

2017

Warrington's Economic  
Growth & Regeneration  
Programme

**WARRINGTON**  
**MEANS**  
**BUSINESS**



# FOREWORD

**"Actions speak louder than words and I'm very proud that this is the second version of Warrington Means Business, the first, approved and published in 2013, is now outdated – superseded by the pace of the development that we have implemented and actioned.**

At the time of writing development projects exceeding £750 million are either completed or underway and over 5000 jobs have been created over the last two years.

---

I am committed to local people gaining maximum benefit from the town's success.

---

We are a 'City' of growth and action. This document details and outlines our growth ambition over the next ten years. Warrington really *does* mean business."



Councillor Terry O'Neill  
Leader, Warrington Borough Council  
November 2016







# CONTENTS

<b>06</b>	Section 1 Introduction
<b>08</b>	Section 2 Warrington's Economic Performance
<b>10</b>	Section 3 Warrington's Ingredients of Success
<b>12</b>	Section 4 Strategic Context
<b>15</b>	Section 5 Warrington New City
<b>20</b>	Section 6 Warrington Means Business – Programme Components
<b>21</b>	Section 7 The City Centre
<b>48</b>	Section 8 Connected Economic Growth - Transportation Framework
<b>56</b>	Section 9 Places for Business Growth
<b>58</b>	Section 10 Supporting Business and being Business-Friendly
<b>60</b>	Section 11 Ensuring a Skilled Workforce for the Future
<b>62</b>	Section 12 Providing Aspirational and Affordable Homes to support Growth
<b>64</b>	Section 13 Investing in the Place and its People
<b>66</b>	Section 14 Partnership



# 1. INTRODUCTION

The UK Government is producing its Industrial Strategy. Warrington Means Business is Warrington's Industrial Strategy and its input into the UK growth strategy.



**WARRINGTON MEANS BUSINESS IS ABOUT INCLUSIVE GROWTH WHERE LOCAL PEOPLE CAN ENJOY AND PARTICIPATE IN THE BENEFITS GROWTH WILL BRING.**

This is the first refresh of Warrington Means Business (WMB), Warrington's economic growth and regeneration programme, since it was first published in 2013.

Since its initial adoption there has been a period of great achievement. It has been a period of great achievement with the Time Square scheme starting on site, the completion of the Business Incubator, 'The Base', and the launch of the engineering University Technical College on the Stadium Quarter. We have enjoyed incredible progress at Omega, transforming it from an open field to the logistics and manufacturing hub of the north, creating over 5,000 jobs to date. Chapelford Urban Village is nearing completion with a new rail station programmed to start on-site in 2017. Our parks programme has led to major investment and improvements at Walton Hall, Victoria Park and Bank Park.

Major advances in transportation have also been achieved. Birchwood Pinch-Point is completed, with major infrastructure proposals being agreed and funded at Junction 8, M62, Waterfront Centre Park Link and West Warrington Rail station. The major new bridge over the Ship Canal linking Chester Road to Sankey Way is at business case stage with Government and the Mersey Gateway bridge in Halton is on site.

Delivery, Delivery, Delivery, that is the focus for WMB, Warrington & Co. and the Council with many major development, infrastructure and investment projects coming on-stream in the next year.

From a wider contextual perspective, Warrington now sits at the heart of the Northern Powerhouse, a major national growth concept, and the Council

is also playing a leading role in Transport for the North (TfN).

Warrington continues to lead the UK through its rapid growth and powerful economic performance. Several independent research studies rank it within the top five best performing 'cities'. Investment and market interest in Warrington is strong and is getting stronger.

However, availability of land, lack of infrastructure and congestion are really starting to limit Warrington's growth potential, and this will be a key focus of the WMB refresh, alongside the review of our Local Plan Core Strategy (already commenced).

The original aspiration that underpins WMB remains valid, to:

**UNLEASH THE POTENTIAL OF  
WARRINGTON'S PEOPLE, ITS BUSINESSES,  
ITS CONNECTIVITY, AND ITS PLACE, TO  
ACCELERATE ECONOMIC GROWTH AND  
REINFORCE WARRINGTON AS A STRONG  
NATIONAL DRIVER OF PROSPERITY.**

WMB is central to the Council's vision and ambition – 'Growing a Strong Warrington'. It has also been developed in-line with the Borough's Health and Well-being Strategy.

# 2. WARRINGTON'S ECONOMIC PERFORMANCE

## Warrington:

Is one of only **14 cities** in the UK defined as 'high wage and low welfare' and, indeed, Warrington was the **only** city in the North of England to gain this accolade

---

Ranks as **number one** out of **64 cities** for the highest percentage of employment per population with **79.8%** of its population in employment



**2.5 million** people of working age live within a **30 minute drive** of Warrington. This is the **largest catchment area** for any town outside the **M25**

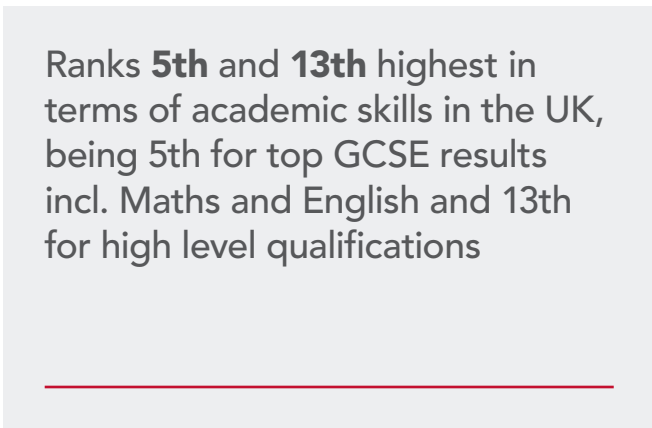
---

Ranks as the **best performing city** in the **North West Region**

---

Ranks **third** in terms of highest business growth only bettered by Aberdeen and London





# 3. WARRINGTON'S INGREDIENTS OF SUCCESS

A number of clear factors entwined to make Warrington one of the UK's most significant economic powerhouses, an essential component of the Northern Powerhouse:

## Location and connectivity:

- Warrington is at the heart of a highly connected network of Motorways, international airports, mainline rail and waterways and ports – linkages and connections that are second to none
- Proposals such as HS2 and TransNorth Rail/HS3 (both of which run through Warrington) have the opportunity to further reinforce this connectivity in the future

## Skills and people:

- Warrington has access to a resident population of over three million people within a half hour drive time. This is the largest workforce catchment in the UK outside London. Warrington imports more workers each day than it exports to the wider region, particularly Liverpool and Manchester. It has its own economic gravity which interlocks with those of the neighbouring cities. Warrington is a high wage low welfare area (Centre for Cities 2016)
- On average schools perform in the top quartile nationally (on all the government's key attainment measures) and the proportion of schools judged to be good or outstanding by OFSTED is well above the national average

## Lifestyle:

- Warrington has a wonderful living environment of aspirational and affordable homes and neighbourhoods, schools, colleges and parks and open spaces. It enjoys a vibrant and growing cultural scene of its own, with quick access to major cultural venues and activities in Manchester and Liverpool



## Clustering:

- Businesses have seen the benefits of clustering as sectors and Warrington is proud to host several. The largest cluster of nuclear research and technology firms in the UK are based at Birchwood (now a designated Enterprise Zone) employing over 5,000 people
- Warrington also has major clusters in:
  - Logistics
  - Precision engineering
  - Energy
  - Telecoms and software
  - Business services

## An administration and a culture that welcomes growth

- Economic growth is a priority for the Council, and it has streamlined processes to achieve this and along with a business and investor friendly culture
- Over the last 40 years Warrington has grown from a town with a population of around 70,000 to one which is over 200,000. Warrington is flexible and embraces change and investment – this is a strong legacy of its New Town past





# 4. STRATEGIC CONTEXT

## The Northern Powerhouse

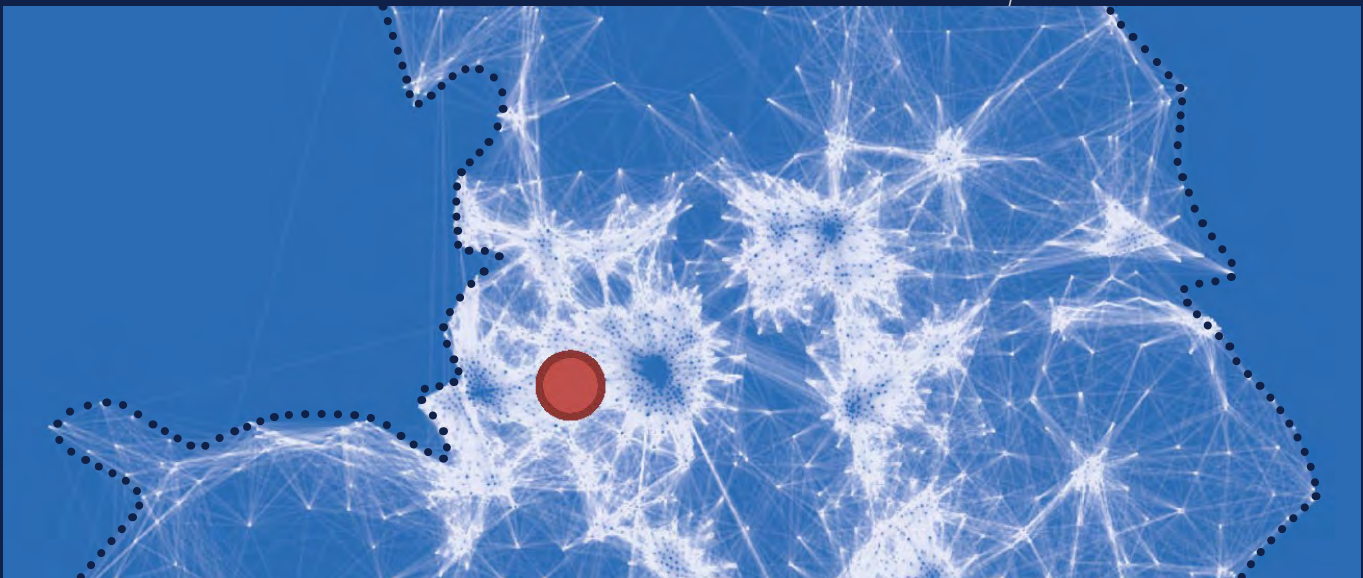
Warrington sits at the heart of the Northern Powerhouse, the Government's priority economic growth ambition – focusing on the cities of the North to re-balance the economy and produce an economic magnet to complement London.

Midway between the Liverpool and Manchester conurbations and at the heart of the North West's transport network, Warrington is one of the best connected places in the UK today by all transport modes. Future rail connectivity will reinforce this position. An improved West Coast Main Line, as part of HS2 delivery, will lead to an improved hub station at Warrington Bank Quay and TransNorth Rail (HS3) will come through Warrington, potentially intersecting with HS2.

The Council and its partners will work closely with Northern Powerhouse partners and Transport for the North to ensure the success of the initiative and to reinforce Warrington as a priority component.

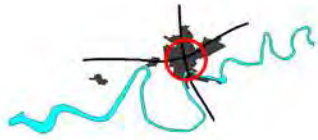
The completion of the Mersey Gateway bridge and associated link roads provides Warrington with a complete strategic highway 'box', enhancing network resilience and reinforcing its connectivity. We will continue to press Government to deliver their promised free tolls across the Mersey Gateway bridges for Warrington residents.

## Warrington at the heart of the Northern Powerhouse



## Warrington's Growth from Town to City

1849



1910



1960



2010



Combined



## Warrington – the engine at the heart of major national growth corridors

Warrington is at the intersection of four important economic growth and development corridors of national importance:

<p><b>M62 Corridor:</b>                  Liverpool • Omega • Parkside                  Cheshire Science Corridor EZ • Carrington                  Trafford Park • Salford • Manchester • Hull</p>	<p><b>M56 / A55 Corridor:</b>                  North Wales • Cheshire Science Corridor EZ                  Ince Biomass Energy Park • Thornton Science                  Park • Sci-Tech Daresbury EZ • Stretton                  Airport City Manchester Airport • Manchester</p>
<p><b>Manchester Ship Canal Corridor:</b>                  Liverpool Docks • Wirral Waters                  Port Wirral • Port Cheshire                  Ince Biomass Energy Park • Runcorn                  Waterfront • Port Warrington • Port Salford                  Trafford Quays • Salford Quays • Manchester</p>	<p><b>M6 / HS2 Corridor:</b>                  Preston • Warrington • Northern Gateway                  Development Zone (Crewe / Stoke)                  The Midlands Growth Engine (focused on                  Birmingham) • London</p>

As such Warrington’s connectivity is critical and the Council will ensure that Warrington continues to benefit from its unique location.

## Cheshire & Warrington Sub-region

Warrington is a leading member of the Cheshire and Warrington Sub-region – its Economic Prosperity Board (with Cheshire East and Cheshire West & Chester), the Local Enterprise Partnership and Marketing Cheshire.

The Sub-regional economic strategy is set out in ‘Cheshire Matters’ and in September 2015, the Cheshire and Warrington Economic Prosperity Board developed and submitted to Government a bid for a growth deal and devolution.

**The ambition of this plan is to, by 2040:**

- Grow the Cheshire and Warrington economy by £27bn to £50bn
- Create 112,000 jobs
- Build 115,000 new homes
- Increase GVA / head to 120% of the national average

**The spatial priorities for this deal are:**

- Warrington New City
- Mersey Dee Economic Axis
- Northern Gateway Development Zone

**The priority themes of the bid are to drive the economy with:**

- Excellent Connectivity
- A Skilled Workforce
- The Best Business Locations
- A Business-focused Culture and Increased Innovation
- More Homes
- Getting People into Work
- Integrated Public Services
- Better Organised Health and Care Services
- A Great Place to Live and Work.



# 5. WARRINGTON NEW CITY

## A Garden City at the heart of the Northern Powerhouse.

Warrington's distinctiveness is largely driven by its unique pattern of green spaces – a legacy of the New Town and its green belt setting. This open space forms a framework on which the Warrington Means Business development programme will hang.

The framework comprises 3 components:

The **necklace of parks** around the **city centre** - Warrington's '**Circular Parklands**'

The **Green Belt** setting that sits at the **heart** of the **Northern Powerhouse**

The **green spokes** that link the **Circular Parklands** through the towns built up and **new development** areas to **link** with its **Green Belt**

These give Warrington a real distinctiveness and an enviable quality of life, together with a strong physical framework for its infrastructure and growth.

Warrington Means Business seeks to reinforce this green setting to increase Warrington's image and profile and is exploring Garden City Status.





## Warrington's Garden Context



# WARRINGTON CITY CENTRE VISION AND CIRCULAR PARKLANDS

The Warrington New City is not just about growth – it's about transformational change in how Warrington is developed, used, financed and managed.

Nor is it just about physical development and technology – it is just as much about how people use it and interact with it. We are developing this concept now and the next version of Warrington Means Business will outline this in greater detail.

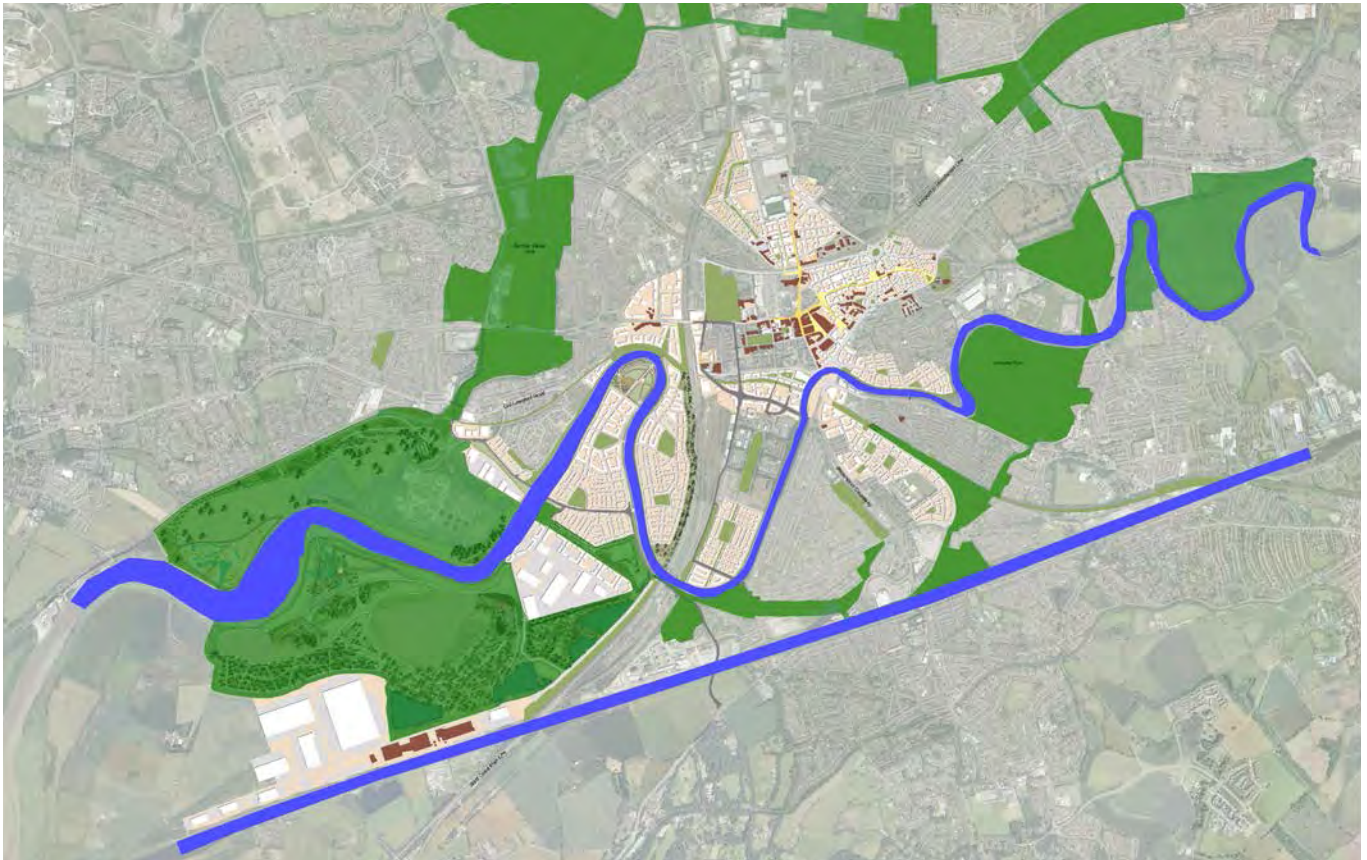
**Warrington New City will be built on the following key principles:**

- **The Garden City** – about the quality of the place
- **The Smart City** – about technology and 'smart' people
- **The Connected City** – about sustainable transportation
- **The Business City** – about supporting businesses to grow and thrive
- **The Skilled City** – about equipping people to take part in Warrington's future
- **The Sustainable City** – future ways of getting around, dealing with waste, generating energy, etc., together with municipal self-financing
- **The Engaged City** – new ways of people interacting with the city and the city interacting with them and each other – the collaborative economy
- **The People—centred City** – combining the best in city management and leadership with the potential of bottom up technologies and the citizens that power them





## Warrington City Centre Vision and Circular Parklands





# THE WARRINGTON NEW CITY GROWTH

**Warrington New City is the Council's growth aspiration, in a nutshell – we want to complete the Warrington New Town and create the Warrington New City:**

- Completing Warrington's transportation infrastructure – tackling existing congestion, making the highway network more resilient and supporting new growth
- Enabling major growth – for local needs and for additional and accelerated provision of homes and jobs
- Capturing and recycling the proceeds of growth to create sustainable and self sufficient financing of further growth
- Recycling the value of publicly owned land assets and the income derived from growth e.g. Community Infrastructure Levy, New Homes Bonus, Council Tax and Business Rates
- Investing and reinvesting in Warrington's economic success in the heart of the Northern Powerhouse
- Providing sustainable and resilient development that equips Warrington to cope with economic and environmental challenges

By 2040, the growth directly enabled by the Warrington New City programme will be at a minimum of:

**26,000** new homes  
(including 7,800 Affordable Homes)

**31,000** jobs

By 2020:

**2,700** new homes

**800** new Affordable Homes

In Warrington's immediate economic gravity (SciTech Daresbury, Sandymoor, Parkside, Carrington) the following additional homes and jobs will be enabled by 2040:

At least

**15,000** new homes

**54,000** jobs

## Warrington Local Plan

Warrington has an adopted Local Plan Core Strategy. The current Local Plan outlines the first phase of the Warrington New City. The Council is undertaking a review of the plan to enable it to better reflect the city's needs and its economic growth potential. This amended plan is programmed to be published in 2017.

## Warrington & Co.

Warrington & Co. (Warrington's economic growth and regeneration vehicle) will be developed and extended into the multi-disciplinary / multi-partner / multi-agency single growth 'company' tasked to deliver the New City development and investment programme.



# 6. WARRINGTON MEANS BUSINESS

## Programme Components:

The key elements of the WMB approach are relatively simple:

- Regenerate and develop the town centre as the vibrant and colourful heart of the New City – a new City Centre
- Create the best in new business locations and support existing business areas
- Provide the new infrastructure to enhance Warrington's connectivity and to support growth, as well as improving network resilience and tackling congestion – connected economic growth
- Provide a skilled local workforce to fuel the new job creation and enable local people to benefit from Warrington's economic success
- Provide new market orientated and affordable homes to support economic growth
- Be business friendly in all our regulatory functions, reduce bureaucracy and actively support businesses to thrive
- Create new places and essential community facilities
- Promote low carbon, sustainable solutions that provide long term resilience for our businesses and communities



**Warrington's Growth Areas**





# 7. THE CITY CENTRE

**The regeneration and evolution of the city centre is a priority for the Council and Warrington & Co.**

Much has been achieved – The enhancement of the public realm, the delivery of Golden Square and more recently the completion of The Base and the University Technical College. The Time Square scheme is currently on site. The development of housing at Farrell Street has now started and the funding of the bridge link to Centre Park has been secured with works scheduled to start in 2017.

We have developed an integrated masterplan to guide the development of the city centre and provide a portfolio of opportunities for potential investors.

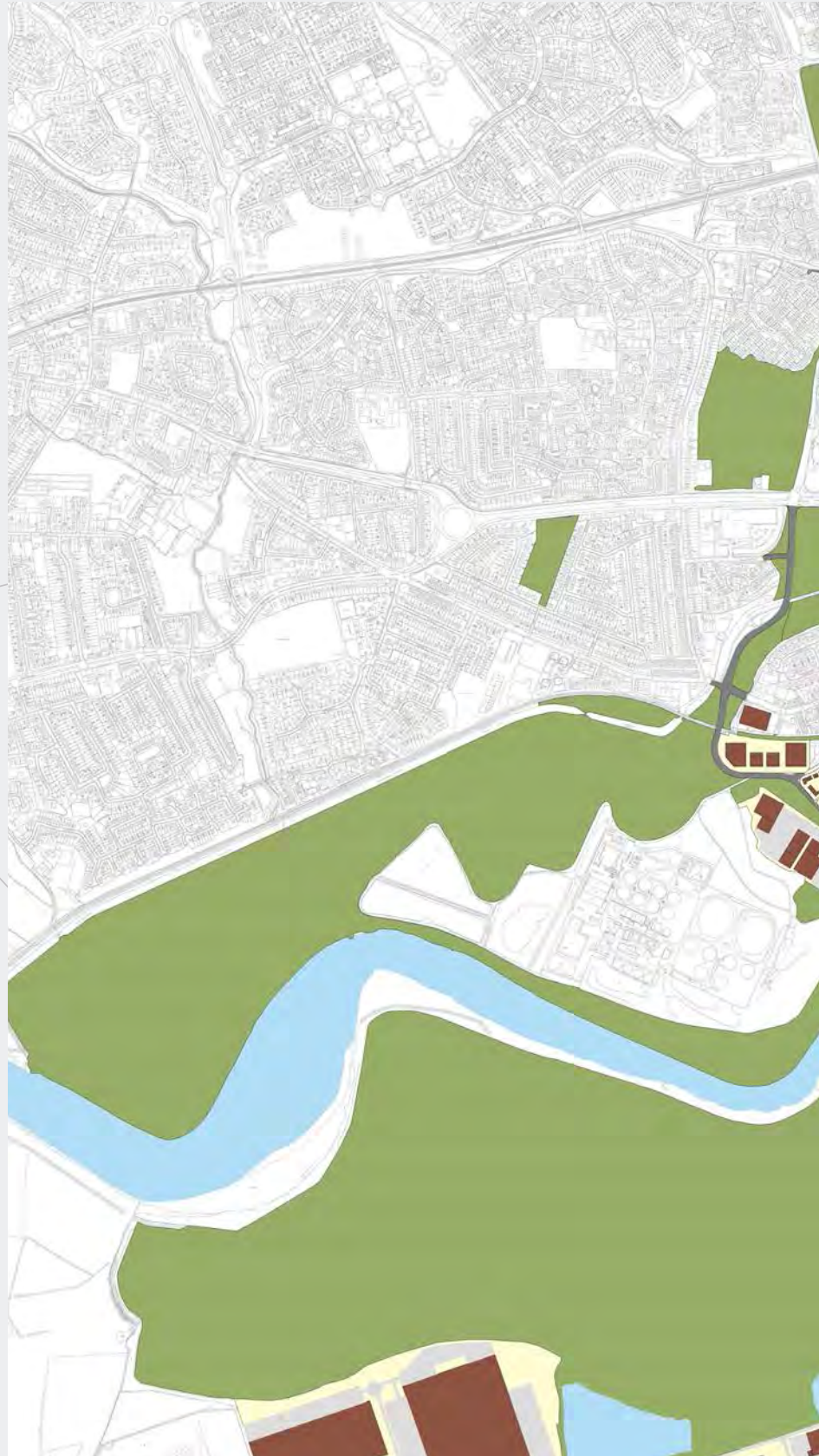
**MUCH HAS BEEN ACHIEVED – THE ENHANCEMENT OF THE PUBLIC REALM, THE DELIVERY OF GOLDEN SQUARE AND MORE RECENTLY THE COMPLETION OF THE BASE AND THE UNIVERSITY TECHNICAL COLLEGE.**





# CITY CENTRE DEVELOPMENT MASTERPLAN VISION

A place to live, work  
and visit set within a  
network of parks and  
green spaces.









# CITY CENTRE URBAN QUARTERS

The regeneration and development of the city centre is divided into urban quarters:

## Time Square

A new vibrant leisure destination with a contemporary market and public square at its heart



## Golden Square

A thriving shopping mall home to major retailers including Debenhams, Boots and Primark as well as independent local retailers



## Bank Quay Gateway

A major new rail station based development area – a new Western Gateway to the Town Centre



## Southern Gateway

An new urban quarter linking Stockton Heath to the city centre along Wilderspool Causeway

## Eastern Gateway Town Hill & St Elphin's Urban Village

A new village in the heart of the city centre – a new place to live and a new Eastern Gateway to the city centre

## Cultural Quarter

Heritage urban living in Warrington's premier Conservation Area



## Bank Park and Garven Place

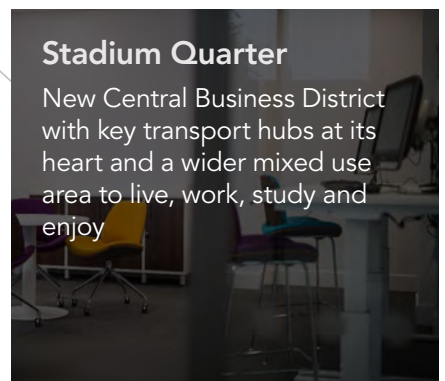
A revitalised urban park and new festival venue for the city

## Warrington Waterfront

- Waterfront East (CentrePark and Wilson Patten Street)
- Waterfront West
- Port Warrington

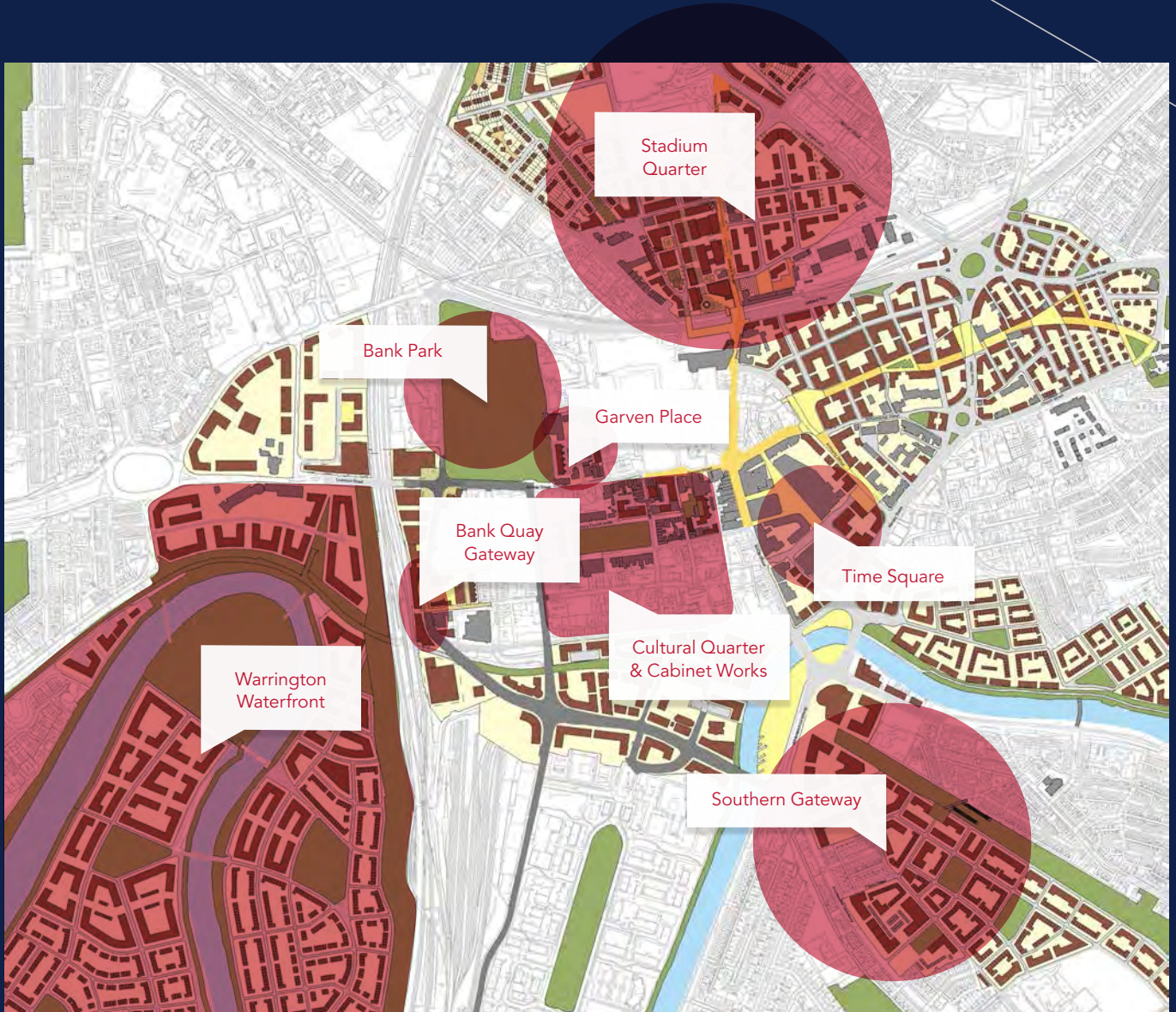
## Stadium Quarter

New Central Business District with key transport hubs at its heart and a wider mixed use area to live, work, study and enjoy





# Town Centre Masterplan Vision





# TIME SQUARE

## Phase 1 of this development comprises:

- New Market Hall
- Multi-screen Cinema
- Restaurants
- New Offices
- Retail units
- New 1,160 space multi-storey car park

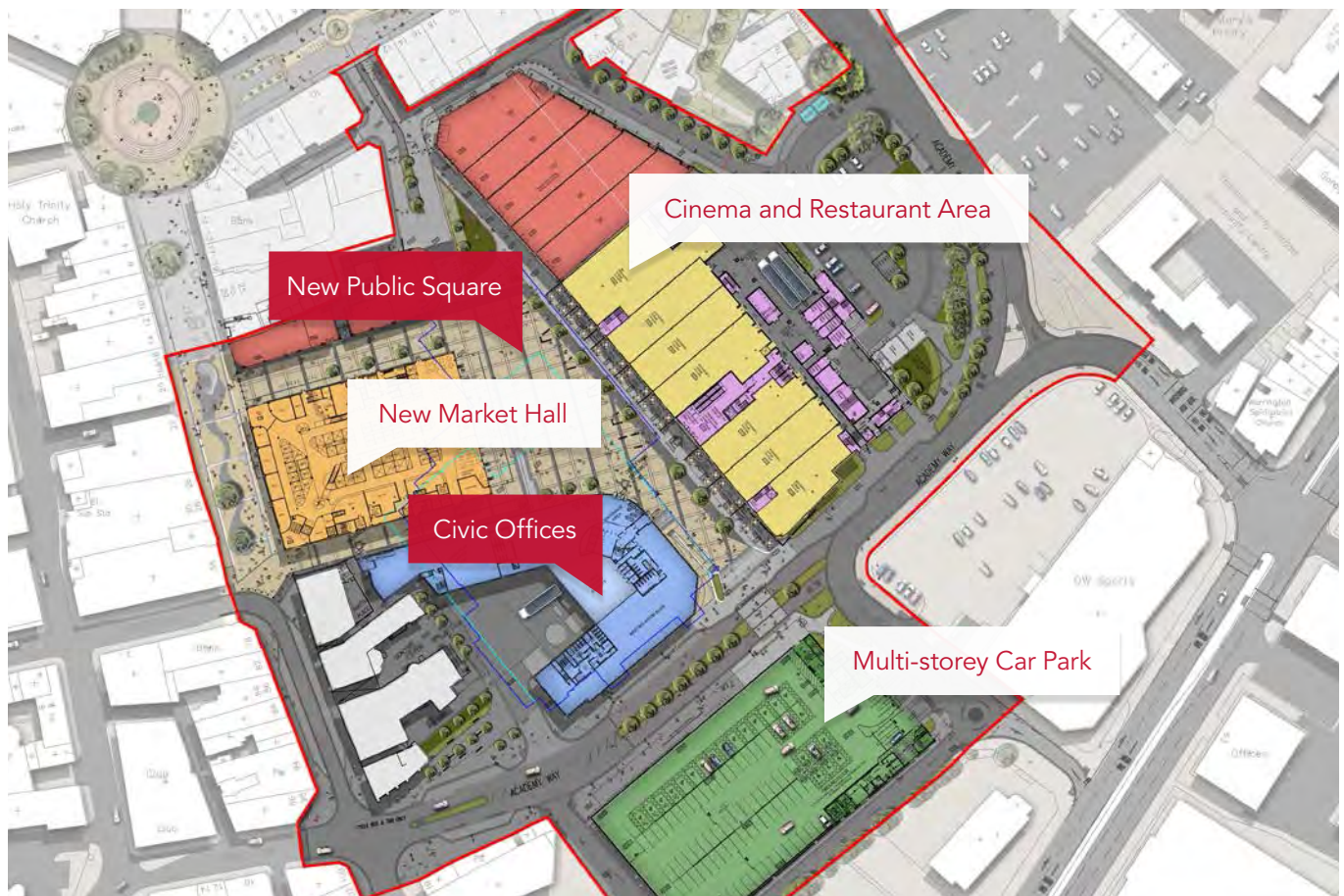
This vibrant development is set around a new square. It will become a major new dynamic outdoor venue at the heart of the city with alfresco eating, outdoor markets, family play and events.

It will be colourful and animated by day and into the evening.

The scheme is a partnership between the Council, Muse Developments and Warrington & Co. and will be completed in 2019.







## Time Square (Phase 2)

Phase two of this scheme will complete and redevelop the block south of Academy Way to Mersey Street and Bridge Street – creating a new frontage to the River Mersey. Whilst still in the early stages of development this would further enrich the mix with new homes plus a new hotel and food retail development.

**THIS VIBRANT DEVELOPMENT IS SET AROUND A NEW SQUARE. IT WILL BECOME A MAJOR NEW DYNAMIC OUTDOOR VENUE AT THE HEART OF THE CITY WITH ALFRESCO EATING, OUTDOOR MARKETS, FAMILY PLAY AND EVENTS.**



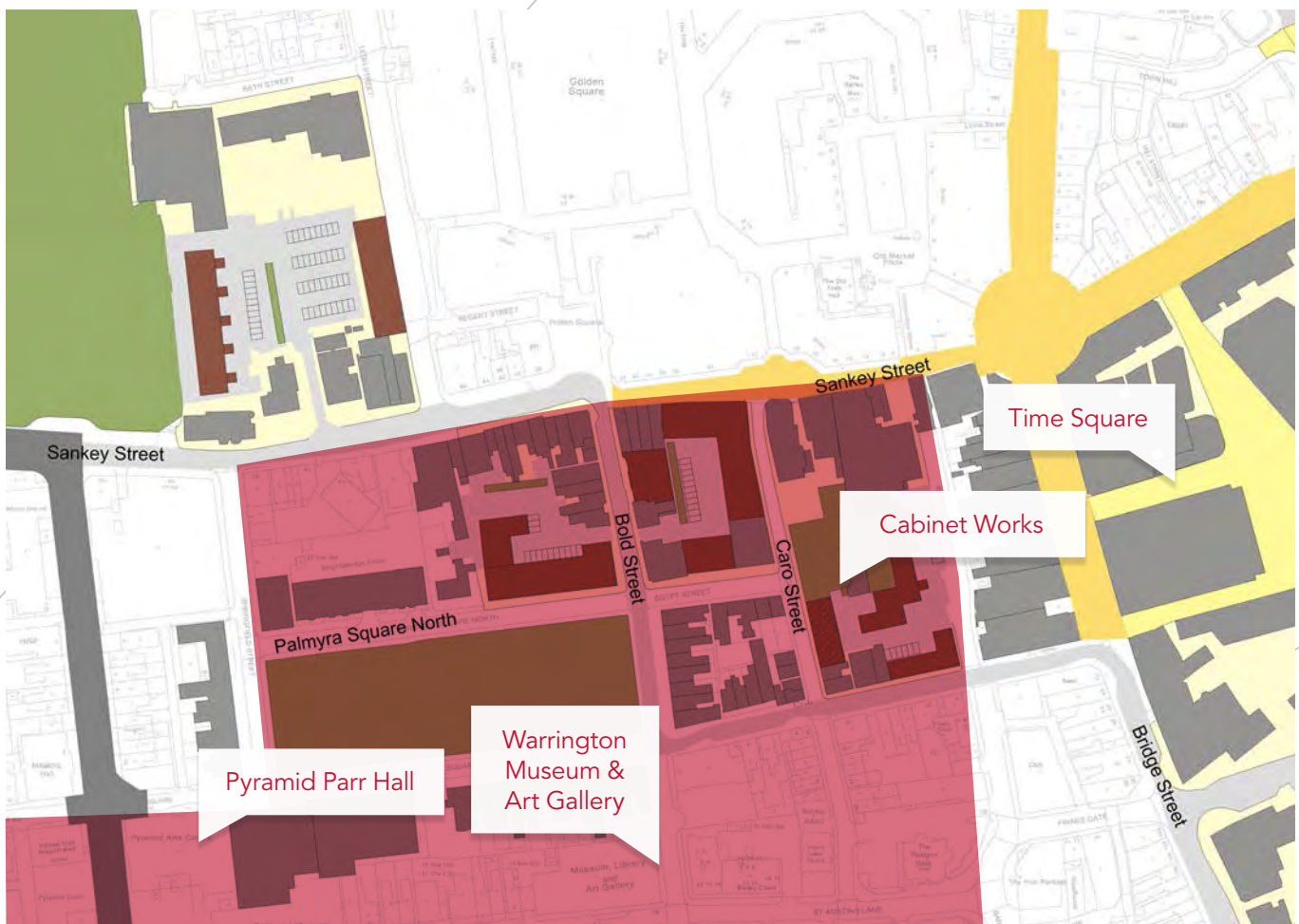
# CULTURAL QUARTER & CABINET WORKS

With a range of attractive boutique restaurants and bars, as well as Parr Hall and Pyramid Arts Centre, the Cultural Quarter is quickly developing as the heart of Warrington's cultural scene.

Set around a beautiful enhanced formal urban park – Queens Gardens is thriving.

The aim is to use development to complete the gaps in its unique and attractive built form and to reinforce its cultural qualities, remaining sensitive to the needs of nearby residents.

**CABINET WORKS IS A PRIORITY FOR NEW HOMES, BUSINESS SPACE, LEISURE AND HOSPITALITY VENUES. THE CRITICAL PART OF THE REDEVELOPMENT SCHEME WILL BE TO CREATE NEW AND INTERESTING PEDESTRIAN LINKS BETWEEN BRIDGE STREET AND PALMYRA SQUARE.**





## Cabinet Works Area

The Cabinet Works is one of the most important redevelopment areas in the Cultural Quarter. It comprises the block consisting of Bridge Street / Sankey Street / Rylands Street / Cairo Street.

It sits at the 'join' between Palmyra Square and Bridge Street / Time Square and as such its redevelopment is important to the regeneration of the city centre. However, the Cabinet Works Block comprises many vacant buildings, poor and outdated buildings.

Bridge Street North (West side) is largely vacant with few shops remaining and largely vacant upper floors. It is unlikely that retailers will return to this area so we propose to alter and reuse of attractive buildings as new homes right in the heart of the city.

Warrington & Co. have produced a framework masterplan for the Cultural Quarter. This is currently being updated and an implementation plan and programme is in development.





## BANK PARK

**Bank Park area includes a redesigned open space and pavilion as well as the built up areas immediately adjoining the park.**

The Council has over the last two years been remodelling and updating Bank Park – making it into one of Warrington's premier outdoor events venues.

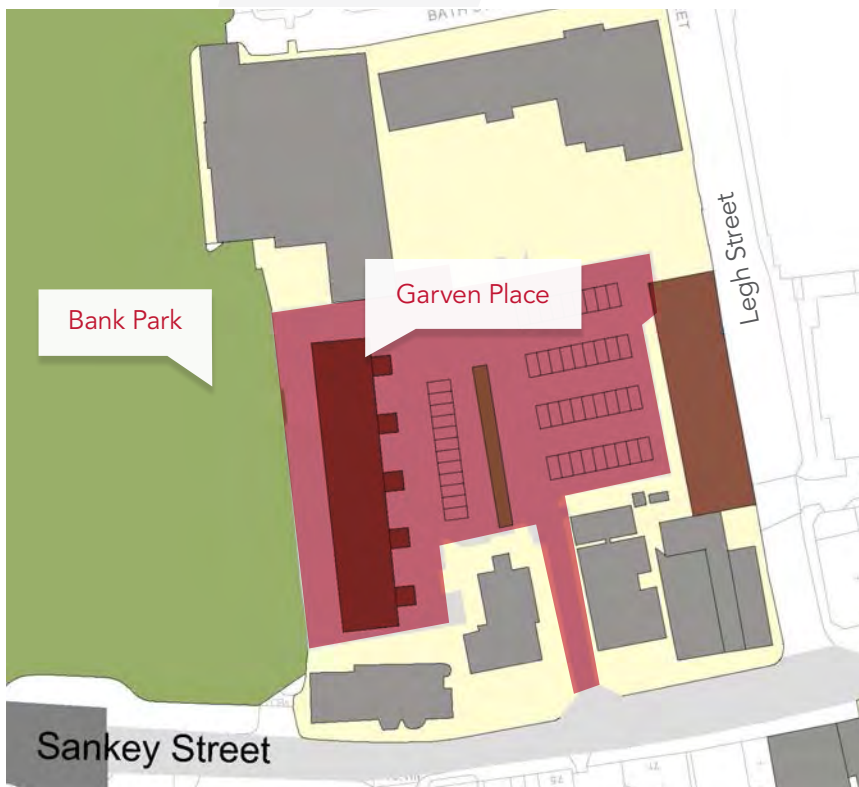
The historic layout of the park has been reinstated, the bowls pavilion has been restored, together with the provision of all-weather artificial bowling greens and facilities. A new play area has been provided and the lighting and park furniture has been improved.

The park is being actively used as a venue, for example for music festivals. The café in the pavilion is now open and provides a destination within the park with its alfresco facilities and deck chairs for people to enjoy on fine days.

The offices of Golden Gates Housing Trust (part of the Torus Group) – Bank Park House, have been completed and are occupied.

The park provides an oasis of green space for surrounding city centre residents and employees to enjoy.





## Garven Place

The redevelopment of Warrington Baths and the development of the health centre now means that Garven Place is available for redevelopment. Surrounded by attractive heritage and Listed Buildings the Garven Place site comprises a former clinic site and the adjoining public car park (both of which are Council owned).

The listed building, Bank House (now vacant) will also be incorporated into the development area (and retained and refurbished). This site will be redeveloped as a small mews of new town houses. As part of the redevelopment the axial route from the Leigh Street entrance of Golden Square to the Town Hall / Bank Park will be retained and enhanced. The public car park should be re-provided as part of the scheme.



THE COUNCIL HAS OVER THE LAST TWO YEARS BEEN **REMODELLING AND UPDATING BANK PARK** — MAKING IT INTO ONE OF **WARRINGTON'S PREMIER OUTDOOR EVENTS VENUES.**



# STADIUM QUARTER

**A large mixed use city centre redevelopment area focused on Warrington's transport hub (the Bus Interchange and Central Station) and set around the home of Warrington Wolves Rugby League Club.**

Phase 1 of the Stadium Quarter is already underway with the successful completion of 'The Base', Warrington & Co.'s business incubator (funded by the Council and the 2007-13 European Programme), and Warrington's engineering based University Technical College which opened in September 2016.

The remainder of phase 1 of the Stadium Quarter (bounded by Winwick Rd, Dallam Lane / Tanners Lane / the Rail Line) is proposed to be a new Central Business District. Located in the heart of Warrington with excellent connectivity to

Warrington Central Rail Station (with its direct links to Manchester and Liverpool) and more locally with links to Warrington West Station (Omega / Lingley Mere / Chapelford) and Birchwood Station (Birchwood EZ).

The modern Bus Interchange provides direct bus services to Warrington and surrounding areas, combined with the attraction of the bustling Golden Square Shopping Centre it makes this area hugely attractive to businesses. This is enhanced even further by Warrington Bank Quay Station with inter-city connections to London, Birmingham and Scotland being just 10-15 minutes-walk away.



The development of further phases of the Stadium Quarter will comprise:

- Major improvements to Central Rail Station – with its reorientation to its former entrance and the provision of an attractive ‘Station Square’ to enhance its setting
- A new Multi-storey car park – to serve the rail station, Stadium Quarter and the city centre generally
- The redevelopment of vacant and underused sites and buildings:

#### **Silver Street**

Creating a gateway into the city centre and the Stadium Quarter redevelopment area

#### **Dallam Lane (North)**

Central Trading Estate and Asda distribution centre – a new residential area

#### **Pinners Brow / John Street**

A new residential / commercial area

#### **Lythgoes Lane**

A new frontage onto this key route into the city

**THE REDEVELOPMENT OF THE STADIUM QUARTER SITES WILL CREATE A NEW NORTHERN GATEWAY INTO THE TOWN CENTRE, AND A VIBRANT AND COLOURFUL MIXED-USE RESIDENTIAL AND BUSINESS AREA CENTRAL TO THE NORTHERN POWERHOUSE.**





# SOUTHERN GATEWAY

The Southern Gateway development area sits astride the River Mersey and along Wilderspool Causeway.

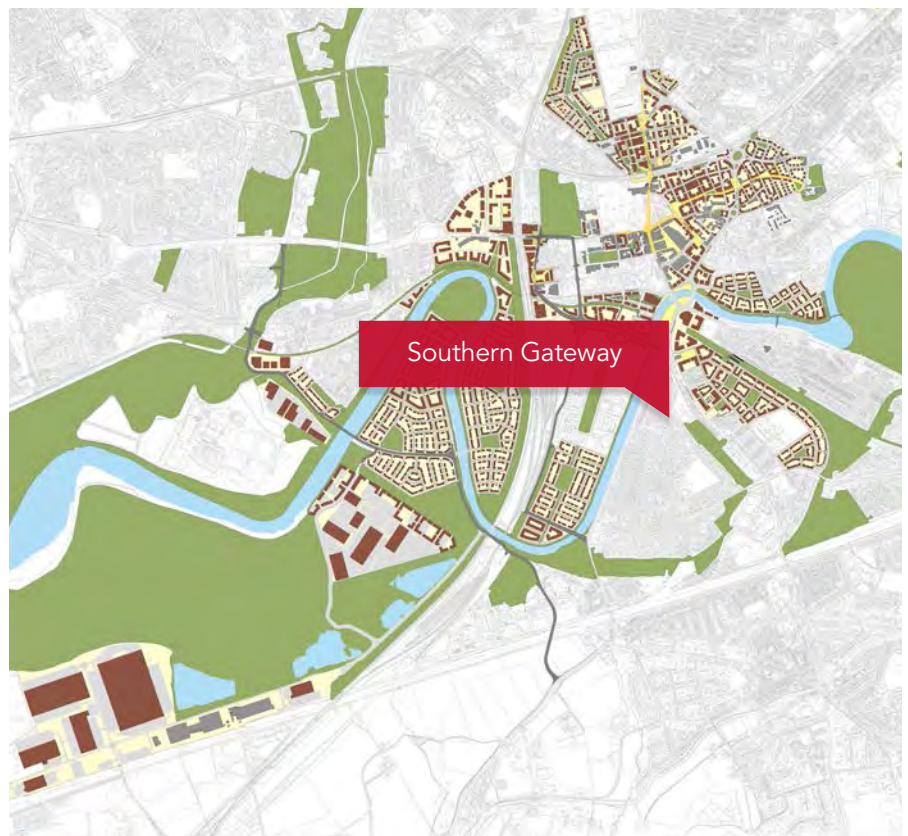
The proposal is to create:

- A new city centre waterfront residential area at the Wharf
- A new riverfront commercial area facing on to the south side of Bridgefoot
- A new residential community alongside Wilderspool Causeway to Loushers Lane – linking Warrington city centre to Stockton Heath

The Council and Langtree Group have formed a joint venture company, 'Wire Regeneration', to progress the development of the Southern Gateway. A draft masterplan has been produced and Wire is progressing its redevelopment and investment plans. The key output is to deliver over 1,300 new homes right in the heart of the city centre, together with a transformed river front overlooked by new and attractive commercial area.

**THE KEY OUTPUT IS TO DELIVER OVER 1,300 NEW HOMES RIGHT IN THE HEART OF THE TOWN CENTRE, TOGETHER WITH A TRANSFORMED RIVER FRONT OVERLOOKED BY NEW AND ATTRACTIVE COMMERCIAL FLOORSPACE.**

Potential visual for Southern Gateway



## Potential visual for Southern Gateway



### The brief for this area is:

- To create a new square as an enhanced setting for St. James' Church – bounded by a mix of buildings – offices, hotel, homes and ancillary retailing
- To provide a cluster of landmark buildings fronting onto the River Mersey and Bridgefoot – at Old Street, Bridge Street and the former Mr Smith's site
- To provide a major new area of waterfront open space improving the setting of the cenotaph and creating a riverside walkway/ cycleway
- The enhancement of Wilderspool Causeway viaduct as an important gateway onto the city centre – and in the long term its complete removal and replacement with a ground level highway system
- A residential community comprising town houses and traditional terraced streets
- The redevelopment of vacant and underused sites fronting onto Knutsford Road to compliment the improvements in this area which have resulted from the flood defence works
- The removal of the adjacent rail line, replacing it with more sustainable green route for cycling and walking, with the potential for public transport use



# BANK QUAY GATEWAY

The major national High Speed rail improvements programmed (HS2 and Northern Powerhouse Rail – HS3) provide a great opportunity to develop the rather underused and unattractive area up to Sankey Way roundabout.

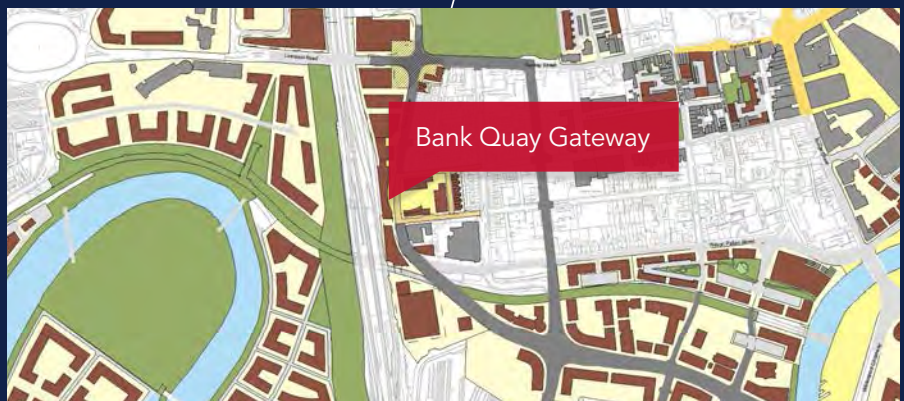
A mixed use new entrance to the Town Centre focused on a major nationally important rail hub – at the intersection of HS2/West coast mainline and Northern Powerhouse Rail (HS3). This is a major priority for WMB.

**This development area comprises:**

- A substantially improved and expanded rail station at Bank Quay – with its main entrance being off Liverpool Road Bridge providing direct access to the city centre
- The retention of the existing access to ensure the station is accessible from Wilson Patten Place and Centre Park
- New access points to the west of the station which would also allow pedestrians to walk from the Waterfront to the city centre
- A new rail hub orientated redevelopment – comprising hotel, retailing, office floor space
- A city centre new gateway redevelopment zone covering between Froghall Lane, Sankey Way and the West Coast Mainline with a new enhanced setting to the Sacred Heart Church

The visual aspect of the chemical works in this area needs to be addressed as it offers a poor representation of Warrington's new City Centre. However the buildings fronting onto Liverpool Road are an important part of Warrington's industrial heritage and need to be retained and incorporated into any future scheme that, potentially, could comprise mixed use commercial, residential with waterfront and a major rail hub.

In the meantime the Council is interested in working with Unilever to explore ways of making the plant more visually pleasing incorporating public art.



# EASTERN GATEWAY - TOWN HILL AND ST ELPHIN'S URBAN VILLAGE

The arc of the city centre between Horsemarket Street / Town Hill, School Brow and St Elphin's Church is a major opportunity to create a large new residential urban village in the heart of the New City.

The area currently comprises underused land, struggling retail areas which detracts both from the city centre and the attractive and historically important St Elphin's Conservation Area. This should be an attractive urban village anchored by St Elphin's and St Mary's churches rather than one that is dominated by surface car parking, retail sheds and vacant lots. The redevelopment of this area as a predominantly residential area would provide 1000 new homes in the heart of Warrington – a community that would fuel sustainable foot-fall in the city centre streets.

## Its components would be:

- A high density residential development – town houses and apartments – set as a formal network of streets and squares
- A strong pedestrian / cyclist route from Horsemarket Street / Town Hill to St Elphin's Church – a new Cockhedge Lane
- St Elphin's Church Conservation Area to form the heart of this new 'urban village'
- The density of development increasing from St Elphin's in the East (lower density) to Town Hill where the population becomes more 'city centre' in scale and form
- Strong urban frontages to all the key streets and the retention / mending of the areas historic street pattern
- Pedestrian crossings over Scotland Road, Fennel Street / Brick Street and Church Street and the transformation of these streets from barren strips to urban boulevards – with street tree planting and enhancement.
- The remodelling of Town Hill and the sites adjoining, as key areas of redevelopment – the link between this new residential community and the heart of the city centre





# WARRINGTON WATERFRONT

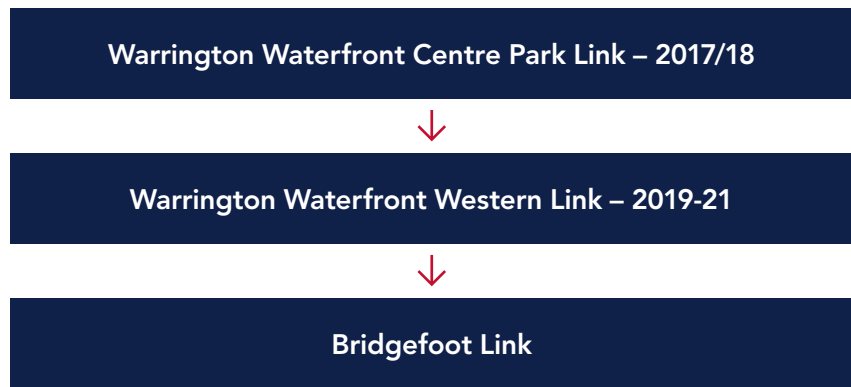
**Warrington's Waterfront will to be developed as an exciting new place to live, work, do business and visit.**

Right in the heart of Warrington astride the West Coast Main-line at Bank Quay rail Station and the Manchester Ship Canal – one of the busiest waterways in the UK. The investment into Liverpool 2 Superport means that Port Warrington is a real opportunity to become a significant location for logistics operations and allied industries.

Warrington Waterfront has for some time been identified as a strategic development opportunity to support Warrington's housing and employment growth needs into the future. It has always been constrained by a lack of access infrastructure together with the fact that the Arpley Landfill Site was operational.

The Council and Warrington & Co. have been successfully working closely with Government to enable this essential infrastructure provision.

**This is now programmed:**



A new masterplan for the development of Warrington Waterfront outlines the routes of these new infrastructure links. All three new links will:

- Open up new land for development
- Add to Warrington's highway network resilience
- Provide an additional high-level fixed bridge over the Manchester Ship Canal helping to overcome congestion and traffic disturbance due to bridge swings
- Tackle congestion at Bridgefoot, enabling this area to be enhanced and better used as waterfront space
- Enhance the capacity of the wider city centre for additional growth and investment

This infrastructure package is being funded through the Cheshire and Warrington Growth Deal 2014 (Warrington Growth Pilot), Local Growth Fund, contribution from the development areas enabled, the private sector and the Council.

The Arpley Landfill site is being decommissioned and will be fully reclaimed by Autumn 2017. The time is now right for Warrington Waterfront. The following key development areas are proposed:

- **Waterfront East - Centre Park and Wilson Patten Street**  
The redevelopment of the former Spectra Packaging site and adjacent land for residential purposes  
The redevelopment of land between Wilson Patten Street and Centre Park for a mix of City Centre uses, including homes, offices, restaurants and hotels to front onto the riverfront, Wilson Patten Street and Bank Quay rail station
- **Waterfront West**  
Arpley Meadows and Forrest Way – a mixed use redevelopment area for new homes and business space
- **Port Warrington**  
The major expansion of Port Warrington for large scale port based logistics and manufacturing (1m sqft) will be able to provide a tri-modal (rail, water and road) facility which will remove a substantial number of heavy goods vehicles from both the local road and motorway networks via a direct rail connection from the Manchester Ship Canal to the West Coast Main Line – the alignment of which has already been secured
- **New Country Park**  
The reclamation and improvement of the Arpley and Gatewath Tip areas into a new Country Park which will provide valuable recreation space and will feed directly into sustainable transport links such as the Trans-Pennine Trail
- **Old Liverpool Road**  
The regeneration of Old Liverpool Road – an enhanced environment and redevelopment of vacant and underused sites – detailed proposals to be worked up with local residents

#### Total Outputs:

- **5,000 UNITS**  
New homes
- **2M SQFT/110HA**  
New business mixed use floor space
- **300 HA**  
New public open space





# CITY CENTRE PUBLIC REALM FRAMEWORK

The key streets in the city centre have already been successfully pedestrianised and enhanced to a high quality.

The council have extended environmental improvements to some of the adjoining streets – Lower Bridge Street and the Cultural Quarter. It is proposed to extend the enhancement of the public realm still further in parallel with the regeneration and development of the city centre.

Two new significant urban spaces are proposed:

- **Time Square**
- **Riverfront Plaza**

The Council published a Public Realm Framework for the town centre in 2009. This outlined a strategy for the improvement and maintenance of public spaces and streets. It also outlined street design principles, surfacing materials, street furniture and lighting. This framework will be used to guide the enhancement of city centre enhancement schemes.



## Treatment of City Core Streets

The proposed treatment of core streets will be:

### Pedestrianised Routes

Streets that are predominantly pedestrianised with very limited vehicular access (perhaps time limited for loading and unloading). These streets will be Warrington's activity areas for street markets, fairs etc. For example Bridge Street.

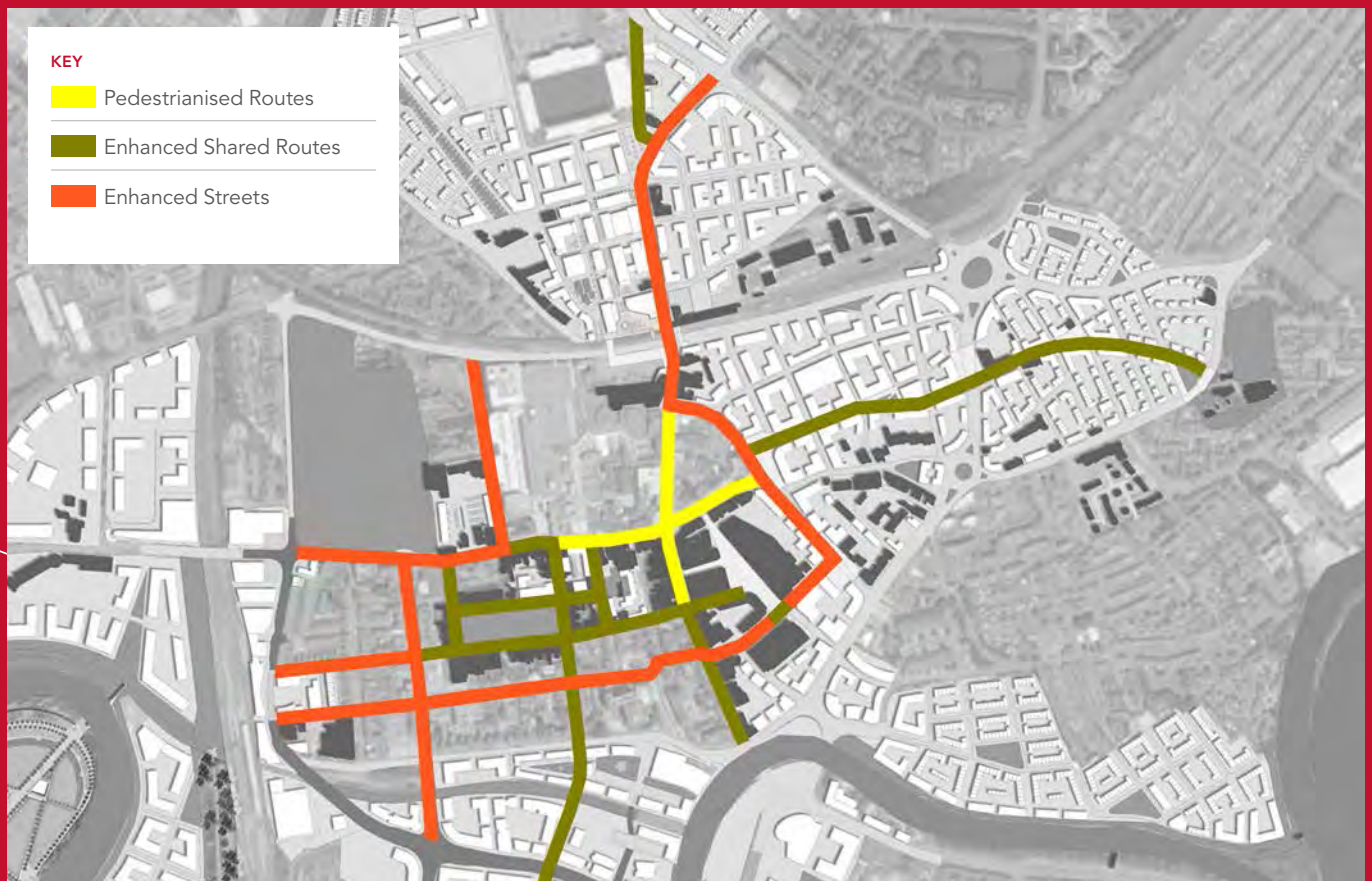
### Enhanced Shared Routes

These streets will be shared between pedestrians and vehicles, with a clear emphasis towards maximising the space for pedestrians and minimising the space for vehicles. These streets will be used for street cafés etc. for example Springfield Street, streets around Palmyra Square and Lower Bridge Street.

### Enhanced City Streets

Streets that will be enhanced environmentally. They will still retain their vehicular role, however they will be improved by street tree planting, paving, parking bays, new street furniture. The extensive use of street tree planting (where practical) will help transform the image and feel of the city centre. For example – the wide Scotland Road will be transformed into a tree lined urban boulevard with enhanced public realm as part of the redevelopment of Town Hill and Cockhedge, and the routes between Bank Quay rail station and the Cultural Quarter will be enhanced. As part of the re-engineering of traffic in Winmarleigh Street, this route will be enhanced as a grand avenue linking the Golden Gates and Centre Park.

## City Core Streets – treatment





## Animating the Streets and Spaces

The council and its development and investor partners are committed to creating new public spaces and improving existing ones in our city centre. Warrington Town Centre Management Partnership will lead on this animation. The focus will be:

- **Alfresco eating and dining in our key streets and spaces**  
Time Square and the Old Market Square will lead here with outdoor space for the market cafés and the family friendly restaurants. Restrictions and requirements will be stream-lined to enable this to happen quickly and efficiently
- **Street entertainment**  
To create more colour and activity as well as provide an easy venue for up and coming talent
- **Street Markets**  
Street markets are already a feature of the city centre with farmers markets and Christmas Markets. It is proposed to make Warrington a city of markets – with regular outdoor markets with vibrant stalls and pavilions – selling food, vintage, books, flowers, etc
- **Events and festivals –**  
Warrington already has excellent festivals and some attractive outdoor venues – Queens Gardens and Bank Park. Time Square will create two new wonderful venues. We will ensure that there is a partnership programme of events and festivals throughout the year to use these venues to the full, to enhance the vibrancy of the city centre and to provide more for visitors and residents to do and see throughout the day and throughout the year



### Quick Win Priorities for Street Café's will be:

- Re-engineering streets and spaces in Palmyra Square to reinforce this as the dynamic cultural heart to the city and to support the growing entrepreneur based restaurant / bar scene. This will particularly focus on making the whole of Springfield Street as an outdoor café street – extending footways, creating shared surface areas and modifying current parking and traffic arrangements to enable businesses to establish and operate outdoor alfresco areas. This will be implemented for summer 2017
- The further enhancement of Bridge Street in association with the delivery of the Time Square project
- With Golden Square the further use of the Old Market Place as a focus for outdoor café's
- Working with existing and prospective café owners on the pedestrianised parts of the city centre to maximise outdoor café activity

## RE-ENGINEERING STREETS AND SPACES IN PALMYRA SQUARE TO REINFORCE THIS AS THE DYNAMIC CULTURAL HEART TO THE CITY AND TO SUPPORT THE GROWING ENTREPRENEUR BASED RESTAURANT / BAR SCENE.





# PUBLIC ART

In 2010 the Council produced its Strategy for Public Art Development – this is still relevant today. It outlines a creative framework for Warrington based on three themes:

## A SENSE OF OCCASION

### A Sense of Occasion

Warrington is rich in collective activities – festivals, sporting events. It is also rich in the variety of venues for such occasions – its parks, stadia, outdoor and the covered market, Parr Hall and the Pyramid. The City Centre's sense of occasion will be reinforced through an enhanced programme of events:

- Street Markets, focusing on the new market hall and Time Square
- Street Art
- Festivals and fairs
- Busking and alfresco street cafés
- Sporting and leisure activities
- Collections
- Fairs
- Theatre, film and performance

#### Focusing on the enhanced use of:

- Outdoor spaces and parks particularly Warrington's circular parklands
- Warrington's High Streets
- The Museum and its Galleries
- Parr Hall and the Pyramid
- Sports arenas and venues

## SOURCES OF WONDER

### Sources of Wonder:

Warrington is rich in jewels and sources of wonder – its architectural detailing, its bridges, the Museum collections – any of these wonders are linked to events, its industrial heritage and its people. These stories will be retold through Warrington's evolution to a city. The city will be enhanced and enriched through presenting and interpreting these assets more effectively. The new Time Square car park is designed with reference to Warrington's wire manufacturing past. A Warrington Story Telling project will be developed together with the interpretation of these stories through public and street art and installations.

## NAVIGATING WARRINGTON

### Navigating Warrington:

Warrington is a city that has been built on movement – crossings of the river and the Ship Canal, railway lines and bridges. Green open spaces and connecting landscapes and waterways are part of Warrington's fabric. Gateway and landmark sculptures are part of Warrington's landscape. Expanding and highlighting these place markers will aid orientation and sense of place for both residents and visitors alike and place markers will tell Warrington's stories where they happened.

← Tickets & Information  
 Exhibition Hall  
 Green Room →  
 Studio Theatre →

**WARRINGTON IS A CITY THAT HAS BEEN BUILT ON MOVEMENT – CROSSINGS OF THE RIVER AND THE SHIP CANAL, RAILWAY LINES AND BRIDGES. GREEN OPEN SPACES AND CONNECTING LANDSCAPES AND WATERWAYS ARE PART OF WARRINGTON'S FABRIC.**

## WARRINGTON – A CREATIVE HUB

### A focus for creative companies and creative people.

Recent independent research shows that Warrington (together with Wigan, Liverpool and Manchester) form one of the most important clusters of creative industries in the UK outside London (Geography of Creativity in the UK, Nesta, 2016). Creative industries such as advertising, film, radio, TV, gaming, architecture and publishing are strong in Warrington – it is a hot-spot of creative companies and is defined as having high numbers with high growth.

We want to reinforce this and create a real focus for this cluster in our City Centre. Providing significant numbers of new homes in the City Centre has a role to enable this, so does enhancing Warrington's connectivity (particularly rail and digital).

We propose to create a **Creative Hub** – a place where creative professionals can meet, network and interact and can work flexibly and informally. This Hub requires the best in terms of digital connectivity, support and work and meeting space – operated in an informal and creative way.





# CITY CENTRE LIVING

## 8,000 new homes in the heart of the City.

Residential development and more people living in Warrington's city centre is fundamental to the City Centre masterplan. This will drive vitality, activity and footfall, reinforce Warrington's sense of place and enable regeneration as well as providing new homes for local people. It will change the face of the new City Centre.

All the development quarters outlined earlier have significant housing development as part of them and in total over 8,000 new homes will be provided within the city centre by 2040.

The additional priorities will be:

- **Residential development in and around rail stations**  
Bank Quay Gateway, Waterfront, Stadium Quarter and Eastern Gateway (Town Hill and St Elphin's Urban Village)
- **High Street Living**  
Bridge Street, Sankey Street, Buttermarket Street and Horsemarket Street
- **Starter Homes**  
As part of the agreed HCA Warrington Starter Home initiative
- **Maximising the reuse of brown-field land for new homes**  
Throughout the City Centre
- **Warrington New City**  
A Garden City in the heart of the Northern Powerhouse

To this end the Homes and Communities Agency, Warrington & Co. and the Council will work closely together to achieve this as part of the 'Warrington New City – a garden city at the heart of the Northern Powerhouse' programme.



# A NEW FOCUS FOR BUSINESS

## Business space in the city centre.

Warrington city centre as the heart of the place with its excellent public transport connectivity will be the priority for business development and growth. These particular locations will be the focus:

### Stadium Quarter

---

A new central business district opposite Central Station and the Bus Interchange building upon The Base and University Technical College.

### Bank Quay Rail Hub

---

Offices as part of the redevelopment of the station to provide one of the best connected business locations anywhere – at the intersection of HS2/West Coast Main Line and Northern Powerhouse Rail (HS3) and other local and regional rail routes.

### Southern Gateway, Riverfront

---

A location for new office development overlooking the proposed new Riverfront Plaza.

### Port Warrington in the Waterfront

---

New port based offices, logistics and manufacturing with its connections to the Manchester Ship Canal, West Coast Mainline rail network and new access infrastructure.





# 8. CONNECTED ECONOMIC GROWTH

## – Transportation Framework

The key aims of WMB transportation framework and programme is to:

Provide new transportation infrastructure and deliver improvements to the existing infrastructure to support and facilitate economic growth

Reinforce and enhance our green infrastructure, to join up our network of green space corridors for recreation and low impact transport

Maintain and enhance Warrington's regional and national connectivity – particularly by rail

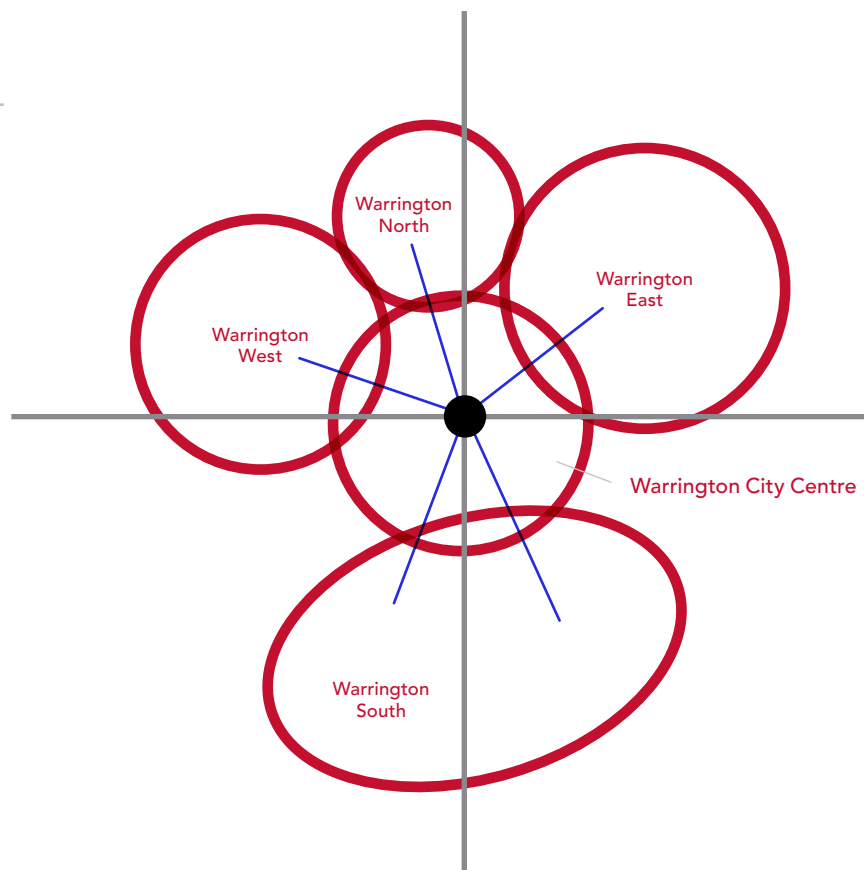
Improve the resilience of Warrington's highway network

Manage congestion and improve air quality in and around the city

Encourage high density development at public transport hubs to make Warrington more sustainable and to promote and improve public transport and alternatives to the car

### Warrington Connected Economic Growth

- KEY**
- Areas of Economic Growth
  - New Warrington Rail Hub
  - National Rail Connectivity
  - Local Public Transport Linkages



## Key Transportation Interventions

### Completing Warrington's New Strategic Highway Framework

The new Mersey Gateway crossing of the River Mersey effectively completes Warrington's strategic 'ring road' system. A highly accessible network of major highways formed by the M6, M62, M56 and the Mersey Gateway and the much improved connections to the M62 and M56 which will be delivered as part of the scheme.

The Council is working closely with Highways England, Transport for the North and our neighbouring Local Authorities to ensure improvements to this strategic network. Junction enhancements and motorway improvements include; early delivery and extension of the M62, M6, and M56 Smart Motorway projects, and a new junction on the M56 (Junction 11A) to improve connections to the Mersey Gateway bridge).

The Council is also pressing Government to deliver the promised free tolls over the Mersey Gateway bridge for Warrington residents.

## Local Infrastructure Projects – supporting growth / tackling congestion:

### Warrington Waters Access Network

This set of integrated projects aim to manage congestion in and around the city centre (particularly around Bridge Foot), to provide additional fixed crossings of the River Mersey and the Manchester Ship Canal and enable major city centre development:

- Centre Park Link**  
 Accessing 500 new homes at Centre Park South (starts on site – 2017)
- Bridgefoot Link (phases 1 and 2)**  
 Includes the Arpley Chord which provides relief to Bridgefoot and opens up the land between Wilson Patten St and Centre Park for mixed use development
- Waterfront Western Link**  
 The largest of these three projects links Chester Road to Sankey Way. This provides an additional fixed / high level crossing over the Manchester Ship Canal and opens up Arpley Meadows for development, (providing 5,000 new homes). This link also provides new access to Port Warrington and Solway – overcoming the existing contorted access arrangements and enabling the creation of 1m sqft of logistics and manufacturing space at Port Warrington. The Council is working with Government to bring this forward and is programmed to start on site in 2019
- City Centre Improvements**  
 Linked with the above three projects a package of improvements to city centre streets and spaces are proposed to create more space for pedestrians, better access for cyclists and buses and enhance the city centre highway network

### Warrington East (Birchwood):

In association with the Cheshire Science Corridor EZ, phase 1 of a series of major highways improvements are now complete, with a further phase to make Moss Gate to Junction 11 a dual carriageway in design. These will enable Birchwood, Birchwood Park and the Enterprise Zone to reach its growth potential.

Phases 3 and 4 would improve improvements to Junction 11 of the M62 and develop network capacity around Woolston Grange trading estate.

The first stage improvements to Birchwood Rail Station are now complete. Future stages will look at widened platforms, increased parking availability to support park and ride trips, and the introduction of frequent 'metro-style' services.



### Warrington West:

A package of transportation measures to support the rapid development of Warrington West (Omega, Lingley Mere, Chapelford Urban Village etc) –

- **Skyline Drive**  
Now complete
- **Junction 8, M62**  
Programmed to start on site in 2017
- Improvements to local roads in association with the development of Omega and Lingley Mere

A new rail station at Chapelford (Warrington West Station) is programmed to start on site in 2017.

### Warrington South:

The development of Warrington South will go hand in hand with major investment in transportation infrastructure.

Essentially completing the New Town highway systems in a contemporary and more sustainable manner. This will include additional high level crossings over the Manchester Ship Canal and improved junctions to the M56 and M6 motorways.

The scheme will be complemented by fully integrated walkways and cycle ways as well as appropriate public transport services to best serve the area and connect it with the rest of Warrington.

### City Centre:

It is proposed to undertake some measures that will transform the way the city centre feels and how people use it. For example, as part of the Cultural Quarter's move to become a focus for boutique restaurants and bars, schemes for giving the pedestrian greater dominance over the car and for more outdoor space for alfresco activity are programmed. Likewise the move for Lower Bridge Street from a sometimes uninviting, anti-social and unattractive night time environment to a more family friendly area run hand in hand with greater use of the outdoor space. These detailed interventions will be outlined in the City Centre Masterplan.

A key part of the City Centre Masterplan will be the development of a Movement Strategy for the city centre to ensure that it is fully accessible by all types of transport.

Omega development



## Public Transportation:

WMB recognises that Warrington's growth aspirations cannot be achieved without investment in public transport and alternatives to the car. Coupled with the above highway works a number of strategic public transportation improvements are proposed:

## Rail:

- Construction of a new "TransNorth Hub" Station at Warrington Bank Quay. This major new rail hub station would sit at the intersection of the proposed HS2/West Coast Mainline and TransNorth Rail (HS3) routes reinforcing Warrington at the heart of rail connectivity in the region
- The proposed HS2 rail station at Manchester Airport. We will ensure good connectivity between Warrington and this HS2 station
- Rebuilding Bank Quay Station to enable it to cater for the HS2 'Classic Compatible' trains which will come into operation on the West Coast Main Line on the completion of Phase 1 of HS2 from London to Birmingham in 2026. This would also see the major redevelopment of the surrounding sites – the Bank Quay Gateway development area (see later)
- Further improvements to Central Station – including the refurbishment of its station square and reinstatement of its historic 'front door'
- A new rail station – Warrington West (programmed to start on site in 2017)
- Access improvements to Birchwood Rail Station are completed. Future stages will look at widened platforms, increased parking availability to support park & ride trips, and frequent 'metro-style' services
- Direct rail access to Manchester Airport is due to begin with the new franchise arrangements
- Environmental upgrades of other Warrington rail stations
- Early electrification of the Cheshire Lines Committee line from Liverpool to Manchester via Warrington Central
- The extension of the Manchester Metrolink Tram system to Warrington

Central Station frontage



Proposed Warrington West Station





**Aviation:**

- Warrington benefits from an excellent central location within the Northern Powerhouse. This is particularly evident in its excellent connection by air to domestic and international locations. The new northern rail franchise reinstates a direct rail connection to Manchester Airport from Warrington Central, Birchwood and the planned Warrington West stations. Manchester Airport carries over five times as many passengers as any other northern airport and the numbers of destinations served directly continues to increase. New direct services have started to Boston, Beijing and Los Angeles
- Passenger numbers at Liverpool John Lennon Airport continue to increase and it is now carries the third highest passenger numbers of all northern airports Warrington Central, the planned Warrington West and Birchwood Stations all have frequent, direct express services to Liverpool South Parkway Station which serves the airport
- It will be vital to ensure these connections are maintained and that the best possible connections are provided to the planned HS2 station at Manchester Airport
- Warrington has excellent motorway connections to both of these airports which are within easy reach. This strong international connectivity is important to businesses and leisure travellers and the Council will continue to work with partners such as Transport for the North to further enhance this connectivity

**Tram Links:**

- The Manchester Tram system is proving to be a successful mass transit system that is continually expanding. We propose that this system be extended to Warrington city centre

**Bus:**

- Promotion of our new state of the art real time passenger information system
- Creation of new Northern-Orbital and City Centre bus-only connections to support faster public transport journeys to employment
- Review of existing bus lanes and the introduction of enforcement to deter abuse
- Smart ticketing options being developed with Transport for the North
- Exploration of options to provide funding to enhance both the number of services and their frequency, and to control fares

**WARRINGTON BENEFITS FROM AN EXCELLENT CENTRAL LOCATION WITHIN THE NORTHERN POWERHOUSE. THIS IS PARTICULARLY EVIDENT IN ITS EXCELLENT CONNECTION BY AIR TO DOMESTIC AND INTERNATIONAL LOCATIONS.**



## Walking and Cycling:

Walking and cycling are a fundamental part of Warrington's transportation and leisure infrastructure. They are also an essential ingredient of Warrington's image, distinctiveness and its economic attractiveness. We will complete Warrington's cycling and walking network on-road and off road. The latter is particularly important using Warrington's network of open space and greenways. Specific improvements will include:

- Omega pedestrian/cycle bridge over the M62
- Waterfront pedestrian/cycle boulevard
- Mersey footbridge supporting the Southern Gateway development
- Completion of our strategic cycling and walking network linking key employment areas with housing growth
- Completion of Orbital Greenway network



## Freight:

- To develop a Freight Strategy for Warrington
- To look to reduce freight movements in and around the city centre and to encourage freight to use the strategic highway box and the Waterfront Western Link
- To improve the management and routing of freight traffic which does need to access the city centre and to consider options such as a Low Emission Zone to improve air quality
- To support the development of a tri-modal (water, rail and road) freight interchange at Port Warrington which will significantly reduce lorry mileage on both the motorway and local road networks

## Car Parking:

Convenient and sufficient off street car parking will be critical as the city centre regenerates and sites develop. We intend to provide additional parking structures at key gateways into the city centre integral to development areas. Specific proposals are:

- Stadium Quarter (phase1) – 1000 spaces
- Time Square – 1,200 spaces
- Bank Quay – as part of the redevelopment of Bank Quay Gateway
- Southern Gateway – as part of the redevelopment of this area
- Other key gateways such as School Brow/Cockhedge and Centre Park as part of the redevelopment of these areas
- Charging stations for electric vehicles will be incorporated into these new parking areas





# TWO KEY TRANSFORMATIONAL INFRASTRUCTURE PROJECTS:

## A national Freight Track at Bank Quay Station

Connectivity is one of the main reasons for Warrington's economic success. We need to maintain this market edge or the city's growth potential will be limited. There are some key national / regional opportunities that we should grasp:

- **High Speed 2**  
The high speed rail services from London to the North and Scotland – North / South
- **Northern Powerhouse Rail (HS3)**  
The higher speed services from Liverpool to Manchester and beyond – East / West

These routes cross in Warrington – and we will ensure that they will interconnect in the City Centre – creating a nationally significant rail hub at Warrington Bank Quay Station.

## A NEW RAIL HUB IN THE CENTRE OF WARRINGTON – AT THE INTERSECTION OF HS2 / WEST COAST MAIN LINE (WCML) AND NORTHERN POWERHOUSE RAIL / HS3.

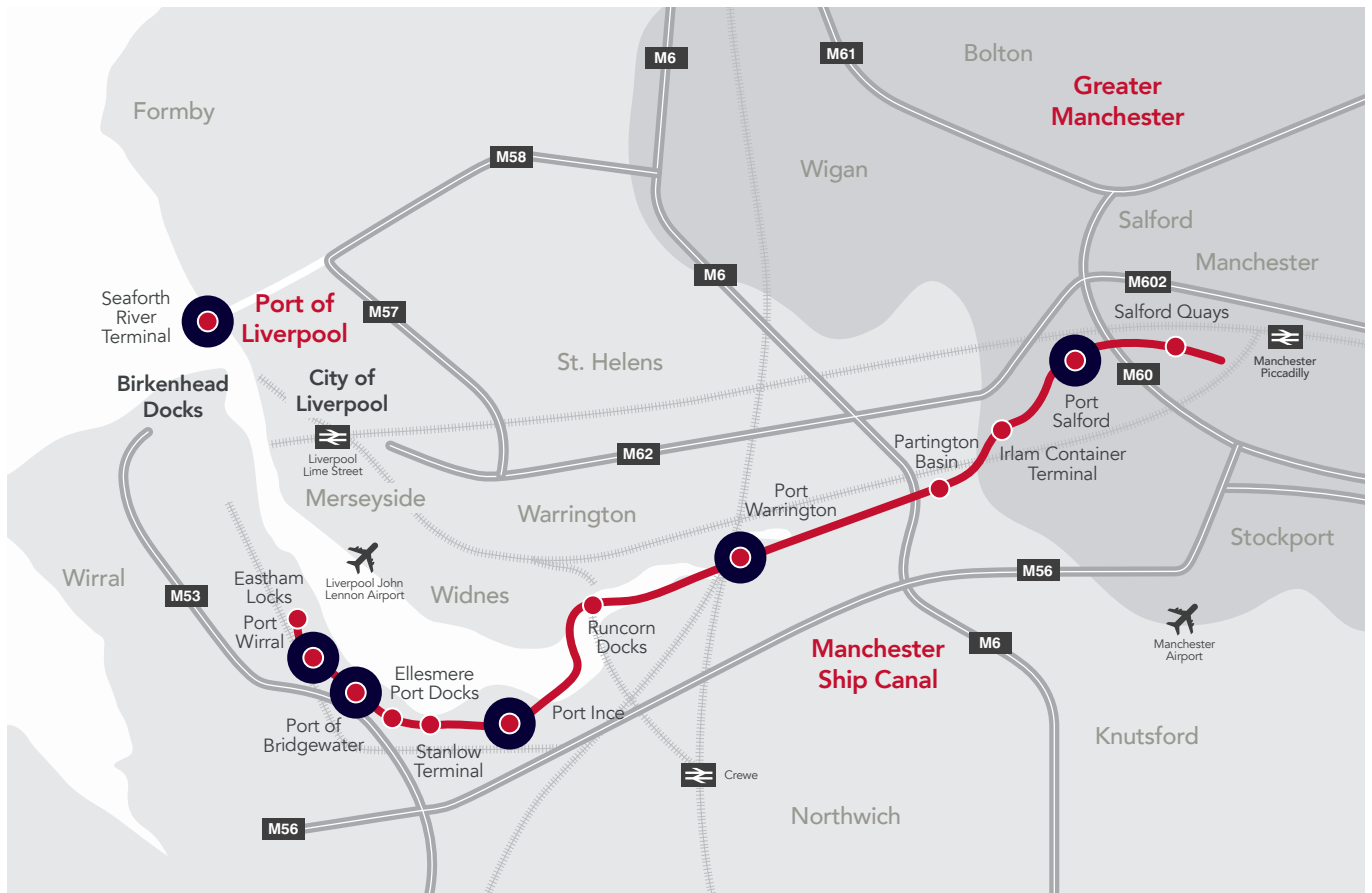


## A Multi-modal Freight Interchange at Port Warrington

Opportunity exists for the enhancement and development of Port Warrington and the Manchester Ship Canal as a major location for port based logistics and manufacturing with new access arrangements and direct links between the port and the West Coast Main Line. The Warrington waterfront development and infrastructure programme will enable this rare opportunity.

**A NEW MAJOR PORT BASED EMPLOYMENT AREA AT PORT WARRINGTON WITH NEW ACCESS AND DIRECT LINKS TO THE NATIONAL RAIL NETWORK.**

### Port Warrington connections





# 9. PLACES FOR BUSINESS GROWTH

**We have already outlined significant areas of business growth already, such as Warrington Waterfront and the city centre and Cultural Quarter developments, but there are many other growth opportunities planned and underway.**

Warrington is a city built for business and we want to create an environment for further business investment and growth. Omega and Birchwood are internationally important business locations with world leading and thriving clusters of engineering nuclear and logistics businesses. We will nurture and support these key locations and their component businesses. Likewise there are key growing business locations on the edge of Warrington, and within its economic gravity at Daresbury, Parkside and Carrington.

## Warrington East:

Birchwood is part of the Cheshire Science Corridor Enterprise Zone (EZ). We will work closely with the site owners and businesses to fully harness the advantages of the EZ to ensure this area develops and thrives into the future.

The Council is investing and enhancing the capacity of Birchwood's highway and rail infrastructure to provide enhanced capacity for this growth. The EZ will enable the council to provide further highway improvements. These are currently being designed and programmed for delivery.

Warrington & Co. will work with investors and businesses to upgrade and modernise Woolston Grange Industrial Estate to enable it to compete and thrive.

The major large scale development at Carrington in Gtr. Manchester is within Warrington's wider economic gravity and is progressing, with a mix of housing and employment uses proposed. The Council will work positively with its neighbours to ensure Carrington is a success.

## Warrington West:

Warrington West is currently one of the fastest growing business locations in the UK – Omega in particular has created over 5,000 jobs in the logistics and manufacturing sectors over the last two years. Omega's Logistics and Manufacturing Park is almost full.

The Business Park element is currently awaiting the market conditions for this form of development to improve however, is available with outline planning consent for bespoke investors.

The housing and mixed-use 'village centre' components on Omega South are progressing and following consent will progress to delivery in 2016. The Primary School serving Omega is nearing completion.

Likewise Lingley Mere Business Park has been a great success and only has a few business plots available. The housing component on Lingley Mere has now been granted planning permission for 275 new homes.



## Warrington West:

These major development schemes run parallel with significant transportation improvements in the area:

- Skyline Drive (now complete)
- Junction 8 (M62) improvements in 2017. Funded through the Council, the LEP and Omega Warrington Limited
- Warrington West Rail Station - programmed for a start in 2017

Other major housing developments in the area are progressing and are nearing completion, e.g.

- Kingswood Eight
- Gemini 16 (Willow Vale)
- Chapelford Urban Village

## Warrington North:

Warrington North development area runs along the A41 from the former Parkside Colliery site to the edge of the city centre:

- **Winwick Road Corridor**  
We are working with land owners and investors to redevelop, modernise and enhance the image and townscape quality of this important gateway corridor into the city
- **Parkside**  
St Helens, Langtree and the Liverpool City region Combined Authority are progressing the development of the former colliery site as a major new business site – focusing on logistics and distribution with strategic rail connection. Warrington & Co. are working with the Parkside team to deliver this important site and supporting infrastructure

## Warrington Waterfront

The city centre and the Waterfront will be important areas for future employment growth – reinforcing the city centre as the heart of the place and exploiting the opportunity for business development associated with Port Warrington on the Manchester Ship Canal as one of the string of port facilities along this waterway – particularly in relation to investments in the Liverpool ports. Priorities are:

- Port Warrington for logistics and port based businesses – an opportunity for over 1 million sqft of new port-based logistics development
- City Centre 'Central Business Districts' at:
  - Stadium Quarter (phase 1)
  - Southern Gateway (adjacent to the River Mersey)



## Warrington South

Warrington South is an area of significant potential for employment growth focused on two main areas:

- **Stretton**  
Barleycastle, Appleton Thorn trading estates – a key location on the intersection of the M6 and M56 of potentially national significance
- **Sci-Tech Daresbury**  
Based on its Enterprise Zone status is one of just two National Science and Innovation Campuses (Halton BC and Liverpool City Region) together with the potential for large scale housing development at adjacent Sandymoor
- **Airport City (Gtr. Manchester)**  
Is progressing at pace as a major cargo based employment zone. We will work positively with our neighbours and the investors to ensure that Airport City is a success and that Warrington benefits from this key strategic business location and the proposed Airport HS2 rail station





# 10. SUPPORTING BUSINESS AND BEING BUSINESS-FRIENDLY

**Warrington is a city built on enterprise, it is essential therefore that the business environment is one that encourages and supports growth across all sectors.**

Through Warrington & Co. we have played a leading role in establishing the Cheshire & Warrington Growth Hub as a primary source of business support services.

Accessing the right premises, capital investments production machinery and equipment and recruitment all require access to the right type of finance for business. Business needs and the environment in which those needs can be met are often complex. Through Warrington & Co., our objective is to simplify access to business support to ensure enquiries are signposted efficiently and effectively, and that the quality of service is exceptional.

## We will:

- Promote the Growth Hub and the many business support events taking place across Cheshire and Warrington.
- Undertake satisfaction surveys to identify improvements that can be made to the business support environment in Warrington.
- Provide a rich source of business support related material, guidance, case studies, and fact sheets.
- Make active use of social media to progressively develop an online business community in Warrington.
- Ensure the local business growth service brings together all agencies - the LEP, the Council, and Chamber of Commerce and private sector support providers.





## Being Business friendly and reducing the Burden of Regulation

Enabling growth is major priority for the Council. Overly burdensome regulation is often cited by business as a barrier to growth; however, in Warrington we feel we are different, ensuring that the regulatory system is used in a way to enable growth, whilst protecting our communities and citizens.

### As part of the WMB programme we will:

- Be increasingly more business friendly as a local authority
- Continuously reduce the burden of regulation on businesses and business growth
- Be quick in determining applications that are key to the Warrington Means Business programme
- Ensure via the Planning system that land is provided for both business growth and to enable new homes
- Provide a 'joined-up' approach to our regulation and permit processes
- Be clear with investors and developers – ensuring that they have certainty in their endeavours
- Be supportive and responsive



### Cheshire & Warrington Growth Hub:

A first stop shop that provides impartial, clear and expert support to help Warrington businesses get the best advice.

The Growth Hub will connect businesses with high quality assistance from local professional service providers and strategic partners including Warrington & Co. and academia.



### Flexible Office Space to Support Growth – The Base:

Accommodation for up to 40 start-up and growing businesses in the Town Centre. Flexible and affordable lease terms and space to support businesses in their early years with excellent transport connections.



### Cheshire Science Corridor Enterprise Zone:

Locally coordinated by Warrington & Co. with land owners; the Enterprise Zone will provide business investment and growth incentives to the Birchwood area of Warrington. Offering up to 100% discounted business rates for 5 years. Retained business rates will be invested in Birchwood transport infrastructure as a priority.



# 11. ENSURING A SKILLED WORKFORCE FOR THE FUTURE

The most important asset for any organisation and economy, is its workforce.

The most important asset for any organisation and economy, is its workforce. The supply of the right skills in the right sectors is critical to Warrington's future economic prosperity. Through Warrington & Co., we will work with a wide range of public and private sector agencies associated with the supply of skills, to ensure employer needs are met.

## We will:

- Monitor, identify and lead the bidding for skills and careers related funding
- Work in partnership with the LEP and skills agencies to ensure more young people in Warrington make the right career choices
- Refresh Warrington's Skills Strategy and Skills Forum. Ensure alignment against changing policy environment, recent successes and prioritise areas where improvements can be made
- Ensure employers are able to better articulate their skills needs and further strengthen links with providers
- Vocational, work-based learning opportunities are essential in providing pathways to employment. We will work closely with the Future Tech College, UTC Warrington and other providers seeking work-based learning to ensure opportunities are maximised
- Promote apprenticeships to ensure businesses in Warrington both understand and are able to easily access these opportunities
- Work with employers, both existing and incoming, to maximise employment and training opportunities for local people and ensure that more of our residents benefit from the impact of Warrington's buoyant economy

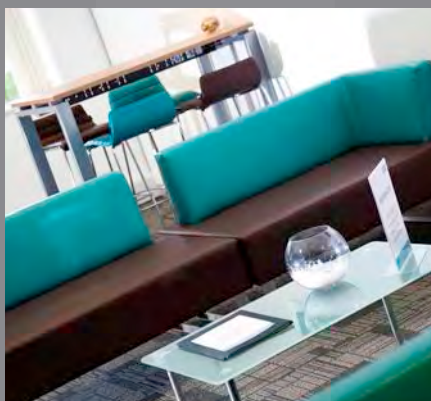
**PROMOTE APPRENTICESHIPS TO ENSURE BUSINESSES IN WARRINGTON BOTH UNDERSTAND AND ARE ABLE TO EASILY ACCESS THESE OPPORTUNITIES.**

## Warrington Employment and Skills Action Group (WESAG)

Warrington & Co. chairs WESAG which brings together employment and training providers to discuss new developments, recruitment opportunities and funding streams. Strong partnership working and protocols are in place, with delivery partners readily sharing their vacancy leads with other organisations. Together we will maximise opportunities for unemployed people and provide a smooth support service for employers.

## Training Provider Network (TPN)

Warrington & Co. also chairs the Training Provider Network (TPN). The TPN co-ordinates a multi-partner response to help unemployed people benefit from employers' recruitment drives. Warrington & Co. acts as a focal point for the partnership, negotiating opportunities arising through the planning process for new developments, including jobs, apprenticeships, traineeships and work experience placements.



## Employer Pledge

Warrington & Co. will roll-out an Employer Pledge to capture and co-ordinate work placement and job opportunities from the existing Warrington business base. This will complement Warrington & Co.'s work with new developments, through pro-active business engagement with small local businesses, particularly in the city's most deprived areas, and will link to the Health in Business programme, which recognises that employment and income are key determinants of our residents' health and well-being.

## Warrington Skills Forum

Warrington & Co. will continue to co-ordinate the work of the Skills Forum. This is a business-led group, bringing together employers in key sectors to discuss skills and recruitment issues with training providers and other associated delivery partners. The key goal is to ensure that skills provision in Warrington is appropriate to meet the current and future needs of local businesses.

## Walton Estate

Warrington & Co. is working with Myerscough College to locate a new college at the Walton Estate from 2018, providing vocational and academic training in horticulture and animal care. This will be a major addition to Warrington based colleges, widening the educational offer in the borough.





# 12. PROVIDING MORE ASPIRATIONAL AND AFFORDABLE HOMES TO SUPPORT GROWTH

Providing market orientated new homes will be key to supporting economic growth.

We will work with Government, the HCA, Registered Providers and private sector house builders to deliver 26,000 new homes by 2040 as part of the Warrington New City. This will include at least 7,800 new starter / affordable homes. Warrington is an active partner in the government's Starter Homes programme with the HCA.

## We will:

- Identify land to achieve these numbers and develop a clear housing pipeline to drive delivery
- Take a proactive approach to delivering new housing development
- Work with partners to renovate and convert vacant buildings and underused upper-floors in the City Centre to provide new homes
- Maximise the use of public sector surplus land for new housing development
- Partner with the HCA to deliver affordable home ownership particularly on brownfield sites in the Borough part of the Government's 'Starter Homes' initiative.
- Require all developments to deliver affordable homes via the planning system
- Establish a Warrington Housing Company (as part of Warrington & Co.) to focus on delivering affordable homes and homes for specialist needs
- Continue to provide loans to Registered Providers to promote and support their delivery
- Support mortgage provision to support first time buyers
- Establish a self-build register and programme to promote self-build homes
- The Council will prioritise and actively promote new homes on land that it owns across the Borough

## City Centre

Developing brownfield sites in the city centre plus the large scale opportunity on the waterfront:

- Stadium Quarter
- Southern Gateway
- Eastern Gateway
- Garven Place and the Cultural Quarter
- Bank Quay Gateway

Output –

**8,000** New homes

## Warrington West

- Omega and Lingley Mere
- Chapelford – completing the Urban Village
- Gemini – various sites (Kingswood 8, Gemini 16, etc)

Output –

**2,000** New homes

## Warrington South

- Pewterspear (HCA)
- Grappenhall (HCA)
- Appleton Thorn (HCA)

Output –

**1,500** New homes

## Brownfield Smaller Sites:

The Council with the HCA will also focus on delivering various smaller brownfield sites across the Borough for new homes – particularly on Government owned land through the Government's 'One Public Estate' programme.





# 13. INVESTING IN THE PLACE AND ITS PEOPLE

**Economic Growth is more than just the creation of jobs and homes – it's about creating and looking after the place and its people.**

The WMB programme fits into the WBC Corporate Strategy and wider partnership plans and programmes such as the Health and Well Being Strategy.

The WMB delivery programme is a key mechanism to deliver improvements to community and health infrastructure across the Borough. Growth and development brings with it additional Council Tax and Business Rates. It brings with it the direct provision of community facilities through development and also provides funding through Planning agreements and our proposed Community Infrastructure Levy on development.

**Warrington & Co. supports the Warrington disability pledge**

The Council and its partners will maximise external funding opportunities e.g. from the UK Government, the Local Enterprise Partnership and the C&W European Programme together with its own Capital Programme to invest in Warrington the Place, or example - enhancing Warrington's

- Greenspace and parks
- Health facilities
- Schools
- Cultural and leisure facilities and opportunities
- Community and neighbourhood facilities
- Public Transport and transport improvements
- Affordable and bespoke homes

We will ensure these community facilities are provided in parallel with Warrington's growth.



## Omega South – a new Barrow Hall Primary school

---

It is proposed to provide over 1000 new homes on Omega South – to cater for existing demands and these new residents the Council in collaboration with the developers Omega Warrington Limited are in the process of constructing a replacement for the existing Barrow hall primary school – larger and better. This will be funded to a large degree through contributions from the proposed residential development. In this way partners have provided a new school before development of the homes start rather than as is usual at the end.

## Maintaining the Place – investment and reinvestment

---

One of the critical factors in attracting investment is the place's image and the 'way it looks' and the way in which it is looked after. Like all Councils, due to government funding cut-backs, WBC has struggled in maintaining the place in the way it deserves. This is couple with the fact that as a former New Town the place is more expensive to maintain.

Through investment in growth the council will ensure that increased income that the Council derives will be reinvested into the proper maintenance of the place, which, in turn, will ensure further growth and income – a virtuous circle.





# 14. PARTNERSHIP

To deliver Warrington Means Business, partnership will be key. Warrington & Co. is Warrington's economic growth partnership delivery vehicle.

It will comprise key investors, enablers and land owners:

- Warrington Borough Council
- The Homes and Communities Agency
- Peel Holdings
- Patrizia Birchwood Park
- Miller Developments
- Langtree Property Partners
- Warrington Wolves
- Marketing Cheshire
- United Utilities
- Cheshire and Warrington Local Enterprise Partnership
- Network Rail
- Cheshire Science Corridor Enterprise Zone
- Omega Warrington
- Muse Developments
- The BE Group

Other investor partners are being sought as the programme gains momentum.

**AT THE TIME OF WRITING DEVELOPMENT PROJECTS EXCEEDING £750 MILLION ARE EITHER COMPLETED OR UNDERWAY AND OVER 5000 JOBS HAVE BEEN CREATED.**

# Warrington & Co.







For further information on Warrington's full range of sites and premises, access our online property directory on:

[warringtonandco.com](http://warringtonandco.com)

Alternatively, you can contact us via:

Telephone: +44 (0) 1925 442 371

Email: [inwardinvestment@warringtonandco.com](mailto:inwardinvestment@warringtonandco.com)

Follow us at:

 [@warringtonco](https://twitter.com/warringtonco)