

# Telford



—your opportunity



Telford is the exciting new city that is growing around the foot of The Wrekin in East Shropshire.

Its southern boundary is the Severn Gorge at Ironbridge – an area of outstanding natural beauty.

The slopes of the Gorge hide what is believed to be the most northerly nesting place in Britain of the nightingale.

When development of the new town began nine years ago there were only four nesting pairs. Today there are 12.

That's how carefully we treat nature at Telford.

In the Gorge alone we've planted 135,000 new trees. Throughout the rest of the town we've planted another 26,000 trees and 111,000 shrubs.

We plant belts of trees on housing developments and industrial estates five years before the first brick is laid. When people move into their homes or start work at the factories, the trees are mature

and interesting.

With this amount of care no wonder we know Telford will be a magnificent place in which to live and work.

In the following pages you'll find out about our houses, our schools and our jobs. You'll read about our new town centre and our town park.

But the only true way to find out about Telford is to come and see for yourself.

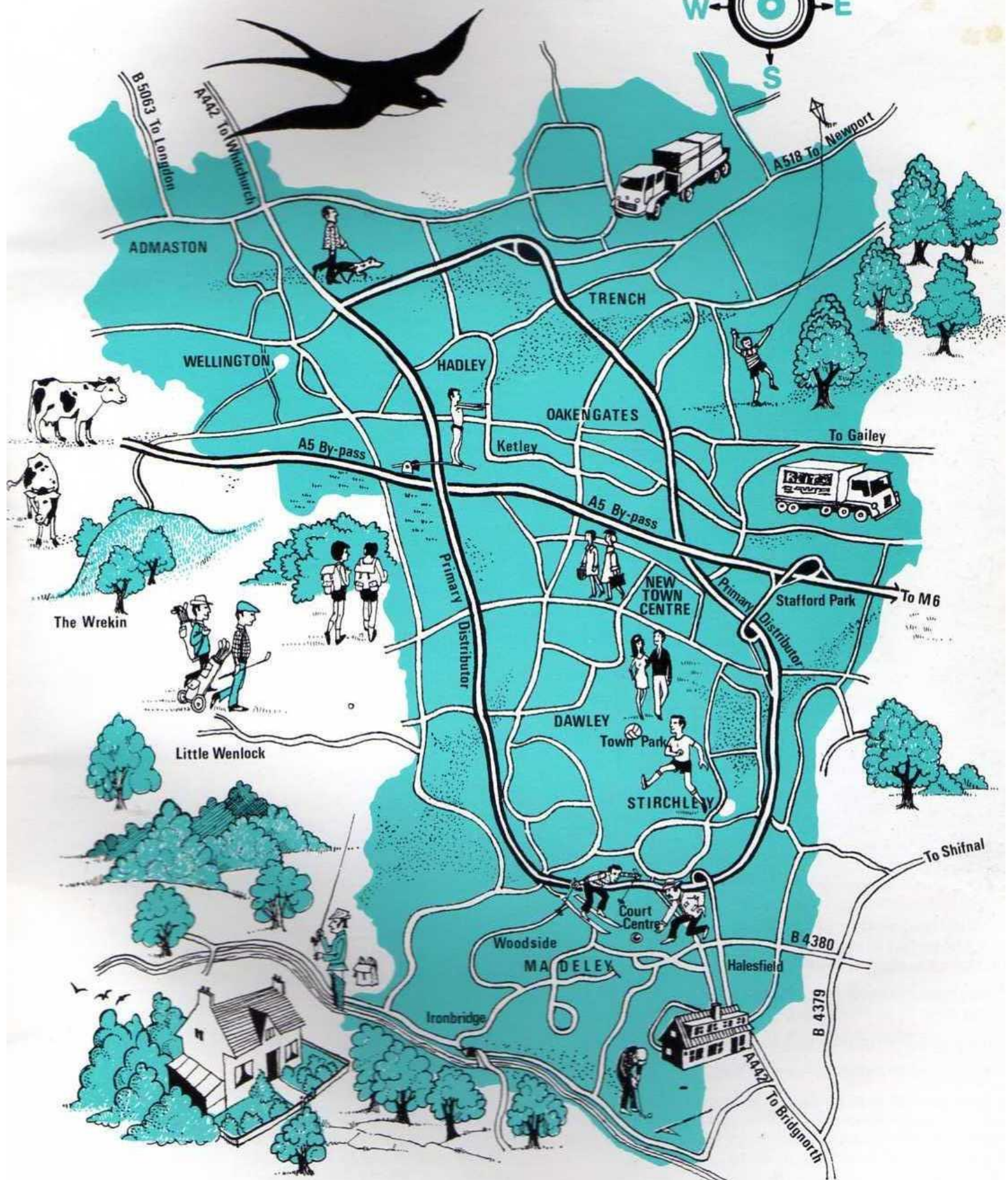
You may notice some not-so-attractive relics of the area's industrial past. Those were mistakes made a hundred years ago.

Today we're hard at it putting them right. Preserving the best of that era as part of a unique open-air industrial museum. Transforming the bad into grassy play areas or countryside walks.

Come and join us.









# A new home in Telford



**For the hundreds of families who have already moved in to the Midlands' fastest growing new town, this means a significantly better way of life.**

**We have witnessed the confined and uninviting conditions of a first floor flat on a Black Country estate.**

*"How do you put up with this?"* we asked the tenant.

*"You get used to anything",* he replied.

Our invitation to that tenant: come out to Telford and see what we can offer in terms of modern housing. We can provide that tenant, and many more like him, with a much better standard of living and housing.

We also told that tenant to think of the opportunities that are available for his children in a well planned city like Telford.

Hundreds of families are making the short car drive from Wolverhampton, Birmingham and the Black Country to visit the Midlands' busiest showhouse at Woodside, Telford, each weekend.

Why? Because Telford offers you far more.

A choice of house with 2, 3 and 4 bedrooms set in landscaped surroundings, linked by pedestrian underpasses to schools, shops and social centres.

A major campaign has been launched to attract industry which in turn will provide jobs in manufacturing and service trades for Telford newcomers.

By 1972, 2,500 new jobs had been created.

A man who finds he is unable to give up his existing job in a Midlands town but who wishes to bring his family to Telford may apply to the housing and community services manager of Telford Development Corporation for one of the many different house types.

Accommodation is available for the whole family. This means the worries of having to leave relatives behind are over. Bring all your relatives – grandparents included – to the pleasant environment and clean atmosphere of Telford.





The opportunity should not be missed of securing a house or flat in quiet, traffic-free areas where children can walk to school and play in safety.

Toddlers' play spaces are provided at frequent points through the housing areas and many of these are equipped with slides and climbing bars.

For the housewife, shops and services for every-day needs are round the corner. The foot-path systems are designed so that people are 'led' to the centre.

The homes themselves are designed to 'Parker Morris' standards which means they have adequate space for the number of occupants, good storage, some form of central heating and a second set of toilet facilities for five or more occupants. Rents vary according to house types.

In addition to the rented homes being offered by the Corporation, several areas are being developed privately to provide houses for sale.

What many Midland families considering a move to Telford will find such an asset is its close proximity to Wolverhampton, Birmingham and the Black Country.

When the motorway link is in operation only a 30-minute journey will separate Telford and Birmingham city centre.

Further information can be obtained from the housing and community services manager, Upper House, Madeley, Telford. Telephone Telford (std 0952) 586561.

**Red Campion**  
(*Silene dioica*)



# Job opportunities - the list grows

At a time when industrial employment nationally is growing only slowly, newly established industries in Telford have increased their labour force by an average of nearly 100 per cent.

This growth in employment is reflected in the total number of new jobs - 2,500 in 1972 - created since industrialists began arriving over five years ago.

Statistics produced by Telford Development Corporation show that more than 1,200 new jobs were due to a growth in existing lettings, and over 1,300 due to new lettings.

"The figures for industrial growth represent a formidable record of expansion", said a Corporation spokesman.

At Telford, an employer can offer the incentive of a house with a job to attract the skilled worker.

A move to Telford does not mean giving up ties with one's family in the conurbation.

"We are not out in the wilderness - but half an hour's drive from Wolverhampton. We make the point that in time the denseness of the West Midlands will make it easier to get to Telford than in or out of the conurbation."

The proposed M54 link-up to the motorway system planned for opening in 1975 will put the centre of Birmingham only a 30-minute drive from Telford.



*A garden setting for factories at Tweedale*





Factories are located very much with the worker in mind. There is adequate parking for his car and an easy access to main roads.

He will also find his workplace within easy reach of his new home, shops, schools and leisure centre.

Telford gives everyone the opportunity to make a change – for the better.



By 1972, seventy companies had moved to the Corporation's industrial estates, employing 2,500 workers and occupying about 1,250,000 sq.ft. of factory floor-space.

By operating from a brand new light and airy factory, these firms are giving their employees first-class working conditions in a clean environment.



**Devil's Bit  
Scabious**  
(*Succisa pratensis*)







# A good place to grow up in

**Shropshire Education Authority knows years in advance what Telford's future building programme is going to be.**

**At regular liaison meetings, the education authority is told of the progress of new housing in order to plan its school buildings.**

**Housing and school places are kept abreast of each other.**

Such is the co-ordination going on to ensure that new schools are located within a residential area. A constant check is made to ascertain places will

be available for the children of families moving to Telford.

This is the care put into the planning of homes and schools.

For new town planning has a marked advantage when it comes to educational facilities. At the outset they can be included in the design for residential areas and sites for new buildings are reserved.

Schools are located in key positions close to the shopping and community centres they are to serve. They are not remotely placed.







In the Autumn of 1971, one of the first dual-use educational projects of its kind in the country was opened in Telford.

On the site of Madeley Court is a comprehensive school designed with recreational and social facilities which are available to the public out of school hours.

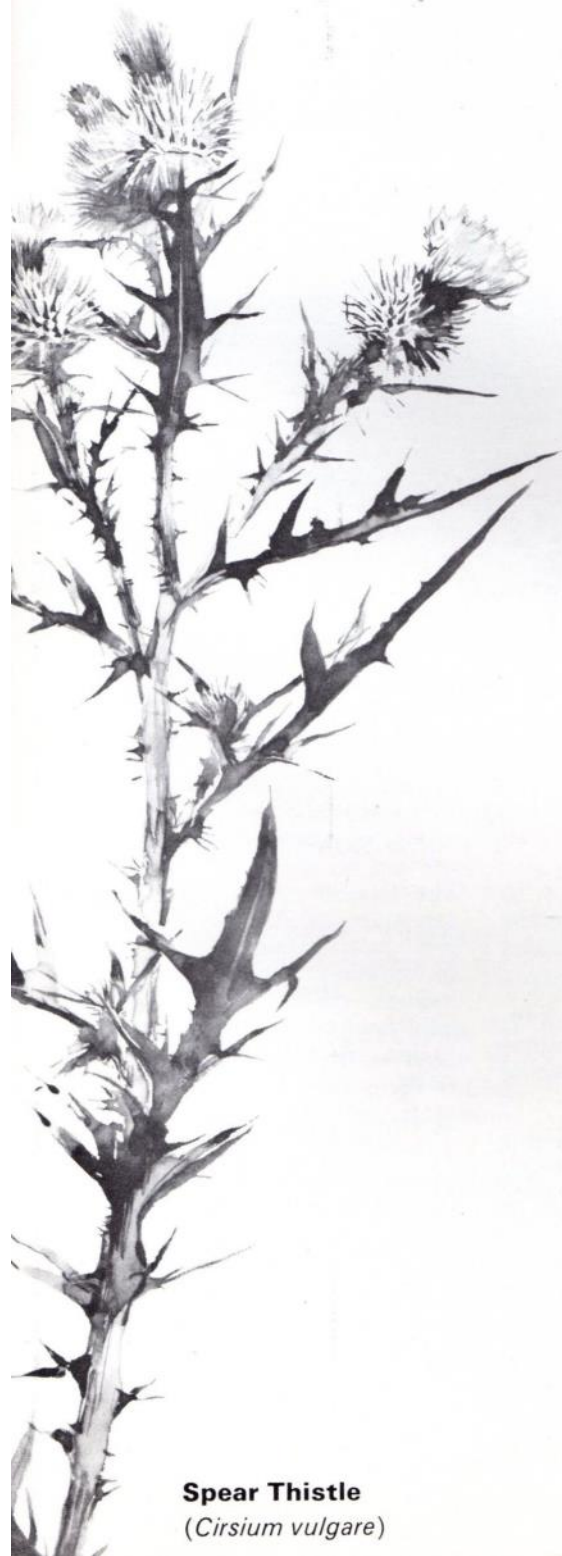
The controlling body of the sports and social centre, Telford Trust, is the first of its kind to

be set up. As a charitable trust, contributions towards the running of the centre will come from Telford Development Corporation, local authorities and central government.

Dual-use development makes sport and recreational facilities available to the public many years earlier than they would normally be if the local authority was paying (see inside back cover).



**Spear Thistle**  
(*Cirsium vulgare*)





# Room to relax



*The Severn Gorge at Ironbridge*

A 450 acre town park and a 70 acre lakeside park are among the recreational and social facilities being planned for the new town.

Traditional park amenities integrated with entirely new ventures will make Telford town park equal to any in the West Midlands.

Situated south of the town centre, it will be surrounded by housing areas which will have direct pedestrian access free from main roads.

Various main town walkways will link the park with other housing areas and a number of roads will lead to peripheral car parks.

More than 150 acres will be set aside for 35 rugby, football, hockey and cricket pitches.

The lakeside park will be landscaped round Randlay Pool which will have a quayside and be used for boating. Other features will include gardens, a habitat for wild fowl and exotic plants, boat-house, restaurant, hothouse and hotel.

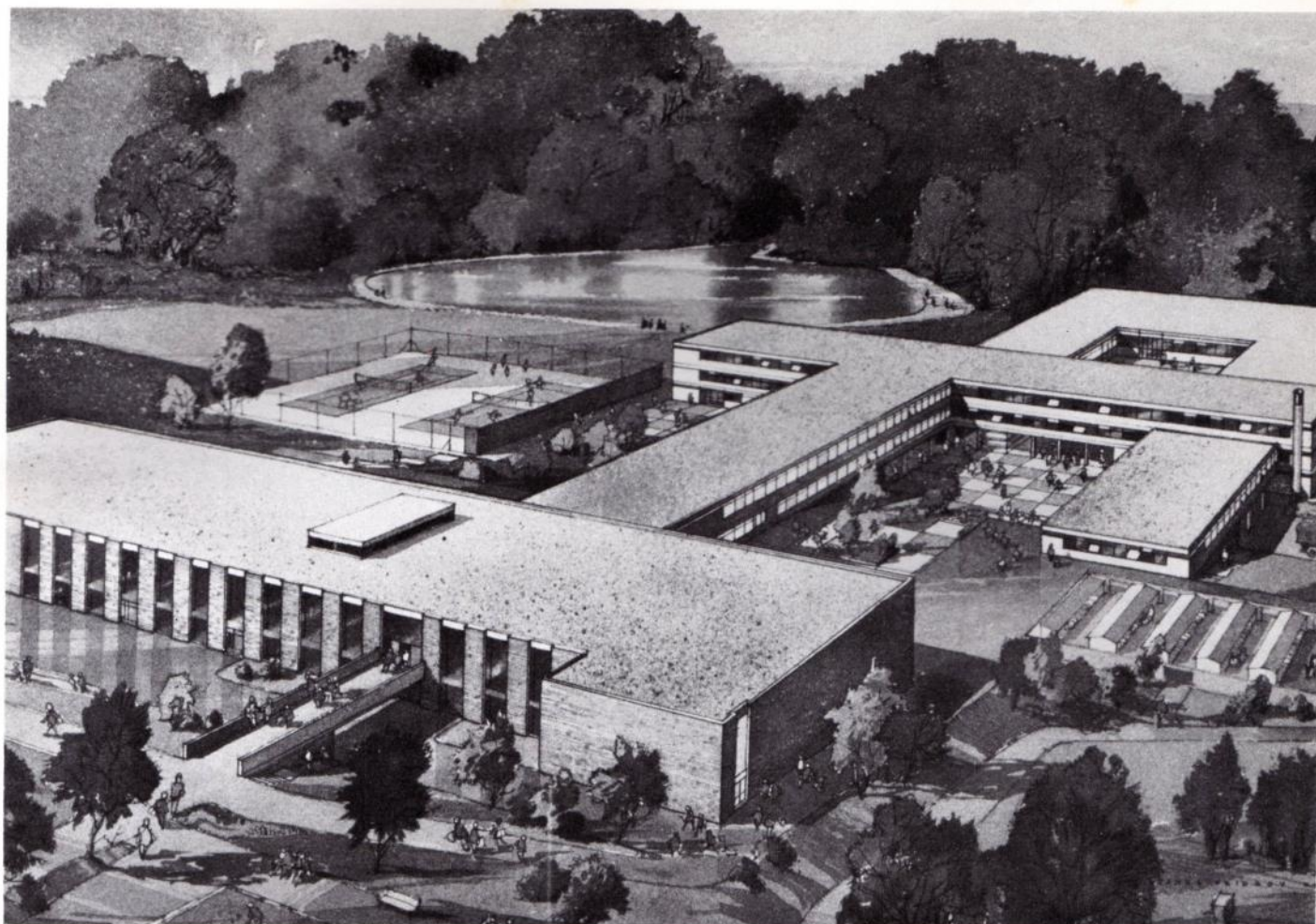
Another 140 acres will be landscaped with woodlands, ponds, grassy areas for picnicking, walking, riding and studying wild life.

Also planned is a 27 acre field study area, a children's play park set amongst trees, a focal point of historical interest and a small site for youth organisations.



**Honeysuckle**  
(*Lonicera periclymenum*)





*Court Centre, Madeley*

Court Centre, Madeley, opened in 1971, is the first of the dual-use projects to provide a wide variety of sport and recreational opportunities in Telford.

There are playing pitches for soccer, rugby, cricket, hockey; an all-weather training area for athletics; tennis courts; roller skating rink; bowling green; dry ski slopes; a recreation building including sports hall, two 20 metre swimming pools, social facilities comprising a lounge bar, and games room, a banqueting hall and coffee bar on the 56-acre site.

Similar projects will be established as other residential districts of the towns are developed.

Many clubs and organisations in Telford cater for other types of interest and the new town centre will provide a complex of leisure and recreational facilities.

Plans for the town centre include large cinemas, theatres, concert and dance halls, ice skating rink, competition swimming pool and sports hall, and an arts centre with workshop and studio facilities.

For golf enthusiasts, an 18-hole course is available at the Wrekin, and the Corporation have asked an internationally famous firm of golf course architects to submit plans for a second course overlooking the Severn Gorge at Sutton Hill.



*Unusual play areas*

With the Wrekin and Ironbridge Gorge, Telford has two of the most outstanding natural beauty spots in the West Midlands.

Ironbridge is noted for some of the best fishing along the River Severn and at the western end of the Gorge near Coalbrookdale it is hoped to develop a riverside sports centre providing for canoeing and rowing.

The wooded slopes of the Severn Gorge are to be preserved as part of an area of parkland for the enjoyment of Telford's residents.

Each of the local residential centres has a children's play area with a difference. At Woodside, two old railway carriages have been extensively modernised for youngsters



*Impromptu soccer at Court Centre*

to carry out supervised forms of recreation. Pre-school play group are also attached to the centres.

Community centres for the residential districts, initially established and run by the Corporation, are eventually taken over by community associations.

These centres provide a coffee bar, meeting rooms and an opportunity for clubs and societies to hold discussions, particularly women and old people's groups. They also provide a focal point where people can meet and make new friends.





# Shopping—from neighbourhood store to super-supermarket

Telford's giant town centre — one of the biggest ever built in this country — is now taking shape.

It will spread over 170 acres at Malinslee with the first phase opening in 1973.

A city scale shopping complex developed in phases over the next 20 years and costing £22 million is planned for a population of more than 250,000.

The first phase of the project, estimated to cost £950,000, includes 200,000 sq.ft. of shopping space. The further phases will bring the total of retail space — including hotels, restaurants, banks, social and cultural facilities — to more than 800,000 sq.ft.

Completion of Phase 1, by late 1973, will coincide with the opening of the first part of the new Eastern Primary road — one of the town's major trunk roads. The proposed M54 will link Telford with the huge motorway network.

Phase 1 plans include the first Continental style super shopping in Britain. Approval has been given for the first giant French type hypermarket, incorporating a food market, clothing store and department store all on one floor.

When completed, the hypermarket will have a total ground floor area of 100,000 sq.ft. and a selling area of 50,000 sq.ft. In all, the site covers 11 acres and will provide shoppers with free parking for 1,000 cars.

For the housewife, this latest style of shopping will put prices as low as any in the country.

The plans also include a 40,000 sq.ft. supermarket and other multiple stores linked by covered malls which will be climate controlled.

The second phase, due to start before 1976, will include a concert hall, theatre, cinemas, arts centre and major library, in one complex.

Immediately adjacent to the shopping area, the regional entertainment centre will be grouped around a series of covered and open squares, terraces and courts with attractive views over the town park.

Directly linked to the entertainment and social facilities will be a covered sports centre, including a sports hall, competition standard swimming pool, an ice rink, gymnasium and squash courts.

A large area to the north of the shopping centre will be developed as the major commercial office complex accommodating over 800,000 sq.ft. of floor space.

The offices will be adjacent to the new civic and local government buildings, police station and law courts.





**Foxglove**  
(*Digitalis purpurea*)



*Local centre scenes*

Large multi-storey car parks will be built adjoining the shopping malls giving customers all-weather protection.

Escalators will connect a major bus terminal to the shopping centre and a covered bridge to the proposed railway station at Hollinswood.

Throughout the whole of the new town centre, the Corporation intend to provide complete segregation between pedestrians and vehicles by using a series of linked levels.



district centres each serve populations of 24,000 for the weekly shopping trip.

Local centres have shops catering for daily needs and form the focal social point.

In drawing up plans for such a vast undertaking, Telford Development Corporation believe that no-where else in the country is there enough land or opportunity for such large elements to be developed side by side.



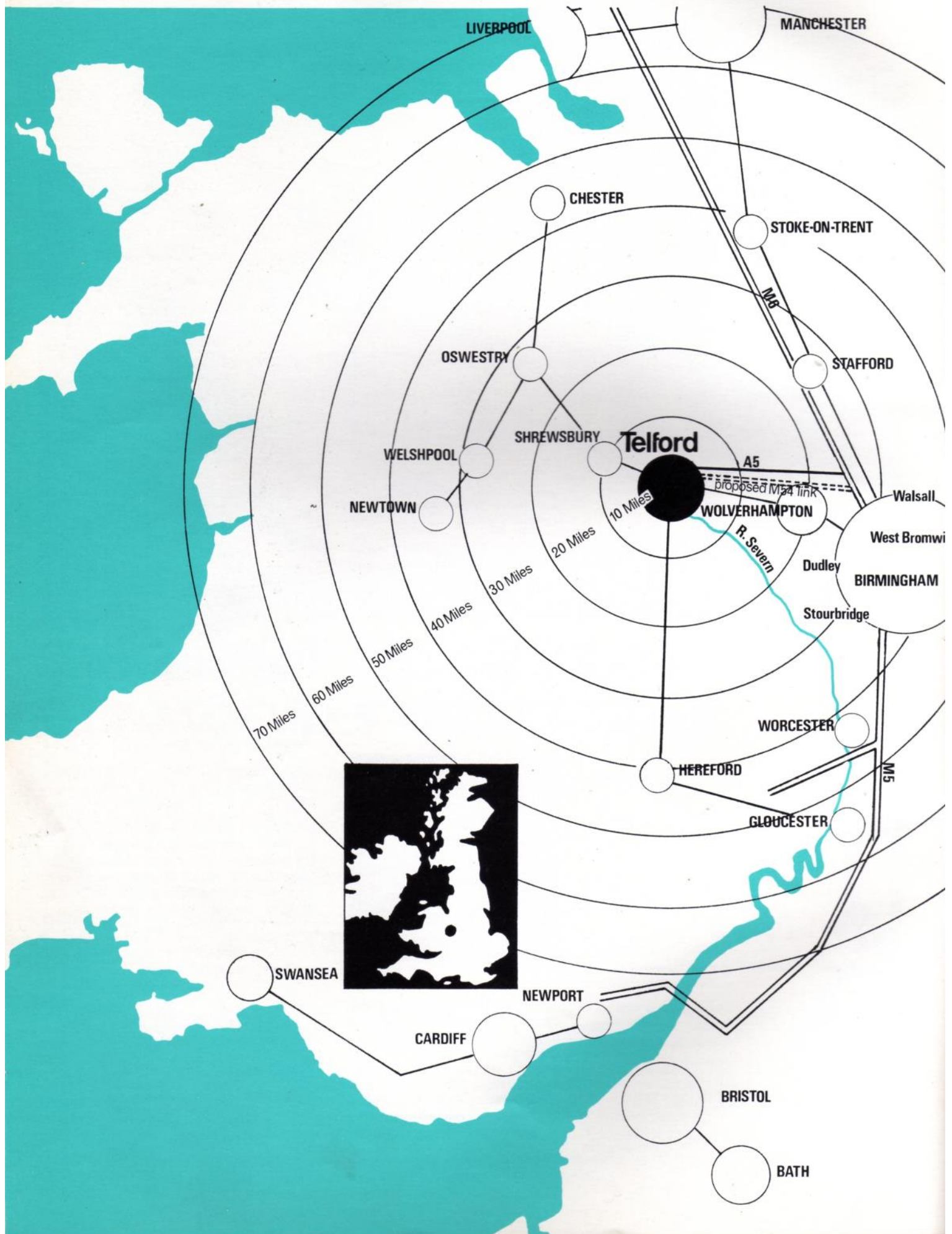
All the time large areas of near-derelict land from a bygone industrial era are being reclaimed for beneficial use again. As spoil heaps disappear from the horizon and old mine shafts are filled, foundations are laid for the gigantic new town centre.

While the main town centre will contain the larger shops and principal social facilities,





# Telford—at the centre of things





# Court Centre - a vision becomes reality



Court Centre – thoughtful landscaping blends it into the countryside.



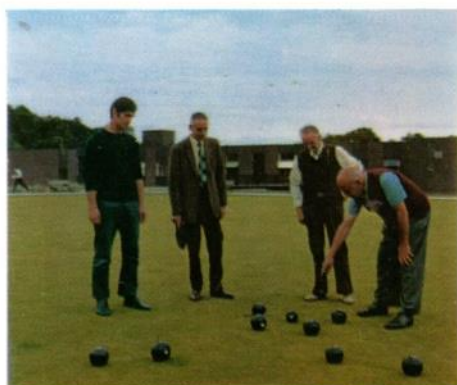
In the trees, a grassed arena has been provided for outdoor plays and the like. Picnic spots abound.



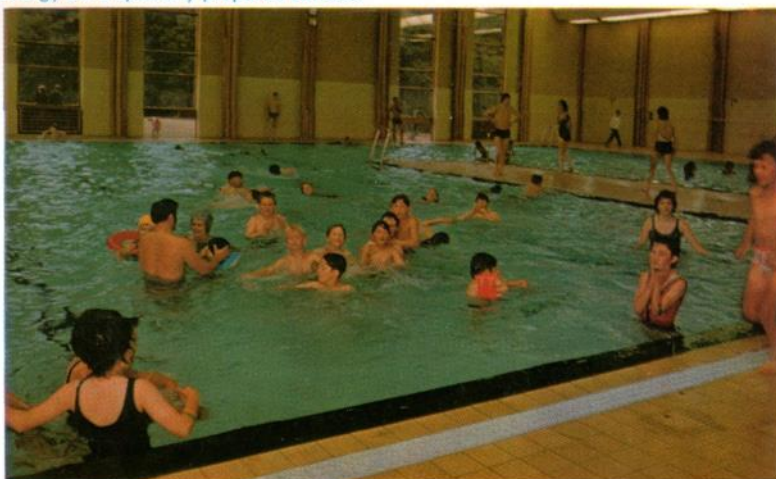
Enthusiastic soccer on one of the all-weather pitches.



For a few pence, youngsters can hire roller skates and work off surplus energy on a specially prepared surface.



On the bowling green. Later the match will be re-lived in the Centre's lounge bar...



The heated swimming pool. Like all Court Centre facilities, it is available to all for a small charge.

Court Centre, Madeley, combines a seven-form entry comprehensive school with the leisure and recreational needs of the whole family.

A top class range of facilities such as a swimming pool, sports hall, gymnasium, licensed lounge bar and social hall are all available for use by the general public.

Similarly, on 56 acres outdoors there are soccer, cricket and hockey pitches, tennis courts, a bowling green, all-weather pitches, a roller skating area and a dry ski slope. All of them are shared by the school and the people of Telford. In scope, size and style, Court Centre is unique in Britain. And already plans are under way to build more centres like it. In Telford, of course.



The plants used in the foregoing pages are typical of hundreds to be found in Telford's parks and open spaces. They are, indeed, a familiar sight in most parts of the British countryside.

We chose them only to help make the point that in Telford, no matter what the degree of development, nature is under no threat. Our practice is to foster and encourage.

We are indebted to the Nature Conservancy (Midland Region) Attingham Park, Shropshire for the notes below.



**Red Campion**  
(*Silene dioica*)

A plant of woods and hedgerows with attractive rose coloured flowers appearing in early summer. White flowered forms occur occasionally and have been seen in Telford.



**Devil's Bit Scabious**  
(*Succisa pratensis*)

The blue-purple flowers are an attractive sight in meadows and pastures in late summer. The root of the plant, after the first year, appears cut or bitten off and the legend that this was done by the Devil has given rise to its common name. (Leighton's Shropshire Flora, 1841, mentions that the plant occurs in fields near Coalbrookdale, now part of Telford).



**Spear Thistle**  
(*Cirsium vulgare*)

One of the most handsome British thistles common in fields and waysides. The leaves, stems and flowering head are armed with sharp spines to protect the plant from grazing animals. The flowering heads produce a mass of downy seeds.



**Foxglove**  
(*Digitalis purpurea*)

The familiar pinkish-purple spikes of flowers are common in Telford especially where the soil is lighter and acid.

The plant is a biennial spending the first year as a rosette of leaves and sending up the flowering spike in the second.

It has important medicinal properties, the dried leaves having been used as a drug in connection with heart diseases.



**Honeysuckle**  
(*Lonicera periclymenum*)

A fragrant plant of woods and hedgerows scrambling and twining among trees and shrubs. The fruits consist of a cluster of round crimson berries ripening in late summer.

# Telford – your opportunity



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