

Telford Housing Investment Programme (THIP) Telford



Client Telford & Wrekin Council/MACE
Cost £70m
Services Private Housing

BM3 worked as part of the MACE consultant team as lead designer to deliver a comprehensive Private Rented Sector (PRS) programme across Telford.

The client Telford & Wrekin Council are proposing a housing investment programme in and around Telford town centre and the surrounding area, to deliver approximately 600-700 new homes and apartments for the private rent and social rental market.

Currently there are 6 proposed sites with up to 3 further sites that have been selected for the development programme, all of which are within an approximate 5 mile radius of the town centre. Four of the six sites will start on site early 2015.

The intention of the housing investment programme is to generate a new source of revenue income for the Council and as such all units are intended to be retained within the Council's property portfolio, as well as being let and managed by a Council led housing management team.

There is a strong emphasis to raise the general standard of buildings in the Borough of Telford & Wrekin along with the aspiration to achieve high levels of design. Branding was an integral part of the process to ensure a comprehensive programme that covered building design, marketing and social media.