumulative profit is £3.1m, after a £197k distribution to the Marches LEP.

The first investment of TWC's element of profit share approved by Board was £1.0million 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 (referenced at 2.5 Key Sites – Commercial Update 2017/18).

## 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 lead by the Authority and 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 couple of recent press releases linked with major commercial investments and a magazine article is included at Appendix 2.

The focus in 17/18 has been to advertise the successes of the Land Deal over its three year lifetime to promote the Borough's investment offer on a broader regional and national platform. This has been done through various mediums such as online platforms, Midlands Today news, regional magazines and local newspapers.

## 7. Future Priorities

The success of the Land Deal, has been achieved through the willingness of the partnership to work together to maximise on opportunities in the local market and to invest upfront into sites to de-risk and make sites shovel ready. By obtaining planning permission we have been able to tackle any ecological issues such as the relocation of Great Crested Newts, and provide the market with sites ready for development. This in conjunction with the options for investors the Council's Growth Fund is enabling and investment to bring utilities to sites make Telford one of the UK's most attractive location for inward investment.

Market interest in Telford's residential sites remains high and a number of sites are programmed to be brought forward over the coming three years. Some of the sites do have some challenges which will require upfront investment prior to bringing the sites to the market, such as geotechnical and ecological constraints. Provision

of adequate energy supply for tier 1 automotive investors remains a challenge. The Land Deal and Council have made significant investment and the Council and Marches LEP are pressing for more strategic investment by utility companies to avoid this becoming a break on investment.

On the residential front the Council is working with Homes England to develop opportunities for more supported and specialist accommodation to meet housing need and address financial pressures within adult social care.



## Appendix 1 – Schedule of Sites

HCA site	Site ref. no.	PCS ref.	Parcel ref.	Status
Apley B1 (ii)	1211	19806	12348	Sold
Apley B3	1212	19806	5825	Sold
Hortonwood (Shawbrich East Campus Site)	1303	21800	1527	
Wellington (Adj Blessed Robert Johnson School Phase 1)	1210	19339	1417	
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 2a - Sold
Hortonwood North Residual – 2 plots	1329	21961	1551 13111	
Land & Buildings Adj Horton Farm	1330	21961	1552	
Land off Horton Lane	1340	21961	1557	
Donnington Wood (K) (constrained site)	1220	20219	1430	
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	
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	
Priorslee Road (Phase 2)	1226	24497	1436	
Old Park Campus Site (constrained site)	1277	24497	1436	
Old Park Phase 1 and 2 (constrained site)	1233	28462	1445	
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		22483		Sold
	1285	26764	1473	
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	
The Hem Phase 3 (The Hem)	1260	21775	1476	
Open Space – Nedge Housing (The Hem)	1320	21775	1542	
The Hem Phase 2 (The Hem)	1261	21775	1477	
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	
Plots – Moor Farm, Majestic Way	1256	16153	1472	
Lightmoor Road	1272	16153	1487	
Town Centre Hall Court Car Park	1280	24497	1495	Sold
Rough Park 3	1264	16153	1480	
The Beeches	1964	20464	2095	Sold
South West Old Park Mound (Specified Site)	1279	24497	1497	
Plot 12 Hortonwood	1292	21790	1509	
Plot 6 Hortonwood	1294	26707	1511	Partially sold
Plot 1 Hortonwood 65 (Specified Site)	1295	21793	1512	
Plot b, d and remainder of e Hortonwood – 3 plots	1297	21795	10669 10678 6056	
Site C Pool Hill Road	1378	28464 21757	1587	
Site D Pool Hill Road	1379	28464 24982	1588	
Plot – Rock Road	1234	22347	1446	
Hadley Park B	1299	21797	5989	Sold
Hadley Park A	1298	21797	5809	Sold
Hadley Park E	1301	21804	6014	
Site 2 Donnington Campus	1289	22224	6115	Partially sold
Croppings Farm House	1180		1391	



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	
T54 – Plot 1c	1283	22478	1498	Sold
Hortonwood 37	1290	21789	1505	
Priorslee East D3	1376	19794	1586	Sold
Donnington H Phase / Frome Way	1385	21796	1594	Sold
Woodlands Farm Buildings	1398	24201	6138	Sold
<b><u>TWC Sites</u></b>	<b><u>Site Ref</u></b>	<b><u>Status</u></b>		
Charlton Site	A0422			
Plot 2 Telford Rail Freight	A1133			
Plot 1 Telford Rail Freight	A0908			
The Sutherland School	A0126			
Wrockwardine Wood Arts Academy	A0125	Sold		
Ercall Wood Technology College	A0421	Sold		
Phase 2 Dawley	A0084			
Phoenix Academy	A0151			
Grange Park Primary School	A0090			
Lakeside Academy	A0105			
Newport Innovation Site	A1111			

## Appendix 2 – Press releases

### Hortonwood West, Plot 3, 4 & 5

# 70 jobs on the way as work starts on Telford wheelie bin maker's new factory

Published November 14, 2017

Up to 70 jobs are to be created in the next five years after plastics manufacturer Craemer planted the first shovel in the ground for its new Telford factory.



The German wheelie bins manufacturer, which makes products for half of all the UK's local authorities, is building a new factory on Hortonwood West to add to its existing Hortonwood site nearby. The company already employs 65 people in Telford.

Steve Poppitt, managing director of Craemer UK, said: "This latest significant investment by our German parent company represents an important step in the continual development and expansion of our UK manufacturing operation.

"We continue to build on the remarkable success and growth we have achieved."

The factory will be in addition to its current site, and will allow the company to introduce new larger machinery as it diversifies its products.

The new site is already home to Rosewood Pet Products, which moved onto the site from Broseley earlier this year, and is soon set to welcome more new factories. A new entrance to the estate is also being built on the A442, with backing from the Marches Local Enterprise Partnership.

The company's UK managing director Steve Poppitt said: "This will be an extension of our existing plastics injection moulding facility in Telford.

"It will open up new markets for us. We are investing significantly in new products and technologies, and we envisage in the next five years we will create an addition 70 jobs.

"We are investing in much bigger machines and in assembly automation."

Craemer has expanded at its Telford site in the last 10 years, and has grown its share of the UK wheelie bin market from five to 45 per cent over that time. It turns out one million of the roadside bins from its Telford factory a year.

Since opening its existing Telford factory in 2006, Craemer UK's turnover has risen 500 per cent to £25.5 million.

Dr Achim Brandenburg, the German company group's senior managing partner, said: "We have grown in Telford and we feel very much at home here. It has a great location that's central in the UK, and it's very important to us that all our sites are as close together as possible.

"We are not able to expand on Hortonwood, but it's not very far away. It had to be somewhere very close."

He added that the company was not overly concerned about Brexit impacting on the UK business, whose current biggest customer base is UK-based councils.

The company also has a metal forming division in Germany which supplies to the UK car manufacturing sector.

"We don't feel concerned because we feel there will be a mutually satisfactory solution," Dr Brandenburg said.

"I believe there will be a positive outcome because there is no other solution – otherwise it would be a catastrophe for the UK and the rest of Europe."

The land has been developed as part of Telford & Wrekin Council's Land Deal with the Homes and Communities Agency.

Councillor Lee Carter, Telford & Wrekin Council's cabinet member for Economic Development, said: "I am delighted that Craemer has chosen to build a new factory in Telford and this is very typical of the inward investment that we have been striving so hard to attract.

"This news will create 70 new jobs, provide a welcome boost to the local economy and represents a very significant commitment to our borough by a company that is already an international success story."



## Homes and jobs delivered via Land Deal

Published June 26 2017

The claim that Telford is the fastest-growing town in the West Midlands is borne out by the development sites sprinkled across the borough.

In every part of Telford & Wrekin there are houses appearing, cracks that made Telford a geographically disparate being filled with homes and businesses.

But why is it happening? What is driving the sudden influx of development in Telford?

On a tour of some of the key development sites in the borough Katherine Kynaston, Telford & Wrekin Council's business development and planning manager, points to the deal agreed with the Homes and Communities Agency last year giving the authority the right to sell government-owned land itself.

"Before the Land Deal the Homes and Communities Agency had large employment and residential land holdings which they had since the outset of Telford," she said. "But every time the land was sold the receipts went back to the Treasury.

"The HCA is a national organisation with a local presence and they are marketing sites alongside those from across the UK.

"They are acknowledging that the local authority had a broader understanding of the opportunities.

"Our approach was around being able to deliver sites to market quicker, and to get a higher land value because we understand the borough, the connections and interests."

The Land Deal was signed in March last year, and gave the authority control over a number of HCA sites which could be brought to market more quickly.

The deal lets the council sell the land for above the agency's expected price, using its understanding of the local area, with the excess divided between the authority and the HCA.

In 2016-17, the first year of the land deal has delivered 277 homes and 400 jobs, the council says. The second year of the 10-year programme is set to return the same again.

The gleaming symbol of Telford's recent rebirth has appeared in recent weeks on the eastern edge of town.

The new Magna factory, which will be home to about 300 workers delivering structural components for Jaguar Land Rover under the name of the Canadian giant's subsidiary Cosma Castings, has taken shape quickly.

"This goes down as one of the largest inward investments into the West Midlands in the last 10 years," said James Dunn, the council's service delivery manager for regeneration and investment.

"We were working with them for three and a half to four years to bring them to Telford, and had strong competition from sites in South Wales and the East Midlands."

But he said it was another new factory that is appearing near to Magna – plastic parts manufacturer Polytec – that demonstrates the effect of the Land Deal.

"Polytec reflects what the Land Deal has done, and highlights the benefits in terms of supporting inward investment," Mr Dunn added.

"They had been in discussions with a private sector developer in Worcestershire for some months trying to do a deal.

"They were struggling to do it but had a contract and need to be onsite by April in order to complete by the end of this year in order to meet that order.

"Because there was planning on the site and we were already dealing with the ecology constraints so the site was available immediately.

"As part of the land deal we are spending money up front to bring forward sites – whether it's planning applications, infrastructure, marketing."

To help support the sites the council borrowed £50 million – a deal which has received criticism from opponents because of the debt it leverages on the authority.

That has been used for numerous purposes, including building electricity substations on T54, allowing bigger companies like Magna and Polytec to the move to the site which would not otherwise have the power supply necessary to support businesses of their scale – both will be running huge machinery, and Magna's site is quite unlike any other factories in Shropshire in terms of sheer scale.

The idea is that by enticing these businesses to Telford, the cost of borrowing will be more than offset by the benefits those companies bring in business rates and the associated spending by their employees.

Elsewhere we see developments of homes which are being built on sites which had stood unoccupied for a long time.

Frome Way was bought by developer Keepmoat to build 79 homes – 52 of which are being sold on the open market – having been "stalled" for three or four years.

Similarly, nearby in Daisy Bank, also on the edge of Donnington Wood needed work before a developer would come in.

That included filling and capping old mine shafts, which are a regular issue which can hinder development in a borough which used to be home to a lot of coal mines.

Now Lioncourt is building 40 properties on the site.

With the private housing market still hanging onto a period of quickfire growth, though, should the council need to be incentivising developers to build homes in Telford?

"This is a narrative approach," said council leader Shaun Davies. "The reason we are building houses in Telford is because we want people to come and live and work here.

"We don't want to be a commuter town, there is a whole agenda around people living here and working here.

"We are an economic powerhouse in terms of this locality – we are the beating heart of the Shropshire economy. People from Shropshire and Mid Wales work in Telford.

"When businesses invest they look at the area as a whole. That even links to the pride campaign for our roads and footpaths. It's a full programme to ensure we are attractive to businesses."

Moving north in the town there are more signs of life as development goes on.

Rosewood Pet Products, based in Broseley, is set to create 60 jobs in Telford when it opens a new distribution at Hortonwood West, a site which has been brought to market following public investment in the surrounding land.

Another company is earmarked for the property next door, with another 15 jobs on the way when that currently-unnamed occupier makes the leap to the new premises next month.

Airport furniture specialist Baker Bellfield on Stafford Park is also soon to begin work on a new building on Hortonwood West, beside the council's solar farm.

That site has also been supported by the Marches LEP, allowing new access roads to be built to allow the buildings which are appearing on the site to be built.

Investments from the public sector will ultimately reap rewards by enticing private sector companies to invest too, Ms Kynaston added – and just two businesses which are moving to Hortonwood West have spent £7.5 million between them in coming to the site.

"We have seen in excess of £7 million worth of land sales in 12 months," Ms Kynaston added.

"We anticipate another £17 million worth in the next 12 months and event allowing for some of the reinvestment we are looking at £1 million worth of profit share.

"When you put infrastructure in the value of the land will go up. The government are foregoing the increase to some of the land's value with this agreement, but they are getting back delivery and acceleration of some of these projects."

## Appendix 3 – Quotes from Investors

"Having been fortunate enough to experience substantial and sustained success, we'd outgrown our home, and operational difficulties were holding us back. By securing a new facility specifically built for our needs, we're now in a prime position to fulfil orders from across the globe, develop new products and deliver on our long-term strategic goals. Enterprise Telford has made sure we can hit the ground running, making the move with minimum disruption and putting us in a place where we can flourish for years to come."

**Bev Panter, co-owner and marketing director at Rosewood Pet Products**

*"Realistically, without the funding, this additional development would have been put off for a couple of years and a temporary solution put in place in the South East."*

**Michael Harte, Managing Director for the Midlands at Pizza GoGo,**



Driving growth **and prosperity**

"Telford is currently the beating heart of foreign direct investment right now!" ..... **Department of International Trade (DiT)**

Telford has been put forward as a key site for potential new foreign investment by International Trade Secretary Dr Liam Fox.

Harper Adams University vice-chancellor, Dr David Llewellyn, said: "The pilot High Potential Opportunity in high-tech food production will build on the university's extensive facilities and expertise in agri-food engineering and precision farming...The successful commercialisation of new technologies is expected to make a major contribution to the UK's capacity for a vibrant agri-food system and rural economy."

**Steve Poppitt, Managing Director of Craemer UK Ltd,** said: "This new site in Telford really gives us the room we need to grow and step up production, allowing us to meet client demand and fulfil our ongoing commitment to both product and market development. We're confident that our investment in this new facility and the creation of additional resources within our UK manufacturing platform will allow Craemer to strengthen its position in domestic, European and global markets for many years to come."

"Telford is an ideal place to do business, because of its central location in the country, the M54 allows us to get to our UK customers very quickly. In addition to that what's really important is that there is a high support and infrastructure for engineering companies"

**Chris Freshman, Torus Measurement Systems**

**Nick Munster, Managing Director at Polytec,** said: "Polytec is excited about the future of its expanding operations in the UK and the additional premises secured as part of the land deal, with the support of Enterprise Telford, will significantly boost our capacity to service client contracts and win new business as we continue to scale up."

"Housing stock growth exceeded the UK average, with Telford and Cambridge experiencing the highest growth (1.7 per cent)"

**Centre for Cities 2018**