

Telford was established in 1968 by a Government decision incorporating Dawley New Town (designated 1963) and the adjoining areas of Wellington and Oakengates into one major new town.

The 1963 designation was the result of a campaign by Birmingham City Council to convince the Minister of Housing and Local Government that it would help solve their overspill problems.

At the same time, it reflected the planning policy which aimed at containing the conurbation in existing post-war limits and preventing the undesirable sprawl into valuable countryside.

The Secretary of State has, in fact, now confirmed much of the green belt proposals for the West Midlands, and designated the remainder as "interim green belt".

Telford is to be the largest in population and the most westerly of the growth points selected for overspill from the Birmingham/Black Country Conurbation. It stretches to the River Severn in the south and is about 30 miles north-west of Birmingham.

The area is 19,300 acres, including part of the former Coalbrookdale Coalfield which helped cradle the Industrial Revolution in the Ironbridge Gorge.

Its name was chosen because of the association with the area of the famous engineer, Thomas Telford, a technological giant in his time and formerly Shropshire's surveyor. It was his brilliance which did much to increase the effectiveness of communication in Britain's largest land-locked county.

And it will be seen just how important communications are in the welding together of the component parts of the city of the 21st century now rapidly evolving in East Shropshire.

TELFORD,

the city of the 21st Century - its origins



Thomas Telford

Telford's Landscape Structure Plan - a two-dimensional representation of objectives it is intended to pursue to achieve a natural setting for the town - is unique among new towns.

It was made to enable the Corporation's landscape artists to work as constructively and effectively as the great estate gardeners of the 18th century like Capability Brown did on a much smaller scale.

The "forest city" theme contemplates the planting of 800,000 semi-mature trees which will encompass all the built up elements of the town, giving it a green character quite different in its visual impact from that of any comparable settlement.

The overall forest character will be enriched through the visual beauty of rhododendrons over former pit mounds, or by the use of hydrangeas and other flowering shrubs and trees.

Important amongst the objectives of the plan are the creation of appropriate breaks in development along the perimeter of the town. This will highlight the difference between town and country as well as heighten views both into and out of the area.

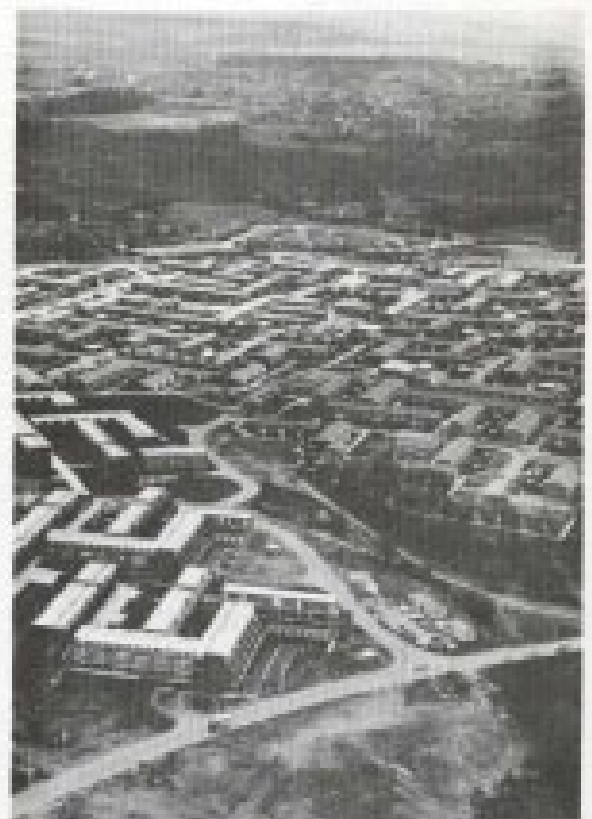
There will be the creation of green corridors linking one area with another along the path of new major roads, and the introduction of avenue planting to heighten the expectation of the traveller approaching Telford.

Finally, in close association with the new development, there will be planting which will enhance its appearance for the resident, or the worker in his factory, as well as for the onlooker viewing the scene from afar.

The Corporation has its own nursery where, on a 25-acre site, there are over 150,000 shrubs and 70,000 trees awaiting their appointed place in the plan.



Halosfield Industrial Estate



Woodside Housing Estate

GROWTH

Telford is now the largest urban area in Shropshire. In 1968 the population was 70,000. It is now estimated at 89,000. The population target by 1991 is 225,000.

When Dawley New Town was designated, there was almost no main drainage. Major facilities, including the new Coalport Water Pollution Control Works, had to be built before large scale development could begin.

The addition of Wellington and Oakengates areas necessitated the design and construction of another main drainage system on similar lines to serve the northern area of the town.

The first Corporation house was occupied in March 1967. Since then, 4,717 homes have been built. Another 994 are under contract and 1,911 in design.

Government directives that at least 50 per cent of new houses in New Towns must be owner-occupied, mean that over 25,000 private homes will be needed in Telford by 1991 from all sources.

So far, the Corporation has sold to private developers 15 sites, and one to a self-build association. More than 500 homes covering a wide price range have already been sold on those sites.

The Corporation is also promoting schemes for the improvement of older properties, particularly in Ironbridge and Coalbrookdale where there is much natural beauty and historical interest.

Indeed, it was in the Ironbridge Gorge where Abraham Darby I started the Industrial Revolution which set the pattern for the world's industry as it is today, when he discovered how to smelt iron with coke.

Telford's first new factory was built in 1966 at Tweedale. Now 159 have been completed, providing nearly two million square feet of floor space and creating the potential of more than 5,000 new jobs.

The opening of the 100th factory to go into production was celebrated on May 1st, 1973.

Another landmark was October 2, 1973. The new Town Centre at Malinslee was inaugurated with the opening of a 100,000 square feet Carrefour hypermarket - the first in Britain to be given planning permission - and a 50,000 square feet superstore, Sainsburys biggest.

Twenty-two other units, including many of the big household names, are in the first phase of what will be one of the outstanding shopping and leisure complexes in Europe.



RECREATION

A central town park of over 450 acres, an open-air industrial museum and conservation area of international significance are in the making. Considerable progress has already been made in landscaping the town park immediately flanking the town centre.

It is also planned to provide a sports complex for the premier rugby, hockey and cricket clubs of the town. There will also be a variety of water features, children's play areas, adventure parks, small play farm, picnic spots, a habitat for wild fowl and exotic plants, refreshment and restaurant facilities and a model railway.

At Sutton Hill, the high quality daily fee golf course, the first of several championship courses, should be playable by the spring of 1975. At 7,000 yards, it will be the longest in the Midlands. There will also be a golf driving range and social facilities.

An important feature of Telford's social and recreational scene is the provision of joint use centres where sports facilities for schools are augmented by Local Authority contributions and other sources to also provide sports and social facilities for public use at agreed times.

The first, the Court Centre at Madeley, was opened in 1971. It embodies an indoor swimming pool, sports hall, large social hall, fully licensed lounge bar, and coffee bar. Outdoors are playing fields, roller skating rink, floodlit all - purpose, all weather surface, tennis courts, bowling green and dry ski slope.

The planning of a substantial leisure and entertainment complex in the town centre is proceeding. It is expected to include a leisure swimming pool with sauna suite, a large multi-purpose hall capable of accommodating major spectator events - concerts, exhibitions, civic functions and sports activities; a night club, cinemas, discotheque, bingo hall, restaurant and bars. There will also be an arts centre and a small theatre. A church centre, youth and community facilities and library will complete the plan.



The swimming pool at the Court Centre

RECLAMATION

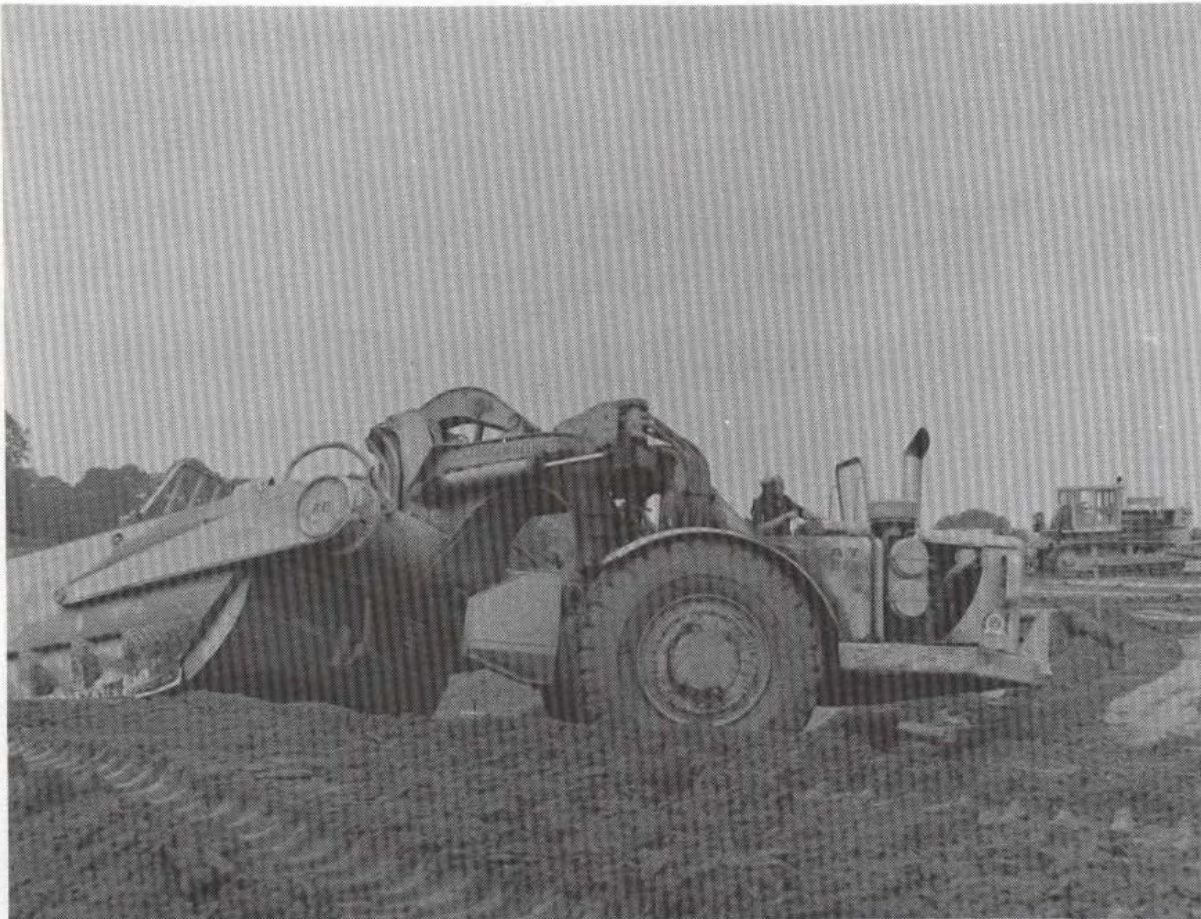
A secondary reason for the establishment of Telford was the need to restore land left derelict by the Industrial Revolution from its beginnings in the Ironbridge Gorge and its traverse northwards across East Shropshire.

The Development Corporation has embarked upon the biggest land reclamation programme ever undertaken in Britain. About a quarter of the designated area has to be re-shaped and restored from spoil mounds and more than 3,000 old pit shafts, some 750 feet deep, have to be filled and made safe and covered by re-inforced concrete caps.

So far 280 acres have been reclaimed for the Town Centre at Malinslee, the close support Hollinswood residential area and part of the attractive new Town Park.

A reclamation programme, of over 1,000 acres, covering the next five years, has also been prepared. Of this approximately 400 acres will be dealt with by joint reclamation/opencast schemes in collaboration with the National Coal Board. The remainder will be undertaken by the Corporation through the normal engineering contract process. This rate of progress accords with the Basic Plan which envisages a total of 3,030 acres of damaged or derelict land being brought into use between 1971 and 1991.

Reclamation costs seem to vary between £3,000 and £5,000 per acre depending on conditions and objectives but it is evident that much higher costs varying between £7,000 and £10,000 per acre are likely to be encountered in areas where shallow mine-workings have to be dealt with.



Earth moving - land reclamation scheme

SERVICES

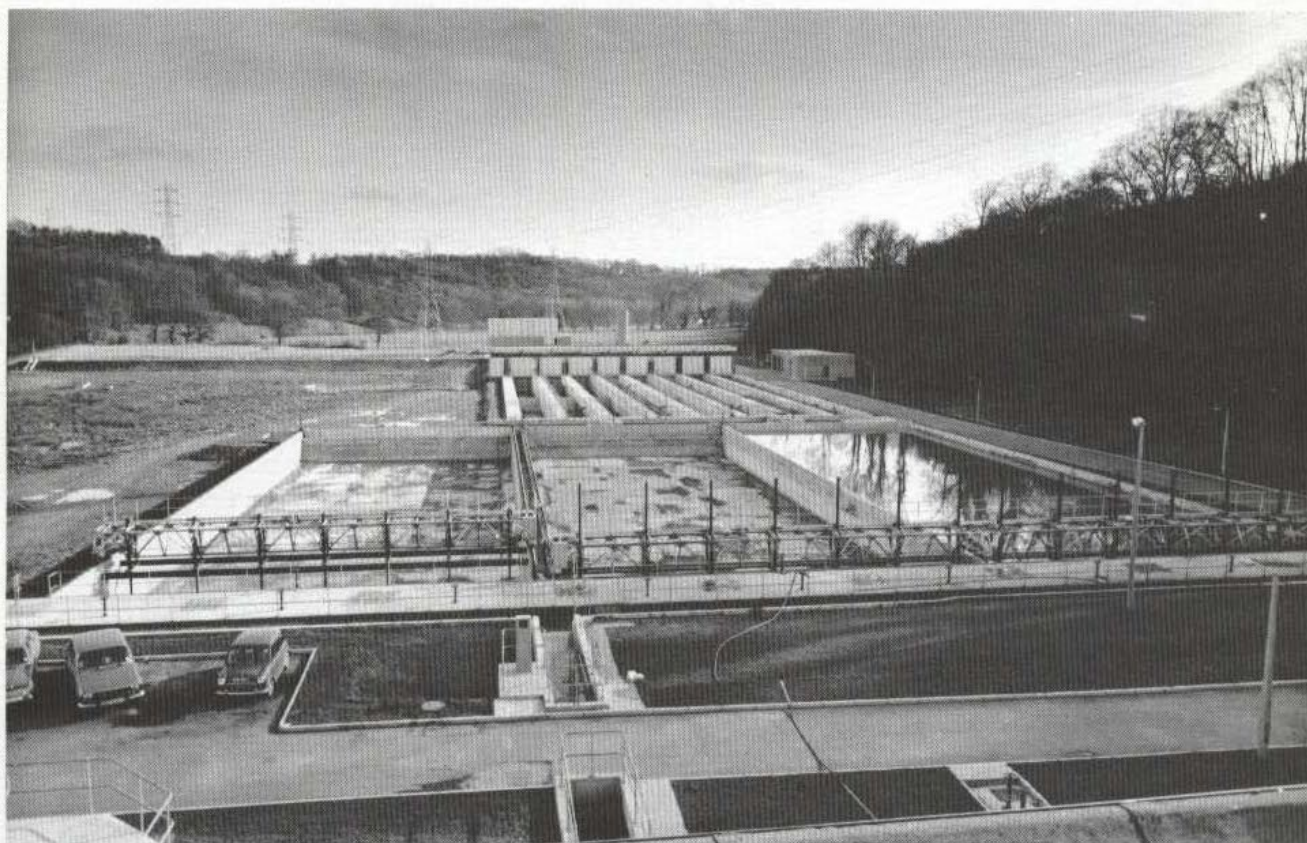
Main Drainage

The New Town divides naturally into two drainage catchment areas separated by a high ridge of land from Ketley Bank to Lawley Bank. The area to the south drains to the River Severn, and that to the north into the River Tern.

The Coalport Water Pollution Control Works is the largest in Shropshire and takes the foul sewage from the southern area. Surface water also drains to Coalport, the artificially created Holmer Lake at Madeley being the control reservoir. The Lake also provides boating and canoeing facilities.

In North Telford, work has begun on the Water Pollution Control Works at Rushmoor which, together with a new network of trunk sewers, will alleviate the problem of sewage disposal in Wellington, Hadley and Trench. It is the largest single sewer contract yet placed and is worth £1.7 million.

The completion of this project will enable development to start in the northern area, particularly in Hadley and Leegomery, and Wellington and Admaston which are to be the basis of new district centres. Telford's fourth new industrial estate at Hadley Park - between the existing GKN Sankey complex and the Central Ordnance Depot at Donnington - can also be opened up.



Coalport W P C Works

Roads

The town is to be circled by an urban motorway box to ensure rapid communication with all parts. Added to that will be the Wellington By-Pass (M54) which is due for completion in January, 1975, and a first class north/south route through the town from the Whitchurch Road, north of Wellington, to the Bridgnorth Road south of Sutton Hill.

The North-east primary will connect GKN Sankey and the Hadley Park Industrial Estate to the motorway system and the Dawley/Donnington Distributor route will further enhance the pattern.

Furthermore, the Secretary of State has given approval to the building of Telford's link with the M6 in the heart of the nation's motorway network - a 17 mile stretch which is scheduled for a 1975 start.

The motorway box will eventually be 15 miles long, four of which are already in use from Sutton Hill to the Priorslee junction of the A5 and the A464 (Wolverhampton) roads.



The East Central Primary Road and Town Centre

CONCEPT

A dominant feature of Telford is the fragmented nature of the communities which make up its population. These fall into three categories:-

- (1) Those within the Old Shropshire Coalfield, Madeley, Iron Bridge and Coalbrookdale, Dawley, Ketley and Ketley Bank and Oakengates.
- (2) Wellington, the established market town just outside the coalfield and
- (3) New communities which developed relatively recently along the Wellington to Newport road (A.518) Hadley, Trench and Donnington.

The Basic Plan accepts that the New Town will be based upon these communities or groupings of them, to form a series of residential districts varying between 20,000 to 30,000 population each.

To provide employment for this population, the Basic Plan provided for three very large industrial areas at Halesfield (including Tweedale), Stafford Park and Hadley Park (including the G.K.N. Sankey complex).

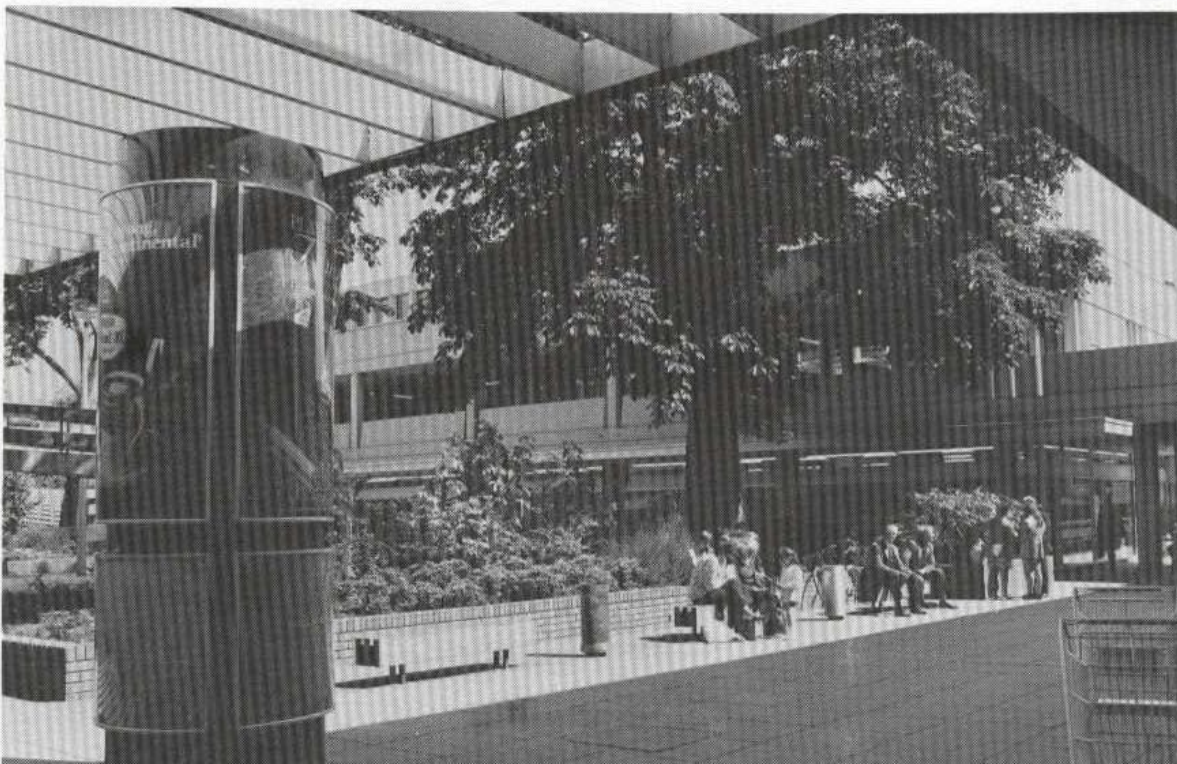
These, together with the residential areas, form the basic components of the New Town. They are meant to communicate with each other through the Town motorway.

The opening of the Town Centre, approximately at the geographical heart of the area, establishes the "whole town" identity of Telford. The establishment of a single district authority from April, 1974 will be another extremely important step in the consolidation of that identity.

Telford's shopping system is based upon a three-tier principle. The Town Centre is designed for the larger shops and the major social and cultural features.

District Centres, the first of which is already complete at Madeley in the south, provide the intermediate range of facilities and the focal point for communities of 20,000 - 30,000 people. More are planned for Stirchley, Dawley, Wellington, Hadley and Oakengates.

Local Centres on each new housing estate of up to 7,000 people are designed to meet the day to day shopping needs of the housewife.

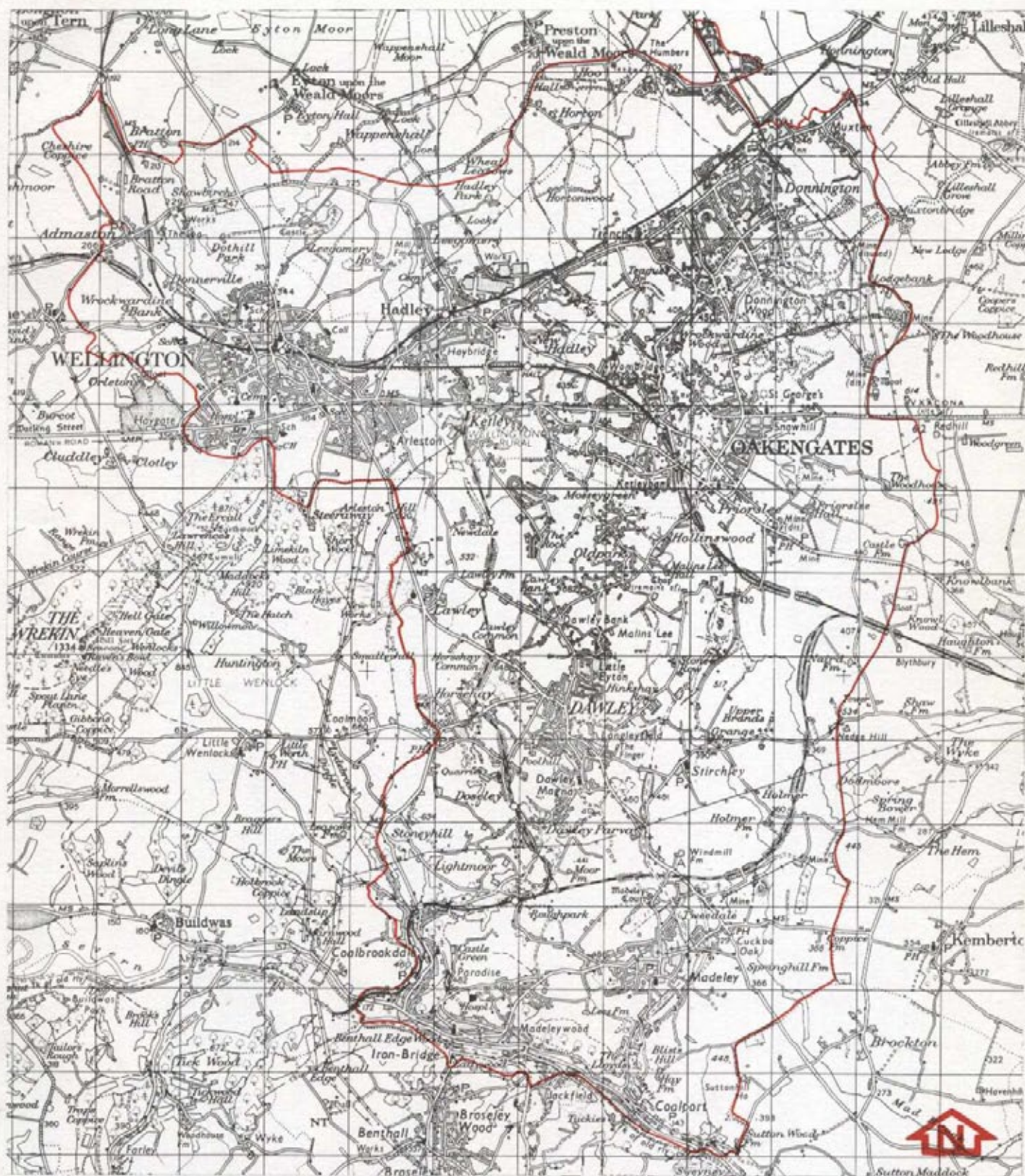


THE MASTER PLAN

- should be regarded as a statement which shows the broad strategy of the development the Development Corporation intend to undertake
- the creation of Telford and the welding together within it of the existing communities is a challenging and rewarding task of development on a scale which can effectively engage all the talents available within the New Town
- it is hoped that all concerned will increasingly feel committed to the success of this venture

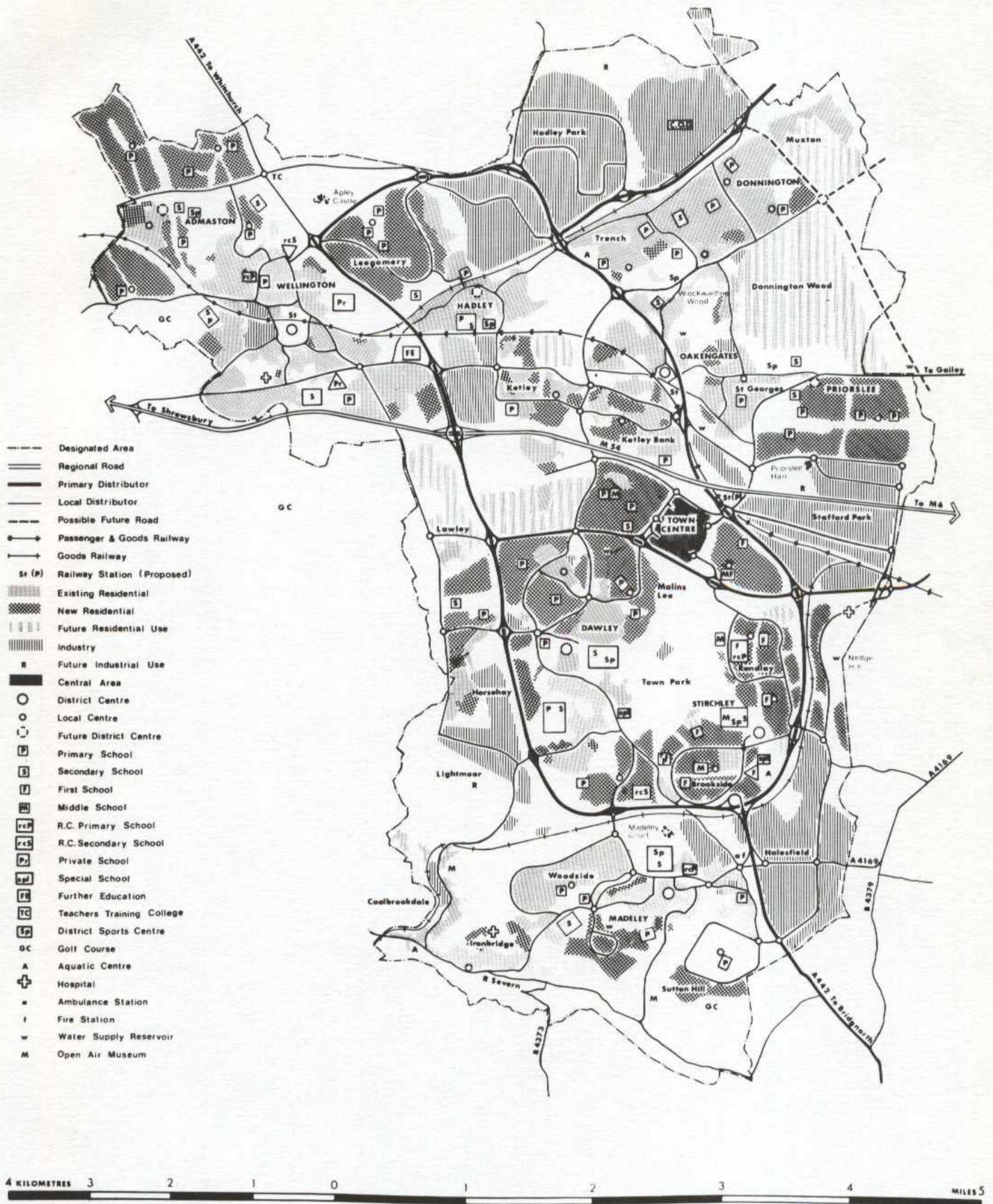
Secretary of State for the Environment,
7th December, 1971.





New Town Designated Area Boundary ———

THE BASIC PLAN



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