

Telford

Town Deal Board

22 May via 'TEAMS'



HM Government

a co-operative
council



Telford & Wrekin

COUNCIL

The Towns Fund

- £3.6bn Government Fund launched November 2019 to ensure that **the benefits of growth experienced by cities were extended to communities in our towns and rural areas**, with the goal to 'level up communities throughout the country'.
- The investment is to help to drive long term economic growth with a focus on **regeneration, improved transport, better broadband connectivity, skills and culture**:
 - **Increasing density in Centres** strengthen local economic assets including cultural assets – site acquisition, remediation, preparation, regeneration
 - **Identify and unlock land creating future supply**
 - **Skills and enterprise infrastructure** driving private sector investment – ensuring towns have the space to support skills and business growth
 - **Connectivity** local transport schemes; digital infrastructure
- Telford has been invited to bid for investment of up to **£25m**
- Timescale TBC but anticipating Town Investment Plan to be submitted in October



Telford - the place: A growth town

- **Rapidly growing population** +2,000 for each of the past three years (currently 178,000), one of the fastest growing areas outside of the South East and 2nd fastest in the West Midlands
- Key growth driver is 'family households' moving to the area from across the West Midlands attracted by:
 - a **successful local economy** which is growing and creating jobs
 - a 'good value' housing offer
 - **good rail and road connectivity** into the West Midlands and further afield
 - an **attractive environment and a great place to live**
 - a **growing leisure and cultural** offer
 - access to **good educational facilities**
- The Office for National Statistics forecast that the **population will continue to grow** through the next decade to **198,000 by 2030**



Telford - the place: A successful economy (1)

- **The economy has grown significantly** over the last 10 years:
 - latest GVA (Gross Value Added) data shows that Telford has grown significantly faster than the England and West Midlands rates
 - GVA per capita is now higher than the West Midland rate
- **Attracting investment** 2015 to 2020 secured £189m FDI plus £18.5m UK business investment creating 2000+ jobs
- **Employment/unemployment** high rate of employment, with overall unemployment (3.1%) below the regional rate
- **Skill levels continue to improve:**
 - Workforce NVQ level 3+ qualification rate has improved to 52.2% – now comparable to the West Midlands rate
 - School performance has improved with attainment for key measures (Early Years Foundation Stage, KS1, KS2 and GCSE) better than the regional and comparable to the national position



Telford - the place: A successful economy (2)

- Key sectors include:
 - **Manufacturing** twice the UK rate (TW 16.5%. UK 8.2%) key sectors automotive supply chain and food manufacturing
 - **Strong track record of housing delivery** 1000+ homes built each year, ranked top three in 'Centre for Cities' report for past three years
 - **Tourism growth** 4.5 million visitors each year including 1.5 million visitors to Telford Town Park and Southwater with The Ironbridge Gorge bringing £800m benefit
- Continue to develop:
 - 'better' jobs to reduce the proportion that are low skill/low paid – linked to improving workforce skills
 - R&D investment
 - levels of start-ups
- Address exposure to CV19:
 - Eg Dependency on manufacturing automotive sector



Telford - the place: Our communities

- Telford is a place of contrasts: Wellington, Dawley, Madeley, Ironbridge, South Telford New Town Estates, Oakengates, Priorslee
- Significant differences in how these communities have experienced the benefits of the successful economy:
 - health outcomes
 - employment/unemployment rates
 - educational attainment
 - access to decent/affordable housing
 - connectivity to access skills and employment opportunities
- There are communities that are amongst the
 - least socially disadvantaged in England
 - most socially disadvantaged – those that have been ‘left behind’ – with 18 of 108 areas in the 10% most disadvantaged areas in England
- South Telford New Town Estates – where the physical infrastructure and housing stock is in need of significant regeneration
- Young people and new graduates – limited opportunity and ‘wider offer’



Strengths and opportunities (1)

- Ambition and leadership, matched by our partners to drive:
 - track record of delivery Telford Land Deal secured Magna Cosma investment
 - investment into high profile locations – Silver Swallow bridge, Newport Innovation Park, Box Road
 - growing reputation by our universities in agri-tech; advanced manufacturing and health
- Council approach is aligned with ‘UK Industry Strategy’ focussing on diversification of economy, clean growth and securing Foreign Direct Investment opportunities
- Supported by Marches LEP Strategic Economic Plan and emerging Local Industrial Strategy
- Covid-19 recovery – opportunities to develop new ways of working, products and ‘on shoring’ of supply chain
- Strong further education and higher education offer with scope to grow
- Cultural and ‘destination assets’ – including unique Ironbridge Gorge World Heritage Site, Oakengates Theatre, award winning Town Park and Southwater
- Borough Towns and Local Centres – investment opportunities in the heart of our communities
- Growing and strengthening community asset base – currently over 1,500 community groups working in the local community and growing



Strengths and opportunities (2)

- A borough with a strong track record of investment across the borough – **£0.75bn** including:
 - Pride in our Community and High Streets **£50m**
 - Schools **£250m**
 - LEP Inward Investment/ Local growth funding **£36m**
 - Superfast broadband **£3.6m**
 - NuPlace **£57m**
 - Highways Investment **£50m**
 - Major infrastructure schemes **£32m**
 - Telford Land Deal **£44.5m** to be invested by 2025 plus **£8m** profit share earned to date
 - Growth Fund **£50m**
- Council support for third sector organisations through a range of grant schemes – a total of **£3.5m** in recent years
- Commitment to a 'Place based' investment strategy built on community engagement



Community voices (#Mytown)

- Around 100 comments received
- Emerging themes:
 - **Development of cultural and community facilities** – common theme was around ‘sport and exercise facilities’, with a focus for young people
 - **Regeneration of the borough towns** – ensure that they are supported to thrive
 - **Travel and transport** – sustainability and affordability:
 - Public transport
 - Cycling
 - Rail connectivity
 - **Activities, facilities and opportunities for young people**



Telford Town Deal Board - developing our ideas

- The £25m Towns Fund is an exciting opportunity for Telford, but it won't address all the opportunities to 'level up' – part of the toolkit for our place based investment strategy
- We need to move at pace
- Our proposed approach is to:
 - Identify packages to develop for our Investment Plan submission in October seeking a steer from the Board today on initial ideas linked with our evidence base and opportunities and for the Board to meet again in four weeks to feedback and confirm the packages
 - Develop our shared priorities for the Town:
 - Aligning partners investment to deliver these priorities and engaging stakeholders
 - Inform a dialogue with Government to support the 'levelling up' and regeneration of the Town in the medium term – to develop a 'new deal' with Government



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