



Transforming Telford  
Month 5 Project Reports

April - August 2008

## **1. Background**

1.1 Telford and Wrekin Council have established Priority Plans to support the Community Strategy. The key Priority Plan for the Transforming Telford projects is 'Strengthening the Land, Economy and Skills', five sub-priorities are to be achieved over the next three years:-

- Sub Priority 1 – Encouraging Involvement, Innovation and Growth
- Sub Priority 2 – Promoting the Area as a Business Tourism destination
- Sub Priority 3 – Improving local skills to meet the demands of a growing Modern Local Economy
- Sub Priority 4 - Renaissance of Telford Town Centre
- Sub Priority 5 – Revitalising the Borough Towns
- Sub Priority 6 – Regenerating Committees

1.2 Projects include:

Sub Priority 4  
Town Centre

Sub Priority 6  
Woodside and Sutton Hill  
Lakeside  
Telford Technology Park (Nedge Hill)  
Employment Areas (Industrial Estates)

## **2. Month 5 Project Report**

2.1 This report covers the period for April - August 2008 of Transforming Telford's performance in the named capital projects as set out in the Contractual Service Level Agreement with Telford and Wrekin Council

## **3 Project Overview**

### **3.1 Renaissance of the Town Centre**

Transforming Telford support the delivery of the Strengthening of the Local Economy and Skills Priority Plan, including the renaissance of the Town Centre (Sub Priority 4)

Intensive work has been carried out on the Economic Case (Green Book Review) for the Town Centre to ensure its completion for consideration by the Town Centre Partnership Board on 20 August 2008. This will support the work for investment to Advantage West Midlands, English Partnerships and Telford and Wrekin Council in the autumn 2008.

The Memorandum of Understanding has been redrafted to provide the framework for joint working by and investment by Advantage West Midlands, English Partnerships and Telford and Wrekin Council.

Telford and Wrekin Council Cabinet gave approval on 28 July 2008 to market the Civic Quarter site for regeneration. The proposals include new 'landmark' offices, residential, retail, leisure, community and restaurants.

Progress continues to be made with Benois on the Masterplan for the Town Centre and the Southwater area in particular.

**Table 1 Progress against actions in sub-priority 4**

Action	Timescale	Target Progress for 2008/09	Actual Progress	Comment
Appoint development partner in provision of media and learning centre	2010	Advance proposal as part of Phase I Southwater	Included in Phase I proposals. 7 August 2008. Business Case provided by TWC to Amion for Economic Case	Forms central element of Investment Fund and Economic Case
Complete financial and economic appraisal – “Green Book”	2008	Amion to complete Green Book Review Q2	Presented to Town Centre Partnership Board for support on 20 August 2008	To present to Transforming Telford Board 4 September 2008 for consideration. On to funding partners for appraisal and consideration Sep/Oct
Complete Memorandum of Understanding	2008	TT/TWC has redrafted Memorandum of Understanding	Revised Memorandum of Understanding circulated to EP and AWM.	AWM, EP, TT, TWC to Finalise Memorandum of Understanding, September 2008. On to funding partners for appraisal and consideration Sep/Oct
Seek relevant public sector approvals. Cabinet approval for Telford and Wrekin Council (T&WC).	2009	Green Book Review and Options Appraisal to be considered by founding partners Q3	Economic case recognition by TCPB 20 August 2008	To present to Transforming Telford Board 4 September 2008 for consideration. On to funding partners for appraisal and consideration Sep/Oct .

Commission and deliver design options	2009	Proposals being incorporated in planning brief for Southwater Core Masterplan Q2 Appoint consultants Q3 Submit application Q1 (09/10)	Agreement secured for TT to submit Planning Application August 2008. Approval to produce Planning Application 28 July 2008.	Approval from TCPB to make Planning Application.  Planning brief to provide for outline Masterplan and detailed design for public square Q2.08/09
Appoint development partner for Southwater Square	2010	Southwater Square as part of first phase of development of Southwater	To be considered by the partners Q3	To be determined once Green Book Review considered by founding partners in Q3
Deliver first phase of public realm	2013	Prepare detailed design for Southwater Square by Q4	Planning brief to be agreed Q2 Planning/design team to be appointed Q3.	Detailed Design Scheme to be worked up as part of Planning Application.  TT/TWC Steering Group will be established for planning consultants Q3
Commission/deliver design proposals	2009	To be addressed as part of Planning Application process.	Green Book Review Economic case presented and recognised by TCPB Q2	Detailed Design Scheme to be worked up as part of Planning Application.  TT/TWC Steering Group will be established for planning consultants Q3
Finalise key elements within development package and secure agreement of partners (Town Centre/Town Park)	2009	Complete Green Book Review and Options Appraisal	Considered proposals 20/08/08	To present to Transforming Telford Board 4 September 2008 for endorsement. On to funding partners for appraisal and

				consideration Sep/Oct
Commission and deliver design proposals in line with Town Park strategy (Town Centre/Town Park)	2009	TWC project Jonathan Rowe to comment	TWC project Jonathon Rowe to comment	TWC project Jonathon Rowe to comment

### **3.2 Regenerating Communities**

Transforming Telford support the delivery of the Strengthening the Local Economy Skills Priority Plan, including the Sub Priority 6: Regenerating Communities

### **3.3 Woodside**

The second phase of the estate re-modelling work, to 435 properties in the area known as West 2, is working towards its planned completion in October 2008. The overall scheme cost is between £7.5m and £7.7m, which is below the original scheme budget of £8.0m. This project is jointly funded by EP and TWC. A resident satisfaction survey will be undertaken at the end of the scheme to inform the design and procurement of subsequent contracts.

On 11 June 2008, Bellway Homes secured consent for amended conditions and a minor revision to their scheme for 191 properties on the site of the Courts in Park Lane. Bellway has indicated that they intend to start work on site later in the year, though the scheme will be affected by the current housing market uncertainty. EP and TWC are working to finalise the details of the S106 agreement associated with the scheme approval.

The Wrekin Housing Trust Extra Care housing scheme in Park Lane started in January 2008 but has ceased on site, following the contractors, Chase Norton, going into administration. The scheme will provide 53 units of high quality accommodation for older people. A new contractor is actively being sought by Wrekin Housing Trust - a PQQ process is underway and contractor selection is due at the end of August 2008. As a consequence, the construction work may not re-start until September.

Work has been on-going to bring forward the redevelopment of the Woodside local centre. A full application was made to AWM for scheme funding and this is currently being appraised. AWM has indicated that it may recommend taking the project forward in two phases. AWM has also indicated that it would wish to work with Telford and Wrekin Council and Transforming Telford to review the provision of the new retail units, in order that the scheme fits within its funding rules.

A number of social regeneration projects continue to support the overall objectives of the project. Woodside has benefited from a number of positive stories in the local press during 2008. In the last two months there was positive reporting, of a "Team Sweep" operation, in the Shropshire Star and on local radio stations.

The key priorities in the coming months are to:-

- Progress the redevelopment of the local centre by working with TWC and AWM to resolve outstanding issues and chart a way forward.

- Secure agreement from Advantage West Midlands, English Partnerships the Housing Corporation and Telford and Wrekin Council to a preferred option and funding package for new ways of advancing the regeneration of North and South Woodside.
- Subject to the outcome of the above, to develop consultation and procurement strategies for the proposed works in Wildwood and Willowfield, North Woodside.



**Table 2 Progress against actions in sub priority 6**

Woodside – Complete West 2 remodelling scheme	2008	New shop unit due to be occupied in August 2008	Scheme due for completion end October 2008. Satisfaction survey to be carried out on completion
Meet/negotiate with potential development partners for Woodside local centre	2008	Full application submitted to AWM, which is being appraised. Potential revised scope of the scheme to be agreed between TWC and AWM	Draft marketing documents prepared for procurement process
Consult with residents on first phase of remodelling North Woodside	2008	Consult with residents once overall funding strategy established and agreed by partners (see below)	Unlikely to complete consultation in 2008. Move to 2009 to help shape planning for the area.
Procure contractor for the first phase of remodelling North Woodside	2008	Meeting arranged between TT, TWC, Housing Corporation and EP – 12 <sup>th</sup> August 2008. Procurement will follow funding being secured and committed.	Need to agree the funding strategy with partners. Unlikely to procure contract in 2008. Move to 2009.
Commission and manage preparation of a plan to attract additional resources into the Sutton Hill Estate		Initial meetings with TWC to establish way forward. It is proposed that a Project Team approach is adopted, with TT to be invited to lead a physical regeneration and TWC leading a community and social regeneration.	Discussing funding opportunities with TWC in context of developing a brief for an Action Plan for the estate.
Commission and manage preparation of a plan to attract additional resources into the Brookside estate	2008	TWC project.	TWC project.

The work on the remaining three projects of the Priority Plan encompassed within the Sub Priority 1 of the Priority Plan, Encouraging Involvement, Innovation and Growth, is set out:-

### 3.4 **Lakeside**

Whilst the Government Office for West Midlands confirmed in June that the Secretary of State will not intervene by calling in the planning application, the Highways Agency have not yet withdrawn their holding objection to Castle Farm Telford LLPs planning application despite much communication. Following our past written representation to the Agency, Transforming Telford continues to work closely with the applicant and Telford & Wrekin Council in resolving the outstanding issues to enable determination. Dialogue continues with the Highways Agency in this matter.

The roadway will support development proposals in the delivery of the objectives of the Technology Corridor. Engineering design work is continuing for the road, with continued stakeholder engagement including landowners, beneficiaries and the Council in its capacity as both Planning and Highways Authority.

The delivery method of the project has been updated to reflect the changing nature of the project. Whereas previously an outline planning application for the roadway and learning campus was to have been submitted by the Council's BSF team, a full detailed planning application for the roadway alone will be submitted following approval of full funding from Advantage West Midlands. The change in project approach will have an impact on programme although Transforming Telford will seek to keep impact to a minimum.

Proposals for a Learning and Technology Centre are progressing to a Project Development funding application to AWM to fund a feasibility study.

Next Steps:

- Withdrawal of Highways Agency holding objection and granting of planning consent for Castle Farm (Telford) LLP development
- Advance Learning and Technology Centre proposals to a funding application for submission to AWM
- Preliminary design and in principle approvals to road extension.
- Submission of full funding application to AWM for procurement of expert support and roadway construction
- Submission of full planning application for roadway extension

### **3.5 Telford Technology Park (Nedge Hill)**

Transforming Telford continues to progress proposals with landowners, English Partnerships for the rebranding and marketing of this gateway site under the Wolverhampton-Telford Technology Corridor.

Transforming Telford are leading a project group comprising EP, AWM and TWC and have now established project parameters and relevant roles and responsibilities of partners through a draft Memorandum of Understanding. This will establish the intentions and commitment of partners to the project. Proposals will complement those at Lakeside, providing a development of grow on space linked to the e-Innovation Centre and potential Learning and Technology Centre. Proposals will entail the remarketing of existing serviced development sites on the lower Phase 1 plateau totalling 9ha, plus masterplanning of the upper Phase 2 plateau.

A planning statement is being agreed amongst partners for the first phase and assist the marketing of the site. It will facilitate the release of a speculative development site to the market and provide the immediately available product for the rebranding and marketing activity. Transforming Telford is working with EP in carrying out soft market testing with private sector developers who have previously expressed an interest in this location. This will inform the targeted marketing strategy and site briefing process.

Delivery mechanisms for this project continue to be appraised with partners and an outline funding application to Advantage West Midlands for WTTC monies to cover new infrastructure will follow.

Next Steps:

- Agree project parameters through Memorandum of Understanding,
- Continue to liaise with TWC Planning on planning statement and early development proposals
- Assist EP in the release of a speculative development site.
- Progress marketing activity
- Submit outline funding application to AWM

### **3.6 Employment Areas (Industrial Estates)**

Ongoing work led by Transforming Telford within the employment areas will support the revitalisation of existing industrial estates as strategic employment sites.

Following the development of the strategy for the improvement of signage across the four key Telford industrial estates by Transforming Telford for a new signing system in accordance with TWC's recently

completed Signing Strategy for the Borough, a full funding application has been completed and submitted to AWM to allow implementation.

English Partnerships and Transforming Telford will collaborate to provide business and development support to EP. This aims to capture investment and bring forward development proposals on a key number of EP employment sites.

Proposals for the establishment of Business Improvement Districts (BIDs) for Halesfield, Tweedale and Stafford Park have been discussed with stakeholders. The potential for establishing BIDs has been further considered in light of the emerging potential for the introduction of Supplementary Business Rates and the current economic climate. Whilst the rationale for BIDs is appreciated, the timing for progressing proposals is not currently opportune.

Initial discussions by TWC Assets and Property on behalf of Transforming Telford for a potential strategic site acquisition for future redevelopment at Halesfield, are on hold pending confirmation of the freeholders intentions. The position is continuing to be closely monitored whilst alternative potential opportunities for acquisition are being sought and discussed with AWM.

#### Next Steps:

- Continued monitoring of freeholder intentions on identified strategic acquisition at Halesfield, and identify/assess alternative opportunities with AWM.
- Continue to work closely with EP on supporting inward investment and development proposals within the employment areas
- Receive full funding approval with AWM for signage proposals