

CABINET

Decision Notices and Minutes of a meeting of the Cabinet held on Thursday, 27th March, 2014 at 5.00 p.m. at the AFC Telford Learning Centre, Haybridge Road, Wellington, Telford

PUBLISHED ON WEDNESDAY, 2nd APRIL, 2014

(DEADLINE FOR CALL-IN: MONDAY, 7th APRIL, 2014)

PRESENT: Councillors R.A. Overton (Deputy Leader and Chair for the meeting), E.A. Clare, S. Davies, A.R.H. England, W.A.M. McClements, H. Rhodes, C.F. Smith and P.R. Watling

ALSO PRESENT: Councillors A.J. Eade (Conservative Group Leader) and W.L. Tomlinson (Liberal Democrat/Independent Group Leader)

CB-97 MINUTES

RESOLVED – that the minutes of the meeting held on 20th February 2014 be confirmed and signed by the Chair.

CB-98 APOLOGIES FOR ABSENCE

Cllr K.S Sahota (Leader)

CB-99 DECLARATIONS OF INTEREST

None

CB-100 TELFORD & WREKIN DRUG AND ALCOHOL STRATEGY 2014/15 – 2016/17

Key Decision identified as **Telford & Wrekin Drug Strategy 2013-16** and **Telford & Wrekin Alcohol Strategy 2013-16** in the Notice of Key Decisions published on 26 February 2014.

Councillor R.A. Overton, Cabinet Member: Public Health & Public Protection, presented the report of the Consultant in Public Health, which provided an overview of the Drug and Alcohol Strategy for Telford & Wrekin 2014/15-2016/17. A copy of the Strategy was appended to the report.

The Strategy set out the intention to work with partners to reduce the harm caused by alcohol and/or drug misuse in local communities, and would make a key contribution to the Council's priority to 'Improve the health and wellbeing of our communities and address health inequalities'. It highlighted the national and local picture relating to drug misuse and alcohol consumption, and the impacts this had on hospital admissions, treatment services and crime rates.

The Strategy and associated Action Plan had been developed following extensive engagement with stakeholders and key partners. It used as a framework the three pillars of the Government's National Drug Strategy – reducing demand, restricting supply and building recovery in communities. For each of these areas, there was a series of aims and objectives with related key performance and outcome measures. An associated action plan included detailed actions covering targeted prevention work, transformation of specialist treatment, and support for sustained recovery. The Telford & Wrekin Drug and Alcohol Action Team would be responsible for co-ordinating implementation of the Strategy and action plan, and monitoring the impact on outcomes.

The Strategy had received cross-party support from the Health & Wellbeing Board, and Councillor H. Rhodes added that it had been welcomed by the Community Safety Partnership.

Cabinet Members welcomed the Strategy, and highlighted in particular the importance of prevention and early intervention. Investing in this work, particularly for young people, reduced local authority and NHS treatment costs, reduced the cost of crime in local communities and offered life-time benefits in terms of health, education and employment.

RESOLVED –

- (a) **that the Telford and Wrekin Drug and Alcohol Strategy 2014/15-2016/17 be endorsed and approved;**
- (b) **that the governance which is in place to manage the implementation of the Strategy, and monitor the impact on outcomes and performance, be noted.**

CB-101 SUBMISSION OF MADELEY NEIGHBOURHOOD DEVELOPMENT PLAN

Key Decision identified as **Submission of Madeley Neighbourhood Development Plan (NDP)** in the Notice of Key Decisions published on 26 February 2014.

Councillor C.F. Smith, Cabinet Member: Housing, Development & Borough Towns, presented the report of the Assistant Director: Planning Specialist regarding the submission of a Neighbourhood Development Plan (NDP) by Madeley Town Council, and the steps that now needed to be taken.

Since 2011, an NDP for Madeley had been in development led by a steering group and working with Officers from the Town and Borough Councils. Following designation of the Neighbourhood Plan Area in 2012, the Town Council had produced a NDP which had been subject to the required period of consultation. The final Plan and supporting documents were submitted to Telford & Wrekin Council on 11 February 2014. In response, and in accordance with statutory requirements, the Council had completed a number of checks to ensure that all the procedural and other requirements had been

met. These had concluded that the submission was compliant and that it was in 'general conformity' with the strategic policies of the adopted Development Plan for the local area. Therefore, based on the comprehensive nature of the Basic Conditions Statement, and the appropriate scope and nature of the evidence base used to underpin the NDP, it was considered that the relevant requirements had been met, and the NDP could be progressed on to the next stage and submitted for independent examination.

The NDP was currently subject to a 6 week publication period, and any representations received would be forwarded to an Independent Examiner (IE). The IE would be appointed by the Council in agreement with Madeley Town Council, and would check the contents of the Plan, supporting documents and written representations. The Examiner would then submit a report to Cabinet with a recommendation as to whether the NDP should be progressed to a referendum of electors in the Neighbourhood Plan area.

Councillor P.R. Watling, as a local Ward Member, reported that a lot of work had gone into the development of this Plan, particularly with the input from Madeley Town Council and the local community. In response to a question regarding the status of a Neighbourhood Development Plan, the Assistant Director: Planning Specialist advised that it would support the existing Core Strategy and saved policies from the adopted Wrekin Local Plan.

RESOLVED -

- (a) that a Decision Statement be issued to confirm that the Madeley Neighbourhood Development Plan meets the requirements of the Localism Act 2011 and Regulations;**
- (b) that the Assistant Director: Planning Specialist be authorised to undertake all necessary arrangements for the Madeley Development Neighbourhood Plan to be processed in accordance with the relevant legislation through the Independent Examination stage.**

CB-102 DECLARATION OF DOTHILL LOCAL NATURE RESERVE

Key Decision identified as **Declaration of Dothill Local Nature Reserve** in the Notice of Key Decisions published on 26 February 2014.

Councillor C.F. Smith, Cabinet Member: Housing, Development & Borough Towns, presented the report of the Assistant Director: Planning Specialist which sought approval for a new Local Nature Reserve (LNR) comprising an area of open space surrounding a lake and pools at Dothill, Wellington. A plan of the site was appended to the report.

The proposal had been developed in liaison with the local community, the Wellington Conservation Area Working Group and the Dothill Open Space Steering Group, and would involve local volunteers carrying out small scale conservation tasks as part of the site management. The site was within the Council's ownership and met the necessary criteria for selection as a LNR –

including an up-to-date management plan and support from Shropshire Wildlife Trust and Natural England. Subject to approval, the next stage would be to progress the site further through the formal process with Natural England prior to final declaration. Designation would offer protection from future development or inappropriate use.

Members welcomed the involvement of the local community and volunteers in developing the proposal, which would help protect and conserve a valuable green space.

RESOLVED –

- (a) that the declaration of Dothill Local Nature Reserve be approved;**
- (b) that authority be delegated to the Assistant Director: Planning Specialist, in consultation with the Cabinet Member: Housing Development & Borough Towns, to complete the declaration process.**

CB-103 PLANNING OF SCHOOL PLACES – REVIEW OF SEND PROVISION

Key Decision identified as **School Organisation – SEND provision review** in the Notice of Key Decisions published on 26 February 2014.

Councillor P.R. Watling, Cabinet Member: Children, Young People & Families, presented the report of the Assistant Director: Education & Corporate Parenting, which sought approval to consult stakeholders on the possibility of providing post 16 educational facilities for students with severe and profound learning difficulties on the site of Telford College of Arts & Technology (TCAT), and alter the upper age range of pupils attending the Bridge School.

Currently, the Bridge School served pupils with severe and profound learning difficulties from the ages of 2 to 19 years. There was concern that the options available for students once they left the school were limited, with only a relatively small proportion of this group going on to access further educational opportunities. Accordingly, a bid had been submitted to the Demographic Growth Fund to expand the specialist provision available within TCAT. The bid was successful in providing £1.8m with which to expand provision to learners with complex needs and disabilities. The proposal was to use the funding to provide a specialist facility on the TCAT site for the 16+ age group. This would combine the expertise of the Bridge School with specialist accommodation and access to wider facilities within TCAT. It was not expected that the proposal would have any long term impact on the numbers of pupils attending Bridge School.

It was proposed to hold a formal consultation on the proposals over a six week period ending on 12 May 2014. Parents of children at Bridge School would all be consulted, as well as staff and other key partners and stakeholders.

The Assistant Director: Education & Corporate Parenting added that, if the proposal went ahead, there was agreement for a senior Leader from Bridge School to be seconded to the new facilities at TCAT in order to provide continuity and reassurance for parents.

RESOLVED –

- (a) **that authority be delegated to the Assistant Director: Education & Corporate Parenting to engage in formal consultation with key partners and stakeholders regarding the possible development of provision for post 16 learners with severe and profound special educational needs in partnership with Telford College of Arts & Technology, with associated consultation on the related proposal to alter the age range of the Bridge School so that it accepts pupils up to the age of 16 and ceases to make provision for 16 to 19 year olds;**
- (b) **that authority be delegated to the Assistant Director: Education & Corporate Parenting, in consultation with the Cabinet Member: Children, Young People & Families, to decide whether to progress the project following the formal consultation period.**

CB-104 DISCRETIONARY RATE RELIEF/DISCOUNT FOR BUSINESS RATES AND COUNCIL TAX

Non-Key Decision

Councillor W.A.M McClements, Cabinet Member: Finance & Enterprise, presented the report of the Assistant Director: Customer Services, which proposed refreshed guidelines for the awarding of discretionary Council tax discount and the granting of discretionary rate relief for businesses.

Following the changes introduced in April 2013 under which 49% of business rates were retained locally by the Council, the Discretionary Relief Guidelines (last updated in 2010) had been reviewed and refreshed to ensure that they remained fit for purpose. Despite the economic climate, which had seen many local authorities reducing rate relief, Telford & Wrekin had taken a conscious decision to continue to support local charities and groups who actively contributed to the community. The proposed new Guidelines for the granting of discretionary rate relief for businesses were appended to the report. They also reflected the Council's priority to incentivise and support major business growth and inward investment to the Borough. It was estimated that the new reliefs would bring in an estimated £500k additional support into the Borough benefitting approximately 600 businesses. The new reliefs included a £1000 discount for all retail, pubs and cafes with rateable value below £50,000 for 2 years, and a 50% discount for 18 months for new occupiers of former retail premises which had been unoccupied for a year.

The Council had the discretion to reduce the Council Tax charge for individual properties or classes of property. The guidelines for the award of any discounts had been refreshed, and were appended to the report. They took

account of factors such as vacation of a property due to flooding or some other natural disaster, significant upheaval as a result of an environmental factor beyond the applicant's control and other exceptional circumstances.

The report also set out a revised appeals process for those applicants dissatisfied with the outcome of a decision made in regard of an application for discretionary relief.

RESOLVED –

- (a) that the refreshed guidelines for awarding discretionary Council Tax discount in prescribed circumstances, as detailed at Appendix 1 of the report, be approved for implementation from April 2014;
- (b) that the refreshed guidelines for the granting of discretionary rate relief for businesses, as detailed at Appendix 2 of the report, be approved for implementation from April 2014;
- (c) that the refreshed process for appeals where a ratepayer or taxpayer is dissatisfied with the decision made be approved.

CB-105 EXCLUSION OF PUBLIC AND PRESS

RESOLVED – that the public and press be excluded from the meeting for the following item of business on the grounds that it may involve the disclosure of information relating to the financial or business affairs of any particular person (including the authority holding that information) as defined in paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972.

CB-106 INCENTIVISING GROWTH – THE TELFORD ‘DEAL FOR BUSINESS’

Key Decision identified as **Supporting and Incentivising Business in Telford & Wrekin** in the Notice of Key Decisions published on 17 October 2013.

Councillor W.A.M. McClements, Cabinet Member: Finance & Enterprise, presented the report of the Assistant Director: Development, Business & Employment concerning proposals to provide financial incentives to both existing and prospective businesses linked to a commitment from business to invest directly in the Borough's growth and employment.

This was part of the Council's "Business Supporting, Business Winning" approach to making investment in the Borough as easy and attractive as possible. The report provided information on the terms of how agreements, or Deals, with businesses would be negotiated and brokered. The Deals would only be considered once all other avenues of support and external finance had been exhausted. In return for any incentives offered, the Council would expect the business to make a firm commitment to support the wider growth

and prosperity of the Borough – including measures to provide employment and training opportunities for young people in the Borough.

RESOLVED -

- (a) that authority be delegated to the Director: Development, Business & Customer Services, in consultation with the Cabinet Member: Finance & Enterprise and the Assistant Director: Finance, Audit & Information Governance, to enter into agreements with businesses in line with the terms set out in the report;
- (b) that authority be delegated to the Assistant Director: Law, Democracy & People Services to execute all necessary documentation required for the purposes of resolution (a) above, in accordance with the Constitution including if relevant the affixing of the Common Seal of the Council.

The meeting ended at 5.19 pm.

Signed for the purposes of the Decision Notices

Jonathan Eatough
Assistant Director: Law, Democracy & People Services
Date: 2 April 2014

Signed:

Date:

TELFORD & WREKIN COUNCIL

CABINET - 24 APRIL 2014

SHAPING PLACES: CONSULTATION ON PROPOSED HOUSING AND EMPLOYMENT SITES

REPORT OF ASSISTANT DIRECTOR: PLANNING SPECIALIST

LEAD CABINET MEMBER - COUNCILLOR CHARLES SMITH

PART A) – SUMMARY REPORT

1.0 SUMMARY OF MAIN PROPOSALS

- 1.1 In accordance with the Local Development Scheme approved by Cabinet in December 2013, the next stage in the Local Plan process is to consult on proposed housing and employment sites in the Borough. The proposals will address the delivery of local priorities and opportunities and provide greater certainty to developers and investors enabling the delivery of growth which is key to the Council's overall strategy for prosperity and providing a supply of new homes.
- 1.2 Based on the findings of this exercise, sites will then be allocated in the draft Local Plan with a further period of consultation planned. As part of the on-going approach to establish the Plan, Cabinet approval is sought to undertake a period of six weeks public consultation on the Proposed Housing and Employment Sites document commencing in May 2014.

2.0 RECOMMENDATIONS

2.1 That Cabinet approve the “Shaping Places Local Plan: Proposed Housing and Employment Sites” document for public consultation;

2.2 The Cabinet recommend to Full Council that the document be approved for public consultation

3.0 SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	Council priorities are reflected in the Local Plan objectives. The objectives form a thread throughout Local Plan documents, ensuring the quantity, type and location of future development support the delivery of the Council's priorities.
	Will the proposals impact on specific groups of people?	
	Yes	The Local Plan relates to the whole borough and those who live, work and visit the area.
TARGET COMPLETION/ DELIVERY DATE	Subject to Cabinet approval, it is proposed to commence the consultation on 6 th May 2014 to 17 th June 2014.	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	The costs of the public consultation process will be met from within existing resources. The planned use of online, social media and existing consultation groups will support the consultation process and reach as wide an audience as possible.
LEGAL ISSUES		Inviting representations on the Proposed Housing and Employment Sites document is part of the Council's consultation and engagement which is being undertaken in advance of the more formal processes

		to be followed prior to adoption of the Local Plan. Full Council will need to approve this consultation document. However, it is considered appropriate for Cabinet to give the approval to the document and for the consultation process to begin as soon as possible.
OTHER IMPACTS, RISKS & OPPORTUNITIES		The approach set out in this report will ensure conformity with the National Planning Policy Framework (NPPF), in particular, paragraph 157 which states that “Local Plans should:... allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate”. Allocating sites for future development provides certainty and choice to the market and to new investors.
IMPACT ON SPECIFIC WARDS		Borough wide impact.

PART B) – ADDITIONAL INFORMATION

4.0 BACKGROUND

- 4.1 During June-July 2013, a public consultation was held on The Shaping Places Local Plan: Strategy & Options Document. This document set out the context for future development in the borough and sought comments on options associated with the scale, type and broad location of development.
- 4.2 As reported to Cabinet in December 2013, the comments received during consultation are being used to inform the emerging Local Plan including the identification of proposed sites for future housing and employment development.
- 4.3 Landscape and green space has been at the heart of the vision for Telford when the New Town was first established and the emerging Local Plan reinforces that vision for the borough as a whole. The green spaces and natural features not only complement development, they provide a structural context for the homes, employment areas and retail centres that support our community.
- 4.4 Measured as a whole over 90% of the borough is made up of green infrastructure with Telford having substantially more green spaces than the average town. The borough’s green assets are substantial:
- Part of the Shropshire Hills Area of Outstanding Natural Beauty (AONB)
 - 7 sites of Special Scientific Interest (SSSI)
 - 5 Local Nature Reserves (LNR)
 - 41 Local Wildlife Sites
 - Telford Town Park
 - Granville Country Park
 - Wrekin Forest
 - Local Parks
 - Over 400 hectares of managed woodland
 - Over 15 million trees in Telford giving tree cover of over 15% across the borough as a whole.
- 4.5 Within these protected areas there is a network of footpaths, cycle ways and bridleways that include the Silkin Way and together make up “green ways” that provide green routes that link

all the principle areas of green open space. The Plan will protect and enhance the green open space and landscape features to ensure that Telford & Wrekin continues to be an attractive place in which to live, work and invest.

- 4.6 It is within this context that the Proposed Housing and Employment Sites document proposes a range of sites for public consultation. Based on the Strategy & Options document, the proposed sites balance growth with the protection of green space and are distributed across both the urban and rural areas. The document aims to help manage development, addressing priorities around the economy and housing whilst continuing to provide space for nature, sport and leisure in which economic, social and environmental benefits can be delivered for all.

The Proposed Housing and Employment Sites document is enclosed at Appendix 1 of this report. It includes the following sections:

- Growth strategy
- Location of development
- Housing sites
- Employment sites

5.0 GROWTH STRATEGY

5.1 To ensure that Telford is an attractive place in which to live, work and invest the Plan will:

- protect the network of interconnected green open spaces and woodland to secure the social, economic and environmental benefits we gain from green spaces such as health, attractive environment, rich wildlife habitats and resilience to surface water flooding
- promote growth that offers the best of urban and rural living by providing new homes and employment within the strong and resilient green setting
- seek to support the prosperity of existing centres through development, recognising the services and facilities they provide
- support an arc of employment around the east of Telford to take advantage of the connections to the national motorway and rail system and the West Midlands conurbation
- address and target issues of social, economic and environmental deprivation through community employment initiatives, environmental interventions and improved housing
- respond to the availability of land acquired for development by the Telford Development Corporation that is mostly brownfield and prepared for redevelopment.
- take advantage of established and existing infrastructure, including schools and colleges that support learning, skills and leisure.

Scale of growth

5.2 The Strategy & Options document proposed 3 options for growth for the Plan period (2011-2031). The consultation responses received were broadly supportive of growth. We were asked to support the approach with a robust and justified evidence base on housing and employment need to ensure that the economic opportunities of growth levels are fully considered. We were also asked to demonstrate the deliverability of the development proposed over the 20 year Plan period and to assess any potential impact of growth on the quality of the environment. While supporting the overall objective of growth, responses from a wide range of stakeholders (including neighbouring local authorities, the development industry and local residents) suggested that a more realistic Plan target lay between options 2 and 3.

5.3 As a result the Proposed Housing and Employment Sites document proposes a Plan target of circa 20,000 additional homes to be built over the Plan period (2011-2031) which includes 11,885 homes on sites either with planning consent or sites identified in an adopted development plan – such as CTAAP (Central Telford Area Action Plan).

- 5.4 A Plan target of circa 20,000 is slightly higher than the assessed need currently identified as 18,600 additional homes to 2031 (Strategic Housing Market Assessment 2014) and is lower than the 26,500 proposed at the Strategy & Options stage. There has been an upward trend in development in the borough; since 2011 the number of new homes completed has continued to grow with over 800 new homes projected for 2013/14 and 1,000 projected for 2014/15. Employment opportunities have similarly continued to rise over the same period. The recent report *Cities Outlook 2014* (Centre for Cities) places Telford in the top three places nationally for increasing the supply of new housing stock and the creation of private sector jobs. Taking this into consideration, together with comments received at the Strategy & Options stage, a Plan target of 20,000 is considered appropriate; striking a balance between promoting the delivery of growth and investment, meeting local needs and ensuring an attractive and green living environment is protected for all.
- 5.5 We are undertaking further technical work on housing need. This will include use of the latest national population and household projections that will be published later this year by Office for National Statistics. The use of this updated information will allow us to ensure that the Plan fully meets the need for new homes as required by government.
- 5.6 A detailed target has yet to be confirmed for the quantity of employment land required and work is continuing to identify the need for employment development over the Plan period to 2031, the borough currently has over 600 acres of land readily available for employment development.

6.0 PROPOSED HOUSING AND EMPLOYMENT SITES: SITE SELECTION

- 6.1 With a Plan target of circa 20,000 homes and 11,885 already committed through existing planning permissions, resolution to permit or in an adopted development plan, there is a need for around 8,115 homes to be allocated within the Plan. This means that we can be confident about balancing the need for development while at the same time protecting our network of interconnected green open spaces.
- 6.2 Consultation on the Strategy & Options document provided broad support for Option 3 'Growth Hub' which proposed a focus for development in the urban area with some development on the urban fringe and a low level in the rural area. This combination offers opportunities to meet locally arising need. It provides choice and flexibility to the market and will enable brownfield sites including those in the rural area to be reused. It also supports the regeneration and employment benefits that housing growth presents. The proposed sites provide the opportunity to ensure that a balance is achieved between the ambition for growth and the protection of the borough's important green open spaces.
- 6.3 The proposed housing and employment sites have been identified through a methodical process that accords with the National Planning Policy Framework and National Planning Policy Guidance (NPPG).

Selection of housing sites

- 6.4 The starting point for the assessment of housing sites is the Strategic Housing Land Availability Assessment (SHLAA) (2012) which identifies sites with housing potential and makes an assessment of how deliverable they are according to "availability, suitability and achievability". The SHLAA sites were assessed against a list of criteria (which accord with the NPPF, contribute to Council priorities and support the aims of the emerging Local Plan) and in consultation with Council officers representing the range of services provided by the Council.
- 6.5 The process has also been assisted by the availability of a substantial number of developable sites within the borough many of which are brownfield (ie previously developed sites) and in

public ownership (largely a consequence of the land acquired by the Development Corporation to build the New Town).

Selection of employment sites

- 6.7 The starting point for the assessment of employment sites was the Employment Land Review (Interim Report 2012 and updated to 2014). The Employment Land Review sites were considered against a list of criteria alongside comments for a range of Council services to determine what specific types of employment development would be suitable on each site if it were to be allocated in the Local Plan.
- 6.8 In addition, five potential Strategic Employment Areas (SEA) have been identified to satisfy the requirement of the NPPF to 'identify strategic sites for local and inward investment.' A SEA is an area considered best suited to attract inward investment and determine employment growth. The SEA's identified are:
- North Telford (Donnington, Hadley Park and Hortonwood)
 - Donnington Wood
 - Central Area (Central Telford and Stafford Park)
 - Telford 54 (T54)
 - Halesfield
 - Newport (North and South)

7.0 PROPOSED HOUSING AND EMPLOYMENT SITES DOCUMENT

- 7.1 Housing sites are identified by Parish/Town Council area for ease of reference using maps and tabulated information. The employment sites are set out within the sub-groupings of the Strategic Employment Areas. Identification of the sites is not intended to imply that this is the only development that can come forward within the borough over the plan period. Policies will encourage additional housing and employment development in appropriate sustainable locations which would meet local needs and support the Plan's vision and aims.
- 7.2 The proposed sites in this document total 9,986 homes, 23% more than the 8,115 new homes needed to deliver the target. This is to allow for discussions on site suitability during the consultation process and therefore help maintain some flexibility over the choice of sites taken forward to the draft plan stage. Following consultation, the sites will be refined to take into account comments received as well as more recent projections released by the Office for National Statistics.
- 7.3 **Consultation process**
- 7.4 The document will be available for comment during the six week consultation period 6th May – 17th June 2014. Stakeholders will be asked to comment on whether they agree with the selection of housing sites and the Strategic Employment Areas and preferred employment uses identified. Stakeholders will also be invited to suggest any housing and employment sites that have not been considered to date.
- 7.5 Including input from Scrutiny members it is proposed that the consultation will follow a similar format to the Strategy & Options consultation, including:
- A presentation to all Parishes and Town Councils (including neighbourhood plan front runners) at the start of the consultation period to explain the site allocations process and the aims and objectives of the consultation
 - An opportunity for all Parish and Town Councils to meet on a one-to-one basis with Council officers requested
 - Contact with all consultees registered on the Shaping Places database

- Notification through a range of media including Facebook, Twitter, local press releases, radio, Your Voice and notices in public facing Council buildings (leisure centres, community centres, First Points & libraries)
- A session with the Young Persons Forum
- Offer of support to Parish and Town Council's drop-in sessions for local people to view the potential sites identified in and around their area.
- Use of the Shaping Places online portal and paper questionnaire for submitting comments.

8.0 NEXT STEPS

8.1 The Council will consider all comments received during the consultation period. Together with the findings of further work such as updates to the housing and employment targets and further assessments such as a Sustainability Appraisal, the Council will publish a list of preferred sites for further comment.

9.0 IMPACT ASSESSMENT – ADDITIONAL INFORMATION

9.1 The work identified in this report conforms with the National Planning Policy Framework (NPPF), in particular, paragraph 157 which states that “Local Plans should:... allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate”. Allocating sites will help provide certainty to developers and investors as well as help ensure the delivery of the Local Plan.

10.0 PREVIOUS MINUTES

30 May 2013: Shaping Places Local Plan, Strategy & Options.

12 December 2013: Shaping Places Local Plan Update.

11.0 BACKGROUND PAPERS

Telford & Wrekin Local Development Scheme (December 2013).

Report prepared by Rachel Walmsley, Principal Planning Officer. Telephone: 01952 384250

APPENDIX 1: Proposed Housing and Employment Sites: Consultation Document

See separate enclosed document

Shaping Places
Local Plan
2011-2031

Proposed Housing and Employment Sites



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1 Executive Summary



1 Executive Summary

This document presents a range of sites for housing and employment development as part of our consultation for our Shaping Places Local Plan 2011 - 2031. It is based on the Strategy & Options (2013) document and the consultation responses received.

The overriding aim of the emerging Local Plan: Shaping Places is to strengthen the identity of Telford as a "green town" and establish the borough as a place characterised by extensive areas of open land and prominent landscape features. The Plan will also actively promote a town that was originally designed for and remains focused on providing residents and visitors alike with good housing and a healthy living environment set within a network of accessible open spaces. Building on current rates of delivery which currently put Telford in the top three cities for increasing the supply of housing and private sector jobs, the borough will become a strong sustainable community.

The allocation of sites helps to guide and manage development to maintain a high quality living and working environment to help realise the borough's potential to deliver new jobs and homes. Allocating sites also allows for the effective planning of infrastructure and provides certainty to investors, landowners and the community on the requirement for and location of sites.

The housing and employment sites listed in this document are those that we have identified as having the greatest potential to meet the borough's development needs in the most sustainable way. They promote a balance between urban and rural development and support an arc of employment around the east of Telford to take advantage of the town's accessibility to national transport networks. They also include land acquired for development by the Telford Development Corporation. Most of this land is made up of previously used brownfield land that has been prepared for redevelopment.

We propose a Plan target of approximately 20,000 homes over the 20 year Plan period. With 11,885 homes already committed through existing planning permissions, resolution to permit or in an adopted development plan, we need around 8,115 new homes to deliver the target. The need for around 8,115 new homes means that we can be confident in balancing the need for development while at the same time protecting the network of interconnected green open spaces and therefore maintain a town with significantly more green space than other UK towns.

The proposed sites in this document total 9,986 homes 23% more than the 8,115 new homes needed to deliver the target. This is to allow for discussions on site suitability during the consultation process and therefore help maintain some flexibility over the choice of sites taken forward to the draft plan stage. Following consultation, the sites will be refined to take into account comments received as well as more recent projections released by the Office for National Statistics.

It is important that the housing and employment growth targets support each other. Whilst a target has yet to be considered for the quantity of employment land for allocation, the borough has over 600 acres of land available for employment development. The proposed employment sites will support housing growth.

Consultation on the sites runs from Tuesday 6th May 2014 to 5pm on Tuesday 17th June 2014. Comments received will help us to prepare a plan that addresses local needs and priorities and all comments will help inform the next stage of site allocations and the associated local plan.

2 Introduction

2 Introduction

2.1 This document proposes a range of sites for public consultation based on the strategic context established by the Strategy & Options document and the key principles set out in this document.

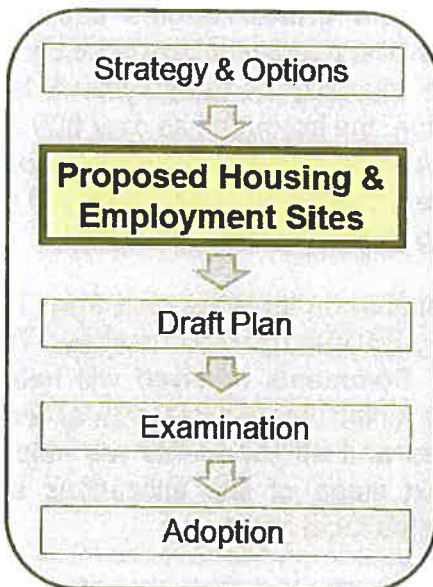
2.2 The sites support growth in both the urban and rural areas to deliver sustainable communities and provide new homes and jobs within the borough's strong green setting.

2.3 We suggest a plan target of approximately 20,000 new homes. With 11,885 homes committed as a result of planning permissions, we need around 8,115 new homes to deliver the target.

2.4 The Plan target is lower than the 26,500 proposed during the Strategy & Options consultation. This approach protects our unique selling point of our green spaces whilst suggesting managed sustainable growth.

Shaping Places update

Figure 2.1



2.5 We are producing a new Local Plan, 'Shaping Places,' which will replace the existing Core Strategy (2007) and policies saved from the Wrekin Local Plan (2000). As set out in the Local Development Scheme

(2013), the new Plan is scheduled for adoption in early 2016 and will run to 2031. Our process for producing a new Local Plan is summarised in the key stages illustrated in figure 2.1.

2.6 Between June and July 2013 we consulted on the Strategy & Options document. This was a non-statutory document that provided an opportunity for comment and to influence a range of options for the proposed scale and location of development within the borough. The comments received can be viewed at www.telford.gov.uk/shapingplaces. We have considered the comments and used them to inform the development of the Local Plan, particularly the next stage of the work, site allocations.

Picture 2.1 Southwater, Telford



Site allocations

2.7 An overriding aim of the Local Plan is to strengthen and protect the identity of Telford as a "green town". This will be achieved at the same time as the borough leading the way in delivering housing and economic growth in the Midlands. 800 new homes have been delivered between 2011-2012 and the borough has been ranked by the National Building Group and Building Magazine as being in the top 10% of local authorities who provide a positive economic and planning environment for investment. Telford is in the top three places for increasing the supply of new housing stock and the creation of private sector jobs nationally ('Cities Outlook 2014').

2 Introduction



2.8 In producing a new Local Plan we can build on this success and actively promote a town that was originally designed for, and remains focused on providing residents and visitors alike with good housing and a healthy living environment set within a network of accessible green open spaces. Excellent connections with the business park i54 and plentiful 'ready to go' commercial land make Telford an obvious place for business investment and job creation. Together with the strong commitment to delivering sustainable housing growth, the borough will become a strong, sustainable community built on economic prosperity within a protected green setting so as to balance growth with protection of our unique offer.

Picture 2.2 Innovation Centre, Priorslee, Telford



2.9 An important component of the Local Plan is site allocations. The National Planning Policy Framework (NPPF) (2012) requires us to identify deliverable and developable sites for the Plan period (2011-2031). By identifying housing and employment sites for development we can be proactive in managing development, addressing priorities around the economy and housing and ensuring we maintain an attractive quality environment. We are determined to continue to provide space for nature, sport and leisure in which economic, social and environmental benefits can be delivered for all. Allocating sites will also assist investors by providing certainty and clarity regarding planning issues and help promote and develop investment opportunities for our town.

Picture 2.3 Telford Town Centre



Purpose of the document

2.10 We are seeking your views on a list of housing and employment sites that have been identified as having the greatest potential to meet the borough's future development needs in the most sustainable way.

2.11 Consultation on this document signals the beginning of our site allocation process. We encourage you to comment and submit your views as these will inform the next stage of the site allocations work and the associated Local Plan.

2.12 Section 3 explains the work in progress to identify levels for housing and employment growth for the Plan period (2011-2031) based on the borough's housing and economic needs. Since the Strategy & Options consultation in 2013, which presented a range of housing growth options, we have considered the comments received and are proposing a housing target of circa 20,000 homes which includes 11,885 planning consents already secured though the target figure will be refined, drawing on further evidence and the outcome of this consultation.

2 Introduction

Picture 2.4 Ironbridge, Telford



2.13 Sections 4, 5 and 6 are the focus of this consultation. The methods used to identify housing and employment sites are summarised along with a list of sites. These are grouped according to Parish/Town Council area for ease of reference.

How to comment

2.14 We welcome comments on as many of the sites as possible through the Telford & Wrekin Council Consultation Planning Portal which can be accessed via <http://www.telford.gov.uk/shapingplaces>



2.15 Please view the document and complete the questionnaire in the following ways:

Online at:



<http://www.telford.gov.uk/shapingplaces>

You can join us on Facebook at www.facebook.com/TelfordWrekin and on Twitter at www.twitter.com/TelfordWrekin

In person at the following locations:



Your local library: find yours at <http://www.telford.gov.uk/libraries>

Business & Planning First Point

Telford: Telford & Wrekin Council, Wellington Civic Offices, Larkin Way, Tan Bank, Wellington, Telford, TF1 1LX during weekdays 8:30am to 5:30pm

First Point Telford: Telford & Wrekin Council, Addenbrooke House, Ironmasters Way, Telford, TF3 4NT during weekdays 8:30am to 5:30pm



By post: Environment & Planning Policy Team, Business & Development Planning, Telford & Wrekin Council, PO Box 457, Telford, TF2 2FH



Contact us by telephone: (01952) 384241



Public drop in sessions: Town / Parish Councils are invited to hold drop in sessions with support from Telford & Wrekin Council for you to view potential sites for future development and express your views. Look out for posters in your area or visit <http://www.telford.gov.uk/shapingplaces> to find out when and where your local event is taking place.

2.16 The deadline for comments is 5pm Tuesday 17th June 2014.

Picture 2.5 Recent development at Lawley, Telford



3 Growth Strategy



3 Growth Strategy

3.1 Landscape and green space has always been at the heart of the vision for Telford New Town and the emerging local plan reinforces that vision. The green spaces and natural features not only complement development, they provide a structural context for the homes, employment areas and retail centres that support our community.

3.2 The description of Telford as the 'Forest City' was first established by the Telford Development Corporation and subsequently adopted by us. Today the green spaces and natural features provide a landscape context which development can fit into.

3.3 An overriding aim of the emerging Local Plan is to strengthen the identity of Telford as a "green town" and establish the borough as a place characterised by extensive areas of open land and prominent landscape features. The strong presence of open spaces gives Telford a particularly green appearance which is the envy of many. The Plan will protect and enhance areas of important green space to ensure that Telford is an attractive place in which to live, work and invest.

3.4 Accessible by road and rail to all parts of the country and one of the few boroughs to benefit from inner motorway connections, Telford & Wrekin is a good place for investment. We are committed to promoting economic prosperity within the borough and to delivering cohesive, healthy and prosperous communities.

3.5 Set within a strong network of green open spaces and environmental features we will strengthen the role of the established town centres, meeting local aspirations and providing a unique offer to visitors.

3.6 The Plan will facilitate the borough's potential to deliver thousands of new jobs. Focused on the strategic employment areas in the borough we will build on the borough's strengths in advanced manufacturing including automotive, aerospace and defence, plastics,

engineering and business and financial services and the attraction to industry of its large supply of serviced commercial land. Across the borough we will provide opportunities in sustainable locations and grow and increase the competitiveness of our small and medium sized businesses. We will provide opportunities for new enterprises and existing businesses to expand and ensure accessible job opportunities for our growing workforce.

3.7 Housing is central to economic success. We are committed to providing a sufficient quantity and range of good quality homes within an environment that facilitates social interaction and healthy, inclusive sustainable communities.

3.8 This ambition for the borough, together with the borough's track record of delivery rates ensure we are well placed to achieve our current priorities regarding the economy and housing together with the Plan's vision:

'By 2031 Telford & Wrekin will have grown to serve a population of over 200,000. Development will realise the borough as an outstanding destination for living, working and visiting that its residents are proud of and combines the best of town and countryside.' (Strategy & Options 2013)

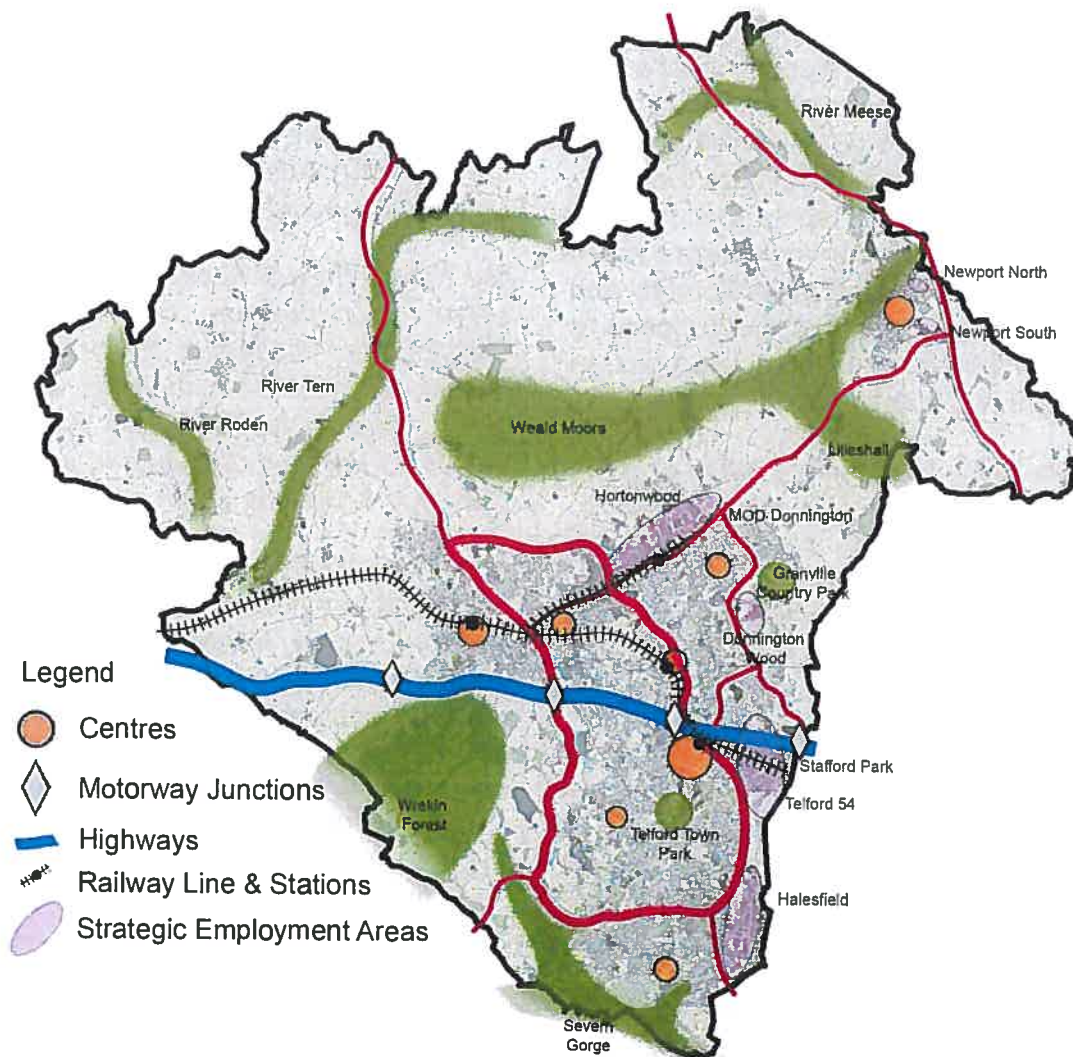
3.9 To deliver this vision, the Plan is based on a number of key principles summarised in figure 3.1 and listed below which have informed the sites identified in this document and will underpin the draft plan:

- To protect the network of interconnected green open spaces and woodland to secure the social, economic and environmental benefits we gain from green spaces such as health, attractive environment, rich wildlife habitats and resilience to surface water flooding
- To promote growth that offers the best of urban and rural living by providing new homes and employment within the strong and resilient green setting

3 Growth Strategy

- To seek to support the prosperity of existing centres through development, recognising the services and facilities they provide
- To support an arc of employment around the east of Telford to take advantage of the connections to the national motorway and rail system and the West Midlands conurbation
- To address and target issues of social, economic and environmental deprivation
- through community employment initiatives, environmental interventions and improved housing
- To respond to the availability of land acquired for development by the Telford Development Corporation, mostly brownfield sites which are prepared for redevelopment.
- To take advantage of established and existing infrastructure, including schools and colleges that support learning, skills and leisure

Figure 3.1 Concept map



3 Growth Strategy



3.10 This approach to development accords with the National Planning Policy Framework (NPPF) which promotes increasing the supply of housing and ensuring that sufficient land of the right type is available in the right places and at the right time to support growth and innovation.

Scale of growth

3.11 We suggest a Plan target of circa 20,000 new homes, which includes 11,885 homes on sites with planning consent, resolution to permit or sites identified in an adopted development plan. This is based on an assessment of need and early consideration of our growth agenda for the 20 year plan period.

Picture 3.1 Recent development in Horsehay, Telford



3.12 There is an upward trend in development; since 2011 the number of new homes completed in the borough has continued to grow with over 800 projected for 2013/14 and 1,000 projected for 2014/15. Employment opportunities have similarly continued to rise over the same period. The recent report *Cities Outlook 2014* (Centre for Cities) places Telford in the top three places nationally for increasing the supply of new housing stock and the creation of private sector jobs.

3.13 Identifying a development target helps deliver the vision and objectives of the Plan and importantly continue the borough's success in attracting investment.

3.14 This section focuses on work we are undertaking to identify a locally-derived housing target. The final housing target will then provide the basis for preferred site allocations over the Plan period.

3.15 The Strategy & Options document proposed three options for growth for the Plan period (2011-2031). The responses received in relation to the consultation were broadly supportive of growth. We were asked to support its approach with a robust and justified evidence base on housing and employment need and ensure that the economic implications of growth levels are fully appreciated. We were also asked to demonstrate the deliverability of the scale of development proposed over the 20 year Plan period and be sure to assess any potential impact of growth on the quality and quantity of green spaces. While supporting the overall objective of growth, responses from a wide range of stakeholders (including neighbouring local authorities, the development industry and local residents) suggested that a more realistic Plan target lay between options 2 and 3.

3.16 The Plan must strike a balance between promoting the delivery of growth and investment in the borough and meeting local needs, including the need to ensure an attractive and green living environment for all.

3.17 In response to this, and to the government's stated policy in the National Planning Policy Framework, we are undertaking further technical work. This will include application of the latest national population and household projections that will be published later this year by Office for National Statistics (ONS). The use of this updated information as a basis for the objectively assessed need will allow us to ensure that the Plan fully meets the need for new homes as required by government. This assessed housing need, together, with the economic needs, will support the housing and employment proposals in the new local plan between 2011 and 2031. The requirement to undertake this work is based on advice set

3 Growth Strategy

out in the Planning Practice Guidance (PPG), issued only recently by the Government (March 2014).

Stage 1: Assessing future needs

3.18 Recognising that further work will be undertaken prior to the draft Plan, we will therefore, at this stage, apply the findings of the recent update to the Strategic Housing Market Assessment (SHMA) as the basis for the level of housing needed over the Plan period, as summarised here. It also provides a basis for the likely number of new sites that will be required to support delivery of a Plan target. The recently completed SHMA is considered to be in line with national planning policy and good practice. In particular, the key drivers for the assessment are the 2010-based population and 2008-based household projections issued by the Office for National Statistics (ONS). These have been applied for a number of key reasons; firstly, they cover the entire Plan period up to 2031; and secondly, they are considered to be the most robust household projections available, compared to the interim (2011-based) household projections which are driven by the recent economic recession and which move away from established trends in household formation. The findings of the assessment identify a need for approximately 18,600 additional homes up to 2031. It is important to note that this figure is derived from trend-based analysis, which means that there is an assumption that recent past trends will carry on unchanged into the future. In addition, the figure takes into account existing housing need within the borough. As stated above, it must also be noted that whilst the most recent national projections covering the Plan period have been used to underpin the SHMA, more up-to-date projections are to be issued by ONS later in 2014. Some re-assessment of the housing needs will therefore be carried out to take into account these revised projections prior to issuing the draft Local Plan. The revised SHMA is available to view on the website as part of this consultation stage (www.telford.gov.uk/shapingplaces)

3.19 An assessment of economic development needs will consider factors such as sectoral and employment forecasts and projections, demographically derived assessments of future employment needs and an analysis of the past take-up of employment land. This aspect of the work is important as the housing and employment growth targets will need to support each other and not restrict measures to meet housing need or restrain labour supply unnecessarily.

Picture 3.2 Leegomery Local Centre, Telford



Stage 2: Translating assessed needs into a Local Plan target

3.20 In the run up to the draft plan a number of factors need to be taken into account when translating needs into a Plan target:

- recognising that Telford's infrastructure was designed to cater for a substantially larger population (over 200,000);
- the aim to balance growth in the borough to deliver priorities, new homes and employment within the strong green setting;
- the economic growth aspirations of the emerging Local Plan and the overall support for growth received through the Strategy & Options consultation;

3 Growth Strategy



- the objective to increase delivery above past performance of completion rates seen over the longer term (approximately 700 dwellings each year on average between 1995 and 2013);
- the substantial supply of identified and serviced land and the scale of deliverability. The borough has over 600 acres of land available for employment development and has planning permission for 11,885 homes, supported by many national house builders who are committed to investment in the borough;
- the scale of affordable housing needs identified based on the most up to date evidence available;
- duty to cooperate as directed by government which requires us to consider the potential for supporting unmet housing and employment needs of neighbouring authorities;
- national planning policy objectives seeking to significantly boost housing supply;
- the impact of other factors that influence the calculation of a dwelling target, for example the number of vacant and second homes that exist.

3.21 A growth target of circa 20,000 additional homes to be built over the Plan period (including existing consents, resolution to permit and sites identified in adopted development plans) is slightly higher than the assessed needs identified in paragraph 3.18. The various factors set out in paragraph 3.20 justify setting the Plan target above the assessed needs. This is in line with government planning policy objectives seeking to boost housing supply. Indeed, it would be inappropriate for us to adopt a Plan that merely delivers past trends.

3.22 The target is lower than the 26,500 proposed at the Strategy & Options stage. Taking into consideration the comments received at this stage and subsequent evidential work, we believe that a target of circa 20,000 is more appropriate. Growth of this scale will balance the need for development while at the same time protecting the network of interconnected green open spaces.

Picture 3.3 The Silkin Way footpath and cycle way in Telford & Wrekin



4 Location of Development

4 Location of Development

4.1 An important component of the Local Plan is effectively managing the location, type and amount of development delivered over the Plan period. This is supported by current government planning guidance which encourages local authorities to 'significantly boost housing supply' and promote positive growth (National Planning Policy Framework 2012). With regard to housing, local authorities are required to identify sites to satisfy both the provision of deliverable housing sites to meet a five year supply and to fulfil the remainder of the Plan period.

4.2 With regards to economic development, paragraph 21 of the NPPF requires local planning authorities to 'set criteria, or identify strategic sites, for local and inward investment to match the (Local Plan) strategy and to meet anticipated needs over the Plan period.'

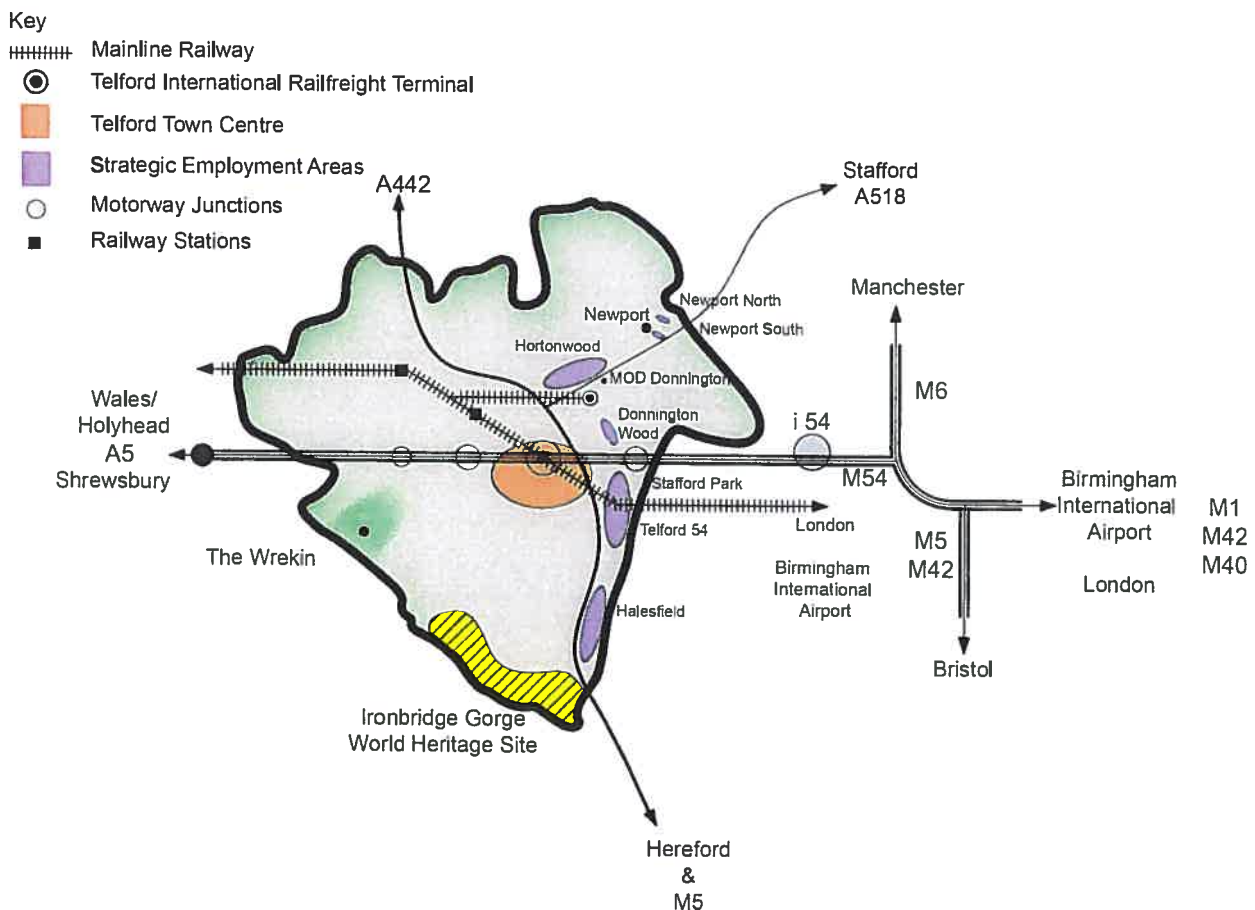
Strategy & Options consultation

As presented at the Strategy & Options stage, the location of development will be guided by the strategic opportunities within the borough. As illustrated in figure 4.1, the borough is well connected.

Existing motorway and rail connections establish Telford as an important economic growth hub within the Midlands and a modern and uncongested road system provides people with fast and easy access to all areas of the borough and to all parts of the country.

During the Strategy & Options consultation we sought comments on our approach to the spatial distribution of development for housing and employment. Building on the strategic opportunities, three spatial distribution options for housing were proposed:

Figure 4.1 Strategic connections



4 Location of Development



- Option 1: Dispersed Development
- Option 2: Urban Concentration
- Option 3: Growth Hub

Picture 4.1 Retail in Telford Town Centre



4.3 Broad support was given for Option 3: Growth Hub. This proposed a higher number of houses in the urban area, supported by development in the urban fringe and in the rural area.

4.4 With regard to employment, the Strategy & Options consultation put forward a number of options for the location of economic development. Broad support was given to identifying specific sites and areas for employment development. In relation to Telford, comments suggested that a balanced approach was needed between directing employment development to areas of need, for example existing centres and areas where land supply is greatest - the existing industrial estates and employment parks. The comments relating to Newport suggested support for allocating additional employment land, provided that it was in the right location and had good transport access. With regard to the rural area most comments suggested directing larger scale employment developments to brownfield sites but allowing for smaller scale development throughout the area - for example through live/work units and the conversion of existing buildings.

Identifying sites

Committed housing development

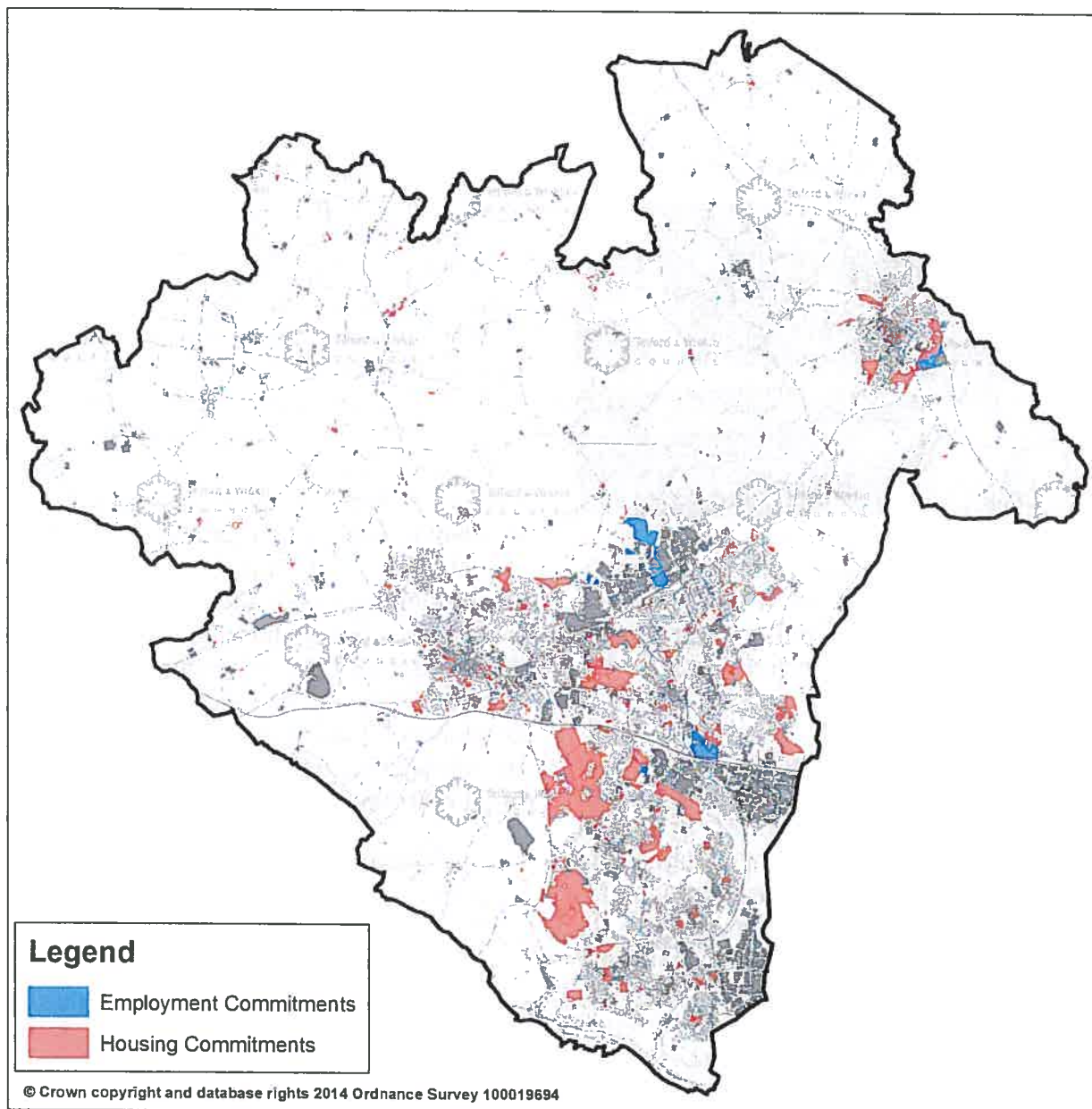
4.5 11,885 dwellings are committed as a result of sites that already have planning permission, resolution to permit or are identified in an adopted development plan such as the Central Telford Area Action Plan (CTAAP). For the purposes of this consultation this includes sites with a 'resolution to permit' i.e. where planning permission has been granted but as of February 2014 are awaiting completion of administrative issues (e.g. the signing of a legal agreement). The committed sites are shown on map 4.1. This map is updated as sites receive planning permission. A larger version of map 4.1 is available in appendix 1. As these sites already have planning permission they have already been subject to an open consultation process and are therefore shown for information only. What is clear, however, is that in light of so many commitments around 8,115 homes need to be identified to deliver our suggested target of 20,000 dwellings.

Picture 4.2 Development in Newport



4 Location of Development

Map 4.1 Housing and Employment Commitments



Existing Allocations

4.6 In addition to planning consents, there are those sites that are already allocated in an adopted statutory development plan, but which as yet have not been brought forward for development. The sites in question are identified in the Central Telford Area Action Plan (CTAAP), which was adopted in March 2011. For the purposes of this consultation it is proposed to roll forward the majority of the existing housing site allocations in CTAAP into the Local Plan. We consider that the

policies covering these sites are still valid in terms of their compatibility with the NPPF and the overall direction of change planned for in Telford as set out in CTAAP, which promotes the allocation of land to meet housing needs in sustainable locations to support the commercial development of the Town Centre. The CTAAP sites, therefore, have been included as part of the committed development shown on map 4.1 in Appendix 1.

4 Location of Development



4.7 The recent economic recession and resulting impacts on the wider housing market however, have brought into question the planned level of housing identified across the Town Centre Core Area within CTAAP. It is our intention, therefore, to review the scale of housing identified here as part of the broader site allocations process.

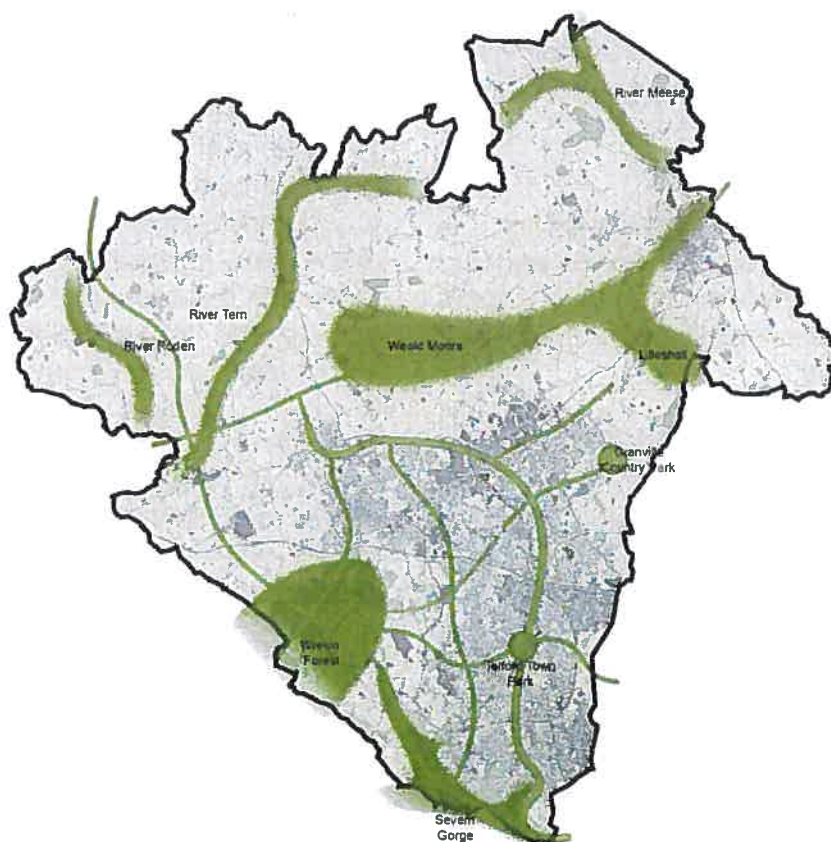
Location of sites

4.8 The location of development is informed by those sites that have the potential to meet the strategic aims of the Local Plan. Since the Strategy & Options consultation we have undertaken an assessment of the sites identified in the Strategic Housing Land Availability Assessment (SHLAA) (2012) and the Employment Land Review (Interim Report 2012 and updated to 2014) to assess

suitability for development and potential to be allocated within the Local Plan. The location of the sites draws on the strategic context established by the Strategy & Options document and the principles covered in section 3 of this document, balancing growth of the borough with the need to provide homes and jobs within the context of the strong green setting of the borough. The location of sites has been influenced by the location of existing green space which makes up over 90% of the borough and is higher than other UK towns.

4.9 The green areas of the borough are complemented by a network of footpaths, cycleways and bridleways that includes the Silkin Way which together make up "green ways" that link all the principle areas of green open space.

Figure 4.2 "Green Ways"



4 Location of Development

4.10 The "green ways" form part of a network of green spaces and natural features including a patchwork of local play spaces and informal green spaces including:

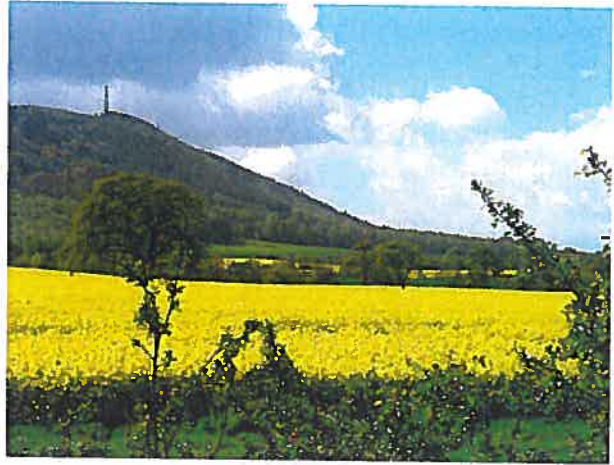
- Part of the Shropshire Hills Area of Outstanding Natural Beauty (AONB)
- 7 sites of Special Scientific Interest (SSSI)
- 5 Local Nature Reserves (LNR)
- 41 Local Wildlife Sites
- Telford Town Park
- Granville Country Park
- Wrekin Forest
- Local Parks
- Over 400 hectares of managed woodland
- Over 15 million trees in Telford giving tree cover of over 15% across the borough as a whole

4.11 This natural environment is fundamental to well being, health and the economy and therefore we have been careful to avoid allocating sites on land of natural and recreational value.

Picture 4.3 Telford Town Park Local Nature Reserve



Picture 4.4 View of the Wrekin & Ercall Site of Special Scientific Interest



Housing and employment sites

Appendix 3 summarises the proposed housing and employment sites identified. For the purposes of this document, where a site includes both housing and employment, it is referred to as mixed use.

Housing sites

4.12 The sites identified recognise the importance of focusing the majority of housing growth around towns and villages to support local services and facilities and to strengthen and regenerate local communities. They also recognise the importance of the green open spaces and the complementary nature of green space and built development to create a high quality living and working environment. With 11,885 dwellings already committed through planning permissions we can be confident that the majority of green space within the borough will remain unchanged as a result of development in the future.

4.13 The sites respond to the substantial amount of land that is publicly owned - land that was acquired for development by the Telford Development Corporation and is now held by the Homes and Communities Agency (HCA). Most of this land is made up of previously brownfield land and was granted planning permission for development by the Development Corporation for housing and

4 Location of Development



employment under Section 7.1 of the New Towns Act (1946). Planning permission granted under Section 7.1 is not time limited, however it is accepted that HCA land will be brought forward for development in the same way as land in private ownership, that is by seeking planning permission.

4.14 The sites also recognise and respond to the development market's request to develop Sustainable Urban Extensions to help increase the choice for home buyers, developers and investors. The sites identified also allow for a level of growth in the rural area to help support a strong rural economy.

4.15 While a definitive growth target will not be defined until later in the Plan's development, a target of circa 20,000 has been used to guide the number of housing sites identified at this stage.

4.16 The proposed sites in this document total 9,986 homes, 23% more than the 8,115 new homes needed to deliver the target. This is to allow for discussions on site suitability during the consultation process and therefore help maintain some flexibility over the choice of sites taken forward to the draft plan stage. Following consultation, the sites will be refined to take into account comments received as well as more recent projections released by the Office for National Statistics.

Employment sites

4.17 The employment sites were identified using Telford & Wrekin's Employment Land Review (Interim Report 2012 and updated to 2014 to take into account planning consents and new site submissions) in addition to remaining site commitments and allocations identified in the Wrekin Local Plan and Central Telford Area Action Plan; vacant sites that were being marketed for employment development; and sites that have been submitted to us via the SHLAA call for sites in 2012. The sites have been assessed using criteria adapted from the previous Employment Land Reviews and in accordance with the Government's Employment Land Reviews Guidance Note (ODPM, 2004).

4.18 No target has yet been set for the quantity of employment land to be considered for allocation. This will be considered alongside the amount of housing development proposed in the draft plan. Work is continuing to identify the need for employment development over the period to 2031. This complies with the government's national planning policy requirement for Council's to identify sites for local and inward investment and to meet anticipated needs over the Plan period.

4.19 As shown on map 4.1 in Appendix 1, there are a number of sites already committed for employment use as they have planning permission and therefore help show commitment to inward investment.

Picture 4.5 Employment use Stafford Park, Telford



5 Housing Sites

5 Housing Sites

Proposed housing sites

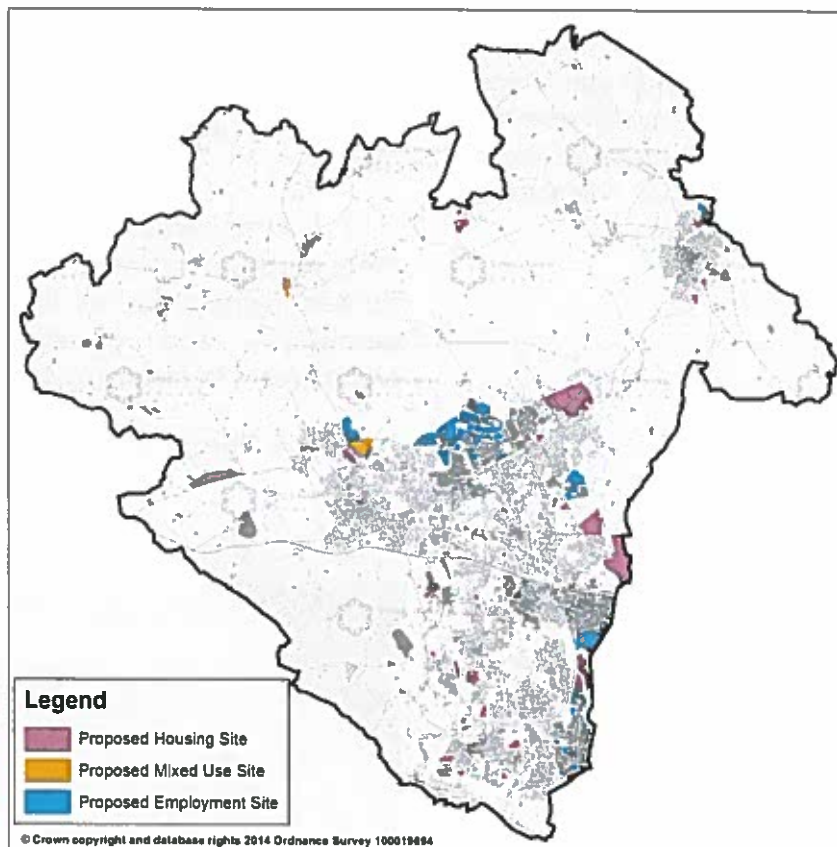
5.1 Sites presented in this section and illustrated on the map below are the outcome of a methodical site assessment process and are considered to have the greatest potential to help meet the aims of the Local Plan and address the housing needs of the borough in the most sustainable way. A larger print of map 5.1 is available in Appendix 2. Supplementary document *Proposed Housing and Employment Sites Selection* lists all housing sites considered and is available at www.telford.gov.uk/shapingplaces.

5.2 The housing sites have been grouped according to Parish or Town Council area for ease of reference. For each Parish or Town Council area that has proposed sites within it,

a map is provided showing the location of the sites identified, together with a table with information on each site, including site area (hectares) and estimated potential housing yield. The housing yields have been derived using information available to date and will be updated during the course of the site allocations work and consultation to take account of more detailed site information gained during the consultation process. Where a Parish or Town Council area does not have any proposed sites within it, no map or table is shown.

5.3 Each map also shows committed housing development and committed education development under the Building Schools for the Future programme. As these sites already have planning permission they have already completed an open consultation process and are therefore shown for information only.

Map 5.1 Proposed Housing and Employment Sites



5 Housing Sites

5

5.4 Allocating sites does not mean that this is the only development that can come forward within the borough over the Plan period. Alongside the more proactive management of growth through the Local Plan, planning applications can be submitted for development on sites not allocated. Policies within the Local Plan will help with the assessment of these applications as well as help promote housing and employment development in appropriate and sustainable locations to meet local needs and support the Plan's vision and aims. At the Strategy & Options stage we consulted on its proposed approach to a wide range of policy topic areas including housing, economic development, green infrastructure and transport. Comments received are being used to inform its work to produce policies for the Draft Plan.

5.5 Between now and the draft Plan the sites will be assessed fully including undergoing a sustainability appraisal and being considered alongside comments received through this consultation period.

Selection of housing sites

Picture 5.1 Recent development in Lightmoor, Telford



5.6 The starting point for the assessment of housing sites is the Strategic Housing Land Availability Assessment (SHLAA). The SHLAA identifies sites with housing potential and makes an assessment of how deliverable they are according to 'availability, suitability and achievability.' The proposed sites for development presented in this section are

derived from the list of sites recorded in our most recent database of sites, the 2012 Strategic Housing Land Availability Assessment (SHLAA) and with the benefit of more recent information including planning permissions.

5.7 The SHLAA sites were assessed according to criteria to help identify the sites with the greatest potential for housing development i.e. those sites which display the highest number of positive attributes and the least number of negative attributes. Please refer to the supplementary document *Proposed Housing and Employment Sites Selection* available on our website.

5.8 The following paragraphs explain the steps taken to identify the sites presented:

Stage one: Update to SHLAA (2012)

5.9 The first step in the process involved removing sites from the initial SHLAA site list using the following criteria:

- Sites that have received planning permission since the 2012 SHLAA
- Sites with a site area less than 0.5 hectares and/or with a potential yield of less than 10 units (on the basis that these sites are considered too small to warrant a site allocation)

Stage two: Desk top site assessment

5.10 This involved assessing the suitability of a site against a set of criteria. The assessment criteria are listed in the Supplementary Document *Proposed Housing and Employment Sites Selection* available on our website. The criteria have been cross-referenced for conformity with the Government's National Planning Policy Framework and how they relate to the strategic aims and objectives of the emerging Local Plan.

5 Housing Sites

- A positive criterion is where a site benefits from a factor such as being close to shops and facilities.
- A negative criteria is where a site is affected by a factor such as close proximity to a landfill site.

Stage three: Evaluation

5.11 The initial assessment involved a technical desk top assessment of sites. The purpose of the evaluation stage was to introduce specialist knowledge to help provide a more precise and accurate assessment of sites, identifying issues which were both site specific e.g. a water course or a highway issue.

Stage four: Making choices

5.12 The previous steps provided a basis on which sites could potentially come forward as site allocations. The choice has been informed by:

- the results of steps 1 - 3 and therefore the selection of sites which scored most highly against the selection criteria
- the relationship to the preferred percentage distribution for new housing described in the Shaping Places: Strategy & Options Document
- the ability for sites to be grouped and therefore masterplanned to maximise opportunities for growth and regeneration
- sites that contribute to the strategic aims and objectives of the emerging Local Plan
- sites which are allocated in the Central Telford Area Action Plan (CTAAP). Whilst these allocated sites confer a level of commitment to the development of the site for housing, they will be reviewed as part of the ongoing assessment of potential sites for housing.

5.13 For the purposes of the Shaping Places Strategy & Options document we adopted three strategic areas of urban, rural and urban fringe to help distinguish between different areas of the borough. While there is no universally agreed definition of a 'fringe' area, our use of the term 'urban fringe' referred to land which was immediately adjacent to the existing urban boundary. For greater precision, we have refined this term to refer to sites which are physically connected to the existing urban area and any site which is physically connected to those sites. They are described as 'Sustainable Urban Extensions.'

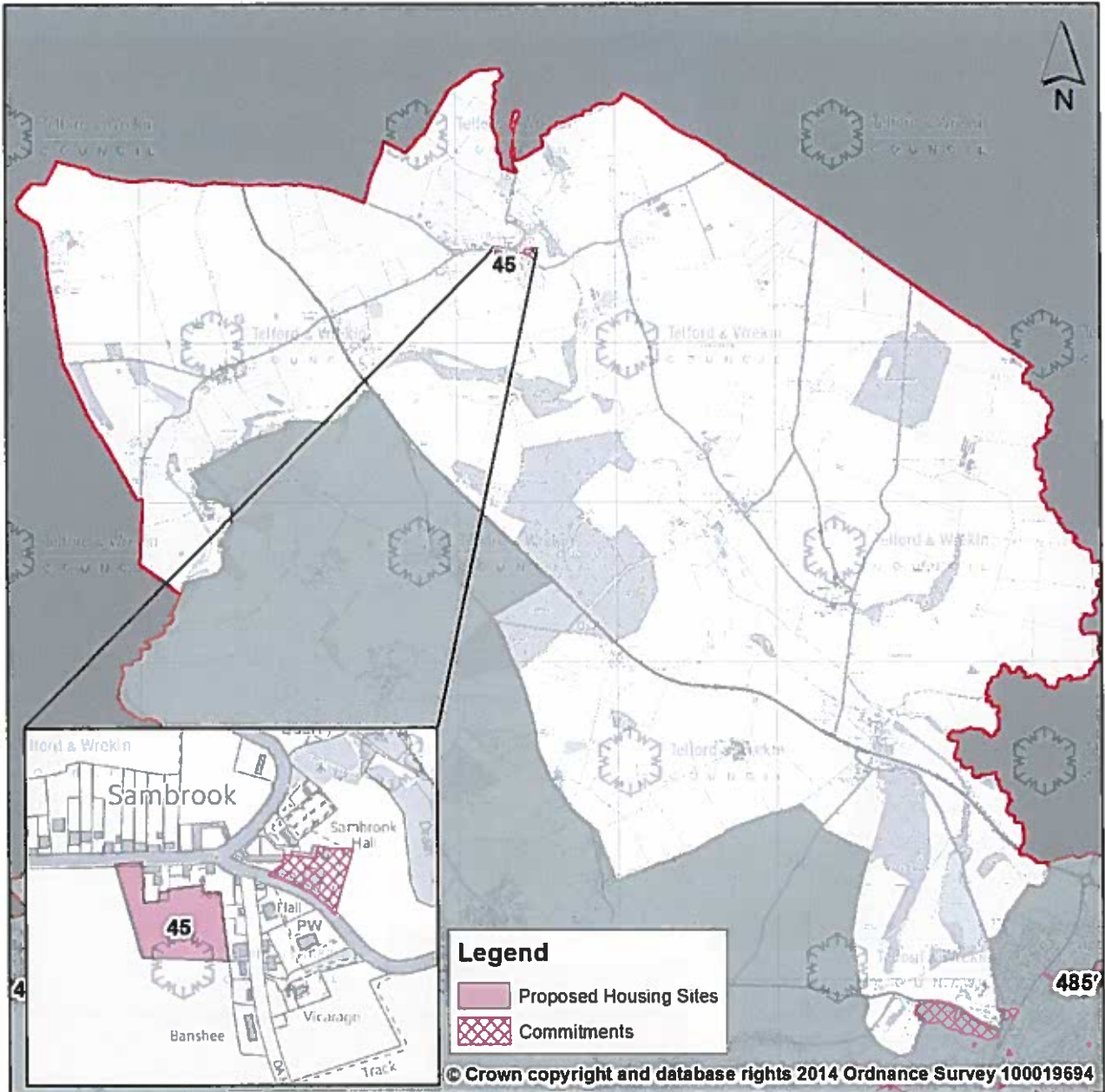
Picture 5.2 Recent development at Telford Millennium Community, Ketley, Telford



5 Housing Sites

5.1 Chetwynd

Map 5.2 Housing Sites in Chetwynd



5.14 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

Table 1 Housing Sites in Chetwynd

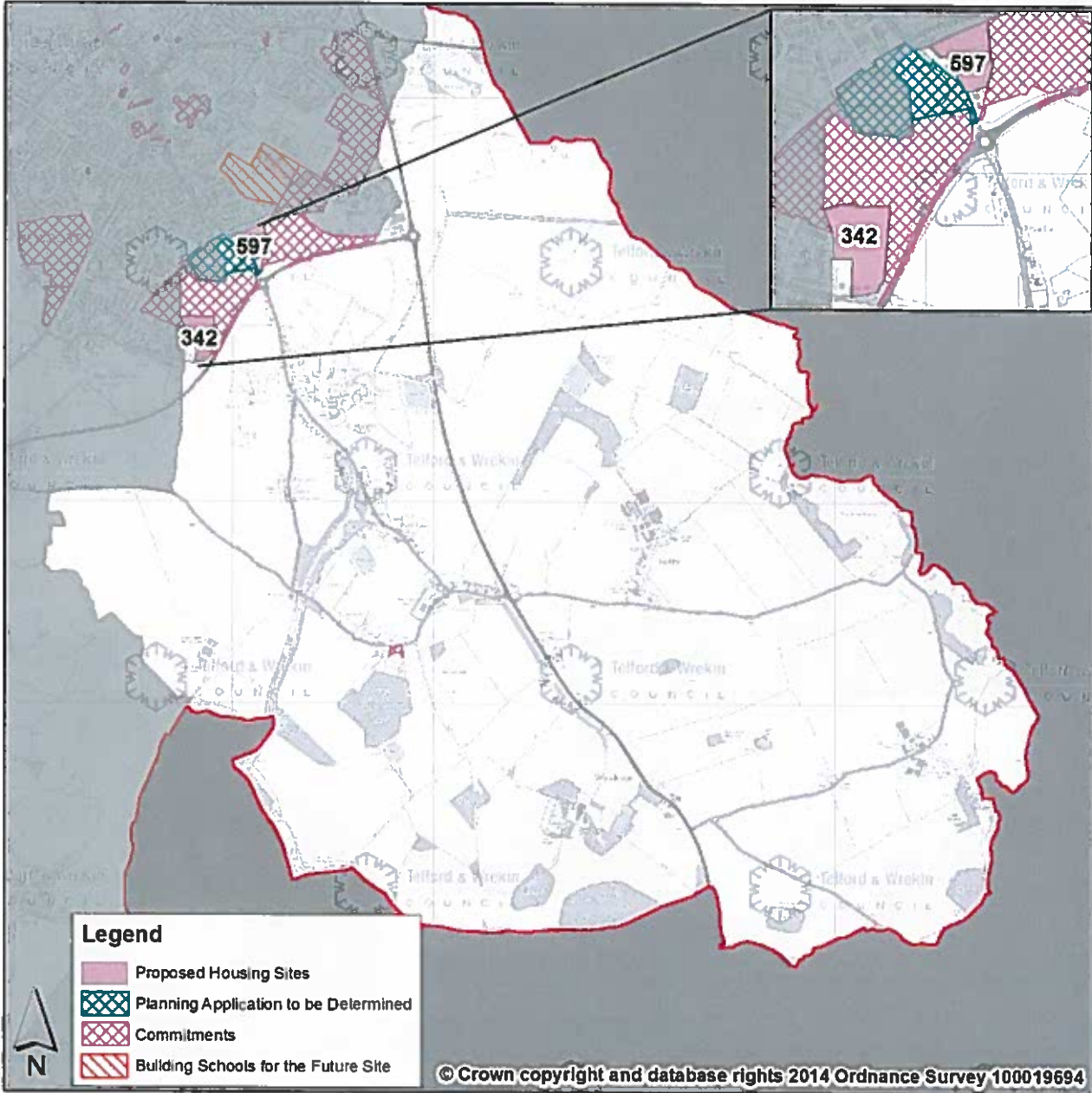
SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
45	Land south of 13 Sambrook	0.91	32

5

5 Housing Sites

5.2 Chetwynd Aston & Woodcote

Map 5.3 Housing Sites in Chetwynd Aston & Woodcote



5.15 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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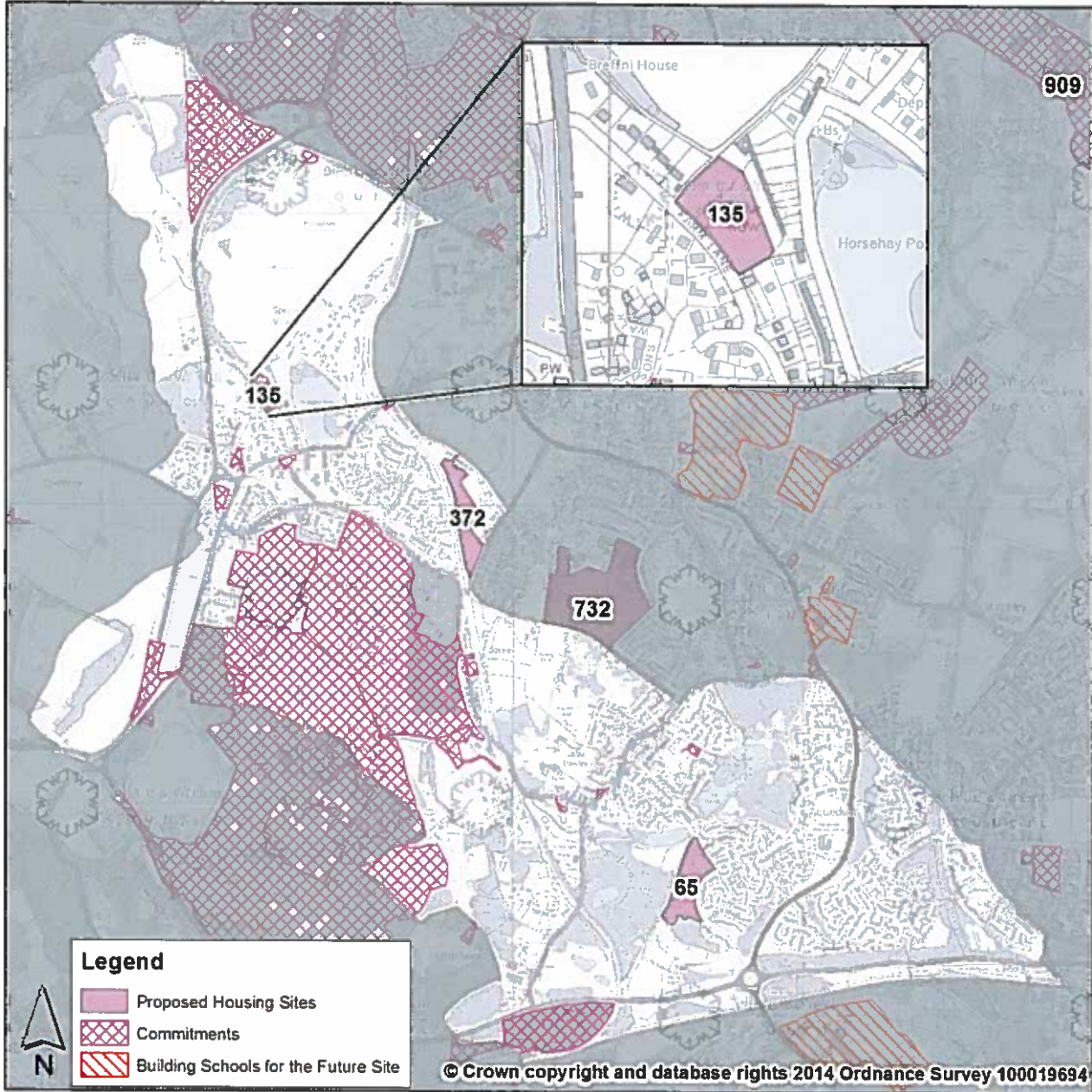
Table 2 Housing Sites in Chetwynd Aston & Woodcote

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
342	Land at Chartley, Newport	2.585	90
597	Land to rear of Willow Tree Cottage, Station Road, Newport	1.597	51

5 Housing Sites

5.3 Dawley Hamlets

Map 5.4 Housing Sites in Dawley Hamlets



5.16 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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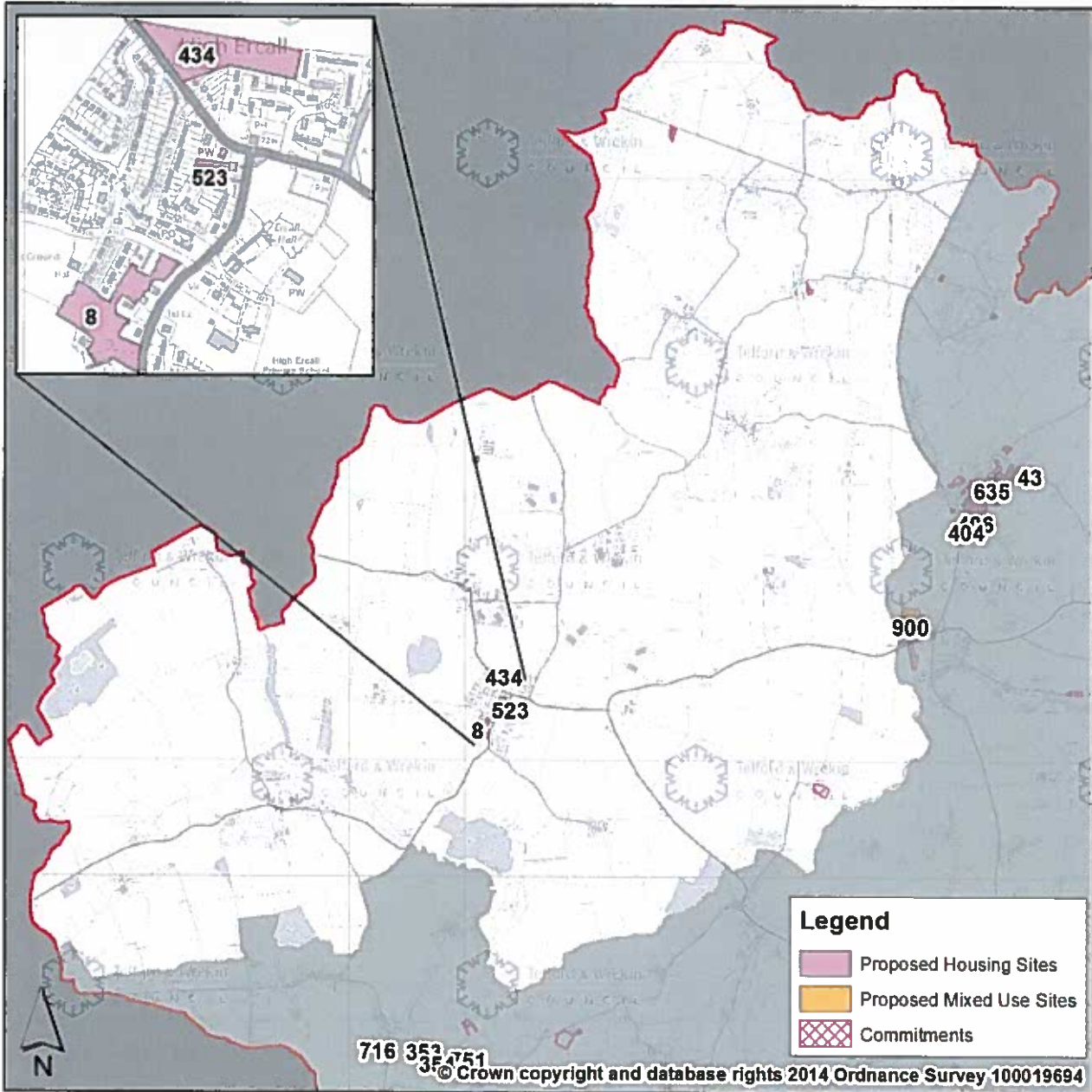
Table 3 Housing Sites in Dawley Hamlets

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
65	Land off Majestic Way, Aqueduct	2.553	89
135	Farm Lane 2, Horsehay	0.814	28
372	Plot D, Pool Hill Road, Dawley	2.769	78

5 Housing Sites

5.4 Ercall Magna

Map 5.5 Housing Sites in Ercall Magna



5.17 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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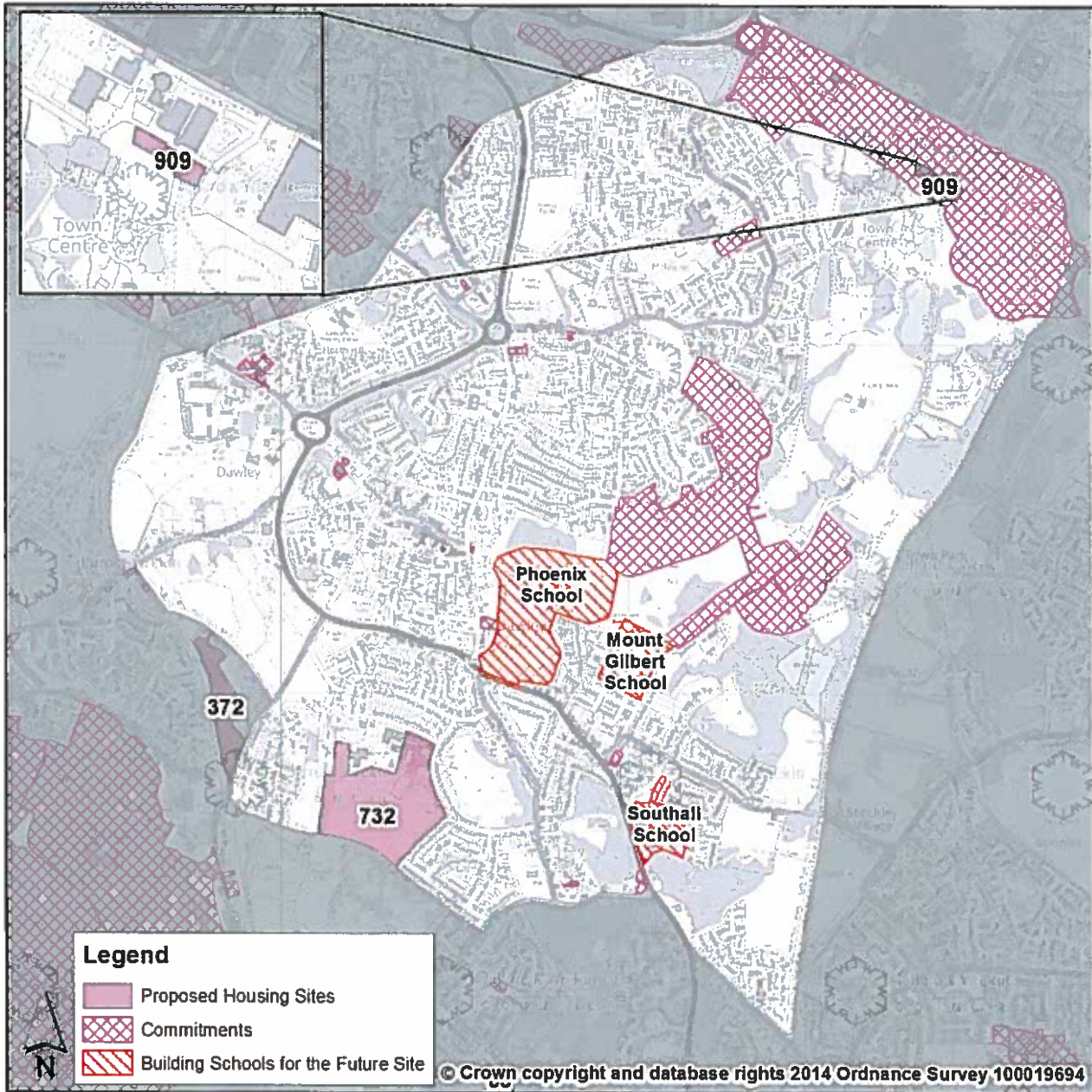
Table 4 Housing Sites in Ercall Magna

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
8	Land off Park Lane, High Ercall	1.478	52
434	High Ercall North	1.56	40
523	Sunnycroft	0.293	10

5 Housing Sites

5.5 Great Dawley

Map 5.6 Housing Sites in Great Dawley



5.18 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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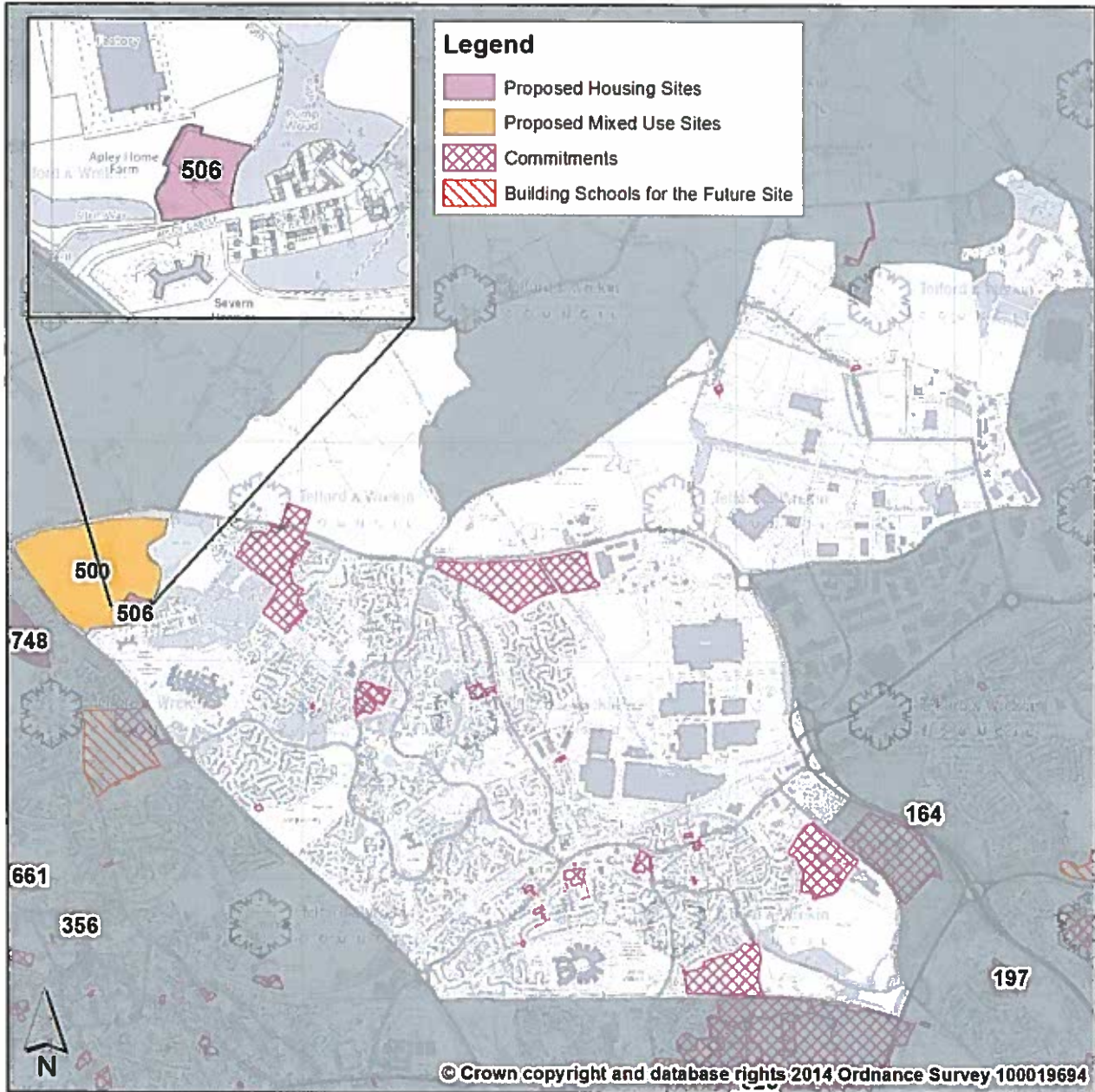
Table 5 Housing Sites in Great Dawley

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
732	The Former Phoenix Secondary School	9.006	315
909	Southwater	0.544	180

5 Housing Sites

5.6 Hadley and Leegomery

Map 5.7 Housing Sites in Hadley and Leegomery



5.19 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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Table 6 Housing Sites in Hadley & Leegomery

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
500	Maxell Expansion Land	24.038	500
506	Apley Home Farm	1.432	50

5 Housing Sites

5.7 Hollinswood & Randlay

Map 5.8 Housing Sites in Hollinswood & Randlay



5.20 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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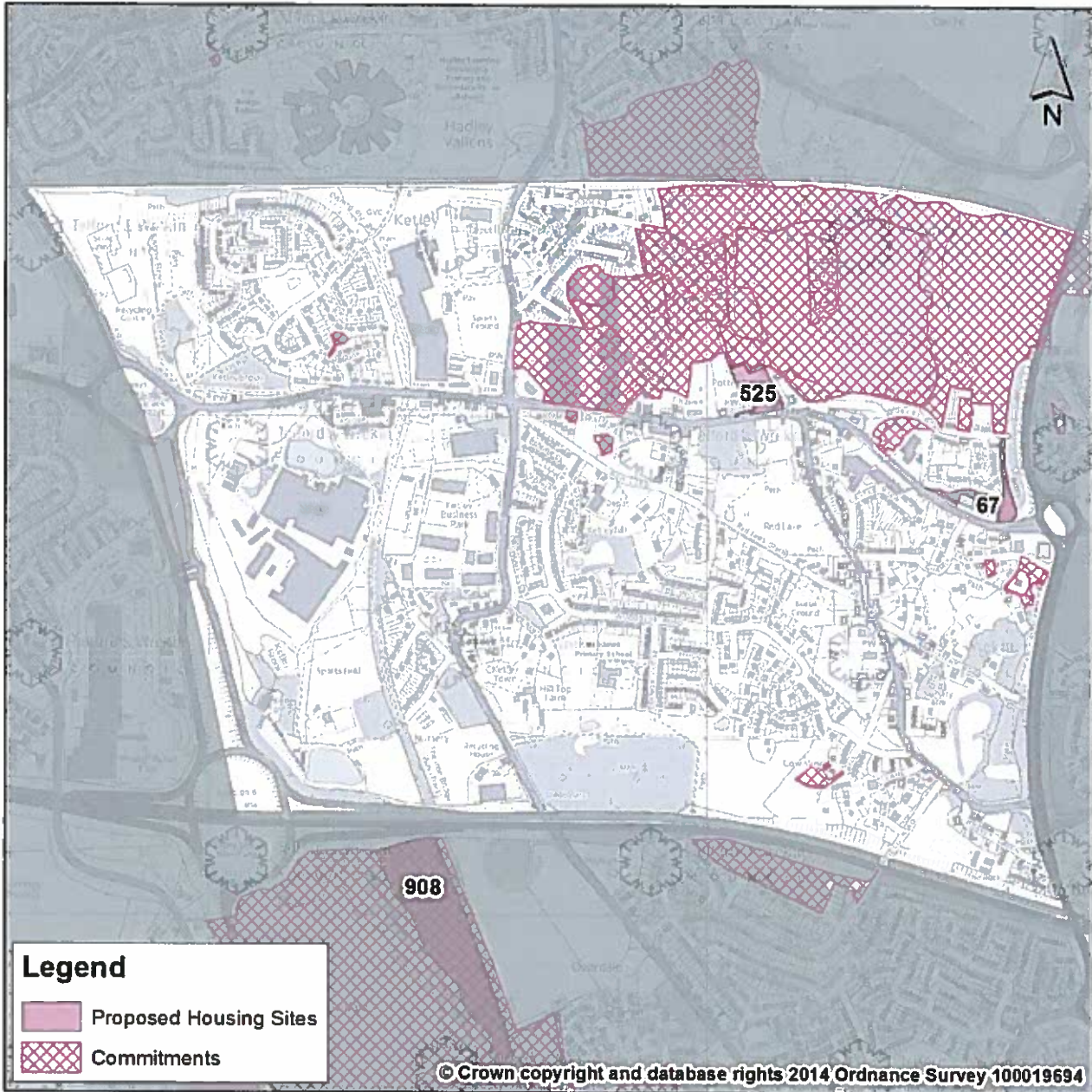
Table 7 Housing Sites in Hollinswood & Randlay

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
379	Nedge Hill Farm	7.3	256

5 Housing Sites

5.8 Ketley

Map 5.9 Housing Sites in Ketley



5.21 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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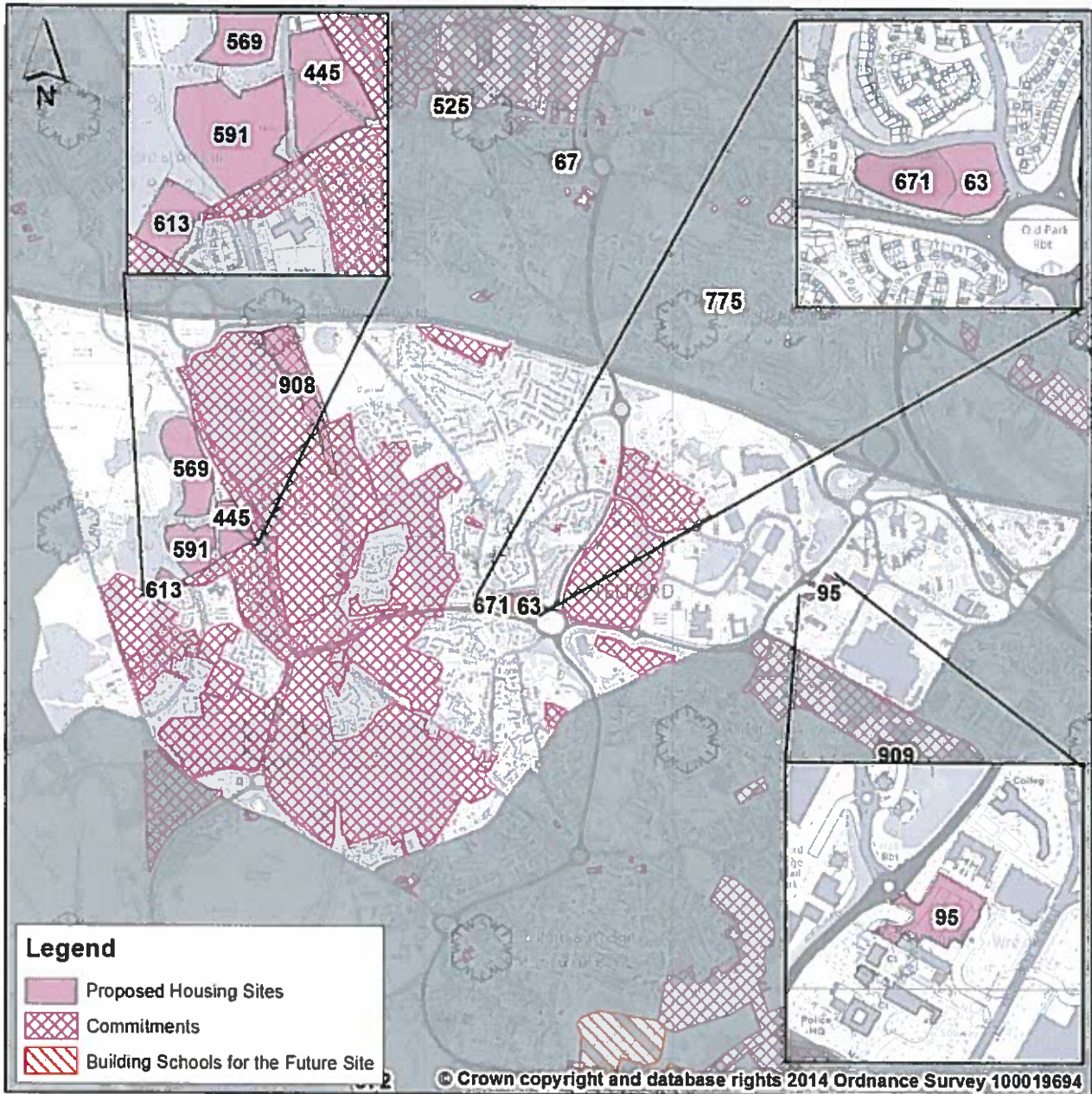
Table 8 Housing Sites in Ketley

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
67	Land between Holyhead Road and Ley Brook	0.541	19
525	88-102 Potters Bank, Holyhead Road, Ketley	0.64	22

5 Housing Sites

5.9 Lawley & Overdale

Map 5.10 Housing Sites in Lawley & Overdale



5.22 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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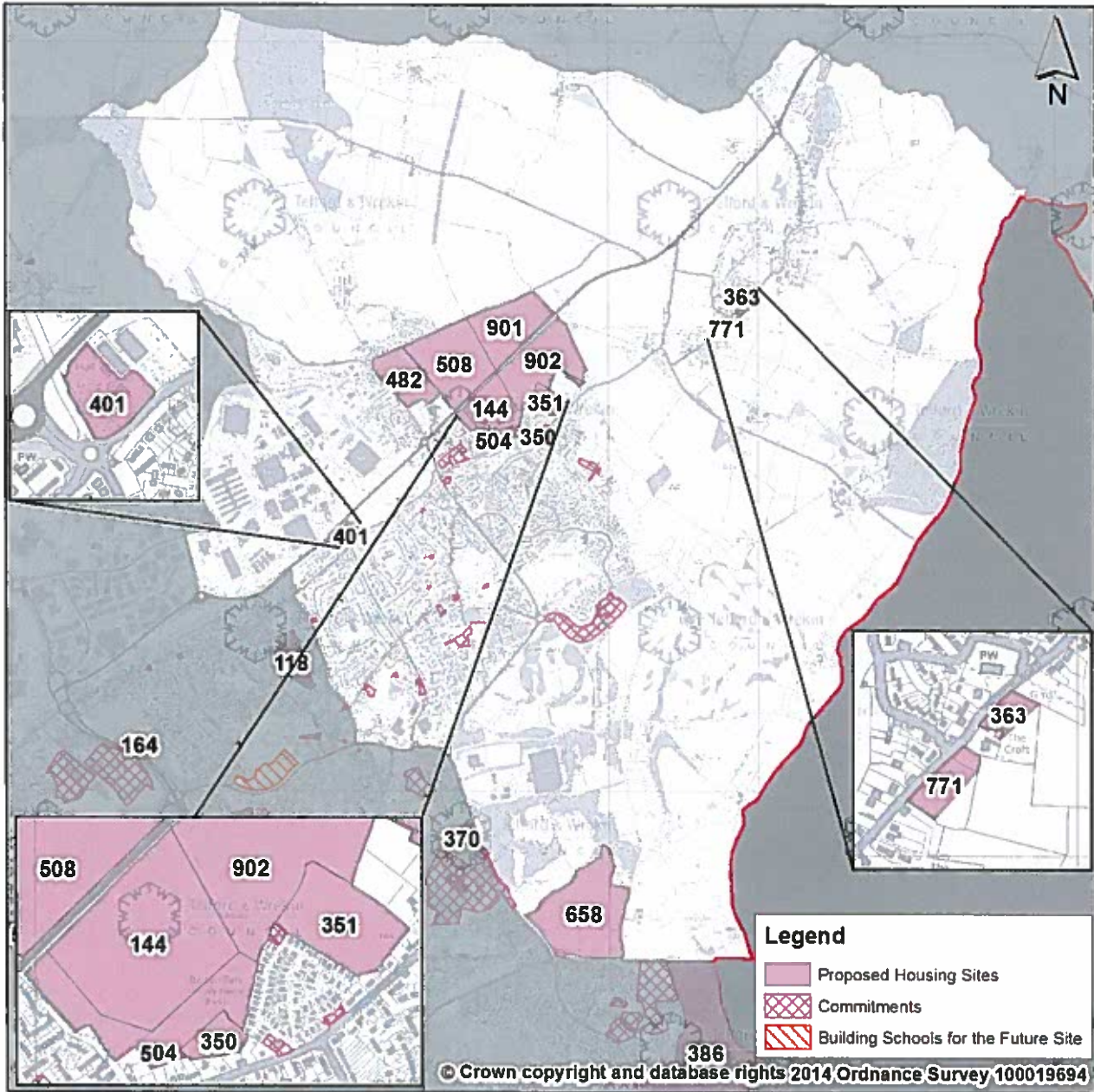
Table 9 Housing Sites in Lawley & Overdale

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
63	Land at Old Park Roundabout	0.673	24
95	Hall Park car park off Hall Park Way	0.997	35
445	Lawley Drive	2.284	80
569	Lawley Village North - Phase IV	5.233	183
591	Lawley Village North - Phase III	3.266	114
613	Lawley Village West - Phase II	1.099	38
671	Land at Rock Road, The Rock	0.77	26
908	Land north of Synders Way, Lawley	4.497	157

5 Housing Sites

5.10 Lilleshall, Donnington & Muxton

Map 5.11 Housing Sites in Lilleshall, Donnington & Muxton



5.23 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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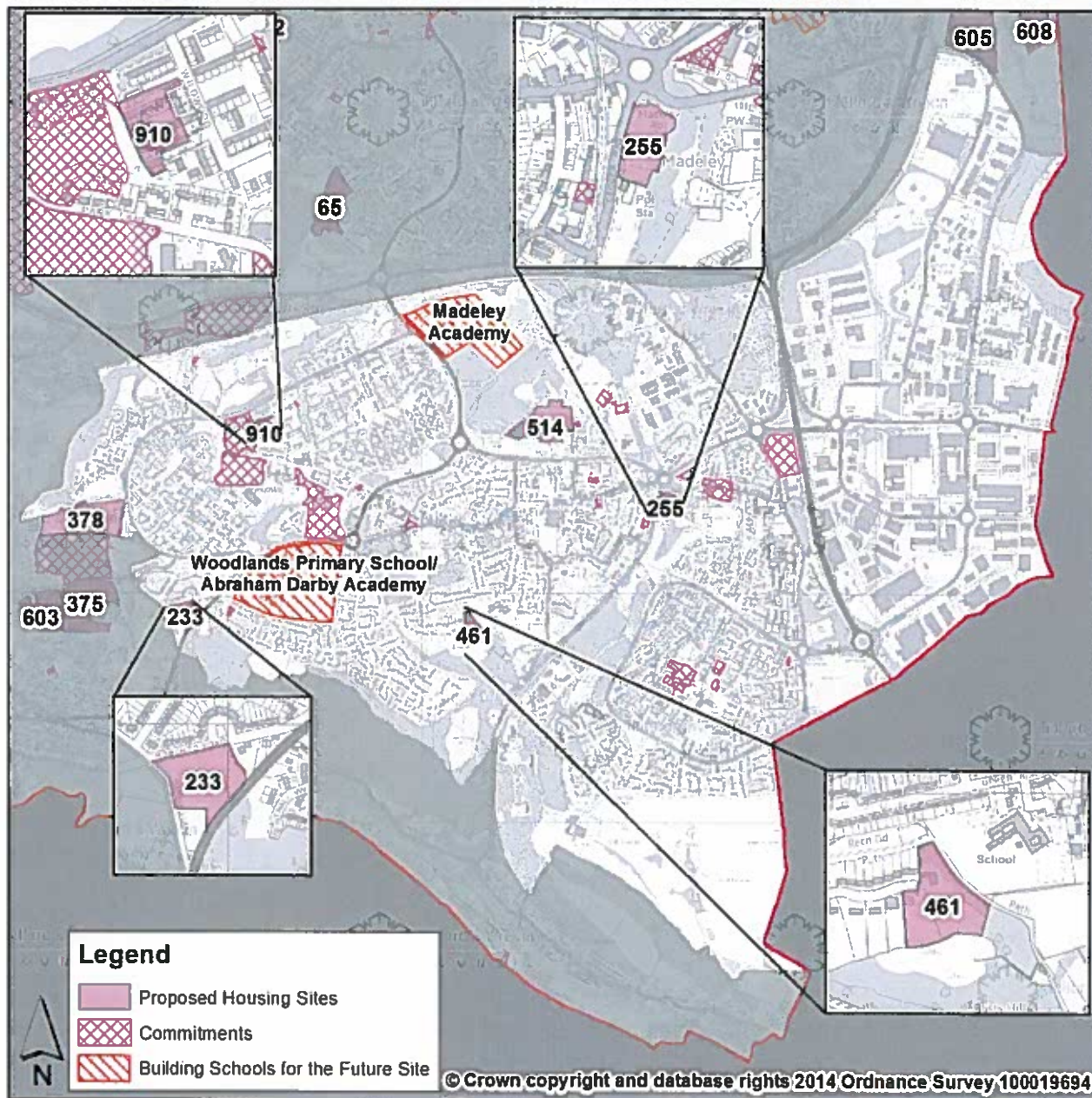
Table 10 Housing Sites in Lilleshall, Donnington & Muxton

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
144	Land South of New Trench Road, Donnington	7.559	265
350	Site 87, Breton Park Extension	0.653	23
351	Site 88, Wellington Road, Donnington	3.019	106
363	Land at Church Road, Lilleshall	0.33	10
401	Land adjacent to Wellington Road, Donnington	1.137	40
482	Land at Station Road, Donnington	9.731	339
504	Donnington Farm	3.433	120
508	Land North of New Trench Road, Donnington	19.998	700
658	Land north of Redhill, Watling Street	30.753	450
771	Land at, Church Road, Lilleshall	0.579	10
901	Land North of A518, Donnington, Telford	14.65	513
902	Land South of A518, Donnington, Telford	17.56	615

5 Housing Sites

5.11 Madeley

Map 5.12 Housing Sites in Madeley



5.24 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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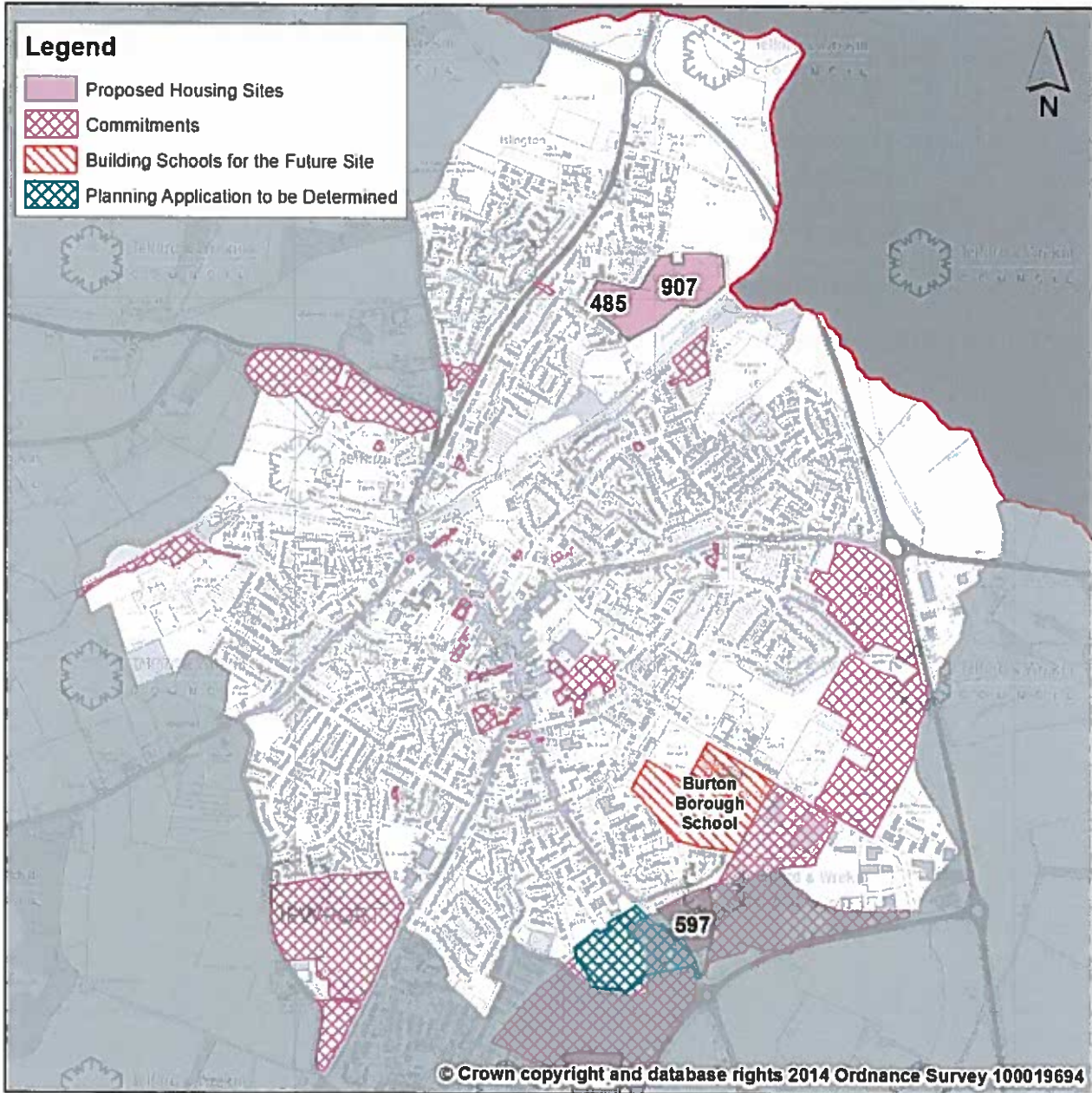
Table 11 Housing Sites in Madeley

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
233	West of Ironbridge Road	1.145	40
255	Overspill Car Park, Legges Way, Madeley	0.72	25
378	West of Woodside Avenue	4.221	148
461	Site at Lees Farm Drive, Madeley	1.278	44
514	Former Madeley Court School Site	5.878	133
910	Wildwood Development Site, Woodside	0.661	25

5 Housing Sites

5.12 Newport

Map 5.13 Housing Sites in Newport



5.25 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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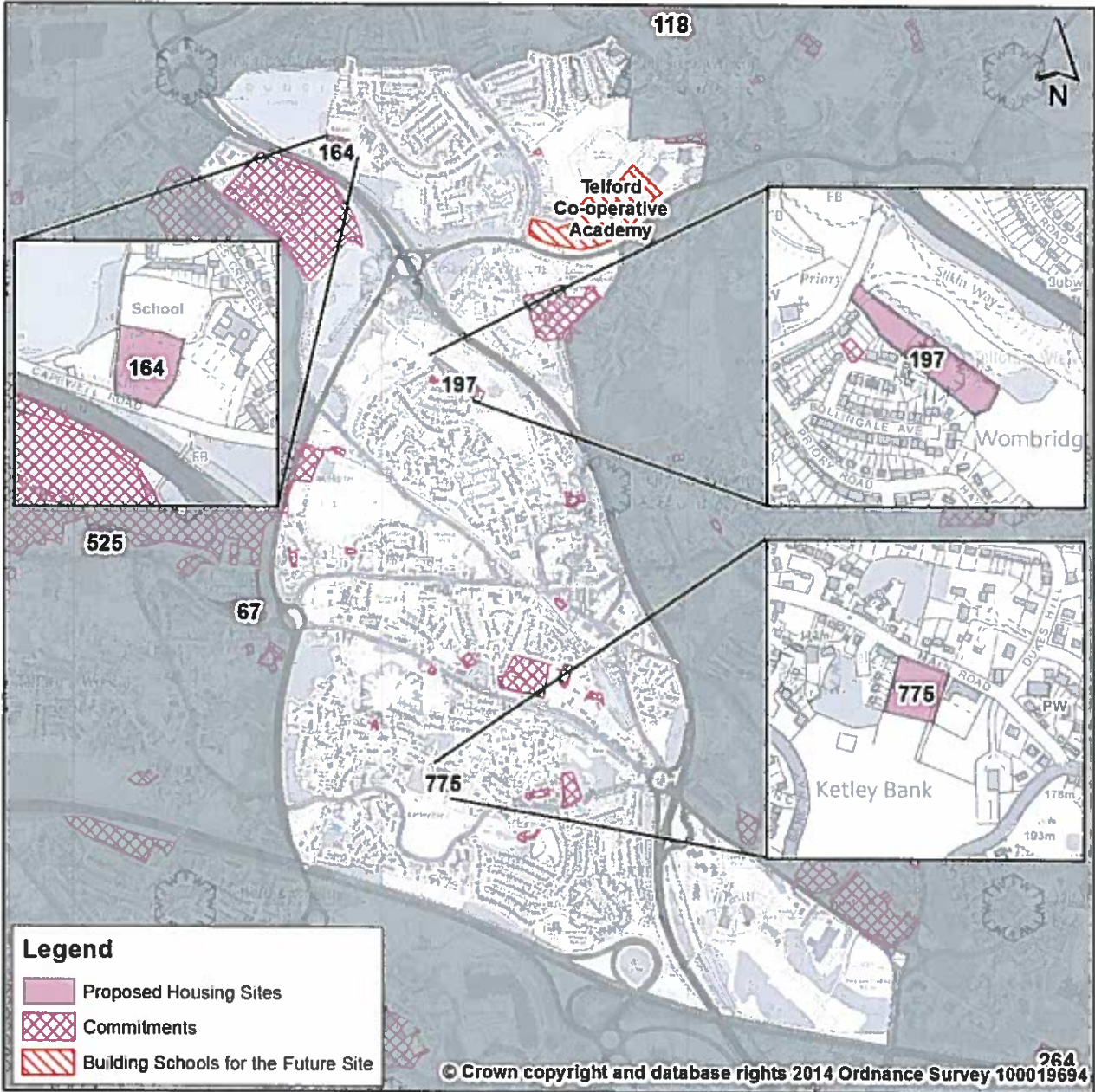
Table 12 Housing Sites in Newport

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
485	Land south of Beechfields Way	1.009	35
907	Land to Rear of Beechfields Way, Newport	4.255	149

5 Housing Sites

5.13 Oakengates

Map 5.14 Housing Sites in Oakengates



5.26 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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Table 13 Housing Sites in Oakengates

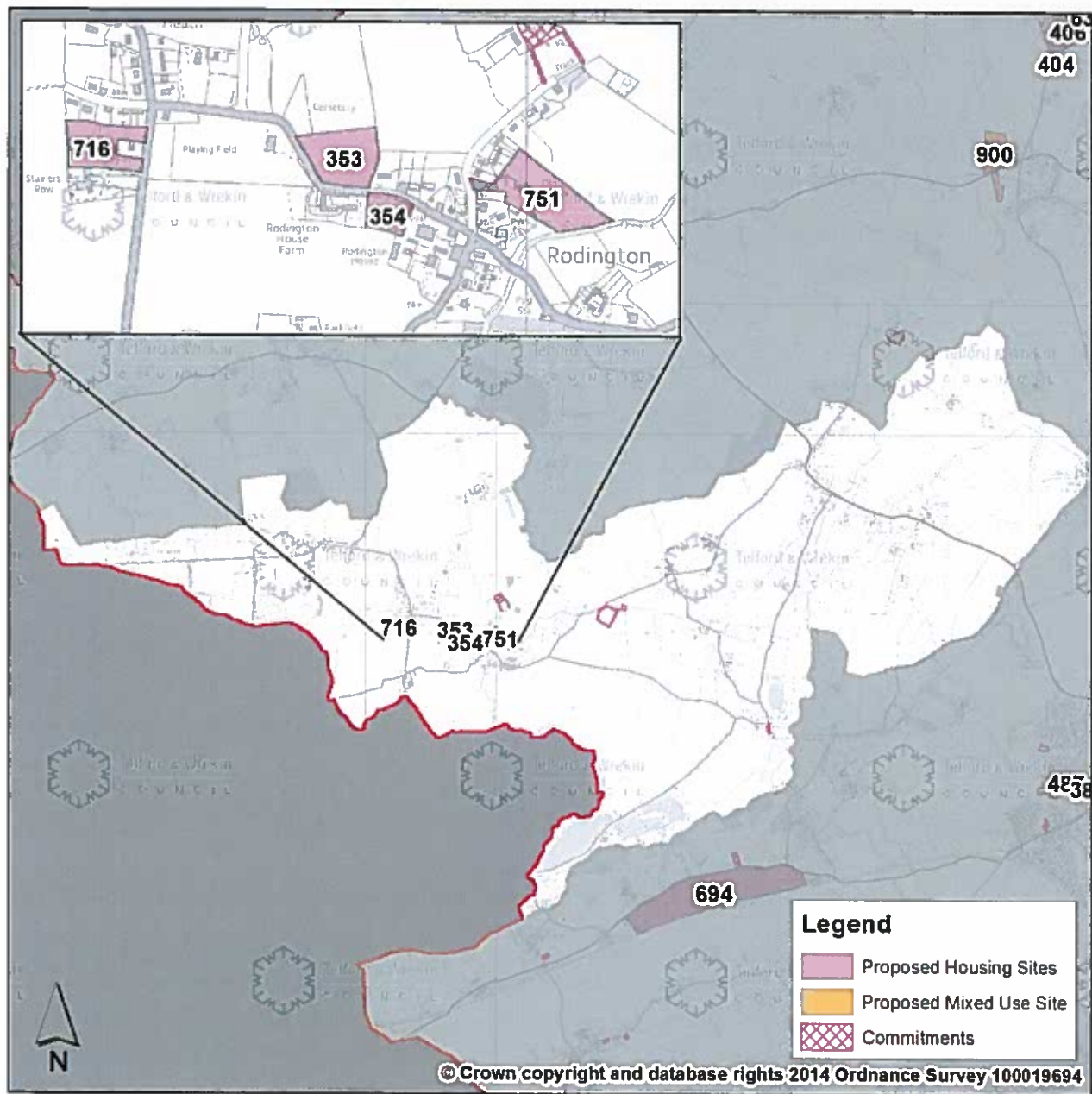
SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
164	Land adjacent to Teagues Bridge Primary School, Capewell Road	0.556	19
197	Land off Wombridge Road, Wombridge	0.707	24
775	Former Church, Main Road, Ketley Bank	1.03	14

5

5 Housing Sites

5.14 Rodington

Map 5.15 Housing Sites in Rodington



5.27 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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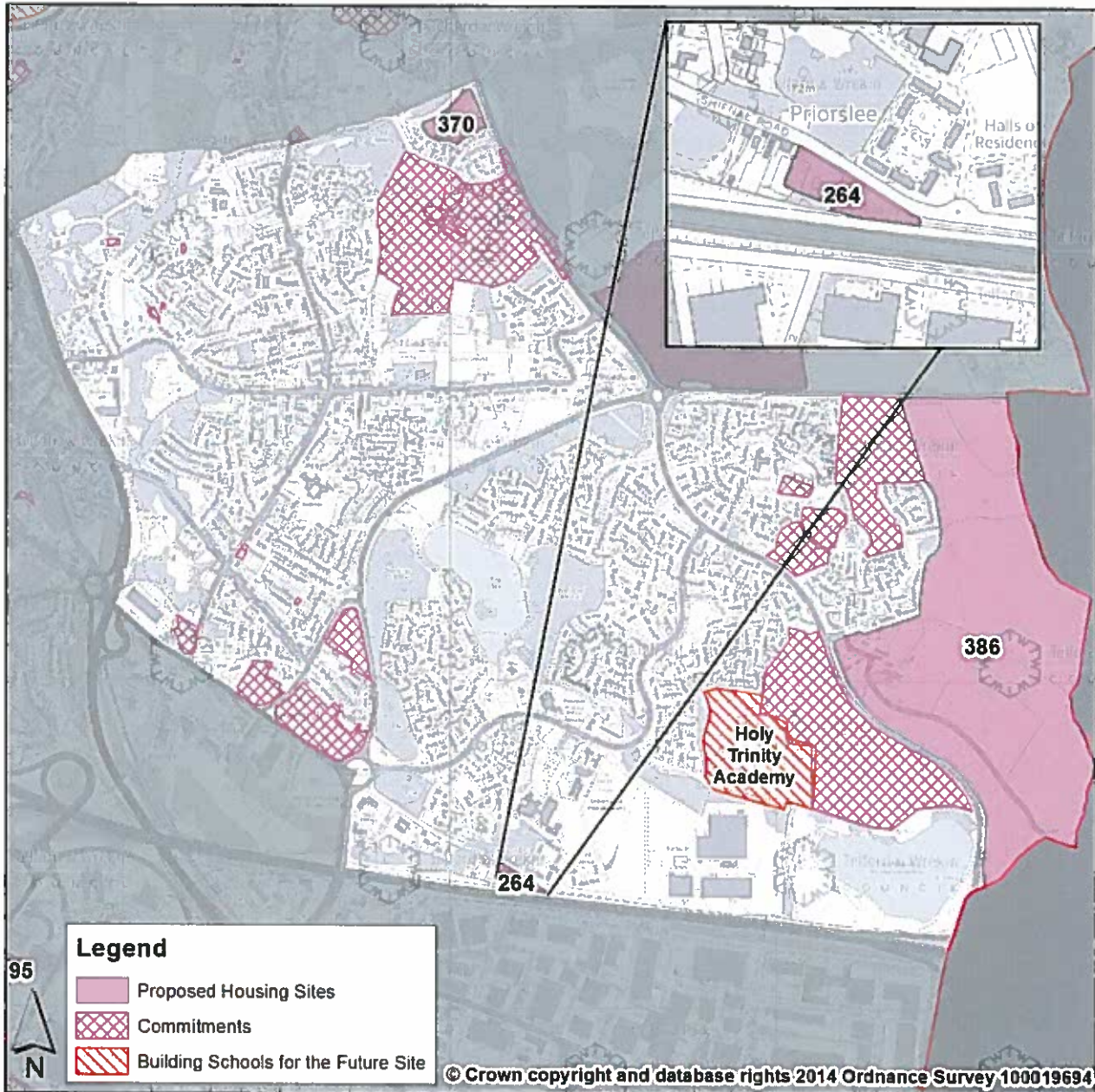
Table 14 Housing Sites in Rodington

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
353	Site 114, Rodington	1.122	12
354	Site 113, Rodington	0.468	16
716	Land at Fairways, Rodington Heath	0.929	33
751	Land to the rear of Emlea, Rodington	1.462	51

5 Housing Sites

5.15 St. Georges & Priorslee

Map 5.16 Housing Sites in St. Georges & Priorslee



5.28 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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Table 15 Housing Sites in St. Georges & Priorslee

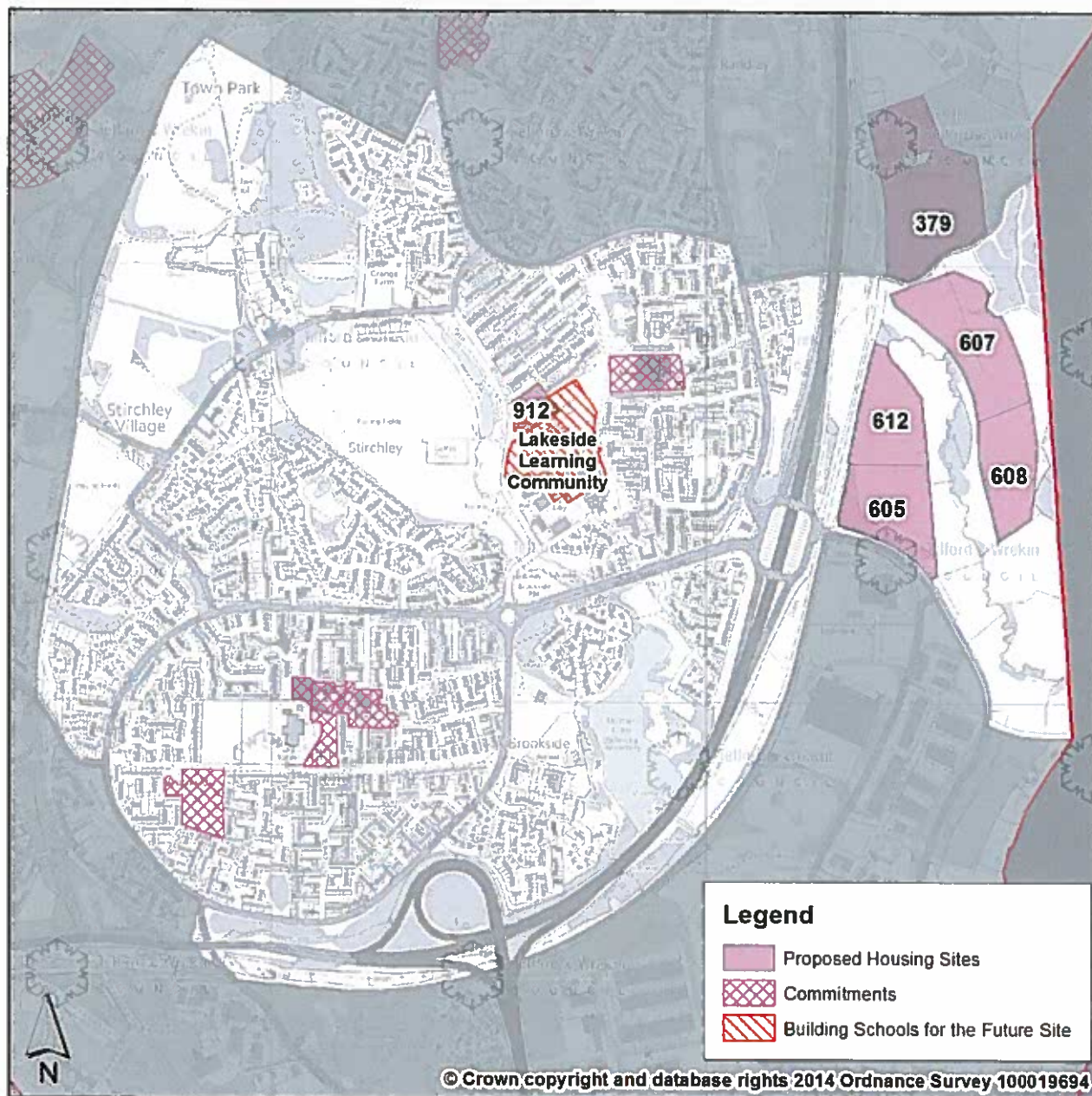
SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
264	West of Campus, Shifnal Road, Priorslee	0.57	30
370	Daisy Bank Drive, St Georges, Donnington	1.808	35
386	Woodhouse, Priorslee	61.424	1100

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5 Housing Sites

5.16 Stirchley & Brookside

Map 5.17 Housing Sites in Stirchley & Brookside



5.29 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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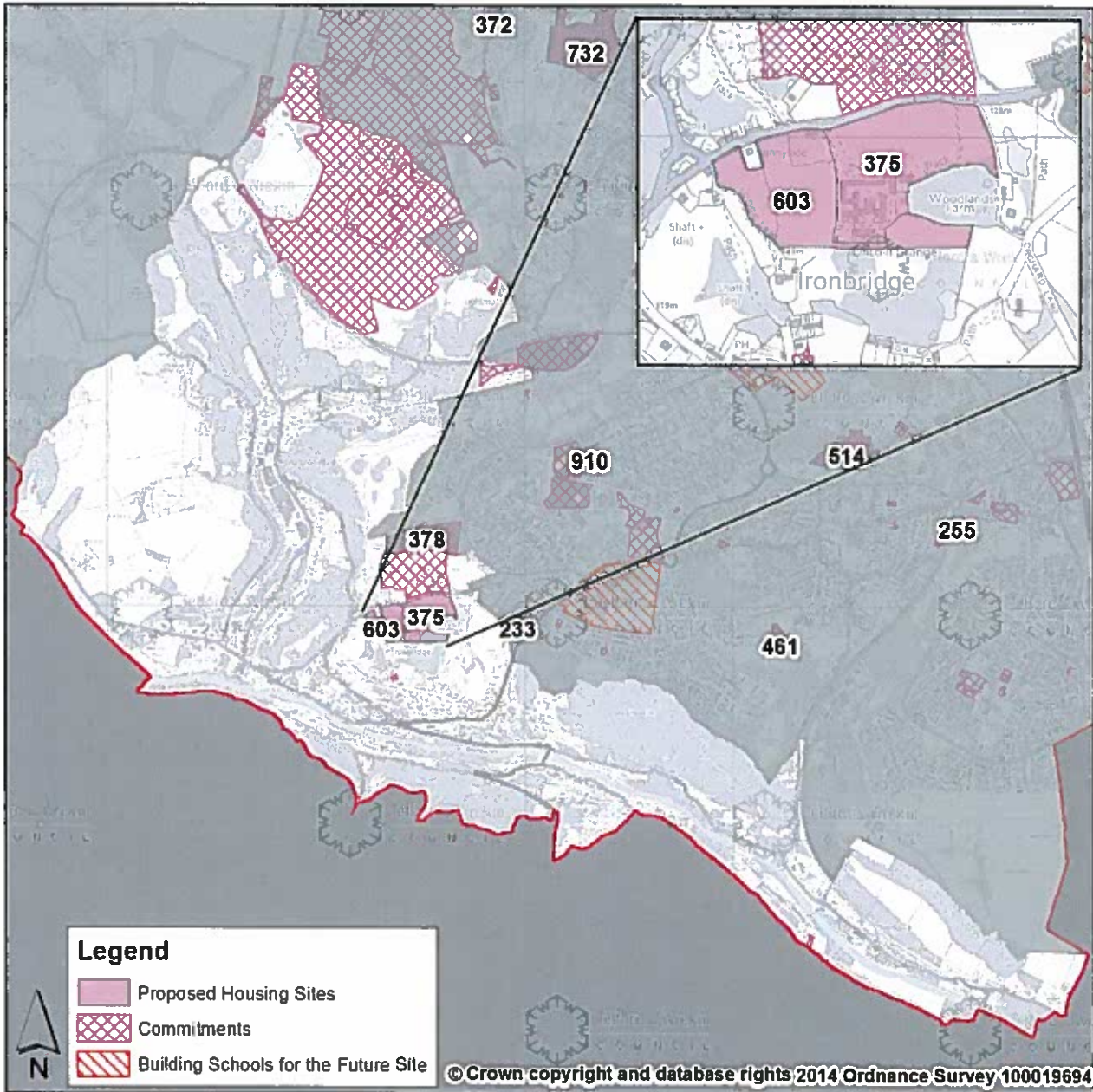
Table 16 Housing Sites in Stirchley & Brookside

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
605	Land south of the Nedge, Phase I	3.979	139
607	Land south of the Nedge Phase IV	5.276	185
608	Land south of the Nedge, Phase III	3.319	116
612	Land south of the Nedge, Phase II	3.51	123
912	The Former Swan Centre, Grange Avenue, Stirchley	0.707	21

5 Housing Sites

5.17 The Gorge

Map 5.18 Housing Sites in The Gorge



5.30 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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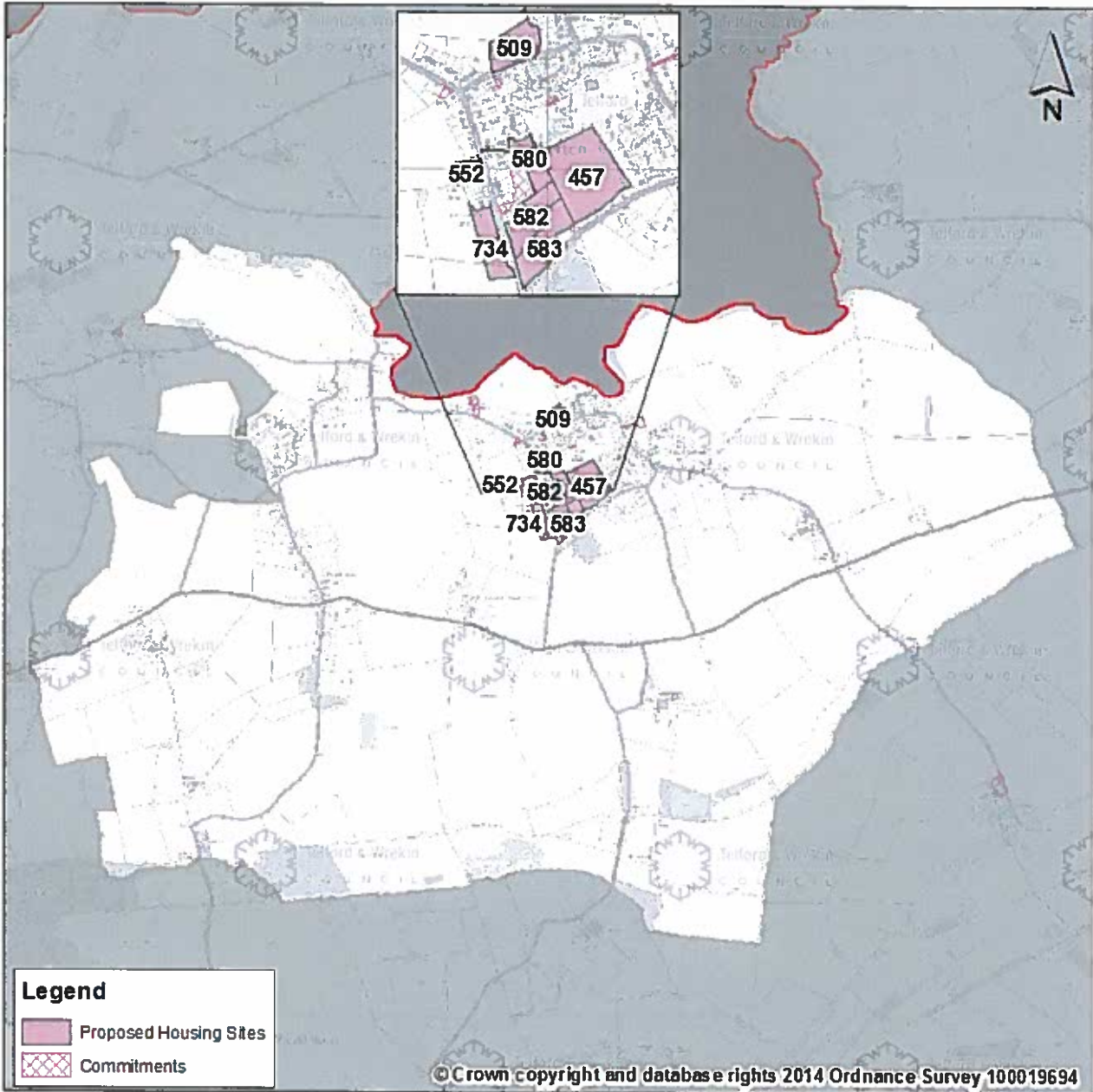
Table 17 Housing Sites in The Gorge

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
375	Beeches Hospital	3.418	120
603	Land adjacent to The Beeches Hospital	3.069	107

5 Housing Sites

5.18 Tibberton & Cherrington

Map 5.19 Housing Sites in Tibberton & Cherrington



5.31 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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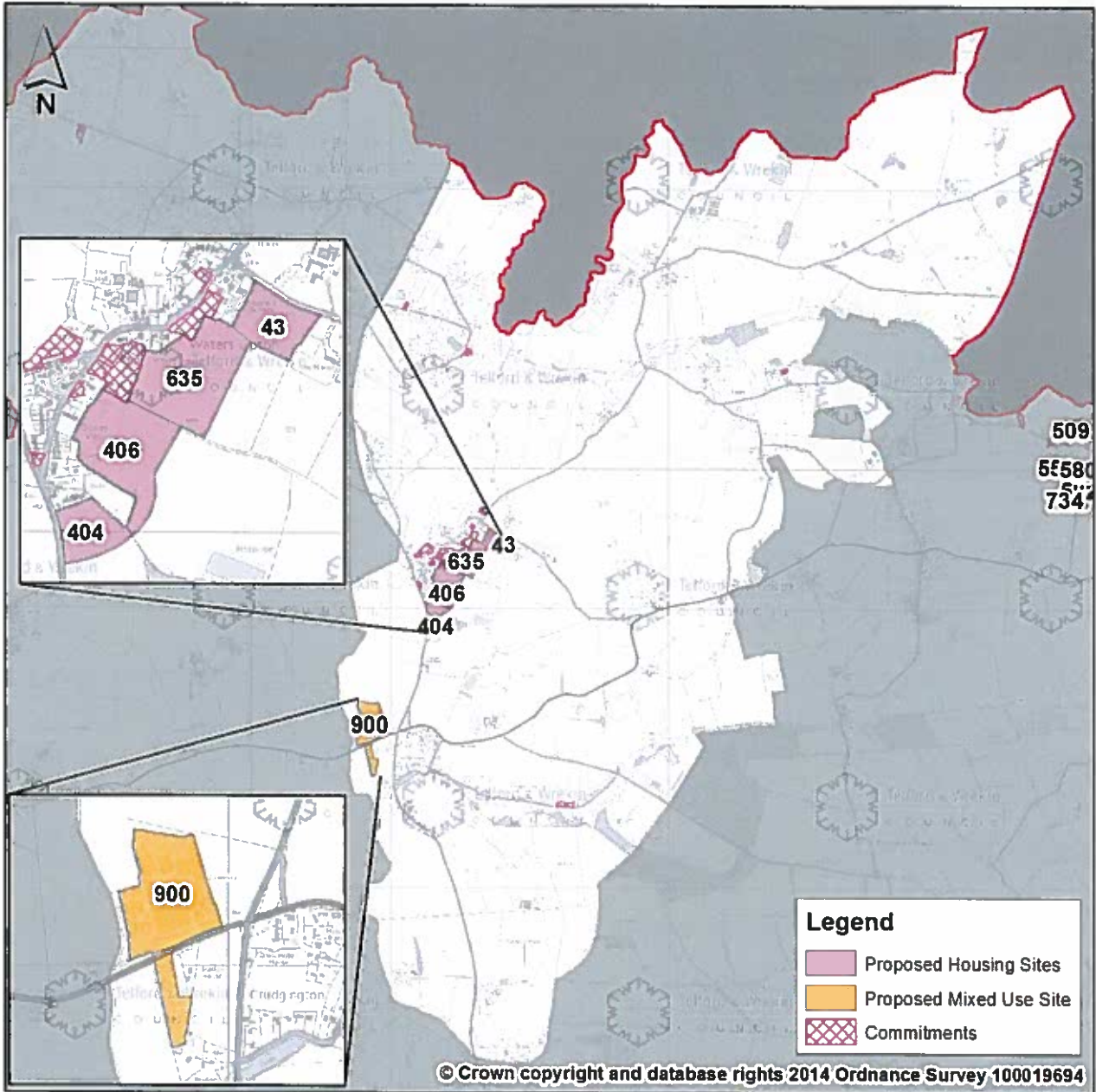
Table 18 Housing Sites in Tibberton & Cherrington

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
457	Plantation - 5, Tibberton	2.991	50
509	Opposite Tibberton Shop	1.056	37
552	Sutherland Farm Tibberton	0.413	14
580	Plantation - 1, Tibberton	0.77	28
582	Plantation - 3, Tibberton	1.104	38
583	Corner of Plantation Road and Back Lane, Tibberton	1.372	25
734	Site 2 at Sutherland Farm, Tibberton	0.964	34

5 Housing Sites

5.19 Waters Upton

Map 5.20 Housing Sites in Waters Upton



5.32 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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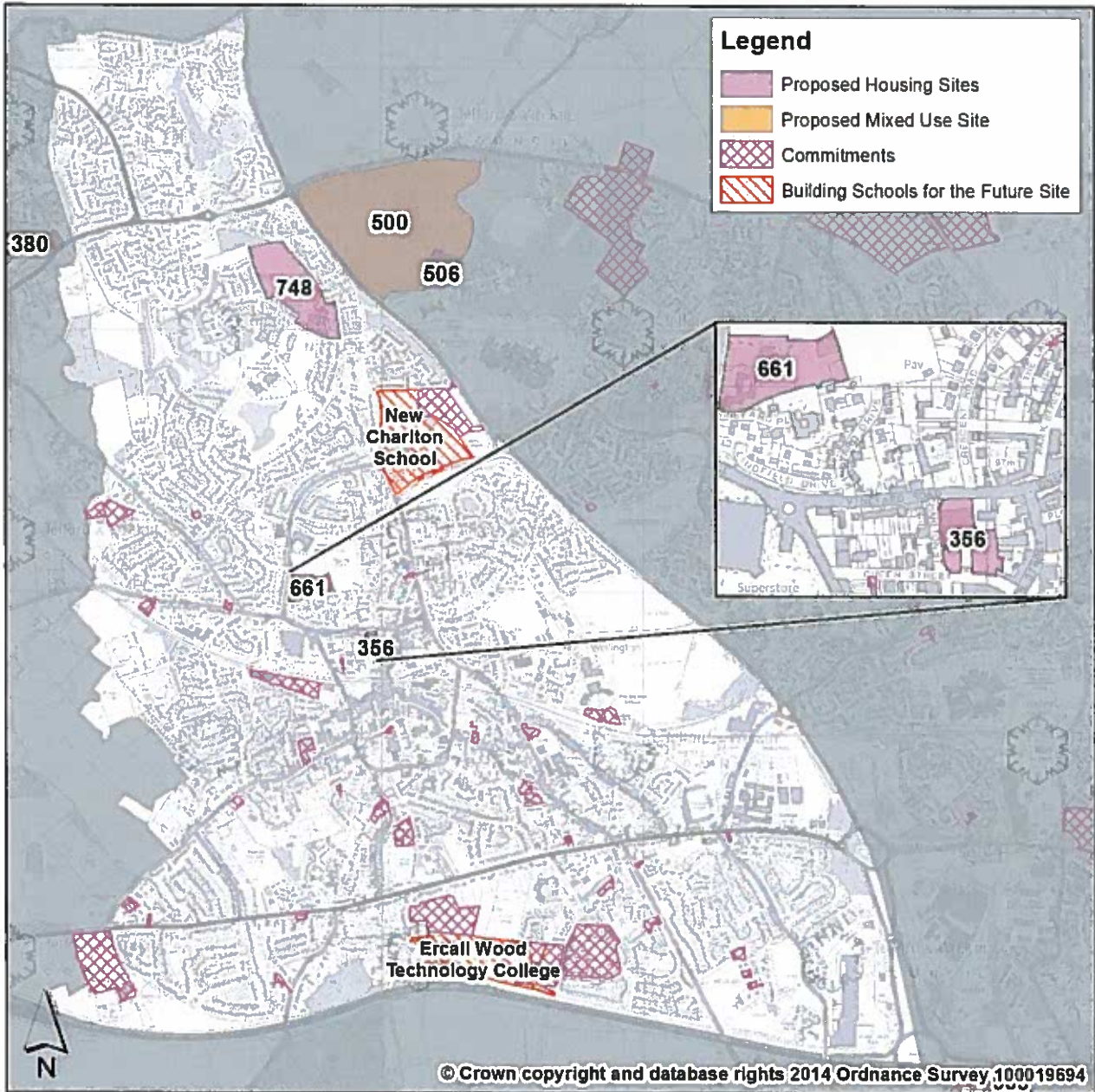
Table 19 Housing Sites in Waters Upton

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
43	Land east of Hanford Terrace - Site 4 Catsbitch Lane	1.971	24
404	Land south at Chapel House, Crudgington	10.056	25
406	Land south Site 3, White House Farm Waters Upton	1.905	43
635	Land south of White House Farm Waters Upton	1.184	60
900	Land at Crudgington	6.61	130

5 Housing Sites

5.20 Wellington

Map 5.21 Housing Sites in Wellington



5.33 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

5

Table 20 Housing Sites in Wellington

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
356	Former Arriva Bus Depot, Charlton Street, Wellington	0.58	20
661	Land off North Road, Wellington	1.267	44
748	The Charlton School, Severn Drive, Dothill	6.31	221

5 Housing Sites

5.21 Wrockwardine

Map 5.22 Housing Sites in Wrockwardine



5.34 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

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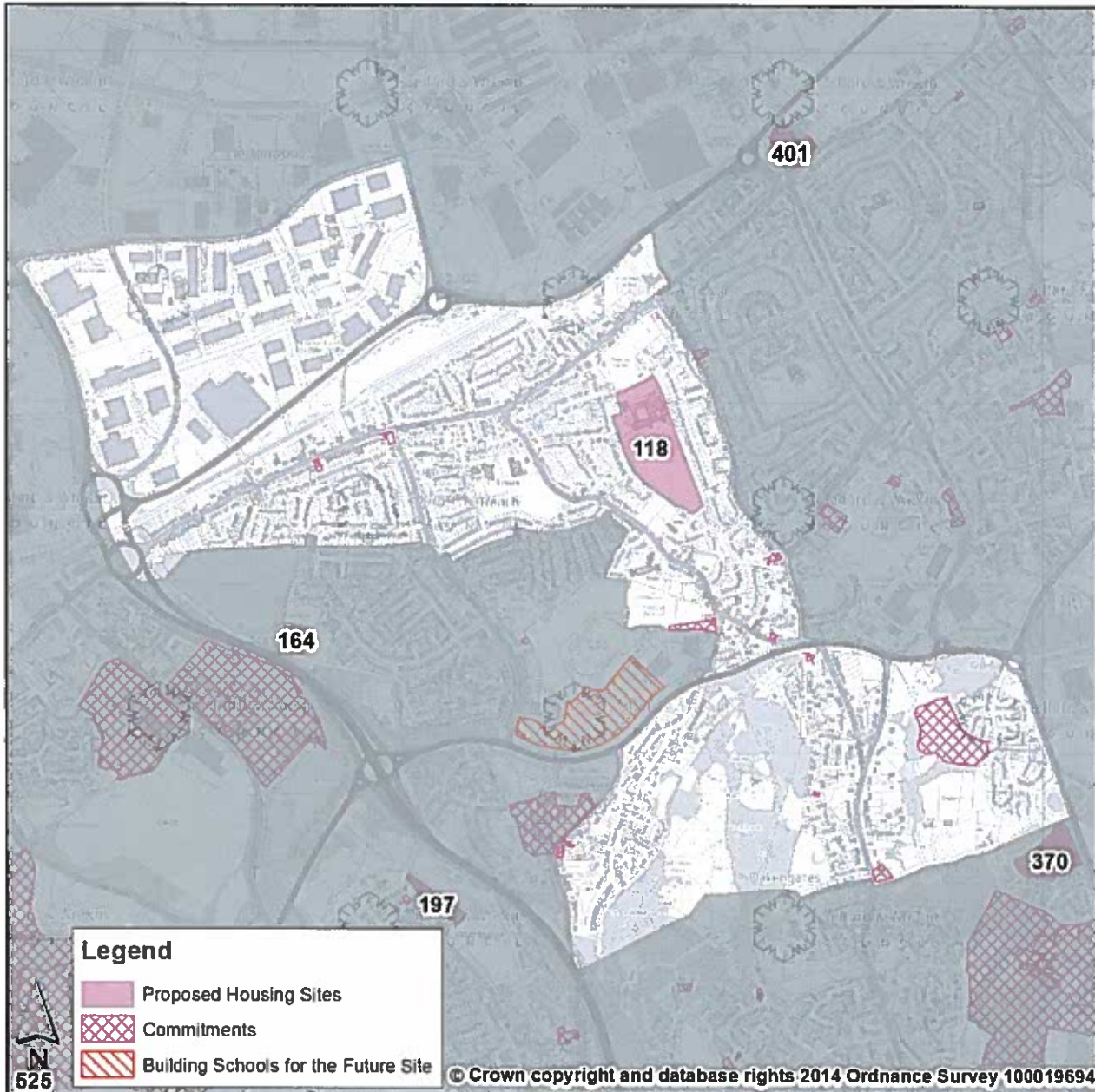
Table 21 Housing Sites in Wrockwardine

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
380	Land west of Brandon Avenue	1.59	56
487	Land east of Bratton Road	3.092	106
694	Former Sugar Beet Factory Site, Allscott	30.279	500

5 Housing Sites

5.22 Wrockwardine Wood & Trench

Map 5.23 Housing Sites in Wrockwardine Wood & Trench



5.35 The committed housing sites shown on this map are those that already have approval for housing. They are shown for information and are not subject to comments during this consultation.

5 Housing Sites

5

Table 22 Housing Sites in Wrockwardine Wood & Trench

SHLAA Identification	SHLAA site address	Site area (Ha)	Estimated Potential Housing Yield
118	Sutherland School, Gibbons Road	5.29	127

6 Employment Sites

6 Employment Sites

Strategy & Options

6.1 To help establish Telford as the destination of choice for development and business investment in the region, the Strategy & Options consultation document (June 2013) offered a number of options for the location of economic development. Comments received were supportive of identifying specific sites and areas for employment development. This document carries forward the principles of this approach by identifying proposed sites for employment uses.

Picture 6.1 Employment use in Stafford Park, Telford



Selection of sites

6.2 An overriding aim of the Local Plan is to strengthen and protect the identity of Telford as a "green town" as well as continue to lead the way in delivering housing and economic growth. In particular we seek to support an arc of employment around the east of Telford to take advantage of the connections to the national motorway and rail system and the West Midlands conurbation.

6.3 Paragraph 21 of the National Planning Policy Framework (NPPF) states that 'local planning authorities should "...set criteria or identify strategic sites for local and inward investment to match the (economic) strategy and to meet anticipated needs over the plan period; plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries; ... identify priority areas for economic regeneration, infrastructure

provision and environmental enhancement." Our identification of employment sites recognises the importance of the arc of employment to the east of the town and addresses the NPPF requirements.

6.4 The types of land use that are classed as 'employment' and are included in this assessment are defined by the Use Classes Order 1987 (as amended). These are as follows;

Table 23 Use Classes

Use Class Code:	Type of Employment Development:
B1a	Offices
B1b	Research and Development (e.g. Laboratories)
B1c	Light Industry (e.g. Workshops)
B2	General Industrial (e.g. Factories)
B8	Storage and Distribution (e.g. Warehouses)

6.5 The steps taken to identify the employment sites and their uses presented are as follows;

Stage 1: Initial site assessment

6.6 Proposed employment sites were assessed according to the criteria contained in the Employment Land Review. This helped identify the type of employment development that would be suitable on each site.

6 Employment Sites

Stage 2: Evaluation

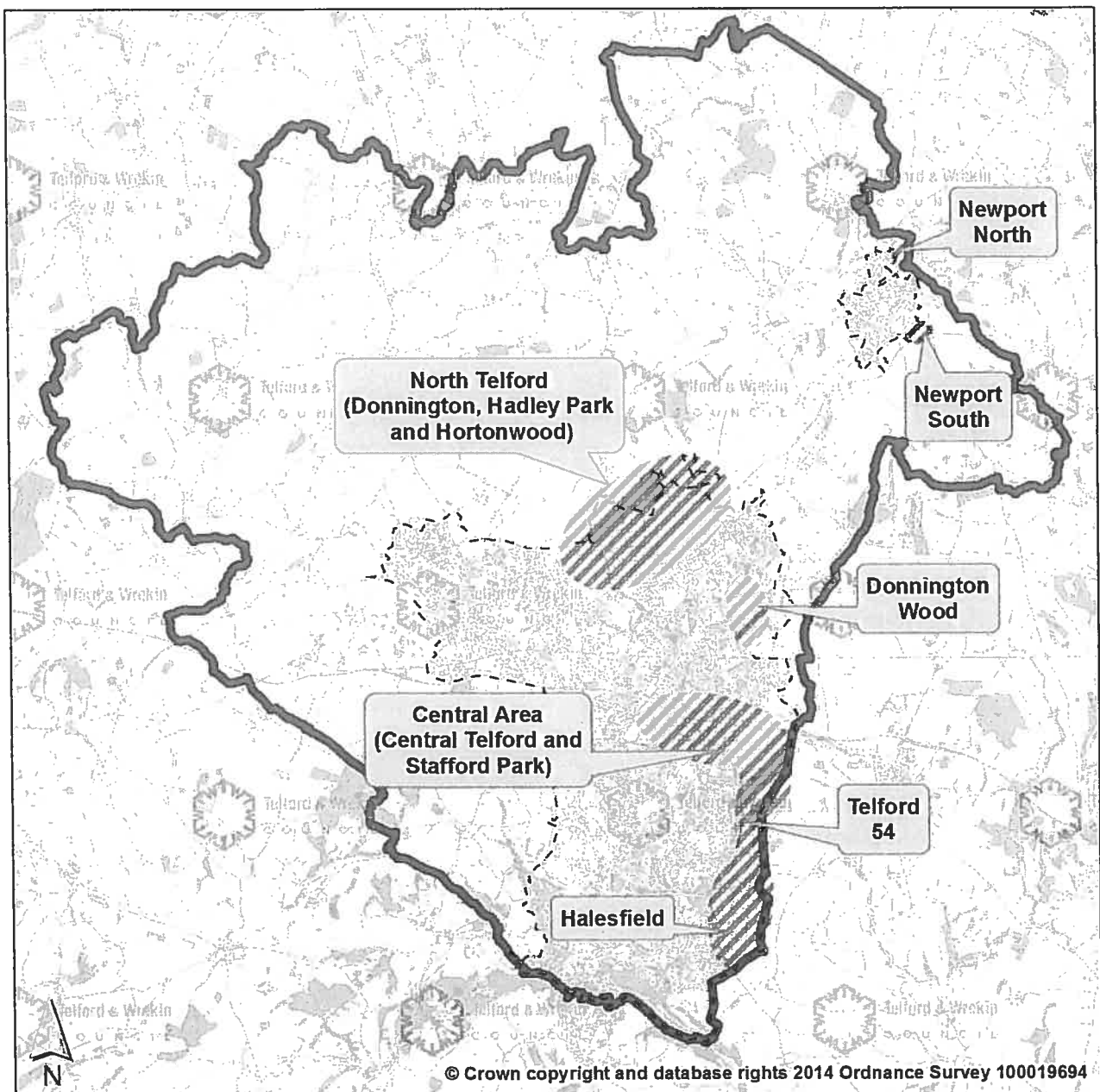
6.7 The sites identified in stage 1 were evaluated using input from specialist officers to provide a more precise and accurate assessment of sites.

Stage 3: Site selection

6.8 We have identified 6 Strategic Employment Areas as shown on map 6.1.

These are broad locations within the urban areas of Telford and Newport where there are significant opportunities for employment development and investment. They are considered best suited to attract local and inward investment to meet the new Local Plan strategy and to meet anticipated local and borough wide needs.

Map 6.1 Strategic Employment Areas



6 Employment Sites

Strategic Employment Areas

6.9 The Strategic Employment Areas have been identified on the basis of the following considerations;

- our strategy for economic development, as consulted on during the Strategy & Options consultation
- supporting an arc of employment around the east of Telford
- locations with the greatest quantities and concentrations of sites available for development as identified in the Employment Land Review
- areas where there are already established employment uses, helping to increase the potential for clustering and networking of industries
- locations with good access to major road and rail networks (e.g. the M54 and the rail freight terminal), thus offering the opportunity to link with similar industries elsewhere
- areas in close proximity to places in greatest need of job creation.

North Telford (Donnington, Hadley Park and Hortonwood)

6.10 This area contains a significant concentration of existing businesses and industries with a large amount of employment land that is available for development. Hortonwood itself contains over 50 hectares of land that is available for employment development.

6.11 There are major employers in this area including GKN Sankey, Epson and the Ministry of Defence. The concentration and close proximity of these industries in this area of north Telford enables clustering, networking and the sharing of knowledge and ideas.

Picture 6.2 Employment use in Hortonwood, Telford



6.12 We are currently bidding for MOD Donnington to become the national logistics facility for the Ministry of Defence. The inclusion of the MOD facility within the Strategic Employment Area will support this bid by emphasising the priority for focusing investment and development in this area. This also presents new and existing businesses that are linked to the military logistics supply chain with significant opportunities for growth.

6.13 This area has established infrastructure to support substantial employment development. This includes the Telford International Railfreight Terminal which provides opportunities for new and existing businesses to connect and distribute to economies outside the borough, both within the UK and abroad.

Picture 6.3 Telford International Railfreight Terminal, Hortonwood



6 Employment Sites

6.14 The location of this area on the edge of Telford, with further potential development sites located beyond the current development boundary, provides potential for long term economic growth up to 2031.

6.15 Taking in to account the transport connections and the existing businesses in this area, the preferred use classes to be prioritised here are;

- B2 (General Industry) and B8 (Storage and Distribution) in Hortonwood and MOD Donnington
- B1b (Research & Development) and B1c (Light Industry) in Hadley Park, with some B2 (General Industry) on larger sites

Donnington Wood

6.16 This area contains an existing employment park with a number of notable employers including Lyreco, Maiden's of Telford and Müller. There are three development sites that remain available for development in close proximity to these established businesses, totalling 20 hectares.

6.17 Taking in to account the highway connections and existing industries in this area, the preferred use classes to be prioritised here are;

- B2 (General Industry) and B8 (Storage and Distribution)

Central Area (Central Telford and Stafford Park)

6.18 This area is focused on locations within close proximity to Telford town centre (broadly in line with the extent of the Central Telford Area Action Plan) and the large industrial estate at Stafford Park. Telford Town Centre's employment uses are largely comprised of offices in concentrations to the west (at Malinsgate, Telford Square and Hall Court), north (around Ironmasters Way) and east (at Grange Central) of Telford Shopping Centre.

Picture 6.4 Central Telford offices and Telford Central Railway Station



6.19 Adjoining the town centre to the north east there are major transport connections at Telford Central Railway Station, the M54 and the A442/A5 Hollinswood Interchange. Beyond these are further office buildings at Euston Way, Stafford Court and Central Park.

6.20 The employment uses become more industrial to the east of the area, within Stafford Park Industrial Estate. Although there is no longer any available development land that has been identified as remaining within Stafford Park, there do continue to be opportunities for growth and development in this area through the reuse and redevelopment of existing buildings.

Picture 6.5 Employment use in Central Telford



6.21 Taking into account the existing industries in these areas and their central location and good transport connections, the following uses are preferred here;

6 Employment Sites

- B1a (Offices) and B1b (Research and Development) in Central Telford
- B1c (Light Industry), B2 (General Industry) and B8 (Storage and Distribution), with B1b (Research and Development) in Stafford Park

Halesfield

6.22 Halesfield is one of the earliest employment areas to have been developed in Telford under the New Town programme and some of its older premises are now in need of renewal. It continues to provide a supply of vacant land for employment development, totalling 15 hectares, so there is potential to bring new development and industries to revitalise this established employment area, as well as supporting the growth and expansion of existing businesses. This area has direct access to the trunk road network via the A442 and is located within 5 minutes drive from the M54. There is also an existing railway line adjoining to the west.

6.23 The preferred employment uses in this area are as follows;

- B1c (Light Industry), B2 (General Industry) and B8 (Storage and Distribution), with some limited B1b (Research and Development)

Newport (North and South)

6.24 Newport contains two Strategic Employment Areas focused around Audley Avenue and Plough Lane. The Audley Avenue area is currently the subject of a number of proposals for redevelopment which may potentially see some employment land and buildings changing to other uses as well as some additional new employment development. We commissioned a study to understand the implications of these proposed changes on the need for and supply of

employment development in the town⁽¹⁾. This study identified a need for approximately 8 to 9 hectares of employment land in Newport.

6.25 Our preferred approach is to protect and consolidate the existing employment uses in the Audley Avenue area to contribute towards this identified need for additional employment land. In addition, outline planning permission has been granted for 4.5 hectares of employment land as part of a mixed use development east and west of Station Road in the southern part of Newport. Further opportunities for employment development include two sites to the north of Newport that have the potential to help meet this need.

6.26 The preferred employment uses in Newport are as follows;

- B1b (Research and Development), B1c (Light Industry), B2 (General Industry) and B8 (Storage and Distribution)

Telford 54

6.27 Telford 54 has two high technology industrial units (Synnax/Mitac and Trac) and 30 hectares of development land available over four sites. The area is currently being marketed for advanced automotive supply chain industries, highlighting its close proximity and good access to the M54 and potential to link with the i54 development, 12 miles east of Telford. It also has excellent connections to the A442 and is adjacent to the existing railway line to Birmingham and beyond.

6.28 The preferred employment uses in this area are as follows;

- B1b (Research and Development), B1c (Light Industry), B2 (General Industry) and B8 (Storage and Distribution)

6 Employment Sites

6

6.1 Proposed Employment Sites

6.29 Sites presented in this section have been identified as having potential for employment development; the borough has over 600 acres of land available for employment. The sites are predominantly located within the sub-groupings of the Strategic Employment Areas as described above, however there are also a small number of proposed sites located outside these areas.

6.30 Parish and Town Council area boundaries are shown on each of the maps to enable easier identification of the area that each employment site falls within and also allows comparisons to be made with the housing sites.

6.31 At this stage none of these employment sites have been ruled out as proposed development sites but their future employment use and likely delivery timescales have been identified.

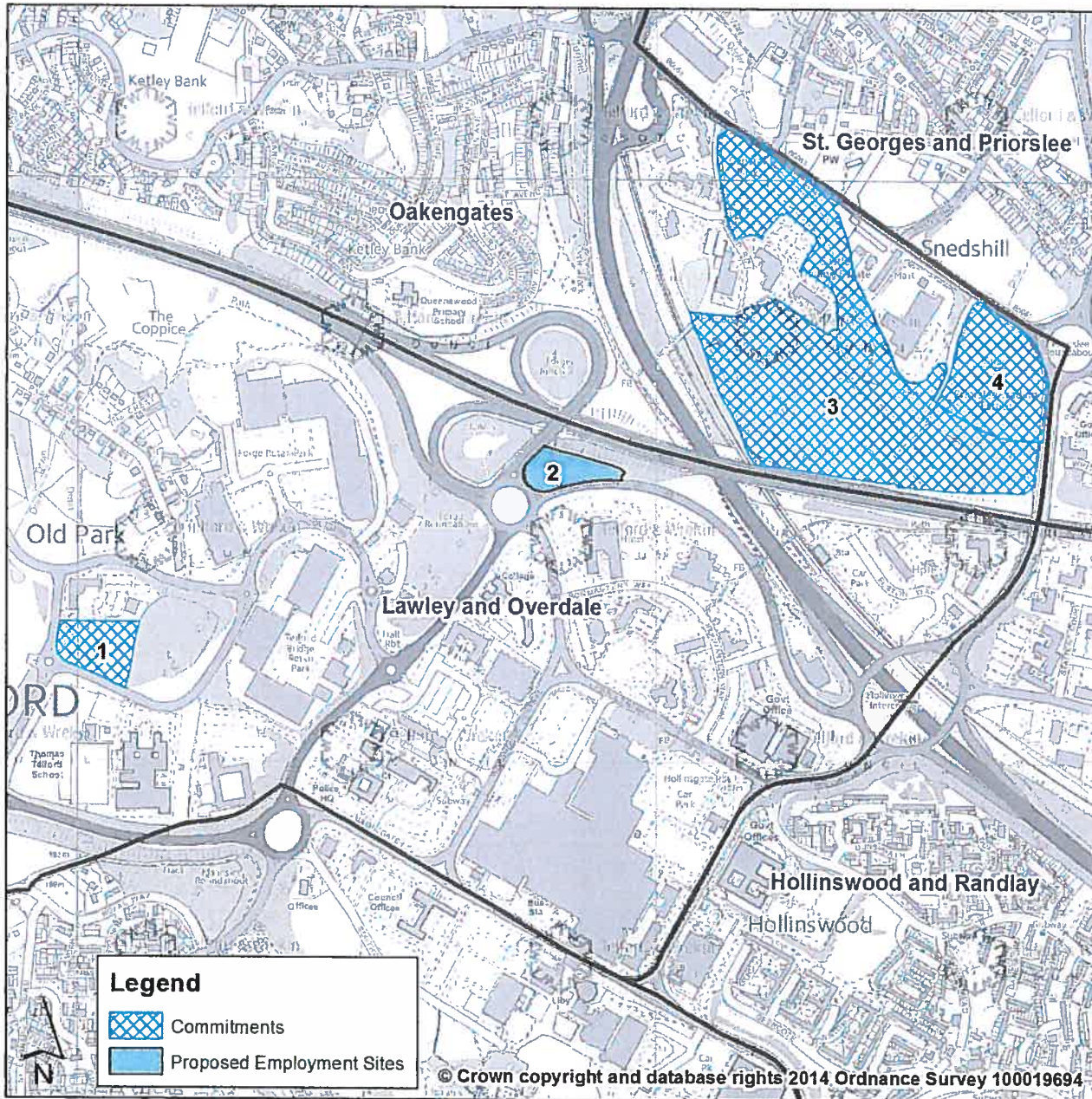
Picture 6.6 Transport links in Central Telford



6 Employment Sites

Central Telford

Map 6.2 Central Telford Employment Sites



6.32 The committed sites shown on this map are those that already have planning approval for employment generating uses. They are shown for information and are not subject to comments during this consultation period.

6 Employment Sites

6

Table 24 Employment Sites in Central Telford

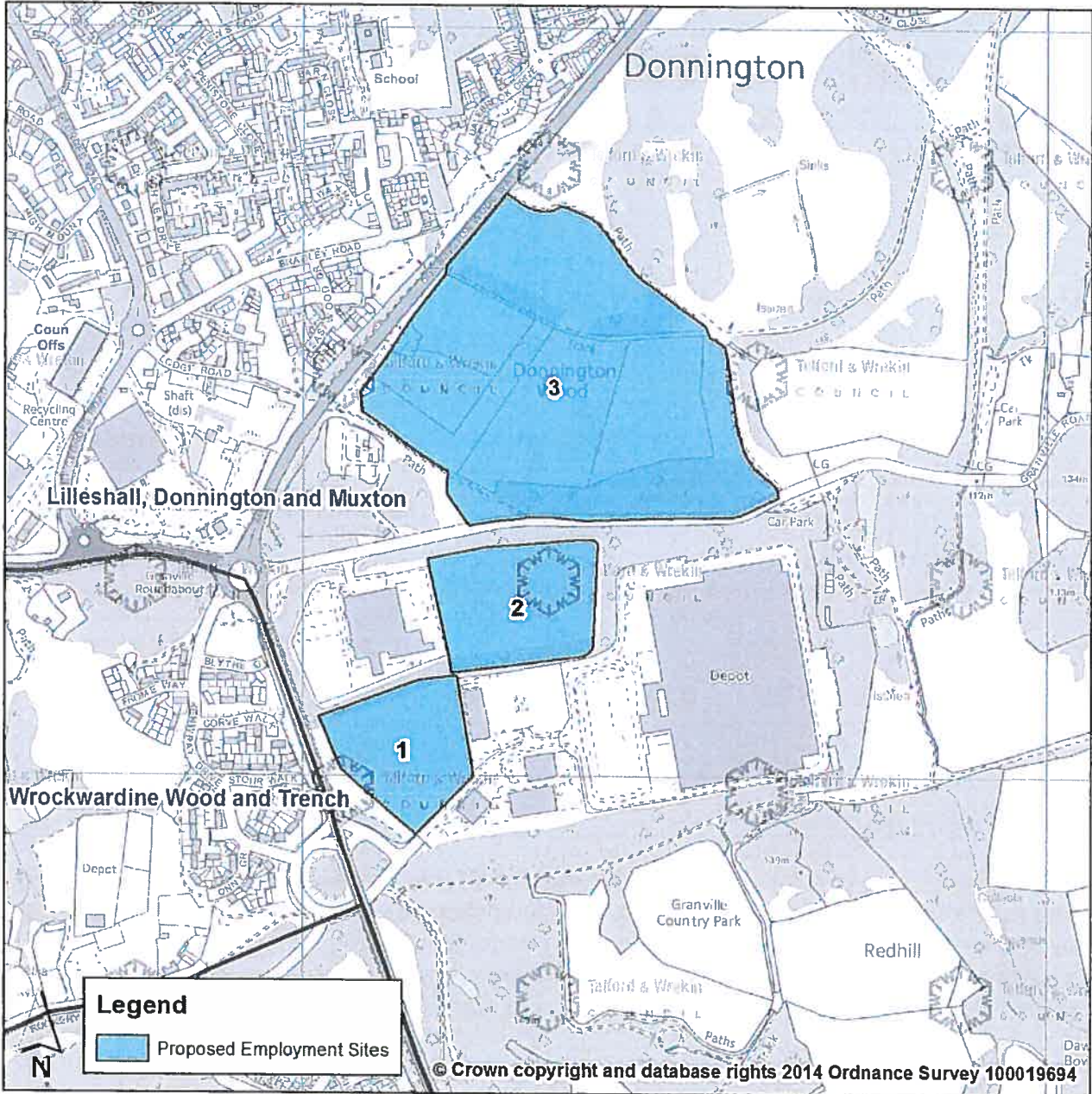
Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)	
Central Telford	1	Colliers Way	1.16	B1a (offices) Other town centre uses will also be appropriate	1 to 5
	2	Rampart Way	0.82	B1a (offices) Other town centre uses will also be appropriate	5 to 10
	3	Hollinswood Road	14.62	B1a (offices) B1b (research & development) Other town centre uses will also be appropriate	1 to 5
	4	Telford Way	3.13	B1a (offices) Other town centre uses will also be appropriate	1 to 5

6.33 Sites 1, 3 and 4 are currently allocated for B1a office uses within the Central Telford Area Action Plan. They therefore already have the policy framework to support their delivery in the short term. These allocations could be taken forward in to the Shaping Places Local Plan or a different mixture of allocated sites may be appropriate. At present, these are the only sites that the Council has been made aware of that are located close to a town centre and are therefore appropriate for B1(a) office development and other town centre uses.

6 Employment Sites

Donnington Wood

Map 6.3 Donnington Wood Employment Sites



6 Employment Sites

6

Table 25 Employment Sites in Donnington Wood

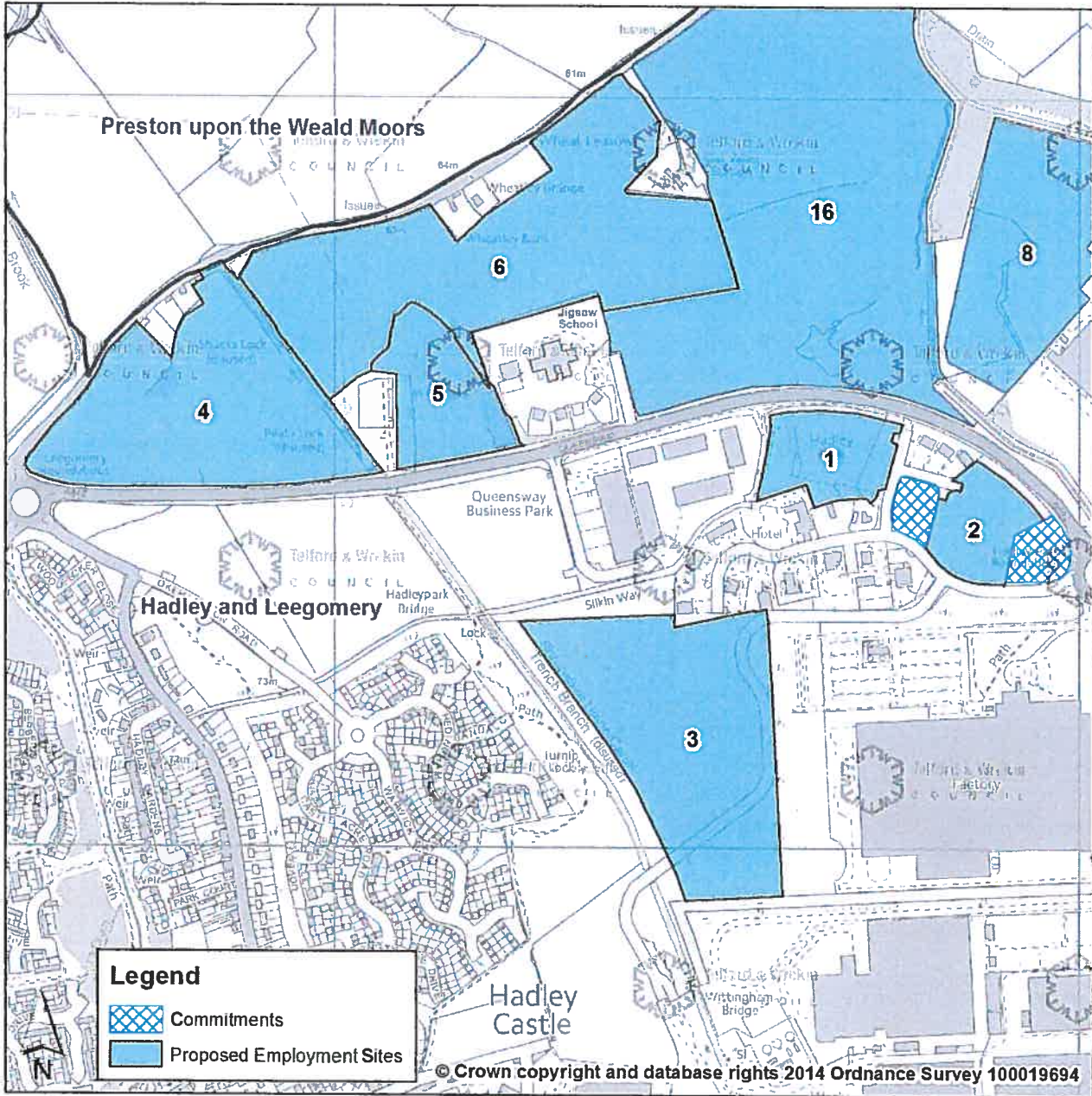
Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)	
Donnington Wood	1	Deer Park Court	2.73	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	2	Granville Road	3.29	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	3	Land at Donnington Wood Way/Granville Road	15.57	B2 (general industrial) B8 (storage & distribution)	1 to 5

6.34 These sites are identified on the Wrekin Local Plan Proposals Map (2000) and have approval for employment use under the New Towns Act (1981) Section 7.1.

6 Employment Sites

Hadley Park

Map 6.4 Hadley Park Employment Sites



6.35 The committed sites shown on this map are those that already have planning approval for employment generating uses. They are shown for information and are not subject to comments during this consultation period.

6 Employment Sites

6

Table 26 Employment Sites in Hadley Park

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Hadley Park	1	Hadley Park East	1.9 B1b (research & development) B1c (light industrial)	1 to 5
	2	Hadley Park East	1.55 B1b (research & development) B1c (light industrial)	1 to 5
	3	Hadley Park East	8.32 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	4	Land North of A442 Queensway	7.87 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	5 to 10
	5	Land North of A442 Queensway	2.47 B1b (research & development) B1c (light industrial) B8 (storage & distribution) Sui Generis uses	5 to 10
	6	Land at Wheat Leasowes	11.5 B1b (research & development) B1c (light industrial)	5 to 10

6 Employment Sites

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
			B8 (storage & distribution) Sui Generis uses	
Hortonwood	8	The details for these sites are shown in the Hortonwood table		
	16			

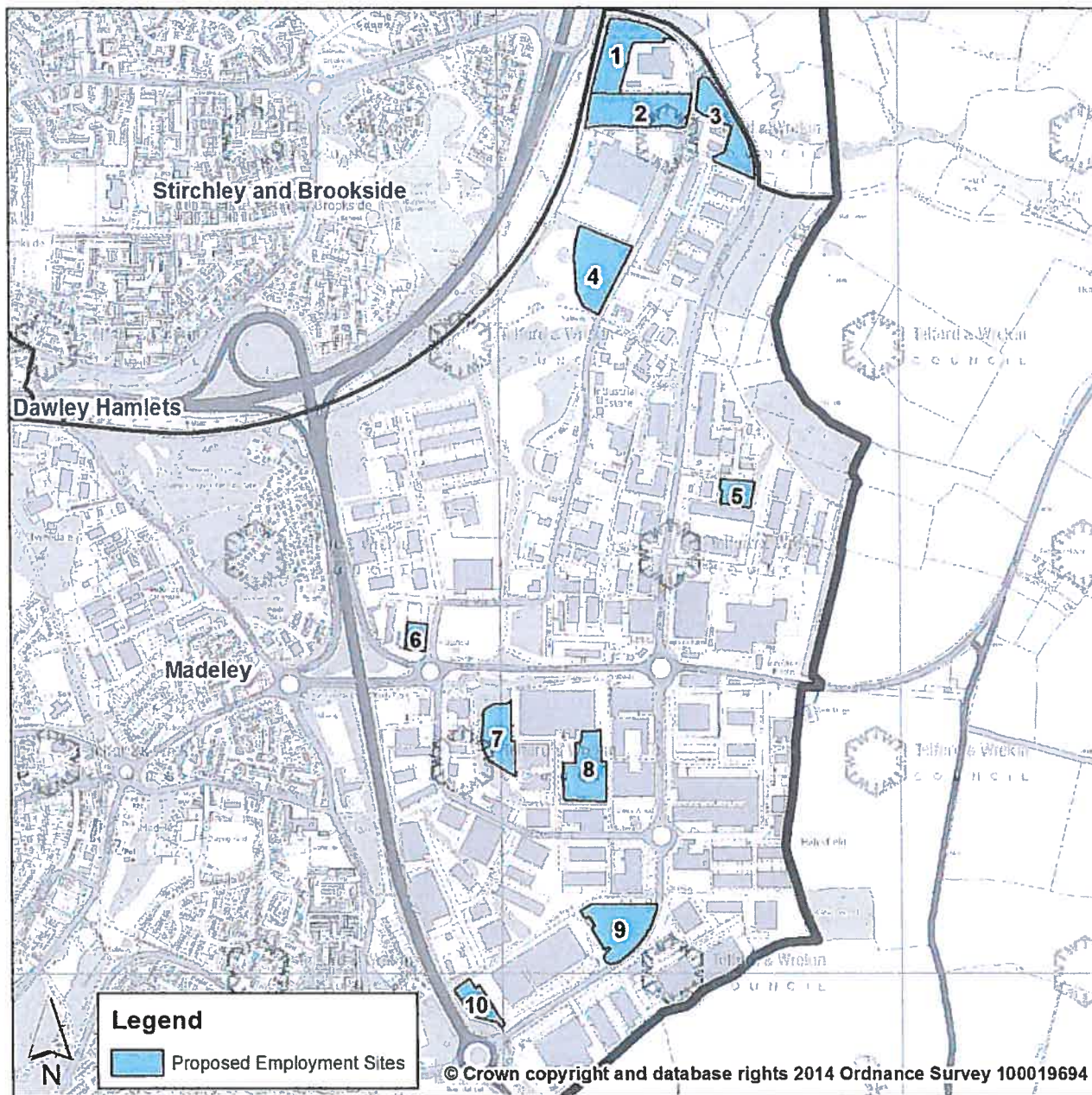
6.36 Sites 1, 2 and 3 are currently shown on the Wrekin Local Plan proposals map as committed employment sites. This is because they were subject to approval for industrial development under the New Towns Act (1981) Section 7.1. Sites 4 and 5 provide opportunities for longer term development in this area of Telford.

6.37 Sites 1 and 2 have been identified as being most appropriate for B1b and B1c development as this would complement the existing development in Hadley Park. Sites 3 and 4 are larger and are therefore capable of accommodating a wider range of employment uses. Sites 5 and 6 would provide logical extensions to the current uses in Hadley Park.

6 Employment Sites

Halesfield

Map 6.5 Halesfield Employment Sites



6 Employment Sites

Table 27 Employment Sites in Halesfield

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Halesfield	1	Halesfield 25	1.64 B1c (light industrial) B2 (general industrial)	1 to 5
	2	Halesfield 25	2.03 B1b (research & development) B1c (light industrial)	1 to 5
	3	Halesfield 1	1.37 B1b (research & development) B1c (light industrial)	1 to 5
	4	Halesfield 24	1.96 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	5	Halesfield 2	0.5 B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	6	Halesfield 18	0.35 B1c (light industrial)	1 to 5
	7	Halesfield 15	1.13 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	8	Halesfield 15	1.46 B1b (research & development) B1c (light industrial) B2 (general industrial)	1 to 5

6 Employment Sites

6

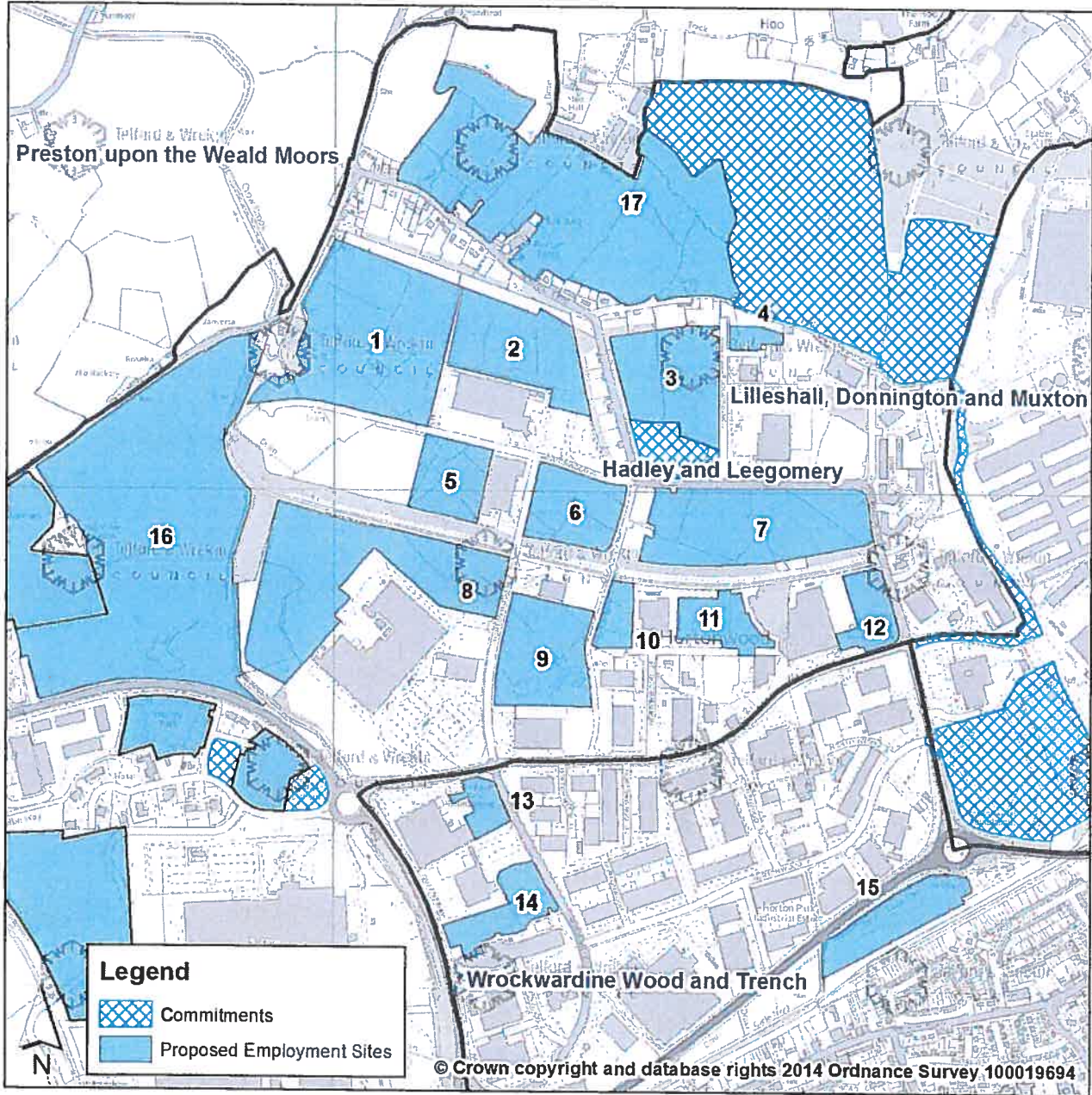
Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
			B8 (storage & distribution)	
9	Halesfield 10	1.77	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
10	Halesfield 10	0.61	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5

6.38 Halesfield contains a large number and wide range of vacant development sites in varying ownerships. Most of these have been identified as being appropriate for all types of employment use, excepting offices. The existing industrial uses in Halesfield are also quite wide ranging, from smaller scale industrial units to larger scale factories and warehouses. The potential use of sites 1, 2, 3, 5 and 6 have been limited to smaller scale industrial development due to their smaller site size.

6 Employment Sites

Hortonwood

Map 6.6 Hortonwood Employment Sites



6.39 The committed sites shown on this map are those that already have planning approval for employment generating uses. They are shown for information and are not subject to comments during this consultation period.

6.40 Sites in Hadley Park are shown without reference numbers for information. These sites are detailed in the Hadley Park section above.

6 Employment Sites

6

Table 28 Employment Sites in Hortonwood

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Hortonwood	1	Hortonwood 45	9.24 B2 (general industrial) B8 (storage & distribution)	1 to 5
	2	Hortonwood 45	4.14 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	3	Hortonwood 65	4.02 B2 (general industrial) B8 (storage & distribution)	1 to 5
	4	Hortonwood 66	0.44 B1c (light industrial) B8 (storage & distribution)	1 to 5
	5	Hortonwood 45	2.15 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	6	Hortonwood 40/45	2.58 B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	7	Hortonwood 60	6.34 B1c (light industrial)	1 to 5

6 Employment Sites

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
			B2 (general industrial) B8 (storage & distribution)	
8	Epson (UK) Ltd	8.5	B2 (general industrial) B8 (storage & distribution)	1 to 5
9	Hortonwood 40	3.76	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
10	Hortonwood 35	0.86	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
11	Hortonwood 35	1.55	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
12	Hortonwood 50	1.38	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5

6 Employment Sites

6

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)	
	13	Hortonwood 1	0.82	B8 (storage & distribution)	1 to 5
	14	Hortonwood 1	1.85	B2 (general industrial)	1 to 5
	15	Land at Telford International Railfreight Terminal	2.48	B8 (storage & distribution)	5 to 10
	16	Wheat Leasowes	21.72	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	5 to 10
	17	Land at Horton	16.73	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	10 to 15

6.41 Hortonwood provides the largest single supply of potential employment development land out of all the areas identified within the Employment Land Review, totalling over 50 hectares. As with Halesfield, there are already a wide range of existing industrial uses from smaller scale industrial units to larger format factories and warehouses. There are a greater range of warehousing and distribution industries here and the presence of the Telford International Railfreight Terminal suggests that promoting the development of B8 industries in this area may be particularly appropriate.

6.42 Sites 16 provides an opportunity for short to medium term employment development and site 17 provides an opportunity for longer term employment development, both are logical extensions of Hortonwood.

6 Employment Sites

Newport (North and South)

6.43 A recent study⁽²⁾ on employment land in Newport identified a need for approximately 8 to 9 hectares of employment development land in the town over the next plan period. This is over and above the amount of land that is already built or committed for development.

6.44 Further land will therefore need to be identified in Newport to be considered for allocation. At this stage the Council has identified two sites in the north of Newport that would be large to accommodate this land requirement. These are both located in close proximity to the A41 bypass and the A519 and they can be considered alongside the adjoining proposed housing sites to the south (sites 485 and 907 as shown on the Newport housing map) in order to deliver a mixed use development to the north of Newport.

6 Employment Sites

Map 6.7 Newport (North and South) Employment Sites

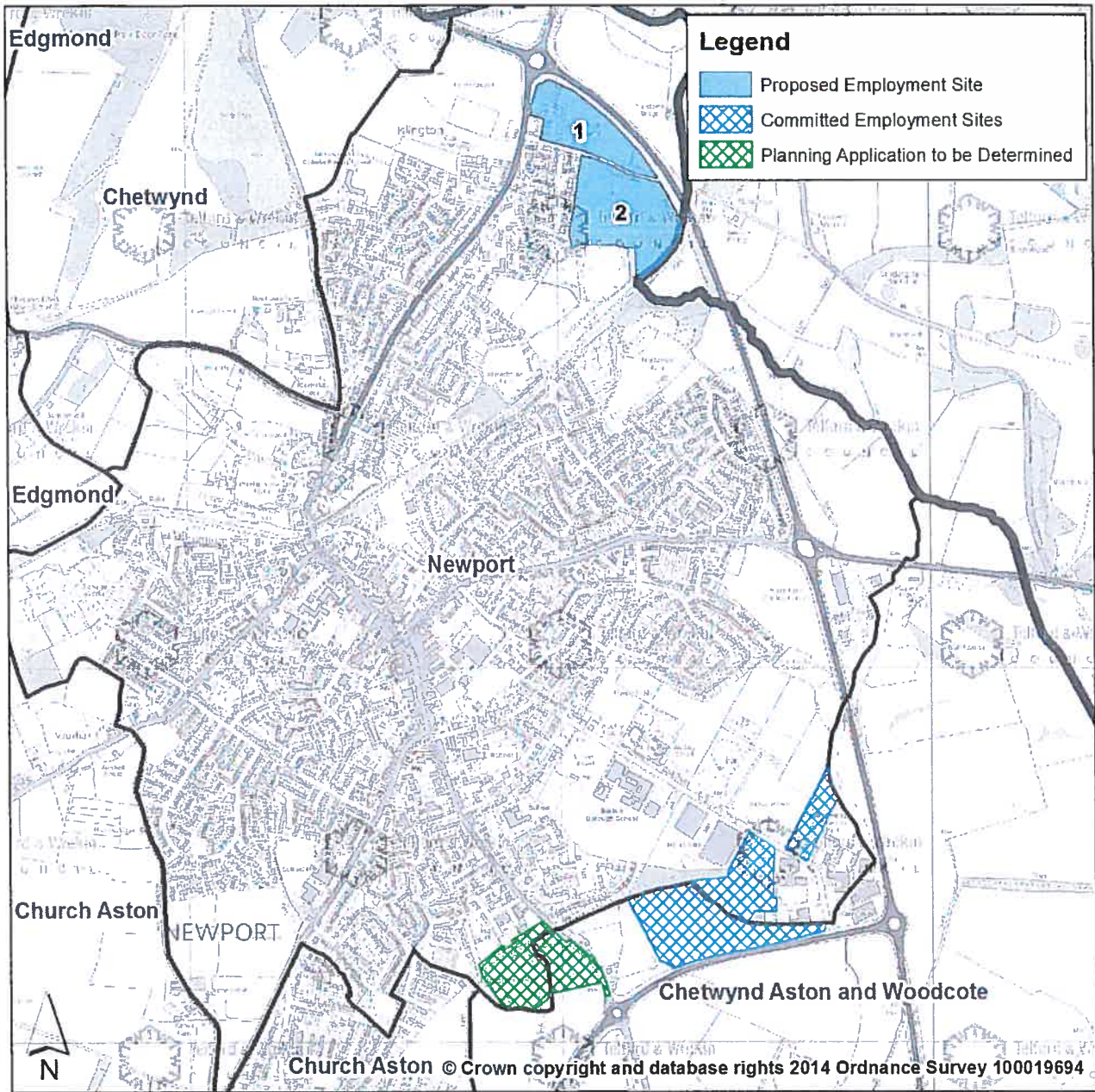


Table 29 Employment Sites in North Newport

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Newport 1	Land at Plough Lane	3.78	B1b (research & development) B1c (light industrial) B2 (general industrial)	5 to 10

6 Employment Sites

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
			B8 (storage & distribution)	
2	Land at Plough Lane	6.07	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	5 to 10

6.45 As part of this consultation, the Council is inviting you to tell us about any site that you think we should consider that we have not already done so. Using the response form please provide information on any site within Newport that may have potential for employment use. The suggested site will be assessed and subject to the outcome of this, used to inform the next stage of the site allocations process and Draft Local Plan.

6 Employment Sites

Priorslee

Picture 6.7 Employment Sites in Priorslee

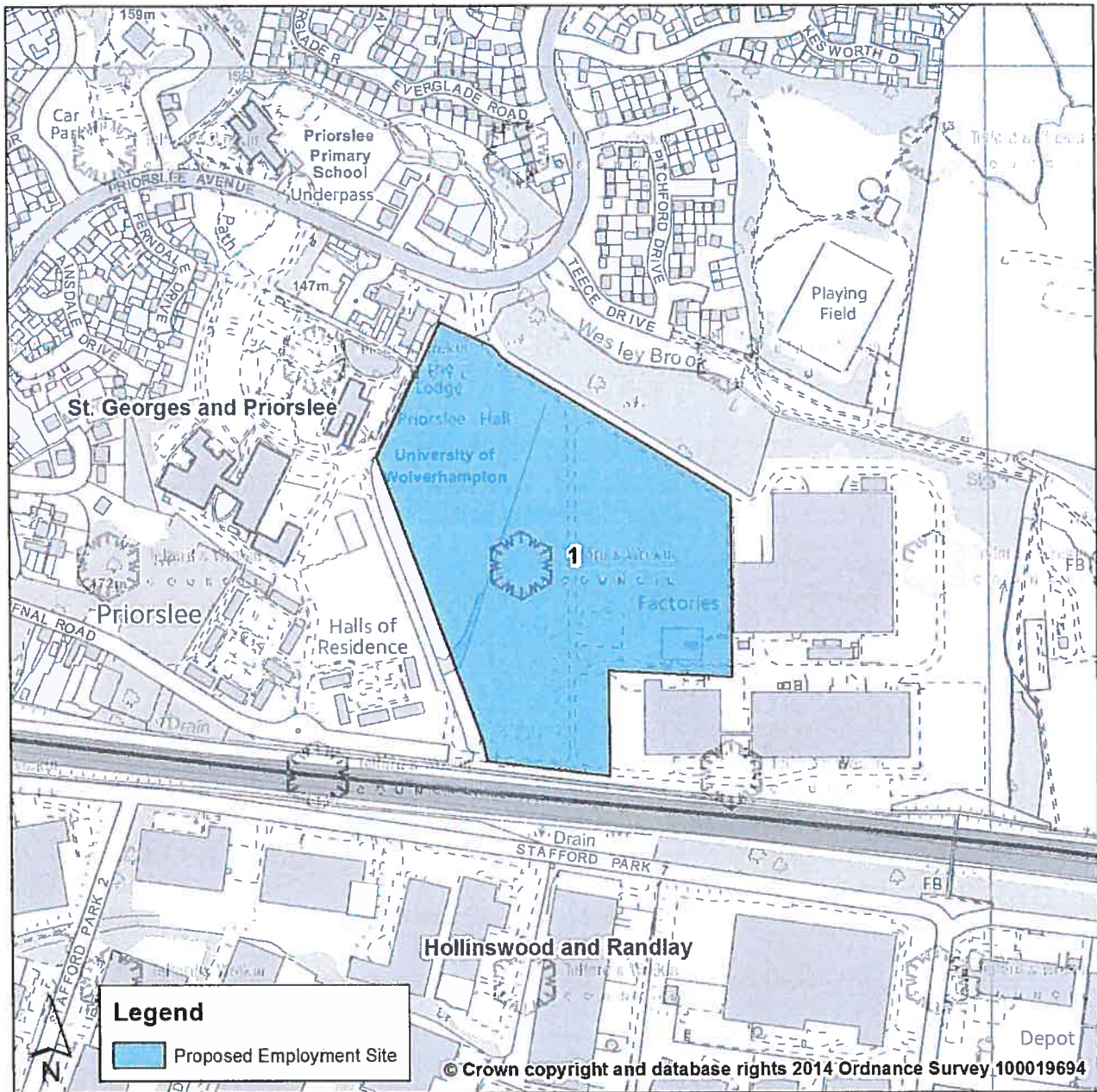


Table 30 Employment Site in Priorslee

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Priorslee 1	Land between Shifnal Road and Priorslee Avenue	9.09	B1b (research & development) B1c (light industrial)	1 to 5

6 Employment Sites

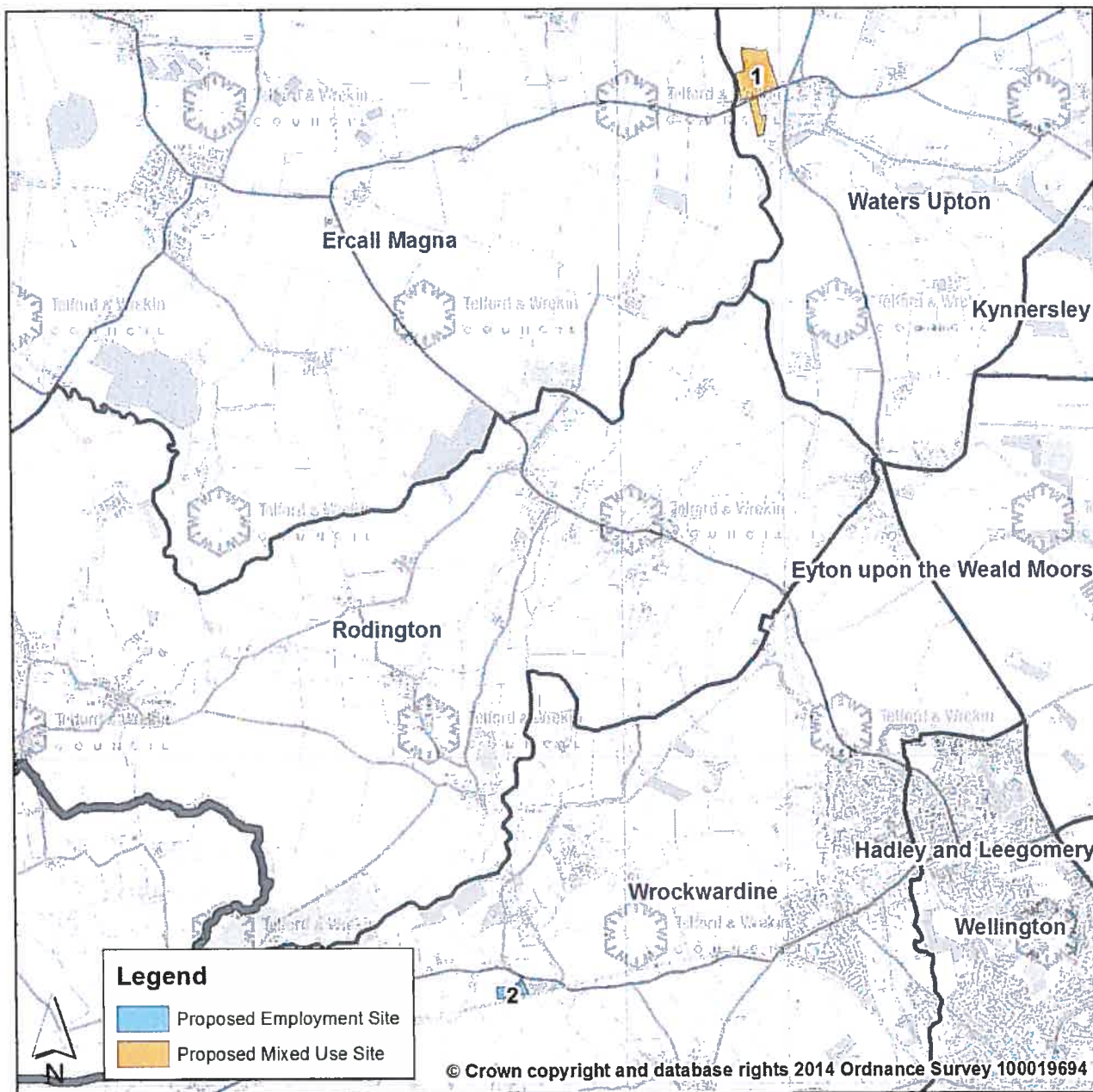
Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
				B2 (general industrial) B8 (storage & distribution)

6.46 This site would provide future expansion land for the existing adjoining employment use.

6 Employment Sites

Rural Area

Map 6.8 Rural Area Employment Sites



6 Employment Sites

Table 31 Employment Sites in the Rural Area

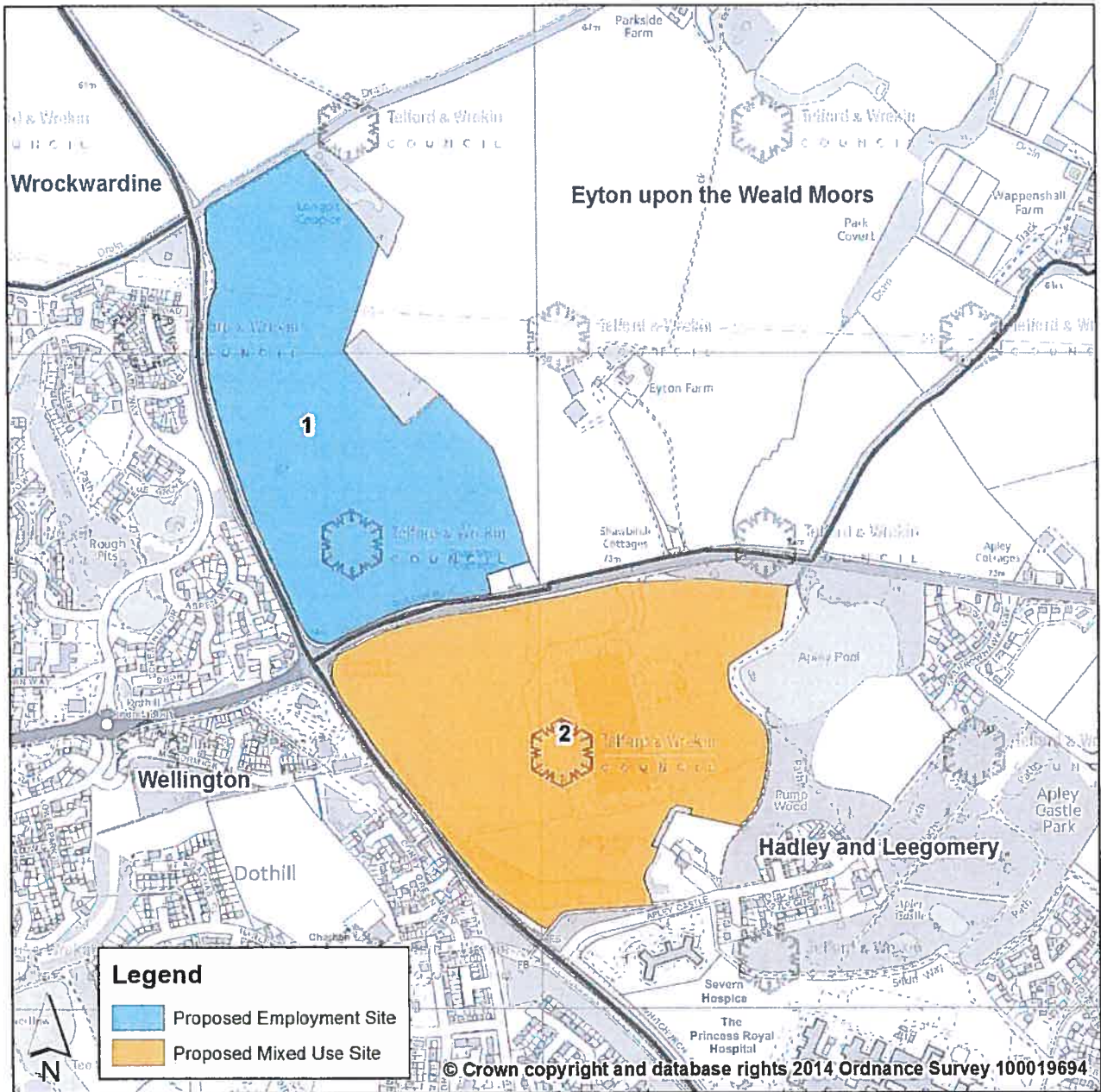
Area & Site Reference		Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Rural Area	1	Dairy Crest, Crudgington	6.59	B1b (research & development) B1c (light industrial) B8 (storage & distribution) As part of a mixed use scheme, along with residential	1 to 5
	2	Former Sugar Beet Factory Site, Allscott	1.34	B1b (research & development) B1c (light industrial) Located adjacent to residential development	1 to 5

6.47 These are two rural sites that have potential to accommodate employment development. They are both due to become available for development as a result of business closure or consolidation and they are both associated with existing rural settlements. The potential development of these sites would need to be considered against the implications of development on the wider rural landscape and associated land uses. Given their location they would be suitable for smaller scale employment development.

6 Employment Sites

Shawbirch

Map 6.9 Shawbirch Employment Sites



6 Employment Sites

Table 32 Employment Sites in Shawbirch

Area & Site Reference	Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)	
Shawbirch	1	Land off A442 Queensway	20.15	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5
	2	Land at A442/A5223	23.96	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution) As part of a mixed use scheme, along with residential	1 to 5

6.48 Both of these sites are currently shown as committed sites for employment development on the Wrekin Local Plan proposals map. Both are large, vacant sites that are capable of accommodating most types of employment development - from smaller industrial units to larger format factories and warehouses. Although they are located outside the strategic employment areas there is already the large Maxell factory building adjoining the southern site.

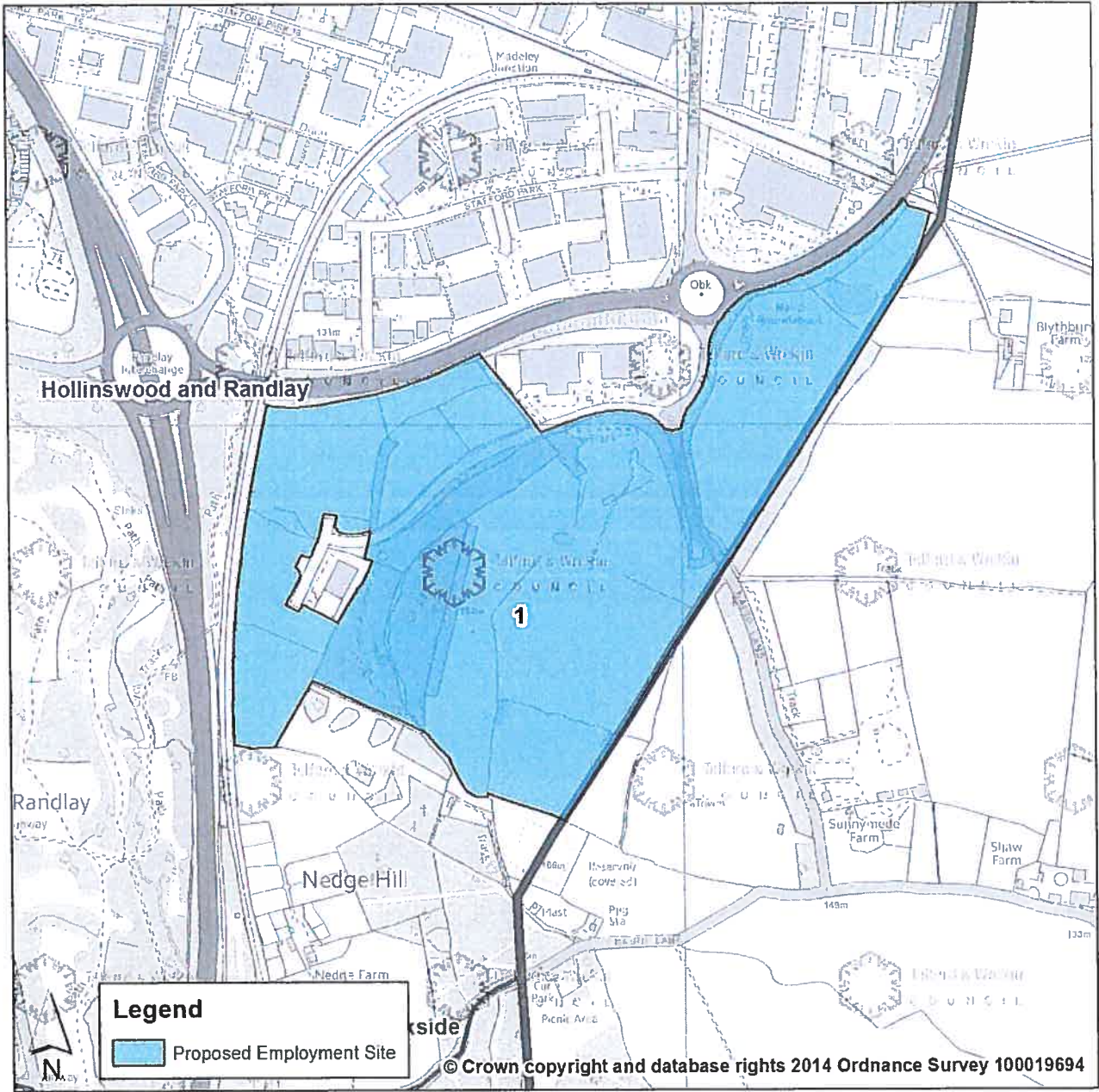
6.49 Site 2 is also identified as a proposed housing site (SHLAA identification 500), so it could be brought forward as a mixed use allocation.

6 Employment Sites



Telford 54

Map 6.10 Telford 54 Employment Site

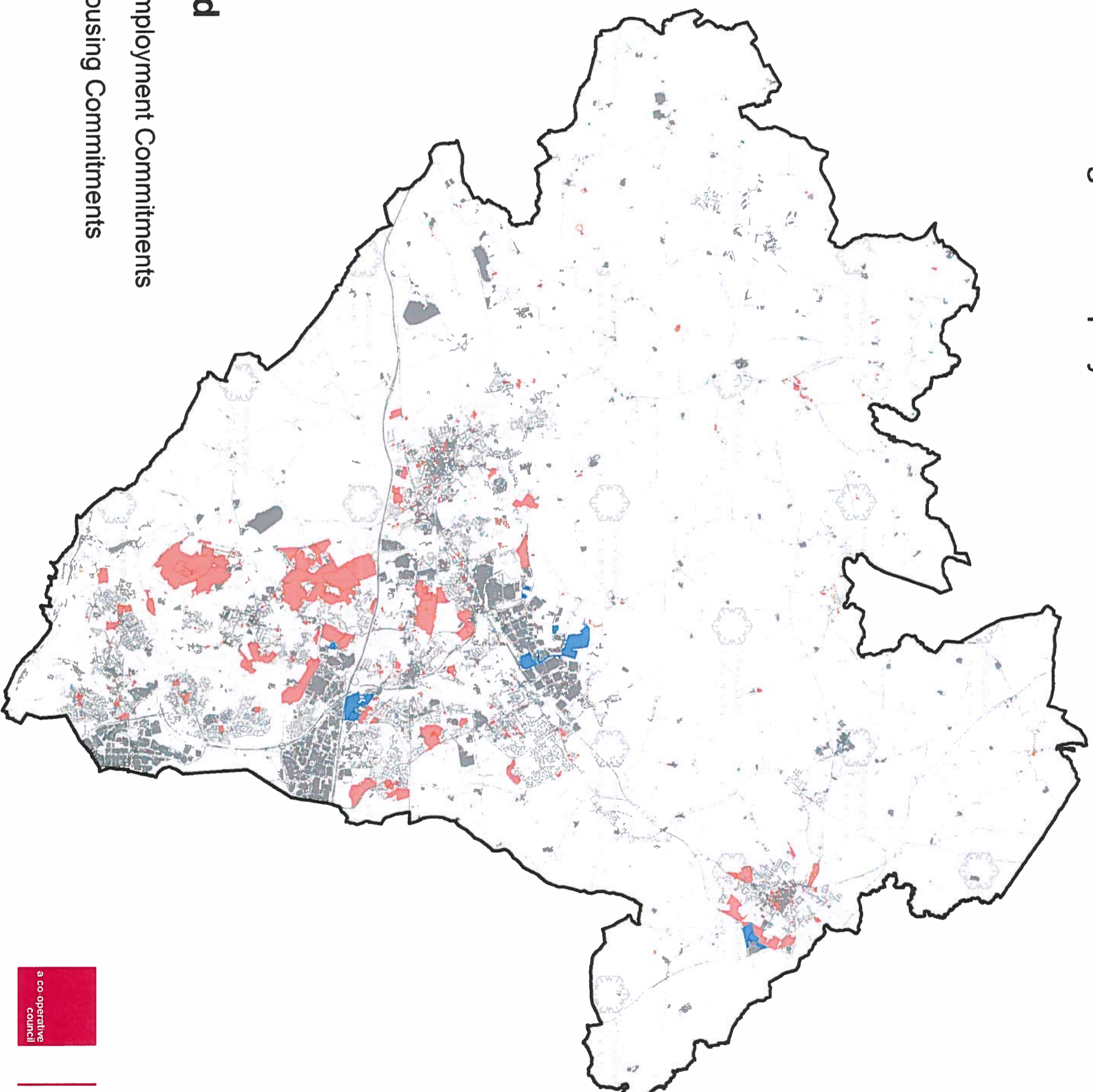


6 Employment Sites

Table 33 Employment Site at Telford 54

Area & Site Reference		Address	Site Area (hectares)	Preferred Employment Use Class	Earliest Anticipated Delivery (years)
Telford 54	1	Naird Lane	38.13	B1b (research & development) B1c (light industrial) B2 (general industrial) B8 (storage & distribution)	1 to 5

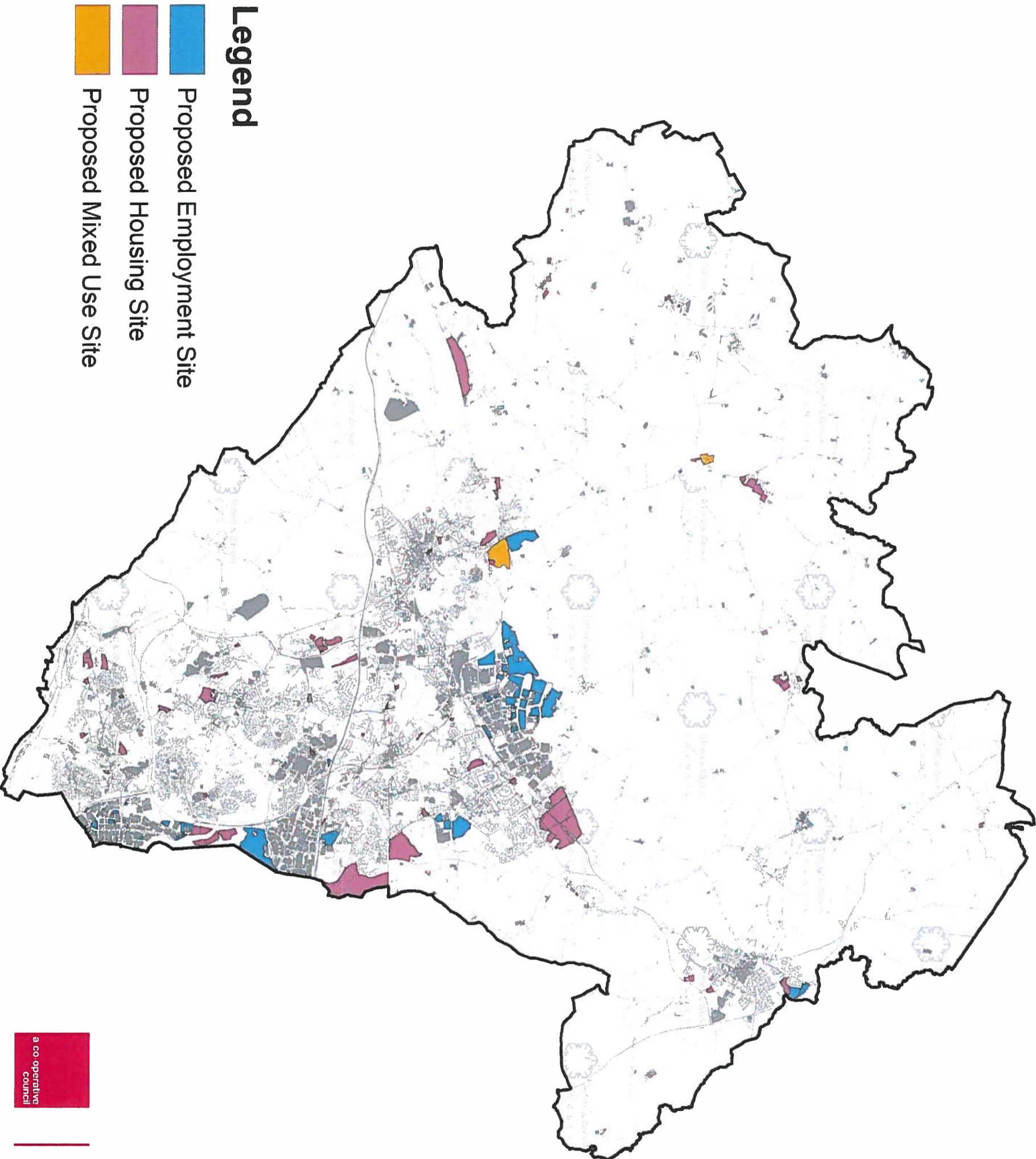
6.50 This area is currently identified as committed for employment use on the Wrekin Local Plan proposals map, as it was subject to approval for industrial development under the New Towns Act (1981) Section 7.1. Most of this land is in HCA ownership. Telford 54 is currently being marketed to maximise potential development opportunities associated with the i54 development 12 miles east of the site. Automotive supply chain industries in any employment use class (excluding B1a office use) are therefore considered as appropriate in this area.



Legend

-  Employment Commitments
-  Housing Commitments





Legend

-  Proposed Employment Site
-  Proposed Housing Site
-  Proposed Mixed Use Site

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9 Appendix 3: Summary Table of Housing, Employment and Mixed Use Sites by Parish



9 Appendix 3: Summary Table of Housing, Employment and Mixed Use Sites by Parish

Please note that where a Parish or Town Council area does not have any proposed sites within it, the Parish/Town Council area is not shown.

KEY	
Proposed Housing Sites	
Proposed Employment Sites	
Proposed Mixed Use Sites	

Table 34 Housing, Employment and Mixed Use Sites by Parish

PARISH	REF NO	ADDRESS
Chetwynd	45	Land south of 13 Sambrook
Chetwynd Aston & Woodcote	342	Land at Chartley, Newport
	597	Land to rear of Willow Tree Cottage, Station Road, Newport
Dawley Hamlets	65	Land off Majestic Way, Aqueduct
	135	Farm Lane 2, Horsehay
	372	Plot D, Pool Hill Road, Dawley
Ercall Magna	8	Land off Park Lane, High Ercall
	434	High Ercall North
	523	Sunnycroft
Eyton upon the Weald Moors	Shawbirch 1	Land off A442 Queensway
Great Dawley	732	The Former Phoenix School
	909	Southwater
Hadley & Leegomery	500 / Shawbirch 2	Maxell Expansion Land / Land at A442/A5223
	506	Apley Home Farm
	Hadley Park 1	Hadley Park East
	Hadley Park 2	Hadley Park East
	Hadley Park 3	Hadley Park East
	Hadley Park 4	Land North of A442 Queensway
	Hadley Park 5	Land North of A442 Queensway

9 Appendix 3: Summary Table of Housing, Employment and Mixed Use Sites by Parish

PARISH	REF NO	ADDRESS
	Hadley Park 6	Land at Wheat Leasowes
	Hortonwood 1	Hortonwood 45
	Hortonwood 2	Hortonwood 45
	Hortonwood 3	Hortonwood 65
	Hortonwood 4	Hortonwood 66
	Hortonwood 5	Hortonwood 45
	Hortonwood 6	Hortonwood 40/45
	Hortonwood 7	Hortonwood 60
	Hortonwood 8	Epson (UK) Ltd
	Hortonwood 9	Hortonwood 40
	Hortonwood 10	Hortonwood 35
	Hortonwood 11	Hortonwood 35
	Hortonwood 12	Hortonwood 50
	Hortonwood 16	Wheat Leasowes
	Hortonwood 17	Land at Horton
Hollinswood & Randlay	379	Nedge Hill Farm
	Telford 54 1	Naird Lane
Ketley	67	Land between Holyhead Road and Ley Brook
	525	88-102 Potters Bank, Holyhead Road, Ketley
Lawley & Overdale	63	Land at Old Park Roundabout
	95	Hall Park car park off Hall Park Way
	445	Lawley Drive
	569	Lawley Village North - Phase IV
	591	Lawley Village North - Phase III
	613	Lawley Village West - Phase II
	671	Land at Rock Road, The Rock
	908	Land north of Synders Way, Lawley

9 Appendix 3: Summary Table of Housing, Employment and Mixed Use Sites by Parish



PARISH	REF NO	ADDRESS
	Central Telford 1	Colliers Way
	Central Telford 2	Rampart Way
Lilleshall, Donnington & Muxton	144	Land South of New Trench Road, Donnington
	350	Site 87, Breton Park Extension
	351	Site 88, Wellington Road, Donnington
	363	Land at Church Road, Lilleshall
	401	Land adjacent to Wellington Road, Donnington
	482	Land at Station Road, Donnington
	504	Donnington Farm
	508	Land North of New Trench Road, Donnington
	658	Land north of Redhill, Watling Street
	771	Land at, Church Road, Lilleshall
	901	Land North of A518, Donnington, Telford
	902	Land South of A518, Donnington, Telford
	Donnington Wood 1	Deer Park Court
	Donnington Wood 2	Granville Road
	Donnington Wood 3	Land at Donnington Wood Way / Granville Road
Madeley	233	West of Ironbridge Road
	255	Overspill Car park, Legges Way, Madeley
	378	West of, Beech Road
	461	Site at Lees Farm Drive, Madeley
	514	Former Madeley Court School Site
	910	Wildwood Development Site, Woodside
	Halesfield 1	Halesfield 25
	Halesfield 2	Halesfield 25
	Halesfield 3	Halesfield 1
	Halesfield 4	Halesfield 24

9 Appendix 3: Summary Table of Housing, Employment and Mixed Use Sites by Parish

PARISH	REF NO	ADDRESS
	Halesfield 5	Halesfield 2
	Halesfield 6	Halesfield 18
	Halesfield 7	Halesfield 15
	Halesfield 8	Halesfield 15
	Halesfield 9	Halesfield 10
	Halesfield 10	Halesfield 10
Newport	485	Land south of Beechfields Way
	907	Land to Rear of Beechfields Way, Newport
	Newport 1	Land at Plough Lane
	Newport 2	Land at Plough Lane
Oakengates	164	Land adjacent to Teagues Bridge Primary School, Capewell Road
	197	Land off Wombridge Road, Wombridge
	775	Former Church, Main Road, Ketley Bank
	Central Telford 3	Hollinswood Road
	Central Telford 4	Telford Way
Rodington	353	Site 114, Rodington
	354	Site 113, Rodington
	716	Land at Fairways, Rodington Heath
	751	Land to the rear of Emlea, Rodington
St. Georges & Priorslee	264	West of Campus, Shifnal Road, Priorslee
	370	Daisy Bank Drive, St Georges, Donnington
	386	Woodhouse, Priorslee
	Priorslee 1	Land between Shifnal Road and Priorslee Avenue
Stirchley & Brookside	605	Land south of the Nedge, Phase I
	607	Land south of the Nedge, Phase IV

9 Appendix 3: Summary Table of Housing, Employment and Mixed Use Sites by Parish

PARISH	REF NO	ADDRESS
	608	Land south of the Nedge, Phase III
	612	Land south of the Nedge, Phase II
	912	The Former Swan Centre, Grange Avenue, Stirchley
The Gorge	375	Beeches Hospital
	603	Land adjacent to The Beeches Hospital
Tibberton & Cherrington	457	Plantation - 5, Tibberton
	509	Opposite Tibberton Shop
	552	Sutherland farm Tibberton
	580	Plantation - 1, Tibberton
	582	Plantation - 3, Tibberton
	583	Corner of Plantation Road and Back Lane, Tibberton
	734	Site 2 at Sutherland Farm, Tibberton
Waters Upton	43	Land east of Hanford Terrace - Site 4 Catsbitch Lane
	404	Land south at Chapel House, Crudgington
	406	Land south Site 3, White House Farm Waters Upton
	635	Land south of White House Farm Waters Upton
	900 / Rural Area 1	Land at Crudgington
Wellington	356	Former Arriva Bus Depot, Charlton Street, Wellington
	661	Land off North Road, Wellington
	748	The Charlton School, Severn Drive, Dothill
Wrockwardine	380	Land west of Brandon Avenue
	487	Land east of Bratton Road
	694	Former Sugar Beet Factory Site, Allscott
	Rural Area 2	Former Sugar Beet Factory Site, Allscott

9 Appendix 3: Summary Table of Housing, Employment and Mixed Use Sites by Parish

PARISH	REF NO	ADDRESS
Wrockwardine Wood and Trench	118	Sutherland School, Gibbons Road
	Hortonwood 13	Hortonwood 1
	Hortonwood 14	Hortonwood 1
	Hortonwood 15	Land at Telford International Railfreight Terminal

TELFORD & WREKIN COUNCIL**CABINET – 24 APRIL 2014****WEST MERCIA ADOPTION PROJECT****REPORT OF ASSISTANT DIRECTOR: CHILDREN'S SAFEGUARDING & SPECIALIST SERVICES****LEAD CABINET MEMBER – CLLR PAUL WATLING****PART A) – SUMMARY REPORT****1. SUMMARY OF MAIN PROPOSALS**

The overall aim of the project is to develop a single West Mercia Adoption Service across Worcestershire, Shropshire, Telford and Wrekin and Herefordshire which delivers a more efficient and effective service to a wider range of children, with particular emphasis on improving the timeliness of placing children and young people for adoption.

An option to deliver some of the functions together with the future potential to integrate all functions as one entity is recommended. Both phases may include going into partnership with a voluntary organisation in line with the government agenda.

2. RECOMMENDATIONS

2.1 To approve the direction of the proposed future operating model for a West Mercia Adoption Service;

2.2 Delegate any future decision on the implementation of the operating model (Option 2) including appointments, hosting arrangements, key milestones and appropriate legal documentation for the operating model to the Director: Children & Family Services in consultation with the Lead Member for Children, Young People & Families

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Priority Plan objective(s)?	
	Yes	1. Putting Children and Young People first 2. Vulnerable Children and Adults Protected
	Will the proposals impact on specific groups of people?	
	Yes	Implementation of these proposals will enable more children who need adoption to be placed more quickly
TARGET COMPLETION/DELIVERY DATE	Phased implementation; 2014-15 and 2016-17	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	The recommended option 2 requires the delivery of some key functions together while maintaining delivery of other functions within individual authorities. Financial modelling reflects costs of all four Councils but at this stage only at a high level and all calculations for the preferred option can only be considered to be indicative. The development of a more detailed methodology for costing and allocation of costs to activity will be carried out as part of the

		<p>transformation of this service to a West Mercia model. This further work will address any longer term savings. It is not yet possible to identify the full financial implications of this proposal from current information.</p> <p>It is also proposed that the four local authorities use a proportion of their Adoption Reform Grant to fund a dedicated Transformation Manager for 12 months to support implementation. T&W has a grant of £159,680 in 2014/15.</p> <p>In addition to the West Mercia business case there will be a review of the utilisation of some existing staff posts within the Joint Adoption service (Shropshire and T&W Joint Adoption Service) as well as management changes. The Council's current 2 year budget strategy identifies savings from this change to the Adoption service as £40k in 14/15 and a further £29k in 15/16. It is anticipated that these can be achieved from the review of the JAS as well as a minimum increase in adoptions completed of two. Each additional adoption should save the Council £18,000 per annum. This proposal sits outside the 2014/15 cost improvement plan. If these savings cannot be achieved the service will need to identify alternative proposals to meet the savings identified above</p> <p>There is a budgeted contribution of £347k to the JAS, administered by Shropshire Council, in the current financial year. .</p> <p>TAS 27.3.14</p>
LEGAL ISSUES	Yes	<p>As per previous report Shropshire is the legal lead for all four authorities and it is essential that such legal advice is obtained and no one authority acts in isolation. There will be an opportunity for legal services from each authority to liaise on this Project but this should probably occur once the new Transformation Manager is appointed. Telford need to ensure that it is clear on its role and any implications and that any such working arrangements are considered fully by Legal Services and fully documented to ensure that this Councils interests are protected and fully set out.</p>
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	<p>Opportunity to develop an innovatory solution to improve the prospects of adoption for a wider range of children</p> <p>Conflict between the project's vision/objectives and the strategic direction of each individual adoption service or authority reduces the potential benefit for children and adopters and affects realisation potential savings. Therefore need to ensure that documentation is put in place to provide exit strategies if appropriate.</p> <p>Risk that current excellent performance on timeliness will deteriorate if total pool of adopters is not increased quickly enough to meet demand.</p> <p>A robust risk management process is in place, which will be updated and kept under active review by the Management Board</p>
IMPACT ON SPECIFIC WARDS	Yes	<p>Children who might benefit from adoption live in all parts of Telford and Wrekin</p>

		Supports the recruitment of adoptive carers across all ward areas and provides more opportunities to people who have the potential to provide loving homes to children who need them
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PART B) – ADDITIONAL INFORMATION

4. INFORMATION

Shropshire and Telford & Wrekin councils have had a joint adoption service run by Shropshire council. Worcestershire and Herefordshire each have their own adoption service.

Under new powers provided to the Government under the Children and Families Bill 2013, local authorities that are not performing appropriately will have their role as adoption agencies withdrawn. In addition, there is a longer term proposal in the Government's 'Action Plan for Adoption: Tackling Delay' which proposes as a default position that the recruitment and training of adopters will be transferred to voluntary organisations.

The four local authorities in the West Mercia region recognise that working collaboratively provides a genuine opportunity to respond to the national agenda. By delivering a single service whilst maintaining functions at a regional and local level, partners envisage achieving economies of scale and delivering a faster and more cost efficient process of providing alternative permanent homes for children across the West Mercia region.

The governance arrangements to deliver the project are well established. They comprise a strategic Project Board, made up of the four Directors of Children's Services: a Steering Group at Assistant Director level chaired by Laura Johnston, Director of Children and Families Services, Telford and Wrekin council, reporting to the Board; a Working Group reports to the Steering Group. Project Teams and Project Manager have also been assigned to the project to produce a needs and gap analysis. The Board, Steering Group and Working Group each meet monthly and have met regularly since May 2013.

The last report to Cabinet (September 2013) described 5 options to improve the service across West Mercia. These have been further refined into 4 options. Both are described in full on page 8 of the Detailed Business Case attached as appendix 1

Option 1 confers no benefits. Option 3 or 4 is premature at this stage. The preferred option is Option 2 (*deliver some adoption functions within a single adoption service, hosted by a lead West Mercia authority, with some specific functions continuing to be delivered within the individual local authorities*). The details of functions and reasons for recommending which should be in or out of scope are provided on pages 9-10 of appendix 1.

Under this option the budgets for the combined functions would be pooled and managed by the West Mercia Adoption Partnership. This would be established as a new single entity, hosted by a lead authority on behalf of the four local authorities. It is proposed that the four local authorities use a proportion of their Adoption Reform Grant to fund a dedicated Transformation Manager for 12 months to support implementation. Staff currently involved in the work associated within these functions would be seconded to the West Mercia Adoption Partnership within their existing terms and conditions, pending any re-commissioning of the functions, or the local authority will provide the pro-rata budget for the function. However, this would be subject to formal consultation with staff.

Moving towards and implementing Option 2 would be the first phase of service transformation in 2014/15. By 2016/17 this would lead to an Option 3 service model (*deliver a single adoption service, incorporating all the adoption services, hosted by a lead West Mercia authority*) if evidence continues to support this as the overall preferred option. This first phase would allow time for the four authorities to better understand all best practice elements between them and develop a West Mercia culture in order to then capitalise on it and develop a fully integrated service model. It would also allow time to form relationships with voluntary organisations and does not exclude consideration of Option 4.

A Communication Strategy is in place which includes a plan for wide consultation with all stakeholders. Stakeholder reference groups across the four authorities for adopters, foster carers, health representatives, Adoption panel chairs/members and staff have been established and each stakeholder group has been consulted on the options. Their views on the options have been considered and incorporated into the options appraisal. Further work is planned to ensure the views of children and young people shape any future service provision. There has also been a stakeholder event with voluntary organisations interested in providing services, or working in partnership. Their feedback has also contributed to the Detailed Business Case.

5. IMPACT ASSESSMENT – ADDITIONAL INFORMATION

Not applicable

6. PREVIOUS MINUTES

19/09/13

7. BACKGROUND PAPERS

An Action Plan for Adoption: Tackling Delay. March 2012, Department for Education
Children and Families Bill 2013

Report prepared by Karen Perry, Assistant Director: Children's Safeguarding

Appendix 1 - Detailed Business Case - West Mercia Adoption Service

DOCUMENT PURPOSE

The Business Case documents the justification for undertaking a project. The Business Case should provide sufficient information to the Project Board to enable them to make a judgement about whether the project should go ahead based upon whether it is desirable (cost/benefit/risk balance), viable (it can produce what is required) and achievable (the benefits can be achieved).

PROJECT DETAILS

Project Name	West Mercia Adoption Service
Project Manager	Davinder Gill/Tracy Morton
Project Sponsor	Laura Johnston

DOCUMENT DETAILS

Version	9
Version Date	28.03.14
Status	Final

1. EXECUTIVE SUMMARY

This Detailed Business Case explores the potential options for developing a West Mercia Adoption Service. It recommends four options to look at how the four West Mercia authorities can work collaboratively to meet the needs of looked after children by improving the timeliness of placing them for adoption. It also weighs the benefits, risks and financial implications for each option and considers the views of stakeholders across the four West Mercia authorities - adopters, foster carers, health representatives, Adoption Panel chairs/members and staff. Current plans are to ensure the views of children and young people also shape the project as it develops.

As the project has progressed its thinking around the options for future delivery has developed. The four options outlined in the Business Case are a starting point, but are not a limiter, and as implementation of the preferred option progresses the Project Board may develop it into something more dynamic.

The preferred option is Option 2. This would be the first phase of service transformation which will lead to an Option 3 service model by 2016/17, if evidence continues to support this as the overall preferred option. This first phase would also allow time for the four authorities to better understand all best practice elements between them and develop a West Mercia culture in order to then capitalise on it and develop a fully integrated service model. It would also allow time to form relationships with voluntary organisations.

Positive outcomes for the child and value for money are both fundamental principles underlying this Business Case.

Summary of Recommendations:

Appendix 1 - Detailed Business Case - West Mercia Adoption Service

It is recommended that:

- A data set is agreed and developed across the 4 authorities to better understand the reasons why some children wait longer for adoption.
- A data set is agreed and developed across the 4 authorities to better understand disruptions.
- Further work is undertaken to provide a detailed costing of the functions delivered by each authority.

2. PROJECT BACKGROUND

The overall aim of the project is to develop a single West Mercia Adoption Service which delivers a more efficient and effective service to a wider range of children, at least maintaining if not improving the existing best practice provision, and with particular emphasis on improving the timeliness of placing children and young people for adoption.

Under new powers provided to the Government under the Children and Families Bill 2013, local authorities that are not performing appropriately can have their role as adoption agencies withdrawn.

The four local authorities in the West Mercia region - Herefordshire Council, Worcestershire County Council, Telford & Wrekin Council and Shropshire Council - recognise that working collaboratively provides a genuine opportunity to respond to the national agenda. Following the success of a similar approach to establish a West Mercia Youth Offending Service, they came together in April 2013 to discuss the possibility of joining forces to provide a single adoption service, which would potentially include a voluntary partner.

By delivering a single service whilst maintaining functions at a regional and local level, partners envisage achieving economies of scale and delivering a faster and more cost efficient process of providing alternative permanent homes for children across the West Mercia region.

The project is exploring the potential for reducing costs through better commissioning or joint arrangements and strengthening management arrangements. The new service will at least maintain the quality of current best practice provision, improve outcomes, whilst delivering savings based on lower service costs arising from a more efficient staffing structure and economies of scale due to aggregated workloads.

The project will support West Mercia local authorities Looked After Children Strategies and will enable more children who are unable to live with their birth family to cease to be looked after and to live in safe and loving adoptive homes. It is the intention that any new service will particularly benefit those children who have additional needs or characteristics that can make it more difficult to find an adoptive home.

The key objectives of the project are:

- To retain local accountability and service delivery based on local need.
- To maintain or improve outcomes for children, young people and adopters, building on the strengths of existing services.
- To improve efficiency through:
 - Streamlining management costs by creating a single service.
 - Streamlining service delivery via processes and pathways.
 - Ensuring better value from commissioning non-core functions.
- To identify the most appropriate delivery arrangements for the single service.

Appendix 1 - Detailed Business Case - West Mercia Adoption Service

3. NEEDS ANALYSIS

The full Needs Analysis is appended as Appendix 1, however, below are the key highlights.

Current Demand

Looked After Children - Numbers

Age	Herefordshire				Shropshire				Telford				Worcestershire			
	10-11	11-12	12-13	13-14*	10-11	11-12	12-13	13-14*	10-11	11-12	12-13	13-14*	10-11	11-12	12-13	13-14*
0-4	48	52	65	61		64	64	69	65	75	75	76	127	140	134	150
5-9	37	50	49	51		44	53	66	55	65	60	58	112	112	127	133
10-14	51	52	58	65		90	87	79	115	115	120	95	155	164	182	174
15-19	61	56	43	65		118	121	128	35	45	65	76	187	184	192	194
Totals	197	210	215	243	220	205	241	269	270	300	320	305	590	600	635	651

* as at 18.2.14

Looked After Children - Rate per 10,000

Age	Herefordshire				Shropshire				Telford				Worcestershire			
	10-11	11-12	12-13	13-14*	10-11	11-12	12-13	13-14*	10-11	11-12	12-13	13-14*	10-11	11-12	12-13	13-14*
0-4	50.00	53.61	67.01	62.24	25.32	23.93	27.71	32.16	56.52	64.66	64.10	64.41	40.79	44.44	41.23	45.18
5-9	40.22	53.76	51.58	53.13	22.29	20.13	29.01	34.76	54.46	62.50	56.07	53.21	37.22	36.36	40.45	41.96
10-14	49.04	50.98	59.79	68.42	38.76	37.21	42.35	43.71	108.49	112.75	120.00	95.00	47.95	51.90	59.28	57.24
15-19	56.48	53.85	41.35	63.11	39.58	37.43	41.08	45.30	30.17	39.13	57.02	69.09	53.89	53.80	58.18	60.06
Totals	195.74	212.20	219.73	246.90	125.96	118.69	140.16	155.94	249.64	279.03	297.19	281.71	179.85	186.51	199.14	204.44

* as at 18.2.14

These figures do not include children in care who have achieved permanence outside of local authority care via Special Guardianship or Residence Orders.

The West Mercia picture of children in care shows Worcestershire as having the highest numbers and Herefordshire having the lowest. This reflects the child populations of the local authorities. There is an increase in the trend from 2008 to 2014 (18th February) for Herefordshire and Worcestershire, with Shropshire seeing a decrease in the numbers from 2011 to 2012 followed by a steady increase and Telford seeing a decrease from 2013 to 2014.

The majority of children adopted are under 10 years old and mostly under 5 years old, except on the very rare occasion that adopter is their existing foster carer. Across West Mercia the 0-4 years cohort has increased from 2010-11 to 2013-14 across all 4 LAs.

Children subject to an adoption plan

There were 169 children who were subject to an adoption plan as at 31st of March 2013 across the West Mercia region. Telford has the highest average percentage of looked after children who ceased to be looked after who were adopted and the figures have been fairly consistent over the 5yrs, between 2009 and 2013. Worcestershire has the lowest over the same period, and Herefordshire and Shropshire have similar averages. The reasons for this are multi-faceted and complex.

Appendix 1 - Detailed Business Case - West Mercia Adoption Service

Local Authority	Percentage of looked after children adopted during the year					
	2009	2010	2011	2012	2013	5yr average
ENGLAND	13	13	11	13	14	12.8
Herefordshire	14	<5	20	10	9	13.25
Shropshire	17	10	7	13	19	13.2
Telford and Wrekin	4	21	22	21	24	22
Worcestershire	11	13	8	11	18	12.5

Special Guardianship and Residence Orders

The number of children that ceased to be looked after due to a Special Guardianship Order or Residence Order are:

	Herefordshire		Shropshire		Telford		Worcestershire	
	2012/13	2013/14*	2012/13	2013/14*	2012/13	2013/14*	2012/13	2013/14*
SGOs Granted	21	6	1	1	4	6	16	28
ROs Granted	14	12	1	2	3	5	7	8

* as at end Jan 2014

Children Who Wait Longer for Placement

	2012/13	2013/14*
Sibling groups	5	16
Children with a disability	11	4
BME Children	12	4
Children in care > 21 months	x	10

* as at 31st Jan 2014

There were 11 (6.5%) children with disabilities across the four West Mercia authorities who were subject to an adoption plan as at 31st March 2013, 12 (7.1%) children from a BME background and 5 sibling groups whose placements commenced between 1st April 2012 and 31st March 2013. Figures vary from year to year; at the end of January 2014, compared to the previous year, the number of sibling groups had increased but there was a smaller proportion of children with a disability and from a BME background.

Although the percentage of children is small, it is very significant as these children sometimes wait longer to be matched. Statistical information alone will not give the richness that qualitative data can give. Some details about the experiences of these children would be advantageous to gain a fuller understanding of why their needs have not been met by perhaps tracking some of these children over the next year. Information about children who were not put forward for adoption on the basis that it would be too hard to find a match and as such a child may be waiting an unreasonable length of time before a permanent stable care arrangement could be achieved would also be useful.

Appendix 1 - Detailed Business Case - West Mercia Adoption Service

It is recommended that a data set is agreed and developed across the four authorities to better understand the reasons why some children wait longer for adoption.

Disruptions

There are three types of disruption – during introductions prior to being placed, within a relatively short period after adoption due to a change in circumstances or where it emerges that the parents aren't able to meet the child's needs, or some years later (typically in adolescence). Although there is no requirement to collect data nationally or locally, placing authorities always know about disruptions in the first 3 years as they have a duty to provide support. They may not know about the later disruptions where children live in another local authority that is responsible for taking them into care if this is necessary – and these children can have complex needs which require expensive care placements.

Within this context in West Mercia the numbers of disruption we know of are very low for the period 1st April 2012 to 31st March 2013, with no disruptions in Herefordshire, 2 children (1 family) from the joint service in Shropshire and Telford and 3 children (2 families) from Worcestershire. In order to get a realistic picture of the trend in disruptions it would be advantageous to collect data for at least 3 years and to obtain experiences of children and families to gain a fuller understanding of why their needs have not been met.

It is recommended that a data set is agreed and developed across the four authorities to better understand disruptions.

Adopters

Postcode maps have been produced, which show there is a large pocket of adopters in the main towns of each local authority. The Shropshire/Telford joint adoption service is relatively very successful in recruitment and has over 50% of the adopters across the West Mercia Region (37 approved adopters in Herefordshire and Worcestershire combined, and 39 in Shropshire/Telford 2013/14).

Analysis of recruitment activity for 1st April 2012 to 31st March 2013 shows that Worcestershire has the lowest conversion rate from the number of initial enquiries made to the number of applications received, currently a rate of 13.2%, compared to Shropshire/Telford at 25.6% and Herefordshire at 36%. Worcestershire also have the lowest conversion from the number of initial enquiries to enquiries leading to approved adopters, currently at 9.2% compared with 23% in Shropshire/Telford and 38.6% in Herefordshire.

Projected Demand 2014-2016

Population Projections for Children:

Age	Herefordshire			Shropshire			Telford			Worcestershire		
	2014	2015	2016	2014	2015	2016	2014	2015	2016	2014	2015	2016
0-4	9,800	9,900	9,800	17,100	17,300	17,600	11,800	11,900	11,900	33,200	34,000	34,400
5-9	9,600	9,700	10,000	16,400	16,700	16,900	10,900	11,100	11,200	31,700	31,800	32,100
10-14	9,500	9,400	9,400	16,700	16,600	16,700	10,000	9,900	10,100	30,400	30,500	30,800
15-19	10,300	10,100	9,800	18,100	17,800	17,300	11,000	10,900	10,600	32,300	31,700	30,900
Totals	39,200	39100	39,000	68,300	68,400	68,500	43,700	43,800	43800	127,600	128,000	128,200

Appendix 1 - Detailed Business Case - West Mercia Adoption Service

The population projections for children indicate that the 0-4 and 5-9 age groups (where the majority of adoptions will come from) sees a generally increasing trend across the region, though Herefordshire and Telford & Wrekin are relatively stable, with particular increases in Worcestershire and Shropshire, therefore, indicating that more children will need adoptive families going forward.

Looked After Children Projections (Numbers):

Age	Herefordshire			Shropshire			Telford			Worcestershire		
	14-15	15-16	16-17	14-15	15-16	16-17	14-15	15-16	16-17	14-15	15-16	16-17
0-4	57	54	51	68	77	86	74	70	66	160	168	176
5-9	47	44	42	78	92	108	56	53	50	138	145	152
10-14	58	56	53	78	81	83	91	87	82	193	203	213
15-19	59	56	54	87	90	93	73	70	66	216	227	239
Totals	221	210	200	310	340	370	294	280	264	707	743	780

Looked After Children Projections (rate per 10,000):

Age	Herefordshire			Shropshire			Telford			Worcestershire		
	2014-15	2015-16	2016-17	2014-15	2015-16	2016-17	2014-15	2015-16	2016-17	2014-15	2015-16	2016-17
0-4	58.16	54.55	52.04	39.77	44.51	48.86	62.71	58.82	55.46	48.19	49.41	51.16
5-9	48.96	45.36	42.00	47.56	55.09	63.91	51.38	47.75	44.64	43.53	45.60	47.35
10-14	61.05	59.57	56.38	46.71	48.80	49.70	91.00	87.88	81.19	63.49	66.56	69.16
15-19	57.28	55.45	55.10	48.07	50.56	53.76	66.36	64.22	62.26	66.87	71.61	77.35
Totals	225.46	214.93	205.53	182.10	198.96	216.23	271.45	258.67	243.56	222.09	233.18	245.02

Looked After Children projections for 2014/15 through to 2016/17 indicate a predicted increase year on year in Shropshire and Worcestershire and a predicted decrease year on year for Herefordshire and Telford & Wrekin.

Worcestershire's projection is based on 'worst case scenario' if no mitigating action was taken. There is an action plan with mitigating actions and a planned change to project days looked after rather than LAC numbers. Shropshire's projection is also based on 'worst case scenario' if no action was taken and, therefore, does not take into account any changes in the service's approach to managing LAC, prevention strategies in place, etc. Telford's projection is based on a 5% reduction each year, based on work/actions in place to mitigate numbers, eg, Strengthening Families, Systemic Practice and Stepdown Work. Herefordshire's projections are also based on actions being in place to reduce numbers. The West Mercia authorities will need to agree how future projections are calculated going forward.

The number of LAC aged 0-9 as at 18th February 2014 across the West Mercia authorities was 664. The combined number of projected LAC aged 0-9 for the West Mercia region indicates an overall increase over the next 3 years:

- 2014/15 - 678 (44% of the combined WM LAC projection for this year)
- 2015/16 - 703 (44% of the combined WM LAC projection for this year)
- 2016/17 - 731 (45% of the combined WM LAC projection for this year)

Although the numbers of Looked After Children are generally going up in the West Mercia, there are commissioning activities taking place at individual local authority level which are contributing to some

Appendix 1 - Detailed Business Case - West Mercia Adoption Service

predicted reduction in numbers, for example, changes in the early help offer, reaction to the Troubled Families Programme and increased support to children and young people on the edge of care.

More work needs to be done to better understand the difference between authorities in speed of delivering the various stages of the adoption process. However, taking into account the requirement to increase the pool of adopters and match more children more quickly, there is no evidence that indicates a reduction in the number of social workers required.

Current Service Provision

Shropshire and Telford & Wrekin councils have had a joint adoption service since 1998. This service came out of Local Government Reorganisation with Telford & Wrekin separating from Shropshire, but keeping some joint services. The majority of functions are delivered in-house with the exception of marketing for the recruitment of prospective adopters, birth parent support and counselling, and access to records from other authorities for adopted adults, which are commissioned.

All of Worcestershire's adoption service functions are delivered in-house with the exception of adopter support groups which are commissioned. Worcestershire includes more functions under the umbrella of its Adoption Service as a result of the full-service redesign in 2013.

All of Herefordshire's adoption service functions are delivered in-house.

Current Budget

	WCC	Shropshire / Telford*	HCC	Total
Costs	£000's	£000's	£000's	£000's
Establishment staff costs	1,052	579	370	2,001
Direct operational Costs	133	145	69	347
Direct Costs	1,185	724	439	2,348

Further work is required to provide a more detailed breakdown of direct costs (above) and also indirect costs (eg inter-agency costs, adoption allowances etc).

Current Staffing Figures

	No. of FTEs
Herefordshire	9.73
Shropshire/Telford	21.47
Worcestershire	30.93*
Total	62.13

*Includes family-finding and post-order additional services

It is recommended that further work is undertaken to provide detailed costings of the functions delivered by each Local Authority.
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Appendix 1 - Detailed Business Case - West Mercia Adoption Service

4. BUSINESS OPTIONS

The Outline Business Case identified five potential options as listed below:

Option 1	Do nothing and stay 'as is', with each service maintaining its existing service set up, using third parties independently procured.
Option 2	Deliver some key functions together and maintain delivery of other functions within individual authorities.
Option 3	Deliver a core adoption service across West Mercia, with commissioned non-core services based on local needs.
Option 4	Deliver a single adoption service, incorporating all core and non-core services, delivered by a lead West Mercia authority.
Option 5	Contract out all core and non-core services (on a not for profit basis), eg, by going into partnership with a voluntary organisation or establishing a staff mutual.

When considering Options 2 and 3 during the options appraisal process, it was felt that these options were fundamentally similar, therefore, these have been considered as a refined option.

The revised Options are:

Option 1	Do nothing and stay 'as is', with each service maintaining its existing service set up, using third parties independently procured.
Option 2	Deliver some adoption functions within a single adoption service, hosted by a lead West Mercia authority, with some specific functions continuing to be delivered within the individual local authorities.
Option 3	Deliver a single adoption service, incorporating all the adoption services, hosted by a lead West Mercia authority.
Option 4	Contract out all adoption services (on a not for profit basis), eg, by going into partnership with a voluntary organisation or establishing a staff mutual.

5. OPTIONS APPRAISAL

The options appraisal has been developed through work with the Project's Service User Pathway workstream, a Commissioning Needs Analysis and a financial appraisal of current and predicted expenditure across the four local authorities. Legal services and human resources have been involved and provided challenge and comments in relation to the options.

Stakeholder reference groups with adopters, foster carers, health representatives, Adoption panel chairs/members and staff have been held across the four authorities. Their views on the options have been considered and incorporated into the options appraisal. Further work is planned to ensure the views of children and young people shape any future service provision.

OPTION 1

Do nothing and stay 'as is', with each service maintaining its existing service set up, using third parties independently procured.

Option 1 is not deemed to be a viable option as the benefits would be negligible, the project objectives and desired outcomes would not be achieved, nor would it deliver the Government's

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Adoption reform agenda. Stakeholders acknowledge the Government agenda and understand the rationale for the need to change, therefore, this option is not agreeable to stakeholders.

In light of the Adoption reform agenda and the revised adoption scorecard threshold indicators, local authorities will not be able to keep pace with adopter recruitment and the placement of children if services do not evolve and adapt. Retaining the status quo would also mean that financial savings would not be made and the current level of service performance may not be maintained or improved.

OPTION 2

Deliver some key functions together through a new single entity established as the West Mercia Adoption Partnership as below, maintaining delivery of other specific functions within individual authorities. This model is a refined version of the original Option 2 (deliver some key functions together) and Option 3 (deliver a core service across West Mercia with commissioned non-core services based on local needs).

The Services in scope for the new single entity would be:

- Non-agency adoption (step parents) and inter country
- Adopter recruitment and front door
- Training of adopters
- Support for adopted adults
- Post order support
- Birth family support

These have been chosen because:

- It has been established that there are economies of scale that can be achieved quickly by combining the resources of the 4 authorities to deliver these particular functions.
- This will establish a 'West Mercia' brand to enable more effective marketing and recruitment.
- Adopters welcomed the flexibility that choice for accessing training and support would provide.
- This will enable the provision of a more holistic and responsive adoption service.
- It provides the option to contract on a not for profit basis by going into partnership with voluntary organisations around these functions and testing the market for Option 3.

The services out of scope (to continue to be delivered by the individual local authorities) would be:

- Family-Finding (including child permanence planning/preparation of the child/matching).
- Assessment of potential adopters.
- Panel and Adoption Decision-Making.
- Post-approval support to adopters including placement of child and support to point of Adoption Order.
- Adoption Financial Support.

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These were chosen to continue to be delivered by the individual authorities because:

- These are the functions where the local authority remains most accountable for their own children.
- The practice in each local authority differs within these functions and more work is required to understand the elements that contribute to best practice in each authority.
- The four local authorities need to better understand the resources that would be required within these functions to deliver the best outcomes.
- The market is less well-developed in the provision of these functions by an agency other than the accountable local authority.

Cost to Deliver the Service

Under this option the budgets for the combined functions would be pooled and managed by the West Mercia Adoption Partnership. This would be established as a new single entity, hosted by a lead authority on behalf of the four local authorities.

It is proposed that the four local authorities use a proportion of their Adoption Reform Grant to fund a dedicated Transformation Manager for 12 months to support implementation.

Staff currently involved in the work associated within these functions would be seconded to the West Mercia Adoption Partnership within their existing terms and conditions, pending any re-commissioning of the functions, or the local authority will provide the pro-rata budget for the function. However, this would be subject to formal consultation with staff.

Functions retained in each authority:

- Assessment of potential adopters
- Child Pathway: permanency plan, family finding, preparation of child
- Panel and Adoption Decision-Making
- Post Panel support including placement of child and support to the point Adoption Order is made
- Process/Team/Strategic Management

Budgets and staff for these functions will be retained by each authority and the delivery of these functions will remain the responsibility of each authority.

This is the first phase of service transformation which we anticipate will lead to an Option 3 service model. By combining these functions they would be more attractive to potential providers and could more easily be contracted out on a not for profit basis, if soft market testing showed this to be a more cost effective way to deliver them. This first phase would also allow time for the four authorities to better understand all best practice elements between us and develop a 'West Mercia Adoption Service' culture in order to then capitalise on it and develop a fully integrated service model (option 3).

Funding would need to be made available in 2014/15 and 2015/16 to recruit a temporary dedicated Transformation Manager to manage the West Mercia Adoption Partnership and lead the transition to a fully integrated service (option 3). This would ensure the project's ability to deliver within timescale and provide a consistent focus. This option would, therefore, be considered as an 'invest to save' initiative.

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The following identified gaps will be the immediate focus for the Transformation Manager:

- Future demand over next 3 years - a robust assessment of those aspects of the service which will need to be enhanced or reduced.
- Forecast of activity costs based on future demand over the next 3 years.
- Adoption Partnership, identifying potential savings.

Financial Savings

Financial savings under this option could be made through a reduction in management costs and commissioning some of the combined functions, however, a forecast of activity costs based on future demand and indicative costs of contracting out on a not for profit basis have yet to be determined.

Savings could also be achieved through an increase in the number of adopters and sharing adopters which would provide increased opportunities for placements of children who wait longer. For example across the four authorities we have currently identified a cohort of 25 children who wait longer to be placed due to age, disability, ethnicity or sibling groups, with an additional 10 children who have been in care longer than 21 months. If each authority was able to place one more child in one of these categories, it would equate to a saving of £72,000* per year in foster care payments for a possible 14 plus years. This is not withstanding the benefits for the child which permanence through adoption would represent.

* This is based on an average cost of external and internal foster carer placement of £2,000 per month, and so savings vary across authorities.

Expected Benefits

- Increased number and choice of Adoptive Carers.
- Speedier matching.
- Wider range of services for adoption support
- More consistent training and choice of training events
- Pooling of staff skills and expertise
- Economies of scale
- Bargaining power of a West Mercia brand
- Consistency across the region in delivery of merged functions
- Retained local accountability
- Consistent working to best practice across West Mercia
- Involving staff and service users in the development of the new approach
- No major legal implications

Risks

- Different IT systems may impact on performance.
- Staff turnover rate may increase if future is uncertain.
- Poor commissioning and implementation may result in service performance declining.
- Projected savings might not be made in individual authorities within the original timeframe

Considerations

- Consultation timescales with staff and trade unions.

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- Differences in terms and conditions of staff.
- Lead authority would need to comply with their standing orders and financial regulations in relation to procurement rules.
- Shropshire/Telford's marketing and recruitment contract with Ontrac ceases in March 2015.

Stakeholder Feedback

Feedback from stakeholder consultation on this option indicates that stakeholders felt this option would provide a wider choice of resources in relation to placements for children, opportunities to work collaboratively to develop and deliver preparation training for adopters and more holistic flexible adoption support including services to birth families. The joint commissioning of marketing and recruitment of adopters was viewed very positively. Overall stakeholders felt this option could provide economics of scale and opportunities for skill and resource sharing.

However, stakeholders also expressed concern that delivering some functions within individual authorities whilst delivering others together through a West Mercia Adoption Partnership had the potential to create a 'disjointed service' which could create confusion and build in delay for service users. They also felt that there could be a negative impact on service delivery during the implementation phase of the project. These concerns could be addressed through a risk management approach during implementation.

OPTION 3

Deliver a single adoption service, incorporating all adoption services, delivered by the West Mercia Adoption Partnership, hosted by a lead West Mercia authority.

- West Mercia Adoption Partnership as single employer
- Single entity, fully integrated single adoption service delivering all adoption functions.
- Shared Governance arrangements with clear agreements between the 4 local authorities to clarify lines of accountability for management of resources, benefits and risks
- Commissioning arrangements with any other organisation (egg voluntary organisation) fully integrated into arrangement – eg, for hard to place children and support services.
- One 'brand', one culture, consistent good practice, shared aims and vision, and one set of procedures.
- Integrated IT system.
- One route from marketing partner into the Adoption Partnership.
- Shared Panel arrangements.

Cost to Deliver the Service and Financial Savings

The cost to deliver this service is unknown at present. It is anticipated that by combining and delivering some functions together under a West Mercia Adoption Partnership, and commissioning those combined functions which would be more cost effective to be delivered by another/single provider (Option 2), the West Mercia authorities would be better placed to make the transition to this option. This would involve transferring those functions which were retained in each individual authority under Option 2 into a single service. Until Option 2 is implemented the cost to deliver this option is unknown, therefore, the financial savings cannot be identified at this stage.

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However, ongoing savings could be achieved through an increase in the number of adopters and sharing of adopters which would provide increased opportunities for placements of children who wait longer, as outlined under Option 2.

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Expected Benefits

- Best practice in each authority across functions could result in a gold standard service.
- Pooling of skills and expertise.
- Economies of scale
- Reduction in costs
- Bargaining power of a West Mercia brand
- Regional service delivered locally
- Increased number and choice of families.
- Speedier matching.
- Wider range of services for adoption support
- More choice and range for placements.
- More frequent training and choice of training events for adopters.

Risks

The implementation timescales are too short to allow the consultation and restructure required in this option, in particular in relation to TUPE and recruitment/redeployment, the integration of procedures and IT systems and commissioning. The risks to pursuing this option at this stage are therefore:

- Staff turnover rate may increase
- Decline in service performance (local authorities will remain legally accountable for their performance in relation to successfully finding permanent families for children in their area)
- Savings not made - short term increase in costs particularly around IT
- Increased demand at a time of upheaval so demand will be unmet
- Poor commissioning - risk of wrong service / service which is not fit for purpose being delivered.

Considerations

- Timescales for consultation with staff and trade unions.
- Differences in terms and conditions of staff.
- Lead authority would need to comply with their standing orders and financial regulations in relation to procurement rules.

Stakeholder Feedback

Feedback from stakeholder consultation on this option indicates that stakeholders felt that this option could provide a streamlined, consistent service for children and adopters. They felt it would be advantageous to have a lead manager that would have an overview of all children / adopters across the region which would support appropriate family matching. Offering adopters a choice in respect of when and where to attend training and panel was also seen as beneficial, supporting the 'adopter led' ethos in relation to the new two stage assessment process.

There was some concern that this option represents a 'big change' and stakeholders questioned if it was achievable within the proposed implementation timescale. Developing a shared identity within timescale was raised as an issue in several groups who felt the change management process for staff

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and stakeholders needed to be given appropriate time in order to promote a smooth service transition and consistent service delivery from the outset.

Some concerns were expressed about potential inconsistencies across the four local authorities in relation to pursuing adoption for the widest range of children, however, stakeholders felt that as long as a shared ethos was developed and agreed in order to promote consistent service delivery these could be addressed.

Overall, stakeholders felt that whilst this model could meet the project's objectives, it may be more achievable to move to Option 2 in the first instance, which could be a 'stepping stone' towards implementation of Option 3 which was felt to be an ambitious and desirable service delivery model for the future.

OPTION 4

Contract out all adoption services (on a not for profit basis), eg, by going into partnership with a voluntary organisation or establishing a staff mutual.

An event with voluntary organisations in liaison with the CVAA was held in September 2013 to test out which providers may be interested in working in partnership with us and how. Barnados, Adoption UK, Adoption Focus and St Francis' Children's Society expressed an interest in working with us and exploring how this might be done once future demand and cost is clearer.

Potentially, smaller voluntary organisations could work together in partnership to deliver the various functions as a consortium. Section 3(4) of the Adoption and Children Act 2002 states that "A local authority may provide any of the requisite facilities by securing their provision by (a) registered adoption societies, or (b) other persons who are within a description prescribed by regulations."

However, as the option to contract out all core and non-core services in their entirety was deemed to be too big a step to take for the West Mercia authorities at this stage and therefore considered to be a longer term option, no further soft or hard market testing has been conducted. The cost to deliver this service and the financial savings it could make are unknown for similar reasons identified under Option 3.

Expected Benefits

- Potential to bring in new ideas/deliver services more innovatively
- Economies of scale

Risks

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- Responsibility retained but less control over how services are delivered and managed
- Potential decline in service performance
- Quality of staff not guaranteed
- Staff turnover rate may increase prior to transfer
- Providers may over promise and under deliver leading to poor performance and safeguarding issues for children and young people
- Increased demand at a time of upheaval so demand will be unmet
- Poor commissioning - risk of wrong service / service which is not fit for purpose being delivered.

Considerations

- Timescales of consultation with staff and trade unions.
- May need to lean services and make staff reductions to make the service more attractive to potential providers
- Possible implications for staff pensions
- Complex commissioning and procurement process - external expertise may be required.
- Who would hold/manage the contract/partnership agreement.
- Robust market testing would need to be undertaken and a cost/benefit analysis undertaken to determine who is in the market, what could be delivered, would it cost less.
- Staff TUPE process and timescales

Stakeholder Feedback

Stakeholders were unsure about this option, feeling it was a 'very different vision to get your head around'. They were concerned that this model could create loss of consistency and a possible lack of local relationships with children's social workers in the local authorities. In addition, they felt that local authorities could 'lose control' resulting in a loss of continuity for the child.

On a positive note they felt that it could provide a more flexible service which would reduce bureaucracy with more scope for innovation.

6. PREFERRED OPTION

Option 1 is not deemed to be a viable option as the benefits would be negligible, the project objectives and desired outcomes would not be achieved, nor would it deliver the Government's Adoption reform agenda.

Option 2 has significant benefits. It is anticipated that through combining and delivering some functions together under a West Mercia Adoption Partnership and commissioning those combined functions which would be more cost effective to be delivered by another/single provider, the West Mercia authorities would be better placed to make the transition to Option 3 (fully integrated service model) in 2016/17. This first phase of transformation would also allow time for the four authorities to better understand good practice between them and develop a West Mercia culture in order to then capitalise on it and develop a fully integrated service model (Option 3). It would also allow time to form relationships with voluntary organisations.

Progressing straight to Option 3 at this stage would incur a high number of risks which would outweigh the benefits.

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Option 4 is deemed to be too big a step to take for the West Mercia authorities at this stage because of all the risks outlined for Option 3 and also because the market is untested, and is, therefore, considered to be a longer term option. The risks also outweigh the benefits of progressing straight to this option.

For these reasons, and taking into consideration feedback from stakeholders on each option, the preferred option is Option 2 for 2014/15 with transition to Option 3 in 2016/17 if the evidence continues to support this as the preferred option.

7. EXPECTED BENEFITS

The project will maintain and improve the quality of current provision and improve outcomes whilst making financial efficiencies. Reducing the length of time taken in the “end to end” process of the adoption journey, ie, from initial inquiry to a child being placed for adoption, will minimise the impact of delays for both the children and adopters. Whilst operational efficiencies will be achieved through the pooling of resources, the organisational changes expect to improve on the quality of the current provision across the region.

Savings could be achieved through an increase in the number of adopters and sharing adopters which would provide increased opportunities for placements of children who wait longer. For example across the four authorities we have currently identified a cohort of 25 children who wait longer to be placed due to age, disability, ethnicity or sibling groups, with an additional 10 children who have been in care longer than 21 months. If each authority was able to place one more child in one of these categories, it would equate to a saving of £72,000 per year in foster care payments for a possible 14 plus years. This is not withstanding the benefits for the child which permanence through adoption would represent.

In particular, the project will achieve the following outcomes:

- Retained local accountability and services based on local need.
- A reduction in the length of time taken in the 'end-to-end' adoption process, ie, from initial inquiry to a child being placed.
- A reduction in the overall cost of adoption for the four authorities across a number of different budgets.
- Children waiting for adoption will be matched more quickly and placed with adoptive families sooner, particularly those with a disability or from a BME background.
- Children's social workers will have increased choice of potential adopters to enable the successful matching of children.
- The four authorities will be assisted to meet new Government requirements on timescales.
- Swifter and more effective assessment, training, approval and support for adopters.

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8. NEGATIVE IMPACT

Stakeholders may perceive the decision to progress to Option 2 with the future potential to progress to Option 3 as building in two phases of change as opposed to being bold and moving directly to Option 3.

Some stakeholders expressed anxiety that Option 2 could create a disjointed service, creating delay and dissatisfaction for service users.

9. TIMESCALES

Key Milestone	By When
Detailed Business Case approved by each WM Cabinet	24 th April 2014
Appoint Transformation Manager	End May 2014
Develop Implementation Plan for Option 2	End June 2014
Deliver Implementation Plan for Option 2	July – October 2014
Option 2 West Mercia Adoption Partnership operational	November 2014
Evaluation and updated Options Appraisal for Option 3	April 2015
Transition to Option 3	2016/17

10. PROJECT COSTS 2014-16

The majority of the work involved in designing and implementing the preferred option is likely to fall to existing staff across the four authorities, including project management, HR, Finance, Legal, Commissioning, Procurement, IT, Service User Pathways and Communications support.

In addition, in 2014/15 and 2015/16 a dedicated Transformation Manager would be required to manage the West Mercia Adoption Partnership and lead the transition to a fully integrated service (Option 3), if the evidence continues to support this as the preferred option.

11. FINANCIAL IMPACT

Delivering the preferred option would require an investment and initial increase in costs due to the appointment of a Transformation Manager.

Combining the recruitment activity of adopters would result in an increase in the number of adopters beyond our internal needs. This would mean that the West Mercia Adoption Partnership would be in a position to sell our adopters (provide inter-agency placements) to other local authorities at a cost of £27,000 per placement (based on the current inter agency fee), thereby generating an income.

The project may deliver additional income streams through traded services provided to other local authorities where opportunities exist to develop expertise and capacity to provide specific services.

12. FUNDING ARRANGEMENTS

Funding for the project will be provided by partner contributions through staff time in kind and a pooled budget made up of a contribution from each authority's Adoption Reform Grant, which can specifically be used for adoption transformation.

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13. PROJECT RISKS

Ref.	Risk	Mitigation	Status
WMA1	Conflict between the project's vision/objectives and the strategic direction of each individual adoption service or authority.	Monitor throughout the life of the project via Project Board and Steering Group which meet monthly and promote open and honest working relationships.	Medium
WMA2	Change in leadership in any of the authorities could lead to buy-in to the project being lost.	Monitor throughout the life of the project via Project Board and Steering Group on a monthly basis.	Medium
WMA3	Lack of stakeholder support.	<ul style="list-style-type: none"> • Communications strategy. • Communications plan. • Consultation framework. • Staff engagement channels/events. • Dedicated HR and Comms resource in place. 	Medium
WMA4	Lack of resources to deliver the project effectively and within timescale.	<ul style="list-style-type: none"> • Project management and governance arrangements in place. • Clearly defined roles, responsibilities and accountabilities agreed. • Steering Group and Project Board will be kept informed of any personnel changes that might have a detrimental impact on the project's success. • Use of Adoption Reform Grant to add capacity as and when required. 	Medium
WMA5	Ability to resolve complex issues such as IT within timescale.	ICT, Property Services and other identified specialist support will be involved in the emerging design of the new service and the scoping of its ICT, telephony, property, etc, requirements.	Medium
WMA6	Loss of key quality staff through the change process.	<ul style="list-style-type: none"> • Identify key operational roles/people. • Staff consultation and engagement. • Dedicated HR resource in place. 	Medium
WMA7	Under the Children and Families Bill, the Secretary of State will have the power to direct LAs to arrange for the recruitment, assessment and approval of prospective adopters to be carried out by one or more other adoption agencies.	<ul style="list-style-type: none"> • Detailed Business Case • Stakeholder engagement 	Low
WMA8	Target savings may not be achievable across the board.	<ul style="list-style-type: none"> • Detailed Business Case • Due Diligence • Project Plan • Stakeholder engagement • Risk register 	Medium
WMA9	Quality of service provision may deteriorate during development of	<ul style="list-style-type: none"> • Robust commissioning process • Staff engagement and consultation 	Medium

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Ref.	Risk	Mitigation	Status
	the new service.	<ul style="list-style-type: none"> Regular performance monitoring Due Diligence Management oversight 	

14. EQUALITY IMPACT ASSESSMENT

The project aims to improve outcomes for children and young people aged 0-18 and adopters over the age of 21 regardless of disability, gender, race, religion/belief, sexual orientation or gender reassignment. It also aims to improve outcomes for birth parents.

Could this project have a disproportionate impact on the Protected Groups listed below?	Positive	Negative	Neutral
Age			
Children (0 – 15 years)	X		
Young People (16 – 24 years)	X		
Older People (50+ years)		X	
Disability			
(e.g. people who have mental health, physical, sensory, learning and/or other disabilities)	X		
Gender			
Male	X		
Female	X		
Race			
(E.g. Asian, Chinese, Gypsy Roma Travellers).	X		
Religion or Belief			
(e.g. Christian, Muslim, Jewish, Sikh)	X		
Sexual Orientation			
lesbian, gay, bisexual	X		
Gender Reassignment			
Pregnancy and Maternity			
	X		

15. APPENDICES

Appendix 1 - Needs Analysis



WMAS Needs Analysis UPDATED 26

AMENDMENT HISTORY		
Document Owner: Davinder Gill		
Version Number	Date	Reason for Amendment
V1	14.2.14	Original
V2	19.2.14	Amendments following WM Adoption Steering Group
V3	21.2.14	Further amendments from WM Adoption Steering Group

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V4	28.2.14	Amendments following WM Adoption Project Board
V5	7.3.14	Further amendments from WM Adoption Project Board
V6	14.3.14	Further amendments from WM Adoption Project Board and amendments from WM Adoption Working Group
V7	19.3.14	Further amendments following West Mercia Adoption Steering Group
V8	27.3.14	Amendments incorporating firmed up financial information from Shropshire
V9	28.03.14	Amendments to financial information

APPROVALS		
Name	Date	Version
WM Adoption Project Board	7.3.14	V5

TELFORD & WREKIN COUNCIL

CABINET – 24 APRIL 2014

PRIDE IN YOUR COMMUNITY - COMMUNITY PRIDE FUND

REPORT OF MANAGING DIRECTOR

LEAD CABINET MEMBER – CLLR SHAUN DAVIES

PART A) – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

- 1.1 The 'Pride in Your Community Programme' comprises of an £8m capital and £1.5m revenue investment over a period of 2 years. In January 2014 Cabinet agreed that the 'Community Enabling Fund' would be established to support the delivery of the Pride in Your Community Programme. The fund is a two year £1m grant programme which will be administered by Telford & Wrekin Council to support the delivery of capital projects and schemes within the Borough. The grant fund will be launched in May 2014 as the 'Community Pride Fund' and will be open for applications from public, private and voluntary sector organisations within the Borough. The £1m will be divided into 2 'pots' of £500,000 to allow the allocation of small to medium grants (£2,000 to £50,000) and medium to large grants (£50,001 to £100,000).
- 1.2 It is proposed that the grant funding process will involve the completion of a funding application form, which will be assessed against a number of criteria. The criteria will include the project's contribution to delivering the Council's priorities, value for money, sustainability and the level of community engagement and support for the project. The grant approval process will involve applications that meet the grant criteria being submitted to an independent panel for consideration, the panel will make recommendations on the approval of the grants to Cabinet. The Managing Director will have delegated authority to implement the funding decision made by Cabinet.

2. RECOMMENDATIONS

- 2.1 **That Cabinet agree the process set out for allocating the 'Community Pride Fund' including the criteria for the Fund outlined in 4.2.**
- 2.2 **That Cabinet agree the process for assessing applications including the establishment of a Funding Advisory Panel who will evaluate applications and make recommendations on grant allocation to Cabinet for a decision.**

- 2.3 That Cabinet agree that the Funding Advisory Panel will comprise of 5 cross party Elected Members from Telford & Wrekin Council and 5 representatives from the Cooperative Commission.**
- 2.4 That delegated authority is given to the Managing Director to implement the funding decisions made by Cabinet.**

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	Projects approved for grants will need to demonstrate that they support at least one of the Council's priority objectives; therefore the fund has potential to contribute to all of these objectives.
	Will the proposals impact on specific groups of people?	
	No	
TARGET COMPLETION/DELIVERY DATE	The scheme will open for applications during May 2014 with a deadline of submission of early September 2014. Dependent on the number of successful applications there may be a subsequent opportunity to submit applications in October 2014.	
FINANCIAL/VALUE FOR MONEY IMPACT	Yes	£1m capital funding has been allocated to fund the 'Community Pride Fund' for 2 years 2014/15 and 2015/16. It is important to note that grants can be provided for expenditure of a capital nature only and a definition of eligible expenditure is provided within the report. The successful bidders will be required to enter into a grant agreement which will cover; the terms of the grant and the purpose for which it is approved, the arrangements for the drawdown of funding, the monitoring arrangements for the grant and the arrangements for the repayment of grant funding if it is unspent or used for purposes other than those agreed under the grant agreement. Finance support will be provided in the finalisation of the Grant Conditions, the evaluation of bids and

		<p>the monitoring of successful grant bids. JAC 200314</p>
LEGAL ISSUES	Yes	<p>Any decision made by the Authority can be subject to challenge in respect of its reasonableness or lawfulness. It will therefore be necessary to ensure that a robust and transparent assessment procedure is developed so as to avoid challenge of either the process or recommendations made by the Funding Advisory Panel and the decisions taken by the Cabinet.</p> <p>This should be achieved by developing a Terms of Reference for the Funding Advisory Panel which should detail:</p> <ul style="list-style-type: none"> • Who the key members of the Funding Advisory Panel will be • The roles and responsibilities of the Funding Advisory Panel • How the Funding Advisory Panel will operate (Governance) • The key processes for ensuring accountability, probity, transparency, compliance with legal obligations and value for money • How stakeholders can contribute to the work of the Funding Advisory Panel <p>Although the De Minimis principle is likely to apply in the vast majority of cases the assessment and award process will need to ensure that State Aid does not arise either directly or indirectly by the award of grant funding which could distort competition and affect trade by favouring certain undertakings.</p> <p>Legal Services have developed a standard form of grant agreement that should be used in each award of funding.</p>

OTHER IMPACTS, RISKS & OPPORTUNITIES	No	
IMPACT ON SPECIFIC WARDS	No	This scheme is open to applications from organisations across the Borough.

PART B) – ADDITIONAL INFORMATION

4. Aims of the ‘Community Pride Fund’

- 4.1 The ‘Pride in Your Community Programme’ aims to deliver a programme of physical and social regeneration across the Borough to support the Council’s business and housing growth agenda, the programme also shows a commitment by the Council that it is addressing the issues that are important to local people. The ‘Community Pride Fund’ will complement the Pride in Your Community Programme through the provision of a grant scheme to fund capital projects across the Borough. The scheme provides an opportunity for voluntary, public and private sector organisations to access funding that will help to improve buildings, facilities and to purchase capital items for projects within the Borough. This funding aims to support projects that are of community or strategic importance in terms of local regeneration and that have potential to support or create local employment opportunities.
- 4.2 The ‘Community Pride Fund’ also aims to support the delivery of the Council’s priority objectives, therefore applications will need to demonstrate how the project will deliver outcomes that support the delivery of one or more of the following themes;
- Put our children and young people first
 - Protect and create jobs as a 'Business Supporting, Business Winning Council'
 - Improve local people's prospects through education and skills training
 - Protect and support our vulnerable children and adults
 - Ensure that neighbourhoods are safe, clean and well maintained
 - Improve the health and wellbeing of our communities and address health inequalities
 - Regenerate those neighbourhoods in need and work to ensure that local people have access to suitable housing
- 4.3 As well as providing an opportunity for larger, well established organisations to access funding, the ‘Community Pride Fund’ also aims to support small community and voluntary sector organisations by providing an opportunity to apply for smaller grants. It is envisaged that this will enable small or new organisations to develop their confidence and expertise in accessing funding and delivering projects which should assist with their longer term sustainability.

5. Application and Approval Process

- 5.1 The 'Community Pride Fund' will be open for applications in May 2014 with a first closing date for applications being early September 2014. If the full £1m funding is not allocated during the first funding round, a further bidding round for applications is set for December 2014. Further bidding rounds will be identified until the full £1m is allocated. Applications will be welcomed from public, voluntary and private sector organisations within the Borough, individuals will not be eligible to apply for funding. Organisations will be able to submit more than 1 application, however the aim is to maximise the number of organisations that benefit from the scheme.
- 5.2 It is proposed to divide the £1m into 2 funds of £500,000. £500,000 will be available for small to medium applications (£2,000 to £50,000) and £500,000 for medium to large applications (£50,001 to £100,000). There will be separate application forms requiring varying levels of detail depending upon the level of funding applied for. The applications will relate to funding bands of £2,000 to £10,000, £10,001 to £25,000, £25,001 to £50,000 and £50,001 to £100,000. Officers from a range of disciplines including finance and legal will carry out an initial check of the applications to ensure that they meet the criteria that are set out below in 6.1. Applications that meet the funding criteria will be passed to the Funding Advisory Panel for evaluation.
- 5.3 The role of the Funding Advisory Panel is to evaluate the applications against the funding criteria and assess the potential impact the project will have in delivering the aims of the 'Community Pride Fund'. The panel will have a total of 10 members which will comprise of 5 Elected Members (3 Labour, 1 Conservative, 1 Liberal Democrat/Independent) and 5 members of the Cooperative Commission. Nominations will be sought from the Group Leaders for Elected Member representation, and members of the Cooperative Commission will be asked to nominate themselves, with a place being set aside for the Chair of the Cooperative Commission. If more than 4 additional nominations are received from the Cooperative Commission then the names will be 'drawn' from the pool of nominations. A minimum of 6 members would need to be present at each panel meeting for them to be able to make their funding recommendations. The recommendations from the panel will be submitted to Cabinet for a decision.
- 5.4 Applicants will be notified of the result of their application with successful applicants being issued with a grant agreement which will include the grant conditions, the drawdown arrangements for grant funding, the date by which the funding needs to be spent, the grant monitoring arrangements and arrangements for the repayment of funding if it is not spent, or spent on items other than those agreed within the grant offer. All successful applications will need to provide evidence of expenditure and monitoring information as set out in the grant conditions. Feedback will be given to unsuccessful applicants on their application.

6 Funding Criteria

6.1 All applications will need to demonstrate how the outcomes that the project will deliver contribute to at least one of the Council's priority objectives outlined in 4.2, only capital expenditure will be eligible for a grant. In general terms, capital expenditure is defined as spend that results in the acquisition, construction or enhancement of fixed assets. This includes tangible assets, such as property, plant and equipment and intangible assets, such as computer software licences, which are used for service delivery and have a lasting value. The detailed definition is complex and each bid will be assessed individually to ensure the criteria for capital expenditure is met. Applications will also be considered against the following criteria;

- Sustainability of the project and viability of the business plan
- Value for money
- Level of community engagement and support
- Evidence of cross ward working
- Endorsement by Ward Member and Town or Parish Council
- Contribution towards developing community cohesion
- Protecting/safeguarding a building at risk of becoming disused or demolished

6.2 For applications to the small to medium grant fund (£2,000 to £50,000) priority will be given to submissions which have secured a level of 'match funding' towards the project. This 'match funding' can be demonstrated by securing other capital funding, contribution of revenue funding to deliver the project or 'in kind' funding such as volunteer hours contributed.

6.3 Applications for medium to large grants (£50,001 to £100,000) where the 'Community Pride Fund' is a contribution to a larger project will need to demonstrate the source of the additional funding required to complete the project. This might include plans to apply to other sources for funding, in cases such as this the grant would be agreed subject to confirmation that other funding has been secured. Once approved, the funding allocated from the 'Community Pride Fund' can be used as match funding for applications to other grant giving bodies.

7. Monitoring and Evaluation

7.1 The grant conditions will outline the monitoring arrangements for the projects which will be proportionate to the amount of funding allocated from the 'Community Pride Fund'. For small projects this is likely to involve confirmation that funding has been spent, with larger projects providing receipts and details of outcomes achieved. Successful applicants will need to acknowledge the receipt of the 'Community Pride Fund' grant in their communication relating to the project.

8. PREVIOUS MINUTES

Cabinet – 9 January 2014 – Report – ‘Everyday Telford – Pride in Your Community Programme’

9. BACKGROUND PAPERS

None

Report prepared by Rachael Jones, Service Delivery Manager Community Participation Team. Telephone: 01952 382135

CABINET

Decision Notices and Minutes of a meeting of the Cabinet held on Thursday, 24th April, 2014 at 5.00 p.m. at the AFC Telford Learning Centre, Haybridge Road, Wellington, Telford

PUBLISHED ON TUESDAY, 29TH APRIL, 2014

(DEADLINE FOR CALL-IN: FRIDAY, 2ND MAY, 2014)

PRESENT: Councillors R.A. Overton (Deputy Leader and Chair for the meeting), E.A. Clare, S. Davies, A.R.H. England, W.A.M. McClements, H. Rhodes, C.F. Smith and P.R. Watling

ALSO PRESENT: Councillors A.J. Eade (Conservative Group Leader) and W.L. Tomlinson (Liberal Democrat/Independent Group Leader)

CB-107 MINUTES

RESOLVED – that the minutes of the meeting held on 27th March 2014 be confirmed and signed by the Chair.

CB-108 APOLOGIES FOR ABSENCE

Cllr K.S Sahota (Leader)

CB-109 DECLARATIONS OF INTEREST

None

CB-110 SHAPING PLACES – CONSULTATION ON PROPOSED HOUSING AND EMPLOYMENT SITES

Key Decision identified as **Shaping Places Local Plan – Consultation on Potential Housing and Employment Development Sites** in the Notice of Key Decisions published on 26 February 2014.

Council Decision – not subject to Call-in

Councillor C.F. Smith, Cabinet Member: Housing, Development & Borough Towns, presented the report of the Assistant Director: Planning Specialist, regarding the next stage in the Local Plan process to consult on proposed housing and employment sites in the Borough. A copy of the proposed consultation document was appended to the report. There was a minor omission from one of the housing site maps, and an amended page 58 of the document was tabled.

Following public consultation in 2013 on the Shaping Places Local Plan Strategy & Options document, comments received had been used to inform the emerging Local Plan including the identification of proposed sites for future housing and employment development. The proposed sites balanced growth with the protection of green space, and were distributed across both the urban and rural areas of the Borough. The Plan would protect and enhance the green open space and landscape features to ensure that Telford & Wrekin continued to be an attractive place in which to live, work and invest. The proposed consultation document included the following sections:

- Growth Strategy – proposal for c20,000 additional homes to be built over the Plan period (2011-2031) of which 11,885 were already committed or had been identified in an adopted development plan. A detailed target had yet to be confirmed for the quantity of employment land required.
- Location of Development – previous consultation showed there was broad support for Option 3 – ‘Growth Hub’, which proposed a focus for development in the urban area with some development on the urban fringe and a low level in the rural area.
- Selection of Housing Sites – the starting point for assessment of housing sites was the Strategic Housing Number Assessment (SHNA) and the Strategic Housing Land Availability Assessment (SHLAA). The sites were assessed against a list of criteria and in consultation with Council Officers. The process had been assisted by the availability of a substantial number of developable sites within the Borough, many of which were brownfield and in public ownership.
- Selection of Employment Sites – this had been based on an assessment of sites identified in the Employment Land Review. In addition five potential Strategic Employment Areas had been identified to satisfy the requirement in the National Planning Policy Framework for strategic sites for attracting local and inward investment.

The proposals would address the delivery of local priorities and opportunities, and provide greater certainty to developers and investors enabling the delivery of growth which was key to the Council’s overall strategy for prosperity and providing a supply of new homes. Subject to ratification by Council, the document would be available for comment during a six week consultation period from 6 May 2014. There would be engagement with Scrutiny members, Parish & Town Councils, Young Persons Forum and via various social media.

Councillor A. Eade (Conservative Group Leader) expressed the view that the timetable for the adoption of the new Local Plan needed to be accelerated because of the current situation of uncontrolled development and the associated threat to the green network. The views of rural communities about whether they wanted further development in their villages also needed to be reflected in the eventual site allocations. The Cabinet Member explained the timetable for the Shaping Places Plan, and that work could not have started earlier than 2012 when the National Planning Policy Framework was produced. The document sought to promote sustainable growth in both urban and rural communities, and suitable sites had been identified for consultation. Members commented that Telford & Wrekin was one of many authorities who

had been affected by Government changes to rules on housing land supply. People wanted to see development and growth of the Borough, with the right balance of development and a mix of housing types available.

Councillor W. Tomlinson (Liberal Democrat/Independent Group Leader) broadly welcomed the proposals, but expressed concern at the impact that some of the larger scale developments might have on the existing highways network. The Cabinet Member advised that Telford's New Town infrastructure was designed for a higher population of over 200,000.

RESOLVED –

- (a) that the “Shaping Places Local Plan – Proposed Housing and Employment Sites” document be approved for public consultation;**
- (b) To RECOMMEND to FULL COUNCIL that the document be approved for public consultation.**

CB-111 WEST MERCIA ADOPTION PROJECT

Key Decision identified as **West Mercia Adoption Service** in the Notice of Key Decisions published on 6 December 2013.

Councillor P.R. Watling, Cabinet Member: Children, Young People & Families, presented the report of the Assistant Director: Children's Safeguarding & Specialist Services regarding a project to develop a single West Mercia Adoption Service. A Detailed Business Case for the Project was appended to the report.

Telford & Wrekin currently had a joint adoption service with Shropshire Council, with a similar arrangement between Herefordshire and Worcestershire Councils. Following publication of the Children & Families Bill 2013, all four authorities had recognised that working collaboratively provided a genuine opportunity to respond to the national agenda. It was envisaged that a single service would deliver a more efficient and effective service to a wider range of children, with particular emphasis on improving the timeliness of placing children and young people for adoption. There would also be cost benefits arising from economies of scale. However, it was emphasised that initially each Authority would retain some individual functions at a local level.

The Detailed Business Case set out the options available. The preferred Option 2 would deliver some functions within a single adoption service, hosted by a lead West Mercia authority, with some specific functions continuing to be delivered within the individual local authorities. Under this option, the budgets for the combined functions would be pooled and managed by the West Mercia Adoption Partnership – and the report detailed the likely financial and staffing arrangements for implementing this. It was envisaged that this would be the first phase in moving towards an Option 3 service model by 2016/17 – a single adoption service, incorporating all the adoption services, hosted by a lead West Mercia authority.

Cabinet Members welcomed the proposals for the transformation of adoption services, particularly as they would help to deliver a faster process for adoption while retaining the current safeguards. It was also seen as a good example of joint working to get the best and most efficient service model.

RESOLVED -

- (a) that the direction of the proposed future operating model for a West Mercia Adoption Service be approved;**
- (b) that authority be delegated to the Director: Children & Family Services, in consultation with the Cabinet Member: Children, Young People & Families, to take any future decisions on the implementation of the operating model (Option 2) including appointments, key milestones and appropriate legal documentation.**

CB-112 PRIDE IN YOUR COMMUNITY – COMMUNITY PRIDE FUND

Non-Key Decision.

Councillor S. Davies, Cabinet Member: Neighbourhood Services, Employment & Skills, presented the report of the Managing Director which sought approval for the proposed arrangements for implementing the previously agreed Community Enabling Fund.

In January 2014, Cabinet had agreed the establishment of a Community Enabling Fund to support the delivery of the Pride in Your Community programme. The Fund was a two year £1m grant programme administered by the Council to support the delivery of capital projects and schemes within the Borough. It would be launched as the 'Community Pride Fund' in May 2014 and would be open to applications from public, private and voluntary sector organisations within the Borough. The funding would be divided into two 'pots' - £500k for small to medium grants (£2,000 to £50,000) and £500k for medium to large grants (£50,001 to £100,000).

It was proposed that the grant funding process would involve the completion of a funding application form, which would be assessed against a number of criteria. The criteria would include the project's contribution to delivering the Council's priorities, value for money, sustainability and the level of community engagement and support for the project. Applications meeting the criteria would be submitted to a Funding Advisory Panel who would make recommendations on the approval of grants to Cabinet. The Advisory Panel would consist of five Councillors (politically balanced) and five members of the Co-operative Commission (including the Chair). Ward Members would be able to support local applications for funding, and their endorsement would be part of the criteria against which applications would be considered.

During the ensuing debate, it was suggested that decisions on applications for smaller amounts of £2-10,000 could be delegated to Officers. A question was

also raised as to what help and support would be available to applicants to submit their application. The Cabinet Member advised that Officers would be doing much of the work in assessing applications against the criteria etc, but the Advisory Panel would generally retain oversight of the process. The application process would be as simple as possible, and that the Council's Community Participation Team and Telford & Wrekin CVS would be able to provide advice and help to applicants.

RESOLVED –

- (a) that the process set out in the report for allocating the Community Pride Fund, including the criteria for the Fund outlined in paragraph 4.2, be approved;**
- (b) that the process for agreeing applications, including the establishment of a Funding Advisory Panel who will evaluate applications and make recommendations on grant applications to Cabinet for a decision, be approved;**
- (c) that the Funding Advisory Panel comprise of 5 cross party Elected Members from Telford & Wrekin Council and 5 representatives from the Co-operative Commission;**
- (d) that authority be delegated to the Managing Director to implement the funding decisions made by Cabinet.**

The meeting ended at 5.34 pm.

Signed for the purposes of the Decision Notices

**Jonathan Eatough
Assistant Director: Law, Democracy & People Services
Date: 29 April 2014**

Signed:

Date: