

**Station Quarter – Statement of
Community Engagement
Telford & Wrekin Council**

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Introduction

1.1 Introduction

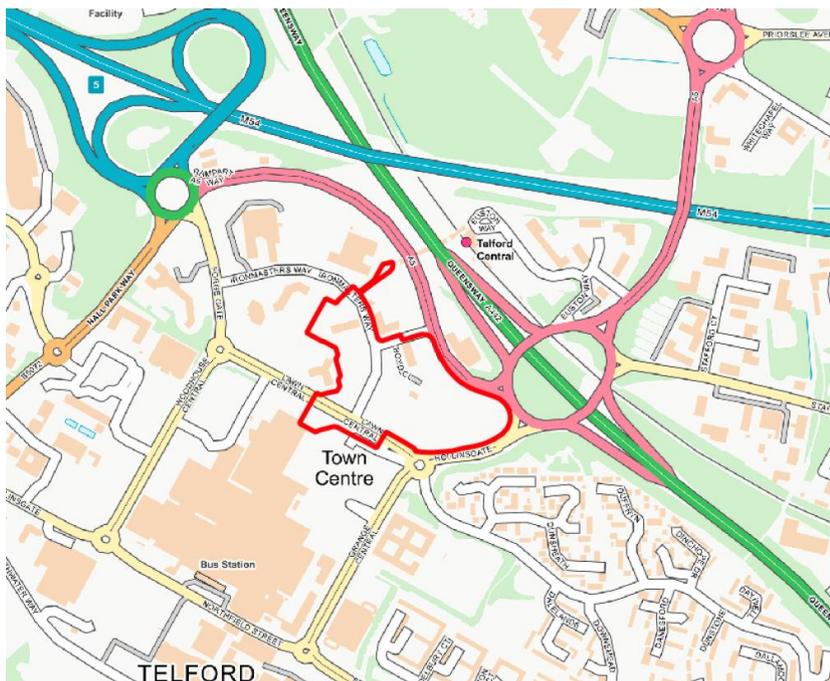
This Statement of Community Engagement (SCE) provides a detailed overview of the pre-application public consultation and stakeholder engagement that Telford & Wrekin Council (the Council/the applicant) has undertaken prior to the submission of the Station Quarter hybrid planning application.

The full description of the development is as follows:

“Hybrid application comprising full planning application for the erection of up to 194 no. dwellings, an education and digital skills hub incorporating serviced office accommodation, a hotel, commercial units with flexible retail, leisure and food and drink uses permitted (Class E (a-b)), public realm improvements to Ironmasters Way and Lawn Central, layout of associated access roads, landscaping and parking following demolition of the existing Lawn Central footbridge and reprofiling of surrounding land. Outline application with all matters reserved for a mixed-use development comprising dwellings and/or office floorspace (Class E (g[i])) and/or educational floorspace (Class F1 (a)) in addition to commercial floorspace with flexible retail, leisure and food and drink uses permitted (Class E (a-b)) and associated access, landscaping, and parking.”

The application site is located in Telford’s town centre, adjacent to Telford Shopping Centre and Telford Central train station, in the Ketley & Overdale Ward. The site is currently a derelict, brownfield site, having been formerly occupied by two key office buildings; Boyd House and Reynolds House, demolished in 2018 and 2020. Refer to Figure 1, Site Location Plan.

Figure 1: Site Plan



The applicant recognises the emphasis national planning policy places on community involvement as an integral and vital component of the planning application process. The Government's policy on community involvement in England is set out at a national level via several documents including the National Planning Policy Framework (February 2019) ("the Framework"), which the Council, as applicant, has delivered against. Locally, Telford & Wrekin Council Local Planning Authority (TWC) provides its own guidance on pre-application consultation within its Statement of Community Involvement (SCI), adopted in 2020. The SCI establishes expectations for community consultation as part of both development plan-making and during the planning application process, as well as expectations for pre-application discussions to ensure high quality proposals and an efficient determination process.

Early consideration of the SCI guidance led to the development of a Communication & Engagement Schedule for the Station Quarter development, one that has driven forward meaningful engagement with the local community at both project inception and pre-application stages, and pre-application engagement with the Planning Department and its Consultees. This Schedule extends past hybrid planning submission and determination stage, through to construction and post-construction stages given the nature of the development. Details are provided in the following sections of this Statement.

2

Background & Summary of Responses

2.1 Background & Summary of Responses

Consultation and engagement activities carried out since project inception, through to this pre-hybrid planning submission stage, and activities scheduled to continue through to post occupation, can be categorised as follows:

1. Project Inception Stage (2019-2021)

Opportunities to purchase the former Boyd House and Reynolds House sites by the Council at this important location within Telford Town Centre kick started a vision for the creation of a new quarter, which was, based around themes that played on Telford's strength, opportunities, and needs, including creating a vibrant town centre, with sustainable connections, that nurtured skills and enterprise, and contributed towards establishing Destination Telford. The strength of these themes was tested through public consultation undertaken by way of the Summer 2020 Residents Survey which was used to gather thoughts on how best to deliver this vision, working within the restrictions of COVID-19 (most activities were virtual).

Appendix 1 summarises the stakeholders engaged (local business, the Telford community, strategic stakeholders), the activities completed (campaigns, borough-wide surveys), and the response levels. The feedback generally comprised of the following (quotes from un-named Telford residents):

- Destination Telford Theme: A need for more independent, quality retail, and a different offer to the chains provided at Southwater (16% of respondent identified this as a priority).
- Housing Theme: A need for a new type of residential including 'eco-friendly,' affordable, and accommodating of older person's needs(19% of respondent identified this as a priority). 73% wanted to see more well-designed housing above retail and on vacant town centre sites.

'Even better, would be accommodation for those who are less mobile, so they have, on their doorstep, local shops, public transport and facilities, thus encouraging more independent living.'

- Environment Theme: 25% of respondents want to see green charging points in Station Quarter. Also support for an integrated transport hub with bike hire, cycle paths.

'I would love Telford to be a greener town, with better green modern-day housing/apartments.....a comprehensive linked cycleway, better transportation, and bus routes (ideally electric buses) and a vibrant and thriving evening economy for the younger generation. My son will be 22 in 10 years' time, and I would love to think there is plenty for him to do in the town at an evening / weekend without having to travel further afield and that he wants to remain in the town for his education, employment and to start his own family.'

- **Education Theme:** 30% of respondents want to see new education provision in Station Quarter.

'Perhaps this is a good place for a 6th form college?'

'Training facilities would be good and attractive to outside organisations due to transport links.'

'What about providing start-up business space at low cost, to try and encourage local businesses. By this I mean micro and solo businesses who often can't afford even said business space. This could be combined with education and training facilities, and a healthy start hub, perhaps with health and fitness advice and subsidised fruit and vegetables for those on low incomes, or a food waste project?'

In addition to public consultation, an element of pre-application engagement took place early-2021 with the appointed Planning Officer and Consultees (drainage, ecology, highways, environmental health, arboriculture, housing, geo-technical, public open space, and play). The intention of this engagement was to test initial masterplan principles and discuss likely development and delivery milestones. Consultees identified their priorities for the development across a range of themes.. Minutes were taken as a record of this meeting with key points being instrumental in starting to help shape and refine emerging masterplan principles.

Having secured external funding, a project, design, and contractor team was appointed to commence the pre-construction/pre-planning application stage. The illustrative masterplan that had evolved following this early project inception stage engagement and consultation, was the starting point for this next stage of activities, and the earlier established Engagement Plan was refreshed into a more comprehensive Communications & Engagement Activity Schedule that has formed the framework for all pre-application activities delivered to date.

2. Pre-Application Stage (2021-2022)

Engagement and consultation activities undertaken during this period remained focussed on key consultees including the Telford community, local business, and strategic stakeholders. Further detail on those engaged, the activities employed, the outcome of those activities, and how the outcomes fed into the designs included within the Station Quarter hybrid planning application, is provided in Section 3.0 and 4.0 with key themes summarised below:

- Telford Communities

Public Consultation: A 2 day manned public consultation event was held Telford Shopping Centre on Friday 17th June 2022 and Saturday 18th June 2022 followed by an unmanned 1week exhibition in Southwater. The aim of the exhibition was to present the masterplan for Station Quarter and gain feedback on evolving design principles. In advance of the exhibition, the main website hosting information on the Station Quarter development was updated to include the most up to date design and project information ([Telford Towns Fund](#)).

Following the exhibition the website was updated again with additional engagement and consultation material alongside further social media posts, and press releases (local press, regional business press) which communicated opportunities to get involved. A hard copy questionnaire was made available to complete at the exhibition, or alternatively people were signposted to complete an electronic version via the website link. The questionnaire was available to complete during a 2week window, with people encouraged to make contact if they wanted to get involved in future activities. Public exhibition material is included in the following appendices; Appendix 2, Banner Designs; Appendix 3, Questionnaire; Appendix 4, Example Press Releases; Appendix 5, Social Media Post Examples.

The manned exhibitions generated a welcome flow of people wanting to chat through the development, the aspirations, and the project timelines. However, the questionnaire response levels were lower than anticipated given the level of interest at the exhibition. Despite this, the feedback received was hugely beneficial and positive, with people pleased to see the site being developed out, and with town centre living offering an alternative option to Telford's current housing offer. Further detail is provided in Section 4.0.

Alongside general public engagement and consultation, key community groups were contacted prior to the exhibition in order to 1. Bring each up to speed with the development and its programme aspirations; 2. Advise of the impending public exhibition and questionnaire completion periods; 3. Discuss their initial thoughts on the development from their respective interests that could be fed into the designs; and 4. Discuss their interest in being involved in further design detailing at RIBA Stage 4/5 periods. Positive feedback provided high-level support for proposals that has fed into RIBA Stage 3 design development, and relationships forged to pick up the next level of detailed engagement and consultation post-application stage.

- Local Businesses:

Individual neighbouring businesses/properties immediately adjacent to the site were contacted and face-to-face meetings held with their owners and building management teams. The meetings served to 1. Bring each up to speed with the development proposals anticipated programme; 2. Advise of the impending public exhibition and questionnaire completion periods; and 3. Discuss the operations of their business, how this may be affected by the development (both from a construction period/operational perspective, as well as a in the long-term). The outcome was, in the main, extremely positive, with businesses welcoming the development after years of living with, what they considered, an eyesore. All parties were keen to be a part of a, now established, recurring monthly group of neighbours that discuss operational and construction activities associated with the development.

- Strategic Stakeholders

Strategic stakeholder engagement and consultation has been a key focus of this stage of activity. Buy-in to the principles of the development has been achieved through early and detailed engagement, encouraging a greater sense of ownership of the project. Stakeholders including National Highways, Sovereign Centros, the Council's Housing Commissioner, Equalities Officer and Neighbourhood & Enforcement Officer, Parish & Ward Councillors, Planning Officer & Consultees etc. have been engaged and consulted to 1. Ensure all were fully aware of the development and its programme aspirations; 2. Ensure all were aware of the public exhibition and questionnaire completion periods so that they could more formally register their thoughts if preferable; and 3. Discuss opportunities for strategic alignment with their vision and objectives, and how, through collaboration, parties could enhance the Station Quarter scheme. The outcome of these discussions was extremely informative, with areas of concept design amended to address issues, audits and assessments tailored to ensure methodologies responded to specific needs, and risks identified for consideration during technical design stage.

The hybrid application is now considered to present a deliverable development that has absorbed the feedback and aspirations of engagement activity undertaken at both project inception and pre-application stages. However, the application represent a snapshot of the design development process to date, and with more detailed design development to continue throughout RIBA Stage 4, 5, 6/7, engagement and consultation activities do not stop here. The status of the Communications & Engagement Activity Schedule that has formed the framework for all pre-application activities delivered to date, sets out aspirations for further, more in-depth, engagement and consultation activities, that will be critical in ensuring a successful Station Quarter development.

3. Post-Application Stage (2023+)

Detailed engagement and consultation activities are planned post planning and as the project moves in to the final, detailed, design stages. Building upon the engagement and consultation delivered to date, specific themes associated with this include:

- Developing the Station Quarter website and directing all stakeholders to this as the main information hub for all things project related. This will provide further opportunities for engagement.
- Undertaking further consultation with specialist voluntary and community groups to support the development of well-informed technical designs (a schedule has already been agreed and contact made in advance of the project moving into RIBA Stage 4/5).
- Continued recurring dialogue with business neighbours;
- Post-development/occupation engagement and consultation to identify lessons learnt that can be taken forward into the development/delivery of future phases, as well as address any issues arising during the first few months of occupation.

3

Pre-Application Stage Methodology

3.1 Introduction

This section summarise the methods adopted for engagement and consultation specific to the key stakeholders consulted.

3.2 Pre-Application Stage Methodology

Those engaged and consulted during this Pre-Application Stage, categorised as those at Project Inception Stage but with an enhanced variety and number involved, and the methodology for is summarised below.

1. Local Businesses

- Who: Station Quarter Neighbours including Kendall Court, Plaza, Addenbrooke House, Re-Assure, Telford Shopping Centre, Bishton Court, and its sub-tenants.
- How: Emails, face-to face meetings, recurring monthly group workshops.
- When: Initial contact in the lead up to the public exhibition, monthly contact thereafter (to continue throughout construction stage).
- Why: To ensure all are fully aware of the scheme and its anticipated timescales, address any concerns through design development adaptations (where possible), discuss operational concerns during construction, working through mutually agreeable solutions to the benefit of all.

2. Telford Communities

- Who: General public, local community groups i.e. Local Access Forum.
- How: Emails, social media posts, website, press releases, public manned/un-manned exhibitions, face-to face meetings, MS Teams meetings.
- When: Initial contact in the lead up to the public exhibition, during the exhibition period itself, and post exhibition up to pre-application (to continue, refer to Section 2.0).
- Why: To ensure all are fully aware of the scheme and its anticipated timescales, and continue to ensure this awareness, and for feedback to support the evolving Station Quarter designs.

3. Strategic Stakeholders

- Who: Telford Town Deal Board, Highways England, Sovereign Centros, Councils Housing Commissioner, Councils Equalities Officer, Council's Neighbourhood & Enforcement Officer, Parish & Ward Councillors, Planning Officer and Consultees etc.

Telford Town Deal Board – A strategic body, specifically established to oversee the successful development and delivery of the Towns Fund Investment Plan and brings together public, private and third sectors including the community, voluntary sector, and delivery partners including Council Officers and Members, Local MP's, Homes England, Telford College, Sovereign Centros, Midland Connect, Telford Business Board, Zen Communications, voluntary sector leads, the Clinical Commissioning Group. The Board ensure the developing scheme stays true to the aims and objectives of the project, and the representation of the Board ensure regular engagement and consultation with a variety of strategic stakeholders. The Board meet quarterly, with engagement and consultation required in-between these sessions dealt with via face-to-face meetings, email exchanges, and written updates.

Planning Officer & Consultees – Building upon the early informal pre-application engagement that took place at Project Inception Stage, a series of pre-application meetings took place May-21 to Sep-22. These meetings have covered in-depth discussions on drainage, ecology, public open space and play, trees, highways, air, noise, geo-technical, urban design of both buildings and landscaping, and policy. Where feasible and viable, the feedback has been incorporated into the designs, with justification set out alongside mitigating measures where requirements are unmet.

- How: Emails, face-to face meetings, MS Teams meetings, papers, workshops, meeting minutes.
- When: Pre-project inception stage, project inception stage, pre-application stage (in the main, all parties have been in continued dialogue with members of the Project Team throughout the life of the project).
- Why: As strategic stakeholders, their input, guidance, approvals etc. are all critical to project delivery success.

An objective of this engagement and consultation activity was to develop a Framework/Schedule that was manageable, purposeful, and offered real opportunities for those involved. This methodology was identified as delivering against this objective.

4

Pre-Application Stage Exhibition &
Questionnaire Feedback

4.1 Introduction

The following Section provides a summary of the feedback received from the various consultation activities undertaken in advance of the submission of this planning application as outlined in Section 2.

4.2 Pre-Application Stage – Exhibition & Questionnaire Feedback (Quantitative Results)

The following analysis of the questionnaire results was generated on 04/07/22. Overall, 109 respondents completed this questionnaire, and Table 1 below summarises the average scores.

Table 1. Average Questionnaire Scores

No.	Question	Average Score
1a	On a scale of 1 to 10, how do you rate the area between Telford Centre and Telford Central Train Station (Station Quarter) in relation to the following - Contributing towards a high quality, vibrant town centre? Where 1 = Poor and 10 = Excellent.	4.6
1b	On a scale of 1 to 10, how do you rate the area between Telford Centre and Telford Central Train Station (Station Quarter) in relation to the following – Attracting investment and promoting local enterprise? Where 1 = Poor and 10 = Excellent.	5.0
1c	On a scale of 1 to 10, how do you rate the area between Telford Centre and Telford Central Train Station (Station Quarter) in relation to the following – Providing sustainable connections? Where 1 = Poor and 10 = Excellent.	5.3
1d	On a scale of 1 to 10, how do you rate the area between Telford Centre and Telford Central Train Station (Station Quarter) in relation to the following – Providing high quality services and opportunities? Where 1 = Poor and 10 = Excellent.	4.9
2a	On a scale of 1 to 10, how well do you think the Station Quarter plan delivers against the vision and objectives of the project? Where 1 = Not very well and 10 = Very well.	6.3
4a	On a scale of 1 to 10, to what extent do you support the following statements – The introduction of sustainable town centre living? Where 1 = Strongly do not support and 10 = Strongly support.	6.1
4b	On a scale of 1 to 10, to what extent do you support the following statements – The introduction of a town centre education offer? Where 1 = Strongly do not support and 10 = Strongly support	7.0

4c	On a scale of 1 to 10, to what extent do you support the following statements – Improvements to walking and cycling? Where 1 = Strongly do not support and 10 = Strongly support.	8.1
4d	On a scale of 1 to 10, to what extent do you support the following statements – Station Quarter will increase footfall for the whole of Telford’s town centre? Where 1 = Strongly do not support and 10 = Strongly support.	6.4
6	On a scale of 1 to 10, how do you rate the principles of the Station Quarter Contextual Design Brief, and example images, as setting a benchmark for the future of Telford's built environment? Where 1 = Poor and 10 = Excellent.	6.1

4.3 Pre-Application Stage – Exhibition & Questionnaire Feedback (Qualitative Results)

Multiple questions offered respondents the opportunity to add additional information to support the scoring applied. The recurring themes of this qualitative feedback were assessed and tailored into a constructive series of Frequently Asked Questions that the Council has published on the Station Quarter page of the Telford Towns Fund website as feedback on the outcome of this engagement and consultation activity. These same FAQ’s are listed below.

Q. What is the rationale for having housing in the town Centre?

A. The significance of introducing residential development into a town centre is well documented as being key to sustaining vibrant town centres in the face of changing retail habits. To achieve this, it is vital that different house types and tenures are offered to support a mixed community, accepting that people’s needs change over time. This approach responds to key findings set out in the Telford & Wrekin Strategic Housing Market Assessment 2016 which identifies a need for all types of housing, specifically one and two bed affordable housing. In addition, where we can maximise the use of brownfield land for the delivery of housing units, this reduces the need to consider other sites.

Q. Is Station Quarter a suitable location for residential development?

A. Station Quarter will deliver high quality, mixed tenure housing with a range of private rent, shared ownership and affordable rent dwellings being delivered in the first phase with future phases delivering homes for owner occupation. The target market is young professionals and small families who are looking for an alternative housing option which benefits from access to a range of facilities on the doorstep as well as excellent transport links. In the first phase, responsibility for housing and tenancy management will rest with Nuplace, the Council's wholly owned housing company, and the appointed Housing Association. The scheme will be actively managed to ensure that Station Quarter becomes a vibrant and sustainable community within a central location. The recent release of the Nuplace development off Southwater Way highlights the demand for housing within the Town Centre.

Among many other assessments, Traffic, Noise and Air Quality Assessments for the development have been carried out and designs incorporate measures, like any other town centre living, that ensure the town centre environment is an enjoyable place to live.

Q. Why are there no bungalows in the Station Quarter development?

- A. There is a range of accessible homes including single storey residential accommodation built to meet accessibility standards.

Q. What is the rationale for limiting parking for new homes?

- A. Station Quarter's proximity to a host of facilities and amenities within a short walking/cycle distance, or short bus ride away, demonstrates that the site is suitable and sustainable for a range of uses including residential. Proximity to key public transport hubs and the strategic highway network also increases the accessibility of the site to sustainable and high frequency transport connections. With a need to move towards more sustainable travel patterns, efforts to support and encourage this change in travel habits and reduce dependence on private car use, is critical.

Resident on-site parking will be available, but at a reduced level, reflecting Station Quarter's sustainable town centre location and the availability of adjacent town centre parking, often empty on evenings and throughout the night having catered for the daytime employment and retail demand. Living in Station Quarter will be a sustainable lifestyle choice and an offer not currently available in Telford.

Q. How will pedestrian access the site and town centre be prioritised?

- A. Parts of the town centre are still severed by car dominated, highway routes and projects such as the works completed to Northfield Street and the route adjacent the Bus Station, work towards breaking down these accessibility barriers. The Station Quarter vision is for a less car dominated, pedestrianised, accessible, and safe route from the Train Station, through Station Quarter, to the Shopping Centre and beyond. Level changes across the town centre do bring its challenges however, designs aspire to widen footpaths, introduce a hierarchy to vehicle access and private car use that prioritises pedestrians/cyclists, and provides a direct and legible route from the Train Station through to the Shopping Centre.

The Project Team are working closely with key user groups, stakeholders, and Council teams to incorporate recommendations and best practice into the designs, and audits are being concluded to ensure designs are tested from a safety perspective.

Q. Where can I find more information about upskilling opportunities at the new Skills Hub?

- A. The curriculum planned to be delivered from the Skills Hub will involve Digital Studies in topics such as computer science, infrastructure and digital support – these will be from level 1 up to level 5, supporting full-time 16-18 students, part-time adults and apprentices. Plus Maths courses to support the Levelling Up agenda, including Functional Skills and GCSE for adults, and computer science and further maths for pre-16 pupils working in partnership with local schools.

Further information on the opportunities to be made available from the Skills Hub will be made available from this website soon.

Q. What sustainability credentials will the development deliver?

- A. As a Council led development, sustainability is a primary influencing factor in the evolution of any proposals for the Station Quarter development. The inclusion of sustainability and climate change design measures are being considered throughout the design development process and include incorporating technologies to reduce energy usage and carbon emissions; instilling the mentality, and supporting the ability, to adopt sustainable travel choices; sustainable water use; and enhancing biodiversity.

Q. How are we going to ensure that the development doesn't put additional pressure on local amenities such as schools and GPs?

- A. As a Council we are committed to ensuring that every child in the borough has access to good educational facilities. This is reflected in the current investments taking place at a number of schools including the recently completed Langley and Horton expansions and the current investment at Holy Trinity Academy. As is the norm with any planning application which include residential development, the Council, as applicant, will be expected to contribute by way of a Section 106 Agreement towards the continual investment in educational facilities. The provision of GP spaces is a matter for the NHS with whom the Local Planning Authority consult as part of planning and investment setting.

Q. How will you ensure that the area is maintained to a high standard?

- A. We are working with the landscape architects as well as colleagues at the Council to identify and specify materials that we know are sustainable and durable but can be easily replaced and maintained. This includes reviewing lessons learnt in relation to materials used historically. Alongside this we are developing a maintenance strategy for the public spaces.

Q. What steps are being taken to improve accessibility and safety from the train station to the town centre?

- A. The ongoing design development process for Station Quarter incorporates engagement and consultation with a wider range of stakeholders, exploring key design principles that improve accessibility, connectivity, and safety between the key destinations of Telford's train station, shopping centre, Southwater and beyond. The Team are also liaising with key stakeholder regards the town centre wide CCTV system currently in operation, of which the Station Quarter is captured, and opportunities to enhance this.

4.4 Pre-Application Stage – Exhibition & Questionnaire Feedback Summary

Key findings from the questionnaire are summarised below. These have been used to shape and inform the RIBA Stage 3 designs/the hybrid planning application pack:

1. On a sliding scale where 1 was poor/not very well/strongly do not support and 10 was excellent/very well/strongly support, the quantitative assessment concluded that:
 - 26% of respondents felt the current area between Telford Train Station and Telford Shopping Centre as a contributor to a high-quality vibrant town centre, was poor (rating of 1), and 58% rated the area 5 and below.
 - 26% of respondents felt the current area between Telford Train Station and Telford Shopping Centre as a contributor to attracting investment and promoting local enterprise, was poor (rating of 1), and 52% rated the area 5 and below.
 - 19% of respondents felt the current area between Telford Train Station and Telford Shopping Centre as providing sustainable connections, was poor (rating of 1), and 49% rated the area 5 and below.
 - 21% of respondents felt the current area between Telford Train Station and Telford Shopping Centre as providing high quality services and opportunities, was poor (rating of 1), and 52% rated the area 5 and below.

- 14% of respondents felt the Station Quarter proposals delivered very well against the vision and objectives of the project, and 63% rated 5 and above.
- 24% of respondents strongly supported the introduction of sustainable living into the town centre, and 66% 5 and above.
- 26% of respondents strongly supported the introduction of a town centre education offer, and 80% 5 and above.
- 50% of respondents strongly supported improvements to the walking and cycling route between Telford Train Station and Telford Shopping Centre, and 88% 5 and above.
- 26% of respondents strongly supported Station Quarter as a project that would increase footfall for Telford's town centre, and 71% 5 and above.
- 10% of respondents felt the Station Quarter Contextual Design Brief set a benchmark for Telford's built environment, and 69% 5 and above.

2. Recurring comment themes from the qualitative assessment were that:

- The public are interested in understanding the benefits and design principles of successful residential-led town centre developments.
- The public are supportive of, and interested in understanding the detail behind, the sustainability aspirations and deliverables of the Station Quarter development.
- The public are supportive of a more pedestrianised and cycle friendly town centre, with fewer cars and greater coherence/improved accessibility between the train station, through to the shopping centre and beyond.
- The public are interested in understanding the detail behind the public realm proposals and the management and maintenance of this to preserve quality.
- The public are supportive of, and interested in understanding the detail behind, the upskilling proposals from the new Digital Skills Hub.

5

Conclusion & Next Steps

5.1 Conclusion

The applicant has undertaken a comprehensive process of pre-application consultation with key stakeholders, local businesses, the local community, and Telford & Wrekin Council Planning Officer and Consultees. This consultation and engagement has enabled the project team to develop a deeper understanding of the local context and has been instrumental in informing the masterplan and design principles that are presented in this hybrid planning application for approval.

To summarise, feedback has 1. Reinforced the importance of continuing to develop proposals in accordance with the original Station Quarter Vision and objectives, 2. Provided clear advice and recommendations as to how this can be achieved; 3. Highlighted the interest of all in key aspects of the development including sustainability, accessibility, prosperity; and 4. Reinforced the need to continue to communicate and engage as the project continues to develop to ensure the vision and objectives are achieved.

The applicant considers that the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful, and effective.

5.2 Next Steps

With detailed design underway, the next phase of consultation will focus on key themes which can deliver real betterment to the scheme including but not limited to:

- Accessibility & Inclusivity
- Safety
- Internal Fit Outs
- Public Realm (hard and soft landscaping, play)
- Management & Maintenance

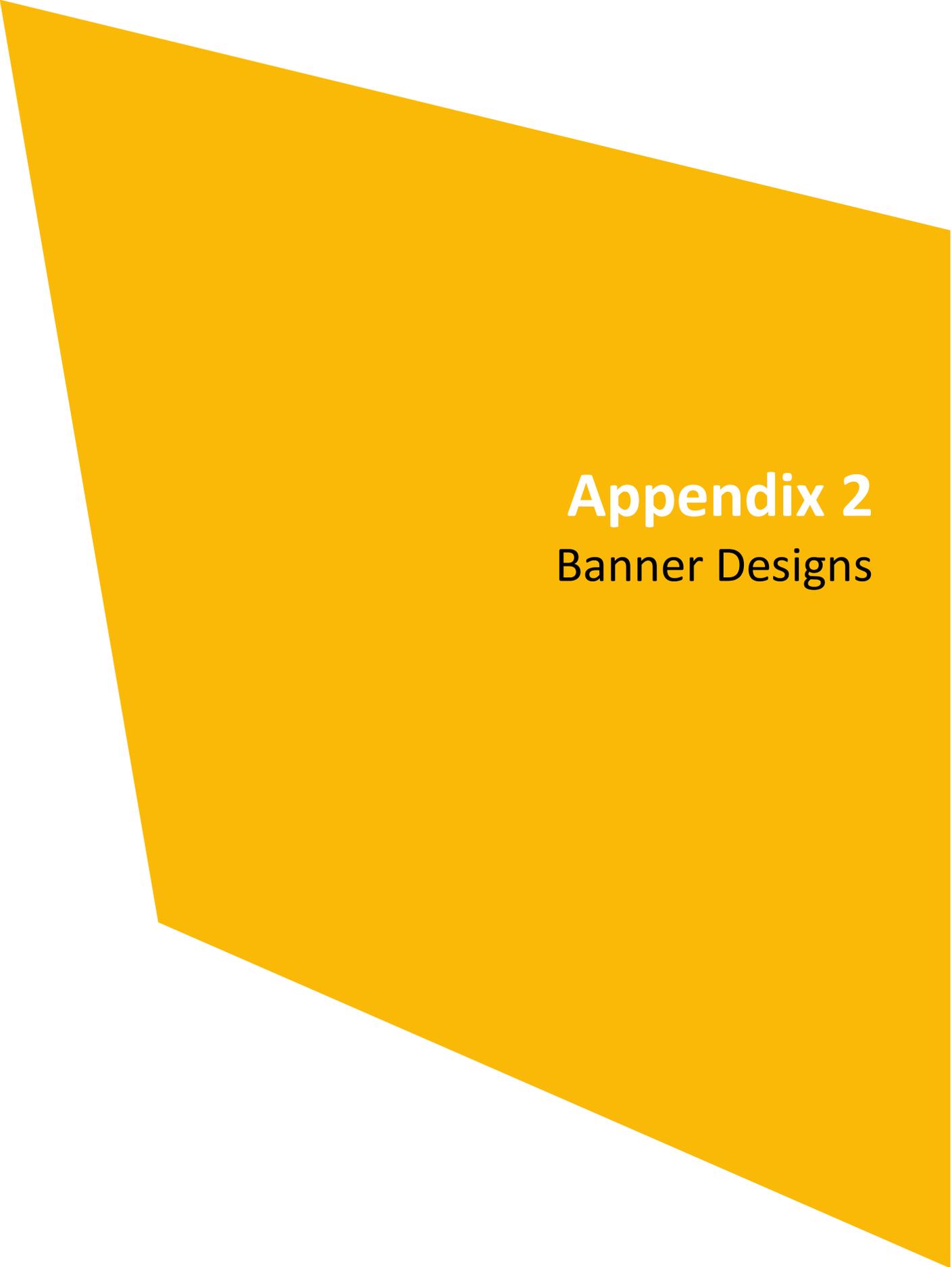
Further engagement and consultation opportunities which are ongoing and will continue post occupation of the first phase of development as well as future phases as set out in Section 2.0.

Appendix 1

Project Inception Stage, Stakeholder Engagement Summary

Stakeholder Audiences	Audience Engagement
Business	Chamber of Commerce Federation of Small Business Telford Business Board Local and Town wide business networks Individual businesses Private investors/developers
Community	Residents Town and Parish Councils Representatives of community organisations Digitally excluded Young people
Strategic Stakeholders	Town Deal Board MP's and Constituency Offices Education providers Marches Local Enterprise Partnership Local Regeneration Partnerships Visitor Economy Forum
Online Engagement	Channels: Town Deal Web Page, Social Media Channels, Residents Survey/Opinion Polls, Local Press
#MyTown digital campaign in October 2019	Provided an opportunity for people living in the 100 towns selected as part of the Towns Fund to have a say in how they think the money should be spent. Since October 2019 the dedicated Telford page received over 100 comments which have been reviewed as part of the TIP process and have helped to inform the proposed interventions
Summer 2020 – Telford wide Residents Survey	More than 5,000 responses to a borough wide survey which captured resident views and priorities for Town Centre/Station Quarter investment
Offline Engagement pre-Covid-19	Walkabout Surveys, Business and Stakeholder Meetings
Business Group / network engagement. Key stakeholder meetings / interviews with: education and skills providers; Town Centre business owners and developers; regional and national stakeholders; local centre town and parish councils	Ongoing scheduled meetings with a wide range of groups to engage in visioning and identification of priorities for investment in town centre regeneration

Project Inception Engagement Summary Themes	
Theme	Responses
Retail: better range of shopping and more independent quality shops	Identified as a priority for residents in all surveys. 55% overall response and 16% for Telford Town Centre. Independent businesses and small shops given as a priority for Station Quarter
Food and drink: wider variety including more independent/character offerings in all areas	For Station Quarter most wanted a contrast to the chains in Southwater with small independent bars, restaurants and cafes
Destination / entertainment and leisure	25% identified as a priority overall. 38% wanted to see more leisure and entertainment facilities in Station Quarter "I would love Telford to evolve into a destination that people talk about positively and actively want to visit" (Telford resident)
Housing	19% of residents want to see new housing in Station Quarter. Specific suggestions on housing being eco-friendly, for the elderly and being affordable
Environment (green spaces and transport)	25% of respondents indicated that they are 'extremely concerned' about climate change 25% of respondents want to see green charging points in Station Quarter. Also support for an integrated transport hub with bike hire, cycle paths and park and ride facilities "I would love Telford to be a greener town, with better green modern day housing/apartments....a comprehensive linked cycleway, better transportation and bus routes (ideally electric buses) an a vibrant and thriving evening economy for the younger generation. My son will be 22 in 10 years' time and I would love to think there is plenty for him to do in the town at an evening/weekend without having travel further afield and that he wants to remain in the town for his education, employment and to start his own family" (Telford resident)
Education	30% of respondents want to see new education provision in Station Quarter. "Definitely a car charging portal. A well-lit, disabled accessible, safe route from the shops to the railway station, going through green spaces. Perhaps easting outlets dotted along the route. Perhaps a good place for a 6 th form college?" (Telford resident) "Training facilities would be good and attractive to outside organisations due to transport links" (Telford resident) "What about providing start-up business space at low cost, to try and encourage local businesses. By this I mean micro and solo businesses who often can't afford even said business space. This could be combined with education and training facilities and subsidised fruit and vegetables for those on low incomes, or a food waste project?" (Telford resident)



Appendix 2

Banner Designs

Making Telford a great place to live, work, study and visit, where all residents can participate in, and all communities can benefit from, a strong, inclusive economy.

In 2019 the Government launched a £3.6bn fund to drive economic growth and 'level up' communities throughout the country.

In June 2021, Telford and Wrekin Council received the news that it had successfully secured £22.3m to deliver Telford's Town Investment Plan consisting of three projects, to be delivered over 5 years:

Find out more information and have your say on these projects
www.telfordtownsfund.co.uk

Project 1

Station Quarter

- Enabling works to get the site development ready
- Extensive public realm works including improved access from Telford Central Railway Station and the town centre
- A state-of-the-art digital skills and enterprise hub

Project 2

Oakengates Theatre Quarter

- Regeneration of the area around the theatre to improve the quality of the public realm linking The Place to the high street
- New residential housing in the centre of town
- Investment in the improvement of shop frontages

Project 3

Wellington Conservation Area

- Bring vacant commercial units in the historic core of Wellington back into use
- Revitalise shop frontages of landmark buildings
- Introduce high quality high street living space
- Deliver high-quality public realm space across the historic centre



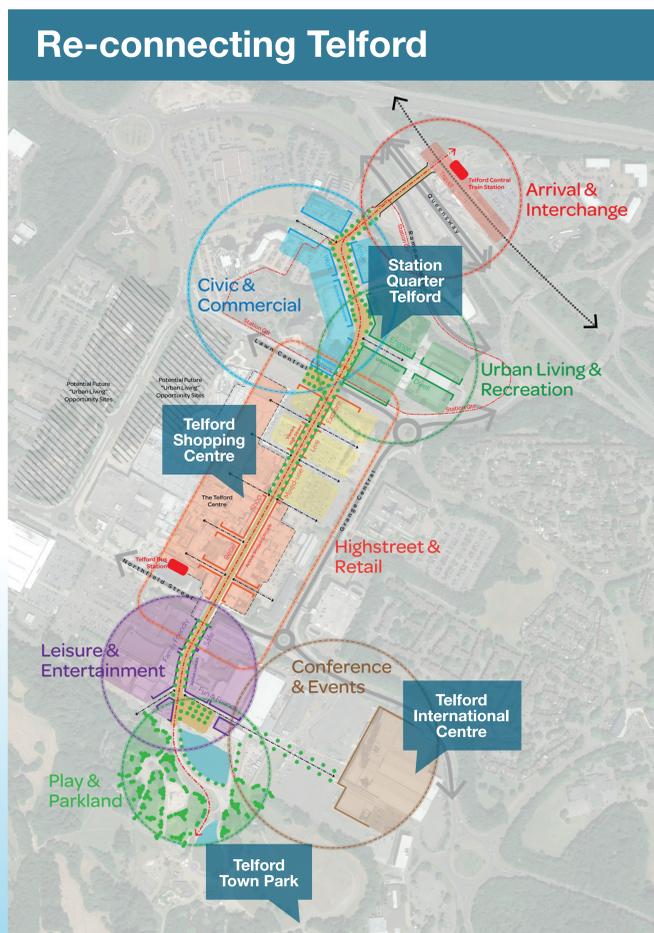
Station Quarter has a long-term plan that was made with the help of feedback from local businesses, partners, and the local community.



Station Quarter is a sustainable, gateway location, currently dominated by cleared sites once occupied by unsustainable and outdated office buildings.

Station Quarter aims to deliver:

- Improved connectivity between Telford Central and the key amenities within Telford Town Centre including the Shopping Centre, Southwater, Telford Town Park, and beyond
- High-quality, low-carbon living, business, leisure, and retail space in the town centre that adapts to changing lifestyles, business trends, and customer needs
- A high-tech digital skills and enterprise hub
- New public spaces for residents
- Sustainable infrastructure including solar energy, and charging stations for electric vehicles



Find out more information and have your say on this project
www.telfordtownsfund.co.uk



TELFORD TOWNS FUND



1 6

Phase 2 – Medium Term
Developments 2025+

10 3

Potential Future
Development Phase

Phase 1 of Station Quarter will be delivered by 2025 and will include the following

Plot 2: A digital skills & enterprise hub

A hub for further and higher education, business start-up spaces, and a ground-floor exhibition area with a café. The facility will focus on upskilling residents to compete in a digital age and enhancing corporate productivity. The development will attract and retain young people and professionals in Telford and Wrekin.

Plot 4: Hotel

Adding to the town's successful and high-quality hotel options and helping Telford become a key shopping, leisure, and conference destination for the region.

Plot 9: 84 1 & 2-bed apartments

Telford & Wrekin Council through Nuplace will develop these low-carbon, private market rental apartments to serve the masterplan's broad residential offer in a sustainable setting.

Plot 5, 7 & 8: 102 2 & 3-bed homes

These low-carbon houses include affordable, social rent, and shared ownership homes. As the first phase of high-quality urban living in the masterplan, these homes will help meet Telford's need for 1- and 2-bedroom homes in sustainable locations. Telford & Wrekin Council's housing investment company Nuplace, and private developers, will bring this development forward.

Future opportunities

Phase 1 developments are expected to stimulate and unlock longer-term plans to supplement and build on what will be a diverse education, employment, and housing offer in Telford town centre. With the potential for further private sector investment, future phases have the potential to deliver a further 570 homes and will deliver the final parcels of the Station Quarter master plan.

Find out more information and have your say on this project

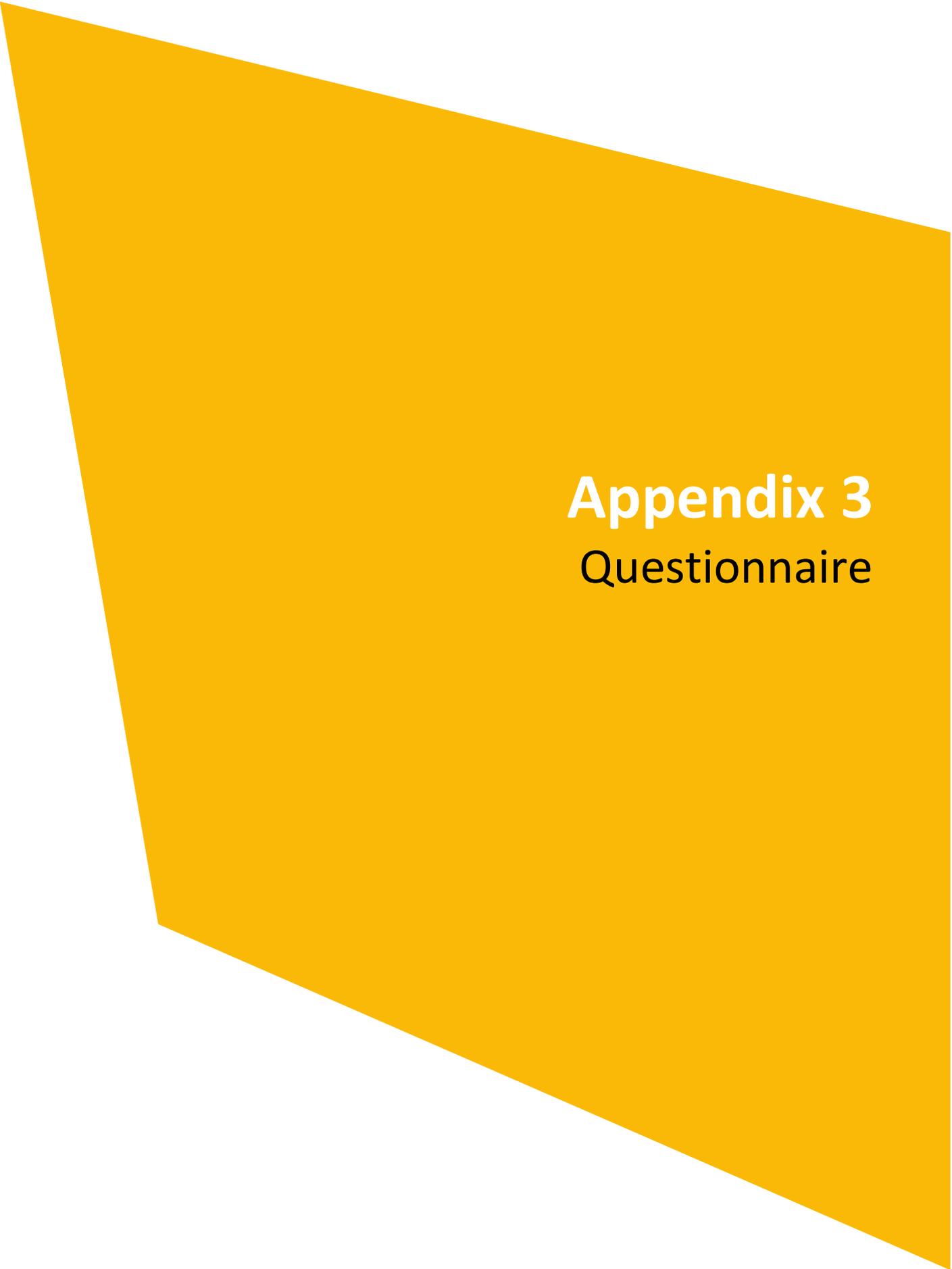
www.telfordtownsfund.co.uk



HM Government

Station Quarter project milestones





Appendix 3

Questionnaire

Q2 On a scale of 1 to 10, how well do you think the Station Quarter plan delivers against the vision and objectives of the project?
Where 1 = Not very well and 10 = Very well.

1	2	3	4	5	6	7	8	9	10	Don't know
<input type="checkbox"/>										

Q3 Please could you tell us why you selected this option?

Q4 On a scale of 1 to 10, to what extent do you support the following statements?
Where 1 = Strongly do not support and 10 = Strongly support.

	1	2	3	4	5	6	7	8	9	10	Don't know
The introduction of sustainable town centre living	<input type="checkbox"/>										
The introduction of a town centre education	<input type="checkbox"/>										
Improvements to the walking and cycling route	<input type="checkbox"/>										
Station Quarter will increase footfall for the whole of Telford's town centre	<input type="checkbox"/>										

Q5 Do you have any further comments?

Q6 On a scale of 1 to 10, how do you rate the principles of the Station Quarter Contextual Design Brief, and example images, as setting a benchmark for the future of Telford's built environment?

Where 1 = Poor and 10 = Excellent.

1	2	3	4	5	6	7	8	9	10	Don't know
<input type="checkbox"/>										

Q7 Please could you tell us why you selected this option?

Appendix 4

Example Press Releases

(<http://www.telford.gov.uk>)

Newsroom (<http://newsroom.telford.gov.uk>)

[Adult Social Care \(/c=Adult%20Social%20Care\)](#) [Business & Enterprise \(/c=Business%20%26%20Enterprise\)](#)
[Children & Young People \(/c=Children%20%26%20Young%20People\)](#) [Employment & Skills \(/c=Employment%20%26%20Skills\)](#)
[Health & Wellbeing \(/c=Health%20%26%20Wellbeing\)](#) [Leisure & Events \(/c=Leisure%20%26%20Events\)](#)
[Neighbourhood & Community \(/c=Neighbourhood%20%26%20Community\)](#) [Regeneration & Housing \(/c=Regeneration%20%26%20Housing\)](#)
[Telford 50 \(/c=Telford%2050\)](#) [Other News \(/c=Other%20News\)](#) [News Archive \(http://www.telford.gov.uk/news/archive/2022/1/1\)](http://www.telford.gov.uk/news/archive/2022/1/1)

Station Quarter plans set to be unveiled at public exhibition

A public exhibition giving people the chance to express their views on plans to transform Telford's Station Quarter gets underway today (Fri).



Exciting proposals will be on display in Dean Square at the Telford Centre on Friday 17 and Saturday 18 June where the public can view them, speak to the Towns Fund team and give their feedback.

The exhibition will then move to the ground floor of Southwater One from Wednesday 22 June – Monday 27 June where the plans can be viewed.

People will also be able to submit their feedback via an online survey which closes at midnight on Sunday 3 July: www.telfordtownsfund.co.uk/getinvolved (<http://www.telfordtownsfund.co.uk/getinvolved>)

In 2021, Telford & Wrekin Council was successful in securing £22.3m in Towns Funding to support Telford's Town Investment Plan consisting of three projects to be delivered over 5 years - and Station Quarter is one of the projects.

The Council has also secured over £200m of match funding from the private sector to support the Station Quarter project.

The vision for the investment, and the three projects in Telford and Wrekin, focuses on driving long term economic growth, with an emphasis on regeneration, improved transport, better broadband connectivity, skills, and culture.

It was developed in response to resident feedback identifying that connecting places, digitally and physically, is vital to bringing communities and opportunities together in Telford.

Station Quarter has a long-term plan influenced by feedback from local businesses, partners, and the local community.

It aims to improve connectivity within Telford – helping residents to access key amenities in the town centre including the shopping centre, Southwater and Telford Town Park more easily.

Phase One of Station Quarter is set to be delivered by 2025 and will include a digital skills and enterprise hub, a hotel, 1-2 bed apartment and 2–3-bedroom homes.

Councillor Lee Carter (Lab), Telford & Wrekin Council's Cabinet Member for Neighbourhood Services, Regeneration, and the High Street, said: "Station Quarter is one of our key Telford Investment Plan projects which will help to redevelop the area between Telford railways station and Telford town centre.

"This is a really exciting development, and we are pleased that we can share project plans with the public at the exhibitions and via the online survey.

"Our residents and local businesses have already played a key role in shaping these plans and we welcome their feedback on these proposals before we take this project to the next stage with the support of the Towns Funding."

Station Quarter is a gateway location made up of cleared sites which used to be occupied by unsustainable and outdated office buildings.

Councillor Shaun Davies (Lab), Telford & Wrekin Council Leader, said: "As a council which is on your side, the Telford Town Investment Plan is all part of our wider vision to make Telford a great place to live, work, study, and visit.

"Station Quarter is a part of a transformational journey for Telford, improving access and linking areas of the town centre to make it more accessible for residents and helping us to boost the skills of the area's workforce.

"Previously the centre of Telford was a shopping centre and the town park but now it's a thriving town centre and this next phase of the project will create new homes and new jobs.

"We have also invested more than £784,000 to support new businesses through our Pride in Our High Street programme – creating over 230 new jobs and helping businesses to open in empty retail premises across the borough in a programme which continues to go from strength-to-strength."

Find out more about Telford Towns Fund and have your say on future plans by visiting www.telfordtownsfund.co.uk/getinvolved (<http://www.telfordtownsfund.co.uk/getinvolved>)

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VIEWS SOUGHT ON STATION QUARTER PLANS

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Views are being sought on landmark plans to transform Telford's Station Quarter.

In 2021, Telford & Wrekin Council was successful in securing £22.3m in Towns Funding to support Telford's Town Investment Plan, consisting of three projects to be completed over five years, with Station Quarter being one.

The council has also secured received £200m of match funding from the private sector to support the scheme.

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Got a news story for us? Contact us using the details below

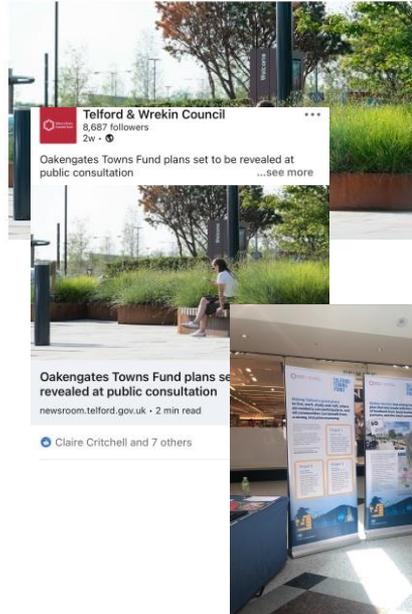
Appendix 5

Social Media Post Examples

Telford Towns Fund

Oakengates Towns Fund plans set to be revealed at public consultation

Residents can have their say on draft plans to transform Oakengates Town centre which have been developed in response to public consultation activities over the past two years



Telford & Wrekin Council is staging a public exhibition on Friday 24 June at The Place Theatre (2-7pm), Oakengates where exciting proposals for Oakengates The Quarter will be revealed. The plans are ha

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