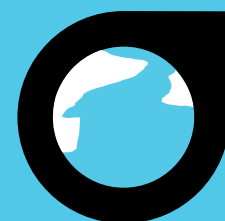




# Technical Report

October 2009  
Version 2



Ocean  
Gateway



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Introduction



# Introduction

This Technical Report provides an analysis of the context and rationale for Ocean Gateway. It should be read in conjunction with the main Ocean Gateway Prospectus.

The Technical Report is structured as follows:

- Chapter 2 – setting out the **functional geography** of Ocean Gateway;
- Chapter 3 – a review of the **strategic context** of the area;
- Chapter 4 – presents the **50 Projects**, and the synergies and linkages between them;
- Chapter 5 – the **social and economic** context, challenges and opportunities, and an analysis of key outputs;
- Chapter 6 – the **transport and accessibility** context, challenges and opportunities, and an analysis of key outputs;
- Chapter 7 – the **environmental and natural economy** context, challenges and opportunities, and an analysis of key outputs; and
- Chapter 8 – uses the findings of preceding sections to identify the **Guiding Principles and Objectives** for Ocean Gateway.

This Report cuts across a number of major themes, reflecting the wide ranging and large scale nature of Ocean Gateway. Sustainability – economic, social and environmental – is the principal cross-cutting theme which underpins the Ocean Gateway, both for projects individually and as a headline concept and strategy. Broad topics considered include economic growth and investment, housing growth, regeneration priorities, social and economic well-being, transport for freight and people, environmental resources and capital, technological innovation and climate change.

In preparing this technical analysis underpinning the Prospectus for Ocean Gateway, spatial boundaries were a key early consideration. As with all major spatial initiatives, Ocean Gateway has a footprint that differs depending upon which particular aspect is being considered. The spatial basis for Ocean Gateway, and a fresh policy approach in its support, are explored in Chapter 2.

The Ocean Gateway Prospectus is a private sector representation of a sub-regional investment strategy, being driven forward by a major private interest, Peel Holdings, in partnership with the public sector and other private organisations. One of Ocean Gateway's unique characteristics is Peel's role as a strategic driving force, in the form of the interests, opportunities, skills and resources of the Peel Group to deliver major investment in the area. In considering the evidence base, it was therefore decided to focus on setting out the strategic context, challenges and opportunities, around the creation of a coherent policy approach and to present the methodology and analysis behind the headline messages in the Prospectus document.

This Technical Report is version 2, and accompanies version 3 of the Prospectus. The vast majority of the Technical Report and its analysis remains unchanged, with only a minor update having been undertaken, to accommodate changes in circumstance and context. For example version 2 now reflects the new list of Strategic Regional Sites and provides more information relating to schemes which have achieved certain milestones in their delivery, such as the granting of planning permissions at Ince Resource Recovery Park and Port Salford.

The Technical Report is part of a wider process of analysis and strategic policy formulation in respect of both Ocean Gateway and a wider review of investment delivery in the North West. It will be shared with local, regional and national stakeholders, and is intended to contribute to the evidence base for Government decision making, the regional strategy and the Local Development Frameworks of local authorities, to assist policy makers in the North West and in Central Government in understanding the need for, and potential of, the Ocean Gateway.





two

A functional geography

## Key Facts

- **Population:** home to over 3 million people
- **Economy:** England's largest economic urban region outside London
- **Principal Cities:** Manchester/Salford and Liverpool
- **Metropolitan areas:** including Sefton, Wirral, Knowsley, Ellesmere Port, St. Helens, Halton, Warrington, Wigan and Trafford
- **International Connections:**
  - Two International Airports: Manchester and Liverpool John Lennon
  - The Port of Liverpool and Manchester Ship Canal
  - Located on the Trans-European Network
  - Knowledge sectors in the Manchester and Liverpool City Regions, including financial and professional services, media/creative and pharmaceutical
  - Academic strength, with internationally known universities and research centres
- **Outstanding Environment:**
  - River Mersey: Basin and Estuary
  - Canal network: Bridgewater and Leeds-Liverpool
  - Environmental Capital: Mersey Valley, Mosslands and Moorlands, Regional and Country Parks, Gardens, Forests and Nature Reserves

## Towards a 'bi-polar urban region'

The Ocean Gateway is comprised of two City Regions – Manchester and Liverpool. They interlock, but broadly operate in isolation and independent of each other. Ocean Gateway seeks to bring the two City Regions together into a broader concept of a 'bi-polar urban region'.

The European Union's Polynet group (a three year project examines functional connections in major urban regions across North West Europe, led by Sir Peter Hall and Kathryn Pain) undertook research in 2005 (Polynet Actions 3.1) into 'functional urban regions' across North West Europe. Manchester was identified as a Category 2 'Mega City Region', whilst Liverpool was identified as Category 5.

The analysis contains number of interesting case studies and a review of the issues facing polycentric urban regions, including the following:

- The importance of transport connectivity - the vital role that transport within, into and out of Mega City Regions plays in their geographic functions and combined economic power. Travel to work and business patterns are key indicators of the ability of a polycentric urban area to function as one, allowing workers to access employment and perform their working tasks across a host of locations in a geographic area.
- Competition or Collaboration - using Mega City Regions, particularly those with more than one main urban centre, known as polycentric urban areas, to focus on collaborative working rather than competition with each other. The strength of polycentric urban areas, operating as Mega City Regions, is that they can become stronger than the sum of their parts in terms of their international investment profile.
- The poor fit between administrative/political boundaries and market/economic patterns – this is a common trait of Mega City Regions, where historic boundaries have been drawn that no longer reflect the economic and transport patterns of areas in the 21st century. This tallies with the Government's emphasis on cross-boundary working through the Sub-National Review and priority given to Multi Area Agreements, which are being taken forward within, but not across, City Regions in the North West.
- Environmental context – the scale of 'mega city spatial planning' is more closely aligned to regional environmental assets, most notably topography, drainage and landscape character. This provides more strategic opportunities for focussing the development and management of green infrastructure along river and canal corridors and other natural and physical assets and features.

All of the above are issues for Ocean Gateway. The current limited amount of joint working across the two main City Regions reflects the historic administrative boundaries of Merseyside and Greater Manchester. The formulation of the Liverpool and Manchester City Regions has assisted in broadening the economic areas of Liverpool and Manchester, and new administrative arrangements have been established. However, previous attempts at, and commitments to, a collaborative approach between the two areas (including the Liverpool-Manchester Vision Study and the Liverpool-Manchester Concordant, both 2001) have not, to date, resulted in joint strategic working and have not yet realised opportunities for cross City Region policy making working and the wider investment opportunities that this might bring.

Transport is a key theme for the Ocean Gateway, which is explored further below. The connected nature of the Ocean Gateway area means that journeys by a range of modes to and from key destinations across the Ocean Gateway area can be made in relatively short time periods. The existence of transport infrastructure across the area, and the planned and potential enhancements and improvements, can create a well connected urban region.

There are clear similarities between Ocean Gateway and other polycentric or bi-polar urban regions in Europe, for example Randstad in Holland and Ruhr Metropole and Rhine-Main in Germany. These areas also include places which have historically competed against each other; however, many such places have found that whilst competition is inevitable (and indeed healthy) in some aspects of economic growth, collaborative working across City Regions, to the greater good of sustainable regional growth, has key benefits in terms of critical mass to attract public and private investment in new economies and infrastructure.

In addition to the EU Polynet research, part of the evidence base for the Government's Sub-National Review (SNR) included a report by the Department for Communities and Local Government (DCLG) entitled "Planning and Optimal Geographic Levels for Economic Decision Making – the Sub-Regional Role" (2008). It concluded that the functional sub-regional level is appropriate for establishing policies for planning and implementation, incorporating economic development, transport and housing. This Report also shows the Liverpool and Manchester area, i.e. the Ocean Gateway area, as a single entity, drawing on the Polynet research outlined above. The Report contains a number of recommendations relevant to joint working across the Ocean Gateway area, which could be used as a basis for taking forward a sub-regional discussion between Peel and regional/local stakeholders.

The City Region as a basis for planning and economic development has appeared a number of times over the past 100 years in policy formulation. The concept of focussing economic investment on the joint metropolitan centres of Liverpool and Manchester is not new. The term City Regions was first used by Patrick Geddes in 1915, who identified 'Lancaster', being Liverpool-Manchester, as one of eight UK City Regions based on industrial growth and rail expansion. Similar ideas also came to the forefront in the post-war period, but were not sustained. Latterly, through the Northern Way Growth Strategy, focussed upon a joint approach to promoting the Core Cities (including the Liverpool and Manchester City Regions, Leeds, Sheffield, Hull and the North East) and stimulated the now operational City Regions; however the degree and impact of inter City Region working has been limited.

It is clear that previous studies within the North West, looking at a joint City Region approach, have been undertaken. The potential for a sub-regional approach has been discussed previously between Peel and regional stakeholders. Until now, the concept has been in its infancy and has lacked the impetus and conditions to merit a fresh approach. However, the critical mass and cross-sector breadth of Peel's interests, including the components of "SuperPort", now represents a much more significant driving force for the wider region. Additionally, the current challenging economic conditions provide a greater need for joined up thinking about how national and regional scale infrastructure and investment can be delivered jointly by the public and private sectors.

## Ocean Gateway boundaries

In preparing the Ocean Gateway Prospectus, one of the major considerations was the 'footprint' or boundary of the area. The initial boundary drawn was defined by the regional centres and inner areas of the Liverpool and Manchester City Regions, with a connecting corridor bounded to the north by the A580 East Lancashire Road and to the south by the M56 motorway.

Having undertaken research and analysis of the area, a fixed boundary became less apparent, partly due to the complexity and scale of the area and the varying boundaries of different themes and interests, but partly because the ultimate role and purpose for Ocean Gateway is not fixed, and requires discussion and engagement with regional stakeholders. It was therefore considered premature to draw a fixed boundary. Ocean Gateway, in terms of this Technical Report, can be considered to be a fluid spatial concept that can vary depending on the topic or area of focus, and adapt to its ultimate purpose as a delivery vehicle. In terms of thematic fluidity, as an example, a transport boundary including both travel to work and business trips looks very different to a sphere of direct economic influence or a sectoral focus boundary.

For physical and social characteristics, the core area can largely be defined as the Liverpool and Manchester conurbations, and the connecting Ship Canal corridor and the settlements related to the major road and rail routes between them.

The boundary is also governed by key catalysts, opportunities and influences, for example the Port of Liverpool and the Waters projects at the western end. The definition of a boundary at the eastern end is dependent upon the extent of economic interests to be included beyond the Ship Canal corridor and core area of Peel's project interests, which extend to the western part of the regional centre.

The broad definition is therefore thought to be:

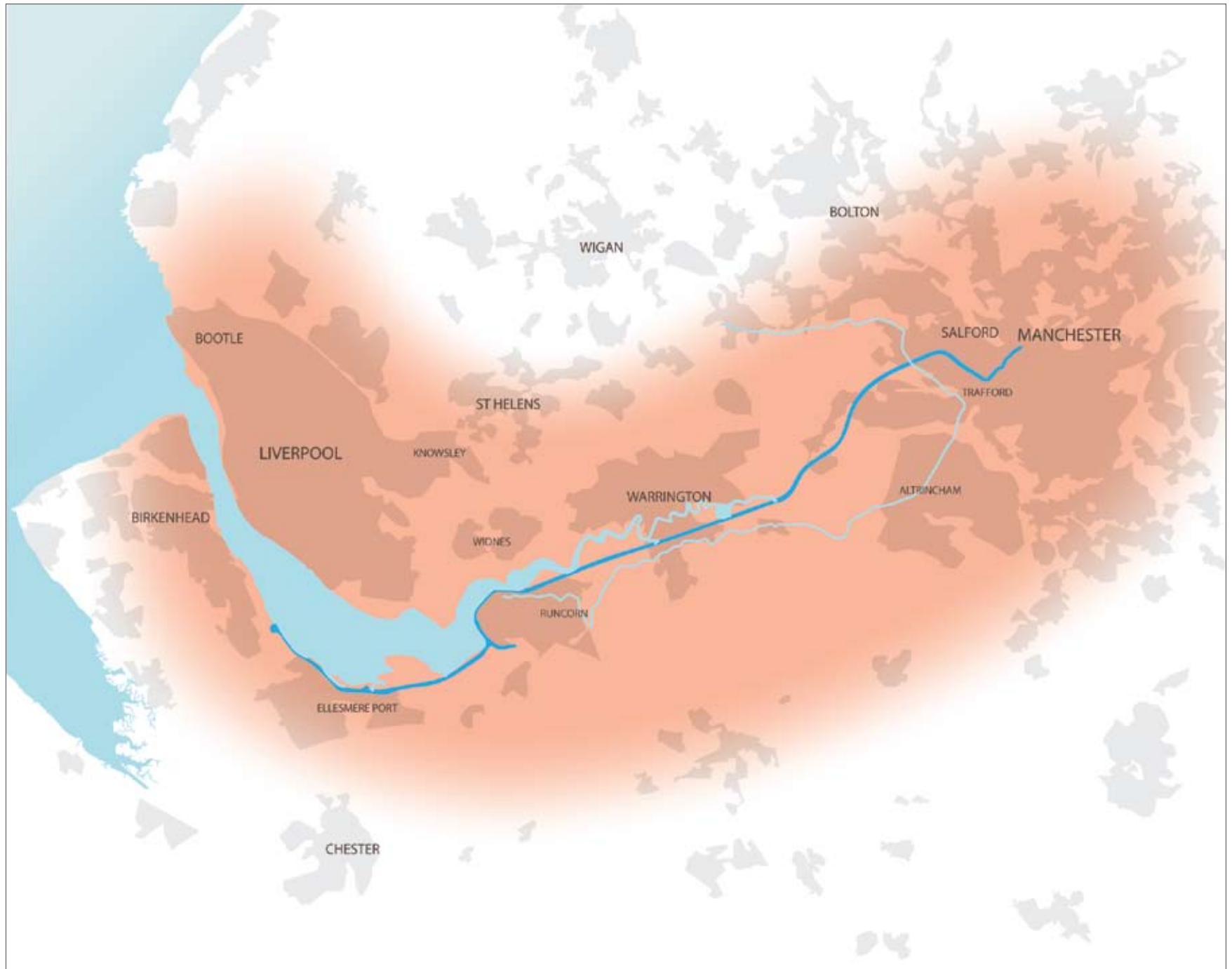
- The Liverpool conurbation, including the entire City of Liverpool and parts of Wirral, Sefton and Knowsley
- The Ship Canal Corridor, including northern parts of West Cheshire, Halton (including Widnes and Runcorn), and parts of St Helens and Warrington
- The Manchester conurbation, including the Western Gateway areas of Salford, Wigan and Trafford, the inner areas and the regional centre

For the Prospectus, these areas have been simplified into 3 spatial reaches in order to communicate Peel's vision based on the projects it is progressing within Ocean Gateway. The reaches are simply referred to as Liverpool City Region, Ship Canal Corridor and Manchester City Region, even though all of the projects within the Ocean Gateway's Ship Canal corridor are now defined by the North West Plan as being within one or the other of the Liverpool and Manchester City Regions.

The Prospectus showcases Peel's Ocean Gateway projects, but Ocean Gateway is not exclusively about Peel. The breadth of other activity by others across the wider area, both now and in the future, will have a major bearing on what is regarded as the defined area for Ocean Gateway and, ultimately, the economic performance and social well being of the whole area.

In taking forward Ocean Gateway, further research and analysis could be undertaken into a variety of aspects considered by this Technical Report. The Prospectus and Technical Report have also been undertaken alongside a study by the Northwest Regional Development Agency (NWDA) into the economic potential of the Liverpool to Manchester corridor. The NWDA study, being undertaken by SQW Consulting, builds upon previous work done in looking at this corridor as an economic entity with the potential to act as a key driver for the regional economy.

## The Ocean Gateway area





three

Strategic context

## Historic context

The subject area of this Technical Report, known as the Ocean Gateway area, contains the cities of Liverpool and Manchester, their hinterlands and the areas between them. It is the metropolitan heart of North West England and an area known the world over for its industry, culture and heritage.

Liverpool was once the UK's major ocean facing port, the front door to the Americas, recognised in its heyday as being England's second city. Manchester was the world's first true industrial city.

Both cities, and their surrounding areas, grew rapidly in the late 18th century, and consolidated their positions as global cities throughout the 19th century and the early part of the 20th century. Surrounding towns and villages were subsumed to create the metropolitan areas that became Merseyside and Greater Manchester.

Individually, Liverpool and Manchester have often competed. Initially, Liverpool was the more powerful city, an affluent world port built on merchant wealth and trading. In the late 19th century, the construction of the Manchester Ship Canal created a direct shipping route into the heart of Manchester, avoiding the high port charges of Liverpool, complementing innovation in manufacturing and textile production, to bring great wealth to the City.

Both cities suffered major bomb damage during the Second World War and major rebuilding programmes were put in place. During the latter half of the 20th century, the post-war period saw both cities decline as manufacturing, industrial and port activity waned. Many thousands of inner city residents were re-housed in new prefabricated tower blocks or moved into overspill estates. With the economy unable to sustain enough jobs in the traditional sectors, and new formats of urban living poorly built and managed, many parts of Greater Manchester and Merseyside suffered major social problems, particularly through the 1970's and 1980's. This culminated in significant levels of deprivation, which manifested itself in various ways, including unemployment, crime and poor health.

From these troubled times came the regeneration agenda. Liverpool and Manchester have in the past 15 years or so led the way in urban regeneration.

Manchester is heralded as having transformed itself to become a great European city once again, with a re-built and re-connected city centre, the regenerated Salford Quays, a new tram system and other major new facilities including the legacy of the Commonwealth Games such as the City of Manchester Stadium. Great steps have been taken in regenerating inner

city neighbourhoods such as Hulme and East Manchester. Major investments across the wider City Region, including at Manchester Airport and The Trafford Centre, have stimulated new economic activity, confidence and investment. The knowledge economy, underpinned by leading Universities and other academic institutions, has driven much of the growth in the City Region economy. Whilst there remain some significant challenges, Manchester and its wider City Region, now accepted as the second largest economic area in the country, is securely on a sustainable economic path and is looking to grow and build on these solid foundations.

The regeneration of Liverpool and its wider City Region is a more recent story. Merseyside, as an economy suffering severe structural decline, has been stimulated by European Union Objective 1 funding in recent years, which has seen millions of pounds of public funding invested in a variety of economic and social projects. Liverpool has achieved a considerable amount of progress, including the delivery of a new central shopping area (Liverpool One), a new International Convention Centre and Arena, and the development of Liverpool John Lennon Airport, culminating in European Capital of Culture in 2008. Now that much of the recently available funding is coming to an end, the Liverpool City Region is at a vital stage in its revival. It must proactively capitalise upon its recent success to secure a sustainable economic future by harnessing private investment and delivering on a vision for re-establishing itself in the international arena.

Both City Regions, and indeed the areas that link them, contain major areas in need of investment. Such areas are characterised by deprived communities across a range of indicators, including poor health, low incomes, economic inactivity, crime and low educational attainment. Addressing these challenges is one of the major issues for Ocean Gateway.

Ocean Gateway comprises two cities undergoing a major renaissance and their linking City Regions that are now turning to face the 21st century with renewed optimism, but with significant investment challenges to meet. The Ocean Gateway area has seen considerable regeneration in the past 10-20 years, and stands on the brink of a period of major housing and economic growth and expansion into emerging markets, supported by key investments in infrastructure. However, investment must be secured and be sustainable in the long term, integrated across a variety of sectors and supported by the right infrastructure and quality of life offer that will stimulate, attract and retain an economically active population.



## 21st century context

The challenges facing the Ocean Gateway are substantial, in terms of housing growth and its affordability, deprivation and worklessness, meeting infrastructure needs, providing knowledge based economic growth and achieving these aims with a legacy of high quality sustainable low carbon development. These are shared challenges between public and private partners in the region, which require joint working and integrated delivery.

The platform of regeneration achieved over the past 10-20 years has benefitted from significant public funds in partnership with the private sector. There will be an increasing reliance on private investment, and harnessing such investment will be vital going forward. This is a particular challenge at the current time, given the economic downturn, impending recession and the increasing scarcity of finance.

Looking ahead, Ocean Gateway is a key opportunity to drive the growth of the core bi-polar urban region which sits at the heart of the North West region during the first half of the 21st century. The extent to which investments in transport, economic development, housing, tourism and environmental technologies can deliver projects which compete on an international scale, will in turn have a major bearing on the future prosperity, performance and quality of life offer across the Ocean Gateway.



Key  
 — Shipping lines and sea freight  
 — Airlines and air freight

## Global context

The cities of Liverpool and Manchester are global brands, known the world over for their contributions in the 18th and 19th centuries to the industrial revolution and maritime economy. More latterly, the cities have become famous hotbeds of music and sport, particularly football, and have developed leading reputations in certain fields of academia, technology, chemicals and pharmaceuticals.

The Ocean Gateway area, the North West of England and indeed the whole of the Northern Way area have undergone economic growth in the past few years, and have experienced particular success in some key areas, notably the central and southern parts of the Manchester City Region, and more recently Liverpool City Centre and other parts of the Ocean Gateway area benefitting from the knowledge economy. However, many parts of the region have struggled to adapt and are underperforming economically. This stems from a variety of cultural and social factors, including worklessness, lack of innovation and enterprise activity, and physical factors including fragmentation and limited critical mass, as well as wider economic factors including the more competitive new economies and a non-central position in both the UK and Europe.

There is a clear need for the North West to increase its global position and develop market sectors that can attract investment and trade from around the world, in particular from the new economies of Asia and from North America. Target sectors are explored further below in respect of Society and Economy.

One of Ocean Gateway's fundamental purposes is to raise the profile and reveal the assets and ambitions of the area to international investors. Joint efforts by public and private sector partners, to promote the region internationally, and to develop trade links and partnerships with foreign countries, cities and companies, are already being progressed.

The SuperPort initiative seeks to create an international profile, bringing the concept of synergistic benefits between air, water and land transport together with mixed-use investment, in a spatially distinct area. SuperPort is led by the public sector, through The Mersey Partnership, in partnership with the maritime sector, represented by Mersey Maritime, and with the support of key providers for major infrastructure such as Liverpool John Lennon Airport, the Port of Liverpool and Weston Docks.

The UK is leading the way on sustainable economic growth and it is vital that investment both supports and facilitates this. The new housing and employment projects, and transport, energy and waste infrastructure arising through Ocean Gateway, are all opportunities for demonstrating the potential for sustainable investment on a global stage.

## European context

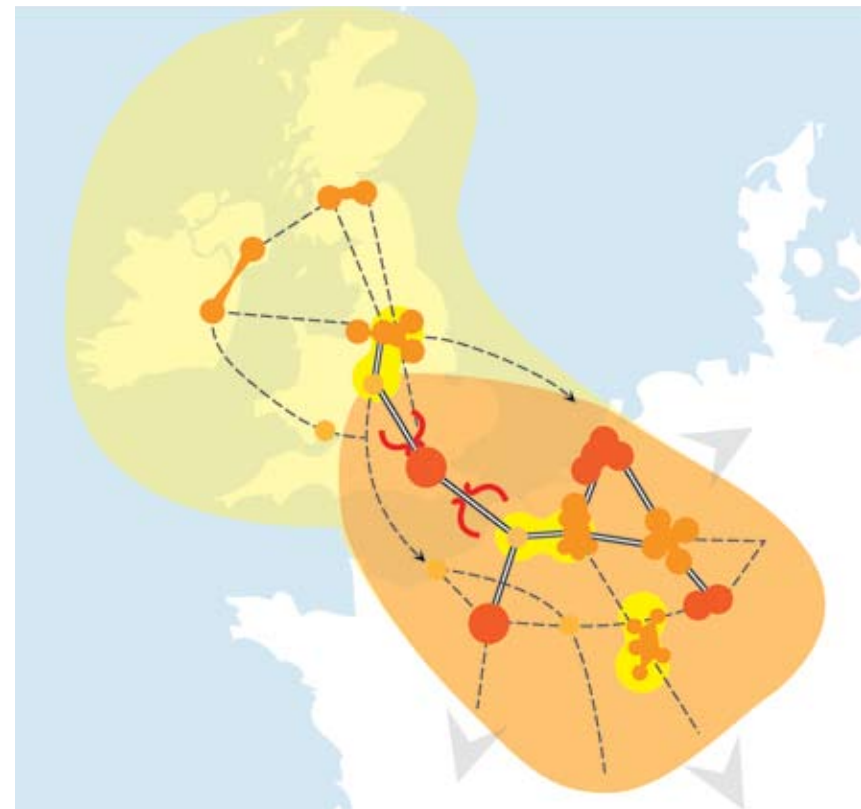
The Ocean Gateway area forms a hub in the North West of North Western Europe, outside of, but connected to, the 'pentagon' area which is the economic core of the European Union centred upon London, Paris, Benelux and north west Germany.

Ocean Gateway is located on a number of Trans European Transport Network (known as TEN-T) Priority Axes. These are:

- **Rail:** the West Coast Mainline (WCML) and the Liverpool and Manchester branches of the WCML, together with the Liverpool to Manchester line
- **Road:** the M60, M6 and M62
- **Sea Ports:** the Port of Liverpool and Manchester Ship Canal
- **Airports:** Manchester Airport is an "international connecting point" and Liverpool John Lennon Airport is a "community connecting point"

In relation to European Union funding regimes, notably the European Regional Development Fund (ERDF), Objective 1 monies in Merseyside and Objective 2 monies across much of the remainder of the Ocean Gateway area have had a major beneficial impact on the ability to drive forward economic development and social progress. Objective 1 Strategic Investment Areas have been established in key locations in Merseyside. However, these funding streams are now reducing significantly and most available monies are either committed or need to be committed imminently. Looking to the future, the Ocean Gateway area will not benefit from ERDF monies to the same extent that it has done for many years, and the reliance on private investment will increase.

## North West Europe context



Plan re-created from North West Metropolitan Area Spatial Vision 2000, EU INTERREG 11B

### Key

- **Global Cities and Gateways**  
Cities of major economic importance for North West Europe/ rest of the world with high level access to and from them.
- **Strategic Polycentric Areas**  
Cluster of cities, high level of economic rebuilding, key role in inward investment to North West Europe.
- **Strategic Centres**  
Monocentric high level economic activity, key national regional role and focus for inward investment.
- ↪ **Communication bottlenecks**
- **Pentagon area**

## National context

### The Government's agenda

The Government's agenda is focused around sustainable growth for housing and the economy, supported by initiatives which make the best use of transport infrastructure. Health and well being are increasingly important issues, with the nation facing particular challenges on obesity and welfare across the board.

The climate change agenda (as set out in the Stern Review), is also at the forefront of policy, with the carbon impacts of development now a primary consideration through the planning process. Proactive measures to innovate and reduce the carbon effect of economic growth are being actively pursued by Government. Renewable energy and sustainable waste management are seen as key priorities.

Transport policy promotes the growth of UK ports and airports as crucial international gateways (as set out in the Eddington Report) and the managed use of existing road and rail networks, with a strong emphasis on public transport.

### Redressing regional imbalance

The Core Cities of the north, being Manchester and Liverpool within the Ocean Gateway, together with those further afield including Sheffield, Leeds, Hull and Newcastle, have long stood in the shadows of more economically successful regions, particularly the South East.

For the Ocean Gateway, the national context is one of seeking to redress the balance. As noted above, Manchester and Liverpool are making significant steps forward, but there is a need for the north to accelerate its economic performance in order to avoid falling further behind other regions in comparative GVA production terms. The Northern Way initiative aims to achieve this, by increasing the rate of economic growth in these areas through City Region Development Programmes (explained below).

However, due to a combination of factors, including, but not limited to, political gravity in the south, the scale of the challenges and the limited resources to tackle them, the gap between the north and the south is known to be widening. Investments in economic growth, housing growth and infrastructure in the north are nationally significant and should be national priorities. However, they are often treated as secondary concerns, in terms of public resourcing, to projects in the south which are generally categorised as being of higher national importance.

The north receives major public funding for regeneration, including ongoing commitments to housing market renewal and other regeneration challenges. These are clearly essential, however they often focus upon existing social and physical problems, rather than addressing the future infrastructure and other investments needed to support housing and economic growth.



Recently the Government has expanded its Growth Areas/Points initiative to the north, having established and funded a number of such areas in the south. Six Growth Points have been confirmed by Government in the North West, four of which are within the Ocean Gateway area, these being Mersey Heartlands (Liverpool and Wirral), Mid Mersey (Halton, St. Helens and Warrington), West Cheshire and Chester, and Greater Manchester, focussed on Manchester, Salford, Trafford and Bolton. The initial funding available was limited to £100m to be shared across 21 new Growth Points during the current Comprehensive Spending Review (CSR) period to 2011, but has since been reduced. However, Growth Point is a long term partnership and further funding is expected to arise from the next CSR and over the course of the growth period to 2017.

The relocation of public sector functions from the capital to northern towns and cities, following the Lyons Review of 2004, has been occurring and has clearly been welcomed in areas where it has impacted positively. However, the initiative is limited in scope and scale and fragmented across northern regions. As a consequence their ability to generate the critical mass needed to act as a major driver for northern economies has been limited.

Whilst investment is clearly already happening, major opportunities can be accelerated through Ocean Gateway to make more of a positive impact, more quickly, across the sustainable growth agenda.

In the context of an economic downturn, the task of achieving economic growth and reducing the gap with more economically prosperous and advantaged regions is made all the more challenging. Ocean Gateway is partly a response to the need for the private sector to take a lead role alongside Government in driving the future growth of the North West. A greater concerted effort and commitment by Government to truly investing in the north is essential. Ocean Gateway provides a key vehicle for achieving this.

## Planning and economic development

Government is in the process of making a number of changes to the planning system, including the establishment of an Infrastructure Planning Commission (IPC) to determine major infrastructure projects and bringing in new integrated regional strategies, to be led by the Regional Development Agencies (RDAs) and the Local Authority Leaders' Board. The recently published Killian Pretty Review also makes a number of recommendations for a faster and more responsive planning system. These changes are jointly likely to affect a number of Ocean Gateway projects over the coming years.

It is essential that the IPC and accompanying National Policy Statements (NPS) provide a more procedurally streamlined, certain and timely vehicle for the consideration of major projects in the Ocean Gateway. For this to be the case, these projects will need not only to reach the national thresholds, but they will also need to achieve recognition in the NPS. Ocean Gateway, by enhancing their profile, can ensure this happens.

The Department for Business, Enterprise and Regulatory Reform (BERR) has been undertaking the Sub-National Review (SNR) of economic development and regeneration. The SNR has proposed a number of measures for improving the effectiveness of joint working across administrative boundaries to consider real economic patterns within regions. The SNR advocates establishing an integrated regional strategy for each region, led by the RDAs and Leaders' Board, bringing together the economic priorities embedded within the Regional Economic Strategy and the wider spatial, environmental, social and other priorities presently contained in the Regional Spatial Strategies, to deliver sustainable economic growth in the regions. The principle of aligning economic policy within an integrated spatial document presents the clear potential for Ocean Gateway to become embedded at the heart of a new regional strategy for the North West region.

Government has also committed to allowing local authorities to determine and implement their own visions and aspirations with less intervention. Relevant to Ocean Gateway, this includes giving local areas the means and powers to establish Multi Area Agreements across local authorities, which are being progressed within both City Regions. The opportunity also exists for an umbrella agreement across Ocean Gateway.

The national and regional planning context is at present also subject of some uncertainty. A national general election will take place in early 2010, with the main opposition to the existing Labour Government, the Conservative Party, having pledged to remove the regional planning tier.

## Government and agencies

A number of Government departments, Local Authorities and agencies have a significant bearing on the Ocean Gateway, in terms of collaborative support and delivering public sector objectives.

**HM Treasury** – supporting the Government's commitment to progress effectively and quickly towards sustainable economic growth.

**Department for Communities and Local Government (DCLG)** – making a major contribution to CLG's objectives for housing growth and sustainable communities.

**Department for Transport (DfT)** – delivering sustainable transport infrastructure and locating housing and economic growth in sustainable locations.

**Business, Enterprise and Regulatory Reform (BERR)** – support the growth of the businesses which drive the regional economy, and providing an emphasis for sustainable economic growth in a new regional strategy for the North West.

**Energy and Climate Change (DECC)** – delivering major renewable energy projects and other exemplar sustainable development.

**Department for the Environment, Food and Rural Affairs (DEFRA)** - promoting green infrastructure, allied with the need to safeguard and enhance environmental assets.

**Homes and Communities Agency (HCA)** – promoting housing growth and regeneration, and building upon the joint working with English Partnerships already occurring on a number of Ocean Gateway projects.

**Highways Agency (HA)** – minimising the impact of economic growth on the strategic highway network and maximising the potential for taking traffic off the roads through increased use of rail and water for freight transport.

**Network Rail (NR)** – managing and investing in rail infrastructure.

**Greater Manchester Passenger Transport Executive (GMPTE)** - managing and investing in the public transport network of the 10 local authority areas of Greater Manchester.

**Merseytravel** - managing and investing in the public transport network of the 6 local authority areas of Merseyside.

**Local authorities** - across the Ocean Gateway area, including Wirral, Sefton, Liverpool, Knowsley, Cheshire West and Chester, Halton, Warrington, St Helens, Wigan, Trafford, Salford and Manchester, plus those in the wider sphere of influence.

**Environment Agency** – innovating and taking a strategic role on delivering on policy objectives for flood risk and drainage, ecology and land/ground conditions.

**Natural England (NE)** – ensuring that the environmental benefits, impacts and mitigation requirements of growth both protect and enhance natural resources.



# Regional context

## Policy agenda

At the regional level: The **North West Plan**, recently adopted in September 2008 as the Regional Spatial Strategy (RSS), provides a statutory basis for planning in the region. It has a spatial hierarchy focused on the two main City Regions of Liverpool and Manchester, and within them prioritises economic development in the regional centres of Liverpool and Manchester and housing development in the surrounding inner areas and other areas in need of new housing.

RSS is, in principle, generally supportive of the nature and location of the proposals tabled by Ocean Gateway. Some projects that emerge within Ocean Gateway will inevitably raise policy issues which need to be considered in the context of the wider benefits and impacts. Specifically, in interpreting RSS, the need to allow some areas of undeveloped land to come forward for wider sustainable benefits, and the need to relocate and restructure land uses, will need to take account of the wider implications for and benefits of Ocean Gateway.

The **Regional Economic Strategy (RES)** prioritises a number of key sectors relevant to Ocean Gateway, and establishes targets for improved economic and social performance, particularly in underperforming, deprived areas.

The **Regional Housing Strategy (RHS)** is undergoing a review and proposes a bespoke policy approach based on strategic housing markets seeks to provide guidance on the mix/balance of housing and the requirements in respect of affordable housing.

The **Regional Transport Strategy**, establishes priorities for transport funding and policy guidance to be interpreted across the North West;

The **Regional Freight Strategy**, proposes a number of enhancements to the region's freight network, including a number of key Ocean Gateway assets such as the Port of Liverpool, Manchester Ship Canal and Liverpool John Lennon Airport;

The **Regional Waste Strategy**, seeks to implement sustainable waste management initiatives across the region.

At the sub-regional level, the **Liverpool City Region Development Programme** and its 2006 update set out economic growth aspirations and the key drivers that would facilitate the ambitions. The Port of Liverpool, Liverpool John Lennon Airport and the emerging major redevelopment proposals at Liverpool and Wirral Waters are all identified as key influences on the City Region. The overall vision is to become a premier European region by 2025. The Programme highlights the need for the City Region to become more self sustaining and attract increasing and sustained private investment. One of the Guiding Principles is increased joint working across City-Regions, including "building on the Liverpool-Manchester Vision study and concordat".

The **Manchester City Region Development Programme** 2006 sets out a vision to become one of Europe's premier City Regions by 2025, and to have a GVA level similar to London and the South East. The Manchester CRDP sets out priorities for economic growth including the key role of the creative/media sector being developed at Salford Quays through the MediaCityUK project.

Both City Regions set out a number of growth scenarios and identify the steps needed to deliver their aspirations. The CRDPs are accompanied by economic strategies and action plans produced by the sub-regional partners. The Liverpool CRDP identifies cross-working with other City-Regions as a Guiding Principle, building on the Liverpool-Manchester concordant agreed in 2001 to promote joint working together across the two areas as a joint economic investment destination. However, the previous commitments to, and research into, the benefit of joint working appear to have had very limited practical effect in terms of translation into joint spatial planning and economic development. There is a clear need for, and huge potential opportunities in, both City Regions working more collaboratively together at a functional (bi-polar) urban region scale. Ocean Gateway seeks to facilitate that joint working.

The **West Cheshire and North East Wales Sub Regional Strategy** sets out a vision for housing and economic growth across this cross-border sub-region, to capitalise on its key strengths.

The **Housing Market Renewal Initiative (HMRI)** has established three Pathfinder areas across the Ocean Gateway area, these being New Heartlands (inner areas of Liverpool, Wirral and Sefton), Manchester and Salford (inner areas) and Oldham and Rochdale. Each Pathfinder has its own proposals for intervention in the housing market, including clearance and rebuild, social and economic programmes, public realm and infrastructure. Many of the 50 Ocean Gateway projects are within or adjoining HMRI areas.

A number of **Regional Parks** exist within the Ocean Gateway area, including the Mersey Waterfront Regional Park. These promote a number of actions to promote public use and the sustainability of green and waterfront assets.

## Local context

### Local planning policy

Progress in respect of planning policy and practice across the local authorities within the Ocean Gateway area varies. Most have adopted development plans although many are several years old, some being from the 1990's. Most authorities had their adopted policies saved in 2007 following the expiration of three years from the Planning and Compulsory Purchase Act 2004. It was expected that by 2007 local authorities would have new LDF policies in place. However, numerous delays have put most authorities back a number of years. Many local authorities have put interim, non-statutory policies in place in recent years to guide development.

Local authorities are now in the process of preparing new Development Plan Documents (DPDs) for their Local Development Frameworks, commencing with Core Strategies. The opportunity therefore exists to embed many aspects of the Ocean Gateway in new, up-to-date DPDs, informed by the now adopted North West Plan and utilising the opportunities presented by Ocean Gateway to manage development in local areas.

### Local resources

Many local authorities have significant resourcing challenges, in terms of having the funds to attract and retain skilled planners and economic development/regeneration staff. Resourcing, through planning application fees and the Housing and Planning Delivery Grant, will come under greater pressure during an economic downturn. Not only will Ocean Gateway deliver direct and wider economic, social and environmental benefits, but it will also make a significant contribution to the resourcing of local authorities.

## Private investment context

At the time of drafting, the UK has been in recession for some time and appears to be following other major EU nations out of recession. Billions of pounds of private investment monies for development and infrastructure projects were lost through the recession. This resulted in organisations who were promoting economic growth and investment largely on credit becoming severely exposed to the lack of available finance. Many development and investment companies, particularly in the house-building sector, dramatically scaled back their activity, and many projects were mothballed or put on hold.

The Government has sought to keep the economy moving through measures to help the housing market and in particular the liquidity of the finance system on which people depend to purchase property. The Government has also committed to spending significant sums on major projects in an effort to keep the economy moving in the right direction, although whilst some areas having seen an increase in spending, others have reduced.

Within that context, there is a clear policy agenda for growth and renewal, supported by sustainable infrastructure. The private sector will be essential in delivering these policy objectives. To achieve this, it must have the right conditions to succeed, both in terms of wider economic context and the ability to deliver viable forms of development. Indeed, in recent years and looking into the future there is an ever-increasing dependency on private investment. Without the business core driving the growth agenda, economic growth simply will not occur. The reduction in available EU funds heightens the reliance on private funds for delivering viable and sustainable development.

The joint objectives of providing infrastructure, addressing physical constraints, tackling regeneration challenges, ensuring affordability, delivering sustainable/eco-exemplar development and achieving high quality design, all add to the cost of development. Many add to the value of development, for example a new development served by excellent infrastructure or an iconic, high quality building will generally have a higher market worth than projects which do not have such traits. Some projects create their value through longer term or wider benefits, for example a development in an area of market failure which raises the investment profile of the location and hence creates a better market position for itself over time.

However, any private investment is only worth undertaking if the return merits the risk and exposure. Often the costs of achieving these objectives can be prohibitive, particularly for smaller more isolated projects. This undermines the ability of the private sector to deliver, and can often require gap funding or subsidy to make investment viable and attractive to private funding.

The lack of available buyers and investors caused by the recession has led to a direct reduction in construction activity. Previously assumed values in projects have significantly fallen, whilst the costs of delivering development have not, and finance has become harder to access. This due to a combination of ongoing increases in the price of construction materials, the shortage and high cost of skilled labour and, in many cases, the planning obligations and requirements imposed on development. It is due to this combination of factors that many developers went into administration and why many more have slowed down their activities in order to avoid financial exposure whilst there is little market

## Summary of context

activity. Indeed, many projects are being redesigned or planning requirements re-negotiated in order to create a viable, deliverable outcome.

The situation in mid 2009 is therefore that there are clear policies for sustainable growth, but contracting delivery mechanisms across many sectors, with housing and commercial development having been particularly affected. Targets for housing and economic growth, as published by Central Government, regional bodies and local partners were not met in 2008, with housing completions at less than half the targets. It appears likely that 2009 and potentially 2010 will face major shortfalls against these targets resulting in a clear lack of supply despite ongoing household growth.

Markets appear to be bottoming out in mid 2009, and may return to a position of strength and health within the next 3-5 years. When confidence and liquidity return to the market, the underlying demand which still exists in the housing market will stimulate the construction sector. There is a need to both maximise the effectiveness of this upturn when it occurs, and also to keep the supply chain active as best possible during the downturn. There is a significant prospect that once the market does return, prices will rise again and affordability challenges will continue to grow. Indeed, early signs are that despite the UK still being in recession, house prices are growing again, which is in no small part due to lack of supply. There is, as such, a clear need to continue delivering through the downturn, to ensure that some of the future demands can be catered for as they emerge.

Whilst not immune from market forces, as a major diversified private investor in Ocean Gateway, Peel Holdings is in the fortunate position that it can continue, with care, investing in the North West during the downturn. At present, the company is investing heavily in its MediaCityUK development, and is also continuing with a number of other major construction projects including those within the planning system or at pre-application stage. Peel is committed to its programme for Ocean Gateway. The company views Ocean Gateway as a major catalyst for the region, to minimise the length and extent of the downturn and its impact on housing and economic growth, and to maximise the speed and effectiveness of the recovery. Ocean Gateway can therefore be viewed as a key economic priority for the region, the importance of which is heightened by the current economic climate. Driving forward Ocean Gateway will place the area in a comparatively stronger position than other areas which do not benefit from this partnership approach and directed commitment.

The following points summarise the context for Ocean Gateway:

- Ocean Gateway provides a **spatial focus for investment** in two Cities which have suffered major decline and a recent renaissance, and the wider hinterlands and City Regions between them. The focus seeks to bring a co-ordinated package of private investment, in partnership with the public sector, at a key time of increasing reliance on private investment;
- Ocean Gateway can place the core metropolitan areas of the North West more strongly on the **international platform**, both for economic inward investment and global freight routes;
- Ocean Gateway seeks to build upon **policy support** in the new North West Plan and **deliver in partnership** with a range of national, regional and local partners. The creation of **new, stronger partnerships and policies** across Ocean Gateway, connecting the City Regions, will be critical to future delivery.
- Ocean Gateway comes at a time of economic uncertainty, but can be act as a major stimulus in the short term, during the downturn, and a **key regional driver over the longer term**.





four

50 projects

## Ocean Gateway - 50 projects

The 50 Ocean Gateway projects are presented spatially and thematically in the Ocean Gateway Prospectus. They are listed below.

Ref	Project name	Reach	Theme	Project overview
1	Mersey Wind Farms	Liverpool City Region	Sustainable resources	Ten wind turbines fronting the River Mersey, proving 13.6MW of renewable energy, sufficient to power 7,300 homes.
2	Royal Seaforth and Post-Panamax Container Terminal	Liverpool City Region	SuperPort	The proposed Post-Panamax In-River Container Terminal and Produce Terminal are major additions to the existing Seaforth Dock, creating a major gateway to the North West for containerised shipping.
3	Port of Liverpool Surface Access	Liverpool City Region	SuperPort	A series of improvements in multi-modal surface transport infrastructure serving the Port of Liverpool.
4	Switch Island	Liverpool City Region	Communities and regeneration	A long-term mixed-use opportunity in a strategic gateway location to the Liverpool conurbation.
5	North Liverpool Docks and River Terminal	Liverpool City Region	SuperPort	Continued investment in the Port of Liverpool, including Phase 2 of the Liverpool Intermodal Freeport Terminal and a planned Roll-on Roll-off Terminal at Langdon Dock.
6	Liverpool Waters	Liverpool City Region	Communities and regeneration	Liverpool Waters is a transformational, mixed-use, heritage-based waterfront project, focused on the former Central Docks in North Liverpool. It aims to create thousands of new homes and jobs in one of the most deprived parts of the region.
7	Princes Dock and Cruise Terminal	Liverpool City Region	Communities and regeneration	Princes Docks is a partially developed, mixed-use waterfront area that sits between Liverpool's famous Pier Head/Three Graces and the Liverpool Waters site.
8	Birkenhead Docks and Twelve Quays	Liverpool City Region	SuperPort	Birkenhead Docks is an important aspect of the Port of Liverpool, handling roll-on roll-off traffic, liquid and dry bulk cargoes and other maritime industries.
9	Wirral Waters	Liverpool City Region	Communities and regeneration	Wirral Waters is a transformational mixed-use waterfront project focused on 200 ha of Birkenhead Docks which will create tens of thousands of jobs and homes in one of the most deprived parts of the region.
10	Woodside	Liverpool City Region	Communities and regeneration	Woodside is a major mixed-use development project which seeks to create a new urban quarter and development space linking Hamilton Square in Birkenhead with the Woodside Ferry Terminal and Mersey Waterfront.
11	Cammell Laird	Liverpool City Region	SuperPort	The Cammell Laird site was purchased by Peel in 2007 as a strategic investment for the maritime sector. It comprises 52 has of operational uses including shipbuilding.
12	Bromborough Recovery Facility	Liverpool City Region	Sustainable resources	A facility for the recovery of sand by dredging at the entrance to the Manchester Ship Canal.
13	Eastham Waste Management and Biofuel	Liverpool City Region	Sustainable resources	An existing waste management facility and a planned bio-fuel plant.
14	Port Wirral	Liverpool City Region	SuperPort	A new port facility incorporating water, rail and road access and a multi-modal distribution facility.
15	Liverpool International Business Park	Liverpool City Region	Communities and regeneration	A major business park location located in South Liverpool close to Liverpool John Lennon Airport.
16	Speke Garston Coastal Reserve	Liverpool City Region	Sustainable resources	The Speke Garston Coastal Reserve is a key environmental and recreational asset for South Liverpool.
17	Land adjacent to Liverpool John Lennon Airport	Liverpool City Region	Communities and regeneration	A number of sites around Liverpool John Lennon Airport with further potential for industrial and commercial and leisure investment.
18	Liverpool John Lennon Airport	Liverpool City Region	SuperPort	Airport Master Plan to 2030, including terminal expansion, runway extension, Business Aviation Centre and World Cargo Centre at Ogle.

Ref	Project name	Reach	Theme	Project overview
19	Liverpool John Lennon Airport Surface Access	Liverpool City Region	SuperPort	Improved surface access to Liverpool John Lennon Airport, including public transport infrastructure and a new access route, the Eastern Access Transport Corridor.
20	Mersey Tidal Power	Liverpool City Region	Sustainable resources	An opportunity to harness renewable power from the tidal range of the River Mersey, potentially providing clean energy for hundreds of thousands of households.
21	Merseyside Biomass	Liverpool City Region	Sustainable resources	Sustainable energy production using plant matter to produce electricity.
22	Manchester Ship Canal	Ship Canal Corridor	SuperPort	A 36 mile long seaway from the River Mersey to the heart of the Manchester City Region.
23	Ellesmere Quays	Ship Canal Corridor	Communities and regeneration	A new community comprising 7,500 new homes and new community infrastructure, to be developed over 20-30 years.
24	Pioneer Business Park	Ship Canal Corridor	Communities and regeneration	A major business park and distribution centre, strategically located on the M53, creating up to 2,000 jobs.
25	Ince Resource Recovery Park	Ship Canal Corridor	Sustainable resources	A regional waste reprocessing and energy park, proposed on the banks of the Manchester Ship Canal, served by water, rail and road.
26	Frodsham Deposit Grounds	Ship Canal Corridor	Sustainable resources	Over 400 has of undeveloped land, partly used for depositing dredged material from the Manchester Ship Canal, and with the potential for significant biomass creation.
27	Runcorn Waterfront	Ship Canal Corridor	Communities and regeneration	A new mixed-use development including waterside housing, a new district centre and a commercial area.
28	Bridgewater Canal and Way	Ship Canal Corridor	Sustainable resources	A 39 mile long navigation, owned and maintained by Peel Holdings in partnership with the Bridgewater Trust. The Bridgewater Way is a strategic footpath route.
29	Port Warrington	Ship Canal Corridor	SuperPort	An opportunity to create a multi-modal freight interchange, served by water, rail and road.
30	Arpley Landfill	Ship Canal Corridor	Sustainable resources	A major landfill site, incorporating a nature reserve and 12MW electricity production per annum from landfill gas.
31	Arpley Meadows	Ship Canal Corridor	Communities and regeneration	A major opportunity for a housing led mixed use urban village along Warrington's waterfront.
32	Warrington Quays	Ship Canal Corridor	Communities and regeneration	A new residential area fronting the Manchester Ship Canal and River Mersey, and providing major new greenspace resources.
33	Woolston Deposit Grounds	Ship Canal Corridor	Sustainable resources	An important environmental resource comprised of ecological areas, the River Mersey, deposit grounds and a waste transfer site.
34	Haydock Park	Ship Canal Corridor	SuperPort	A major opportunity for a strategic distribution hub adjacent to the M6/A580 interchange.
35	Partington Village	Ship Canal Corridor	Communities and regeneration	A bespoke regeneration solution for a deprived community, comprising new homes, a new shopping centre and a package of recreational, environmental and accessibility enhancements.
36	Carrington Wharfside	Ship Canal Corridor	Sustainable resources	A major paper recycling facility located in the Carrington employment area.
37	Salford West and Wigan	Manchester City Region	Communities and regeneration	A strategic opportunity to provide high quality family housing in attractive neighbourhoods.
38	Port Salford	Manchester City Region	SuperPort	Creation of the only inland water served distribution port in the UK.
39	Western Gateway Infrastructure Scheme	Manchester City Region	SuperPort	A major highway scheme in partnership with the public sector, to deliver a number of local and strategic transport benefits.
40	Salford Forest Park	Manchester City Region	Sustainable resources	A major, multi-functional, soft-end use, green infrastructure project, providing new sports facilities, nature areas and education facilities.
41	City Airport	Manchester City Region	SuperPort	A business and general aviation airport located on the western gateway to the Manchester City Region.
42	Sports Village and City Reds	Manchester City Region	Communities and regeneration	A sports and leisure complex, comprising major attractions in Salford and Trafford.
43	Trafford Quays	Manchester City Region	Communities and regeneration	A strategic site for housing led to mixed use development, creating around 3,000 new homes and over 1,000 new jobs.
44	Trafford Centre Rectangle	Manchester City Region	Communities and regeneration	A regional shopping and leisure complex, attracting 32 million visitors annually and employing over 8,000 people.
45	Media City UK	Manchester City Region	Communities and regeneration	The UK's first purpose built media city, providing a home for the BBC in the North and acting as a hub for the development of the media sector, creating 15,500 jobs.
46	Salford Quays	Manchester City Region	Communities and regeneration	A dockland regeneration exemplar since the 1980's, with further opportunities to be realised for new housing and employment.
47	Trafford Wharfside	Manchester City Region	Communities and regeneration	A major opportunity for mixed use development, including offices, media/creative space, housing leisure and public realm, complementing existing attractions.
48	Cornbrook and Pomona	Manchester City Region	Communities and regeneration	A new housing and business quarter, linking Manchester City Centre and the Quays.
49	St Georges and Castlefield	Manchester City Region	Communities and regeneration	Further opportunities for mixed use development in the Castlefield/St Georges Island area of Manchester City Centre.
50	Scout Moor Wind Farm	Manchester City Region	Sustainable resources	26 wind turbines, producing 65MW of renewable energy, sufficient to power 40,000 homes.

## Methodology

This section explains how the Ocean Gateway Prospectus, in particular the 50 projects, were formed and analysed.

Initially, Ocean Gateway focussed on Peel Holdings' most significant individual projects being launched in 2006/07 – Liverpool and Wirral Waters – and the potential combined benefit of these projects considered alongside Peel's other major projects including the Port of Liverpool and Manchester Ship Canal, Liverpool John Lennon Airport and MediaCityUK. The location of these projects, in close proximity and relating to the 'city reaches' of the River Mersey waterfront and the Manchester Ship Canal, yet in different administrative and political areas, revealed the potential for an overarching vision and strategy within which the projects could be progressed.

The vision has now been expanded to include many of Peel Holdings' interests in the Liverpool and Manchester City Regions. The list of 50 was refined from what could have been many more projects, and indeed some 'projects' include a number of components which jointly make up a project entity, but which may have been progressed independently of each other.

A database for the projects has been created, covering key information relating to the Guiding Principles and Objectives (explained below) and associated facts, statistics, plans and images. Interviews were held with project managers within Peel Holdings and information was gathered from a number of sources including project websites and published project information (such as planning applications).

Key facts and figures have been analysed in forming the Prospectus, as set out below. Mapping and narrative analysis within the Prospectus and Technical Report translate the factual information gathered into key messages, associated graphics and suggested recommendations and next steps.

## Synergies and linkages

There are various synergies, both existing and potential, that interact between Ocean Gateway projects and other aspects of the Ocean Gateway area. All of the 50 Projects within the Prospectus are linked by virtue of Peel Holdings' ongoing investment programme and the company's ability to bring a long term, integrated approach. The projects are all also indirectly linked by virtue of their combined influence on the regional economy, social well-being, environment and transport and other supporting infrastructure.

A number of projects are directly linked together. This generally occurs in one of the three following ways:

- Provision of infrastructure to provide the capacity or service for the project, including multi-modal transport and community facilities
- Relocation of activities to free up land for more effective and beneficial uses
- Cross-funding and enabling development, using the value generated by one element to facilitate another

The latter works, largely intangibly, at a macro scale in terms of the growing critical mass of the Ocean Gateway projects, and the resultant ability to take a long term investment approach and commitment to reinvestment in the Ocean Gateway area. However, it crucially works at a micro level between projects where there is a need to subsidise or cross-fund less (or non) viable aspects.

The following table sets out the key linkages between Peel projects, the implications of those linkages being broken and the issues associated with minimising the risk of key linkage breaks.

## Summary of the 50 projects

The following summarises this section on the 50 Projects:

- The 50 Projects are drawn entirely from Peel Holdings' portfolio of initiatives in the Ocean Gateway area, and represent a **diverse, long term, integrated approach to private investment** economic and housing growth, supported by major infrastructure projects, and including a range of environmental, recreation and well being initiatives;
- All projects requiring partnership working to an extent. Some are **major long-term partnerships** with a range of key partners across the region;
- There is the **potential to add other projects** to the list, by including the projects and initiatives of other partners;
- There are **key synergies and linkages** between Ocean Gateway projects, both at a macro scale and at a micro level between projects. This operates both within and across Peel projects and within and across linkages and synergies with projects and initiatives promoted by other private and public partners.



five

Society and economy

## Social economic profile

### Regional and sub-regional performance

The last six years have seen a period of strong and sustained economic growth in the North West region, mirroring the experiences of the wider UK economy. Overall Gross Value Added (GVA) increased from £84bn in 2000 to £111bn in 2006, equivalent to an annual growth rate of 4.7%p.a. Employment growth has not been as strong, but has still maintained consistently positive growth, increasing at an annual growth rate of 1% (177,000 jobs). This suggests that much of the GVA growth can be attributed to rising productivity as opposed to increasing employment.

This period has also seen the continued restructuring of the North West economy. As manufacturing sectors have declined and service sectors have enjoyed strong growth, those areas of the region which are better geared toward the new high growth industries have prospered. GVA per head has been greatest in South Manchester, Warrington and Cheshire. It is these areas which have the strategic and locational benefits such as access to transport links and a pool of highly skilled labour which are increasingly important in the economic geography of the region.

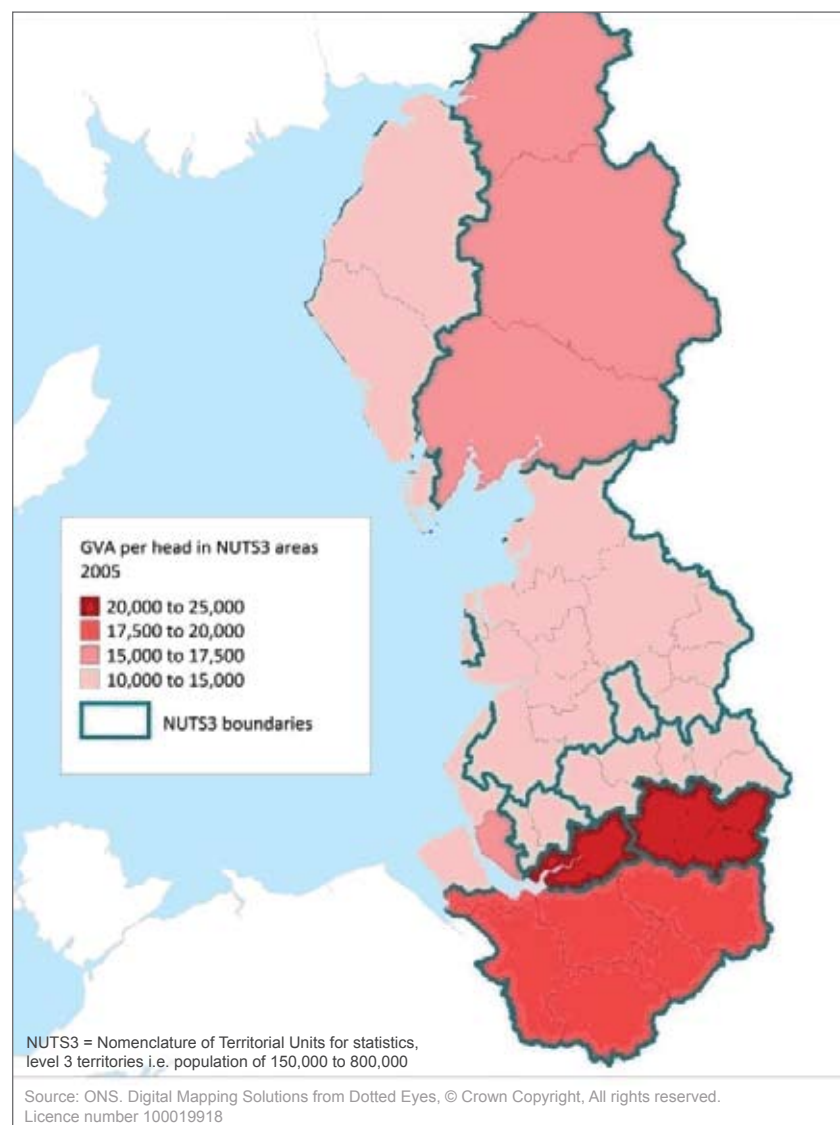
The two urban areas of Liverpool and Manchester stand out as the two major centres of economic activity. These cities are home to the largest concentrations of employment, drawing labour from a wide spatial area and attracting increasing numbers of working age people. They have been the focus for much of the growth in higher value knowledge based employment due to their strategic and locational benefits, and are in a strong position to attract future investment.

Despite these successes, these locations still face significant challenges. Both cities are home to large concentrations of worklessness and deprivation which represents significant untapped economic potential and may have damaging social consequences.

Outside the main urban areas, Warrington and neighbouring locations have experienced strong employment growth. This growth has been aided by the availability of good quality sites/premises, good access to the strategic road network and a good supply of well qualified workers. This suggests there have been significant locational benefits from their position between the two major urban areas.

It is therefore in these locations where Ocean Gateway projects are well placed to build upon recent economic success by exploiting strategic assets while bringing high quality job opportunities and regeneration benefits to deprived areas.

GVA per head in NUTS3 areas, 2005

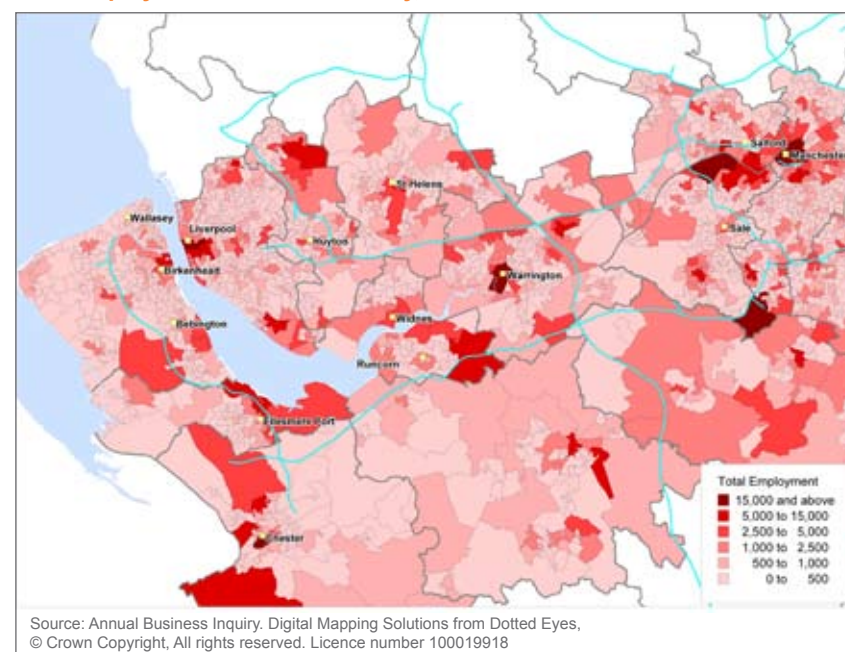




## Employment and population concentrated in the urban areas

The total population of the Ocean Gateway area stands at over 3 million (subject to the detailed boundary), of which over 2 million people are of working age. The population is concentrated in the main urban centres, with 39% of working age people in the Greater Manchester districts of Manchester, Salford, Trafford and Stockport and 35% in Greater Merseyside districts of Liverpool, St Helens, Wirral and Knowsley. Total employment stood at 1.5m in 2006. Of this total, nearly 700,000 jobs (46.6%) are in the Greater Manchester districts and over 400,000 (26.6%) in Merseyside. The major concentrations lie in the urban centres of those districts but also in locations close to the area's two airports and in major business and science parks, such as Trafford Park and Daresbury, which have good access to Liverpool and Manchester and the strategic road network.

Total employment in Ocean Gateway, 2006



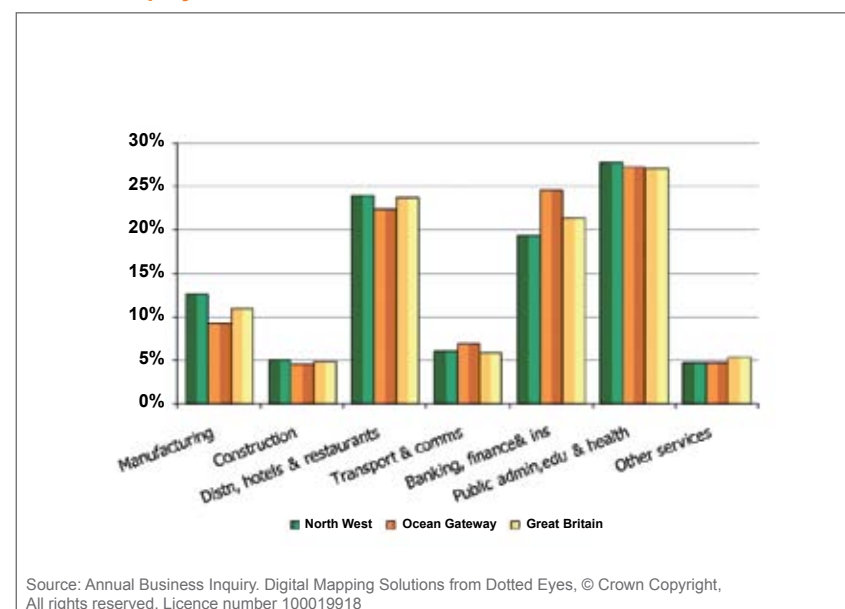
## A home to knowledge based industries

While the employment structure of Ocean Gateway is similar to that of the North West and Great Britain, there are significant differences in key sectors. Most notably, banking, finance and professional services accounts for 24.6% of employment in Ocean Gateway compared to only 21.4% in Great Britain and 19.3% in the North West. Similarly, there are greater concentrations of employment in ICT activities in Ocean Gateway than is the case nationally or regionally.

While other niche sectors, such as creative and media, high tech manufacturing and port activities do not account for a larger share of employment than nationally, the Ocean Gateway is home to developing clusters of activity with potential for high growth in the future, for example the media sector in Salford and the port and logistics sector in Liverpool. Distribution covers all wholesale and retail sectors. A significant amount of transport and logistics activity falls into this category but cannot be separated.

These are key sectors for the North West, and are among those identified in regional strategies as being future drivers of employment growth, and having the potential to contribute toward closing the output gap between the North and the national average.

Share of employment in broad industrial sectors, 2006

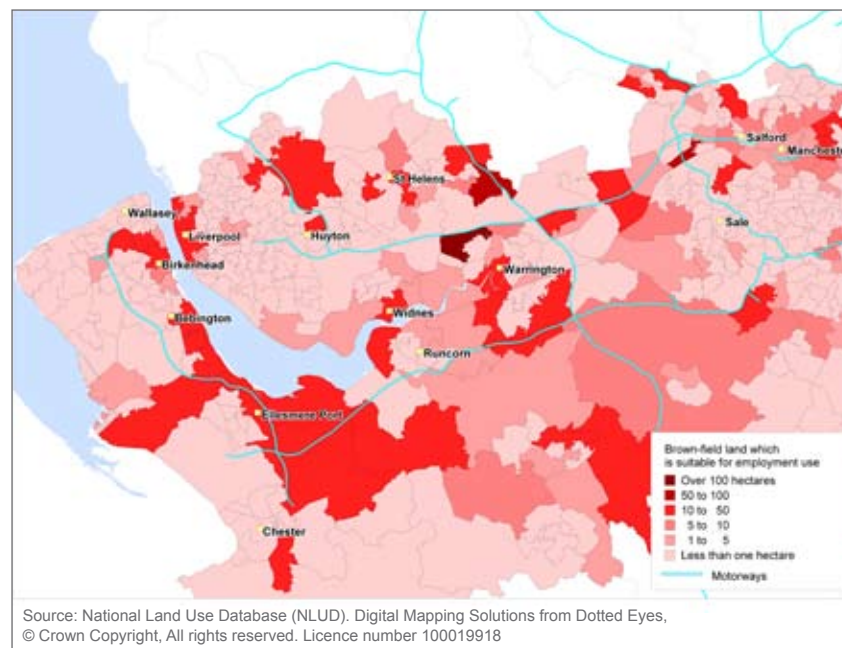


## A large supply of development sites

The Ocean Gateway has a large supply of brownfield sites with good access to transport infrastructure and often in close proximity to established or developing centres of knowledge based industries (although the nature and pattern varies across the area). Many of the sites are also located in proximity to deprived areas with low economic activity and employment rates. This presents both opportunities and challenges for the Ocean Gateway.

Chapter 4 considered 50 major Peel Projects within Ocean Gateway; however, there are other major landowners, public and private, within the Ocean Gateway area, who will also jointly make a major contribution to the economic potential of the area. The plan on page 31 shows the location of the identified Strategic Regional Sites. There are 24 Strategic Regional Sites within the Ocean Gateway area, of which 4 are Peel-led sites and a further 3 where Peel has a significant role as a delivery partner.

Location of brown-field land which is suitable for employment use, 2007

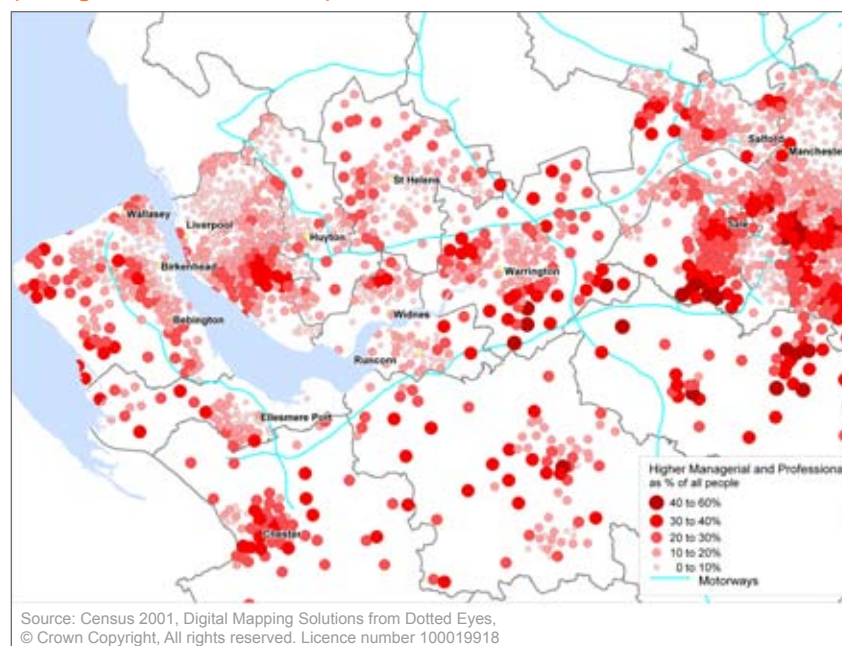


## A skilled workforce, but a North-South divide

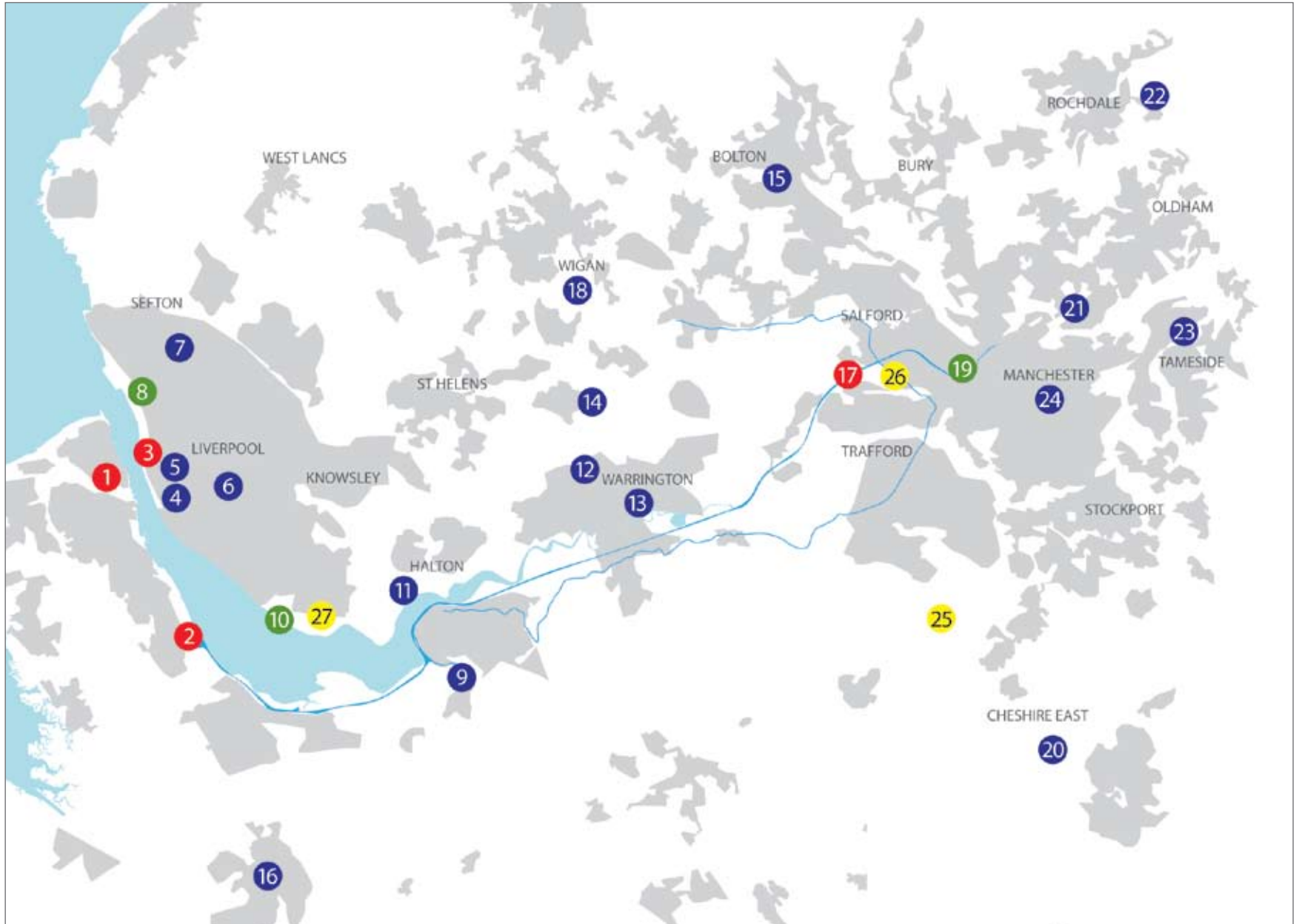
A successful knowledge led economy requires a highly skilled workforce in order to grow and innovate. The most competitive areas are therefore those which successfully attract or retain highly skilled people by providing the right employment opportunities and by providing the right combination of quality of place factors such as good schools and high quality housing. The map below shows that the Ocean Gateway area is home to many residential locations with concentrations of higher skilled people (in managerial or professional positions), but the greatest concentrations tend to be in southern parts of Manchester, Trafford and Warrington, and in parts of South Liverpool and West Wirral.

In contrast, large swathes of the northern part of the Ocean Gateway, including the inners areas to the regional centres of Manchester and Liverpool, have few concentrations of people in higher skilled occupations and large concentrations of people with few or no qualifications. This is a particular problem in certain districts in Merseyside, such as Knowsley and Liverpool, where over 20% of the population have no qualifications compared to a North West average of 15%.

Concentrations of Higher Occupational Groups (Managers and Professionals), 2001



## Strategic regional sites and assets



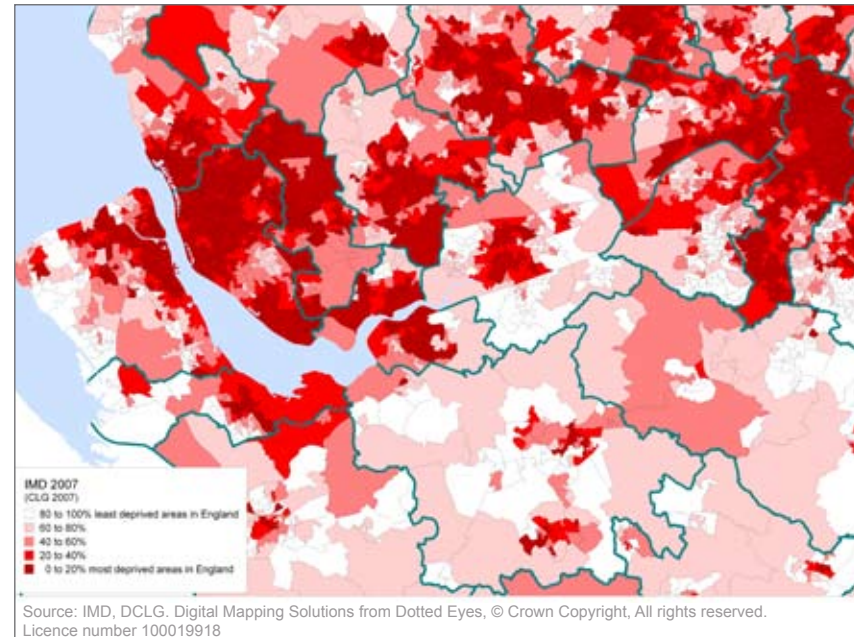
- |                                       |                         |  |  |
|---------------------------------------|-------------------------|--|--|
| 1 Birkenhead Docklands                | 9 Daresbury Runcorn     | 17 Barton (Port Salford)                         | 25 Manchester Airport  |
| 2 Wirral International Business Park  | 10 Estuary, Liverpool   | 18 Wigan South Central Area                      | 26 Trafford Park   |
| 3 Liverpool North Docks               | 11 Ditton, Widnes       | 19 Salford Quays/Irwell Corridor                 | 27 Liverpool John Lennon Airport                                     |
| 4 Liverpool University Edge           | 12 Omega, Warrington    | 20 Alderley Park, Macclesfield                   |  |
| 5 Liverpool Pall Mall                 | 13 Central Warrington   | 21 Central Park, Manchester                      |  |
| 6 Liverpool Science Park              | 14 Parkside, St. Helens | 22 Kingsway, Rochdale                            |  |
| 7 Dunningbridge, Sefton               | 15 Central Bolton       | 23 Ashton Moss, Tameside                         |  |
| 8 Port of Liverpool Economic Corridor | 16 Central Chester      | 24 Piccadilly Basin/Oxford Road Area, Manchester |  |
|                                       |                         |  | ● Peel - led Strategic Regional Sites                                |
|                                       |                         |  | ● Non-Peel Strategic Regional Sites                                  |
|                                       |                         |  | ● Strategic Regional Sites where Peel is one of a number of partners |
|                                       |                         |  | ● Other major assets   |



## Deprivation more concentrated in the north

The North-South divide is also reflected in the distribution of areas experiencing multiple causes of deprivation. The Index of Multiple Deprivation (IMD) as seen in the adjacent map is a composite index of deprivation caused by, among others: low income, poor health, a low standard of education and a high rate of crime. Across almost all measures, a line can be drawn along the M56 motorway with all the dark red areas in the north, indicating that the area is among the 20% worst deprived areas in the country. It is in these areas, which are often in close proximity to less deprived, more stable, more attractive residential areas, where deprivation is most deep rooted and where investment needs to be matched by an integrated approach to regeneration in order to begin to address their problems.

Index of Multiple Deprivation, 2007

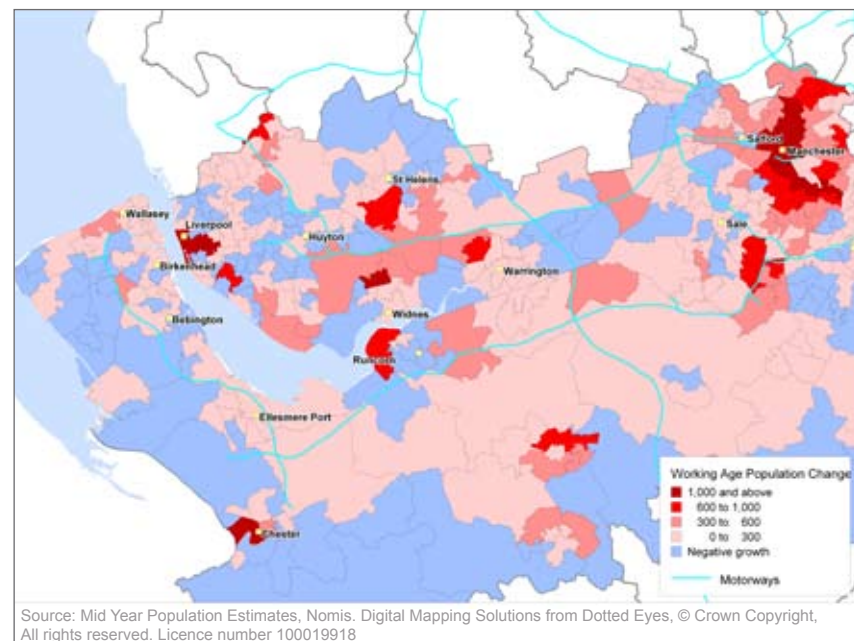


## The Ocean Gateway is attracting and retaining a crucial demographic group

The total population of the Ocean Gateway has remained more or less stable since 2000, increasing by 22,000 or 0.7% to 2006. Of greater interest, however, is that the working age population, which represents the potential workforce from which the area can draw, has increased by 68,000 or 3.5%. Within this group, the greatest rise has been among those in the 16-30 age bracket (55,900 or 9.4%). This can be taken as a sign of economic health as it indicates that the area is successfully attracting or retaining people of prime working age, who tend to be better qualified and are linked to increased levels of innovation.

The data does, however, hide significant differences within the region. As the adjacent map shows, a hierarchy of locations can be identified, with the central areas of Manchester and Liverpool attracting the greatest rises in the working age population. This is all the more impressive, given that it was these same urban areas which had previously seen their working age population fall. The urban and semi rural areas between the two cities with good access to motorways have enjoyed more modest population rises, with the growth being older, better qualified residents of working age, while the rural areas on the periphery of the Ocean Gateway have seen their working age population decrease. A significant concern for the region is that some of the inner areas, adjoining the central parts of Liverpool and Manchester, have seen a decline in working age population.

Working age population change, 2000-2006



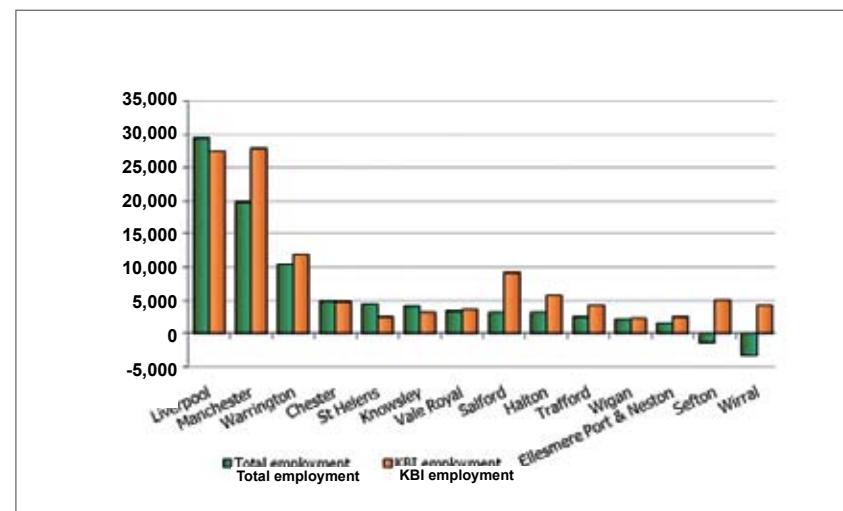
## Employment growth centred around the main urban areas, but also around Warrington

As might be expected the adjacent table shows that it is the areas experiencing the largest population growth that have also seen the largest rises in employment between 2000 and 2006. Liverpool in particular has achieved a high growth rate in absolute and percentage terms (29,000 or 14.9%), signalling a major reversal in the city's fortunes after a long period of decline. Manchester also experienced high employment growth, increasing by 20,000 or 6.9%, but was outperformed in percentage terms by Warrington where it increased by 10,000 jobs or 9.9%. This marks the town out as the most significant growth area outside the main urban areas, and suggests it has successfully exploited its locational advantages between the two cities with good access to a large workforce and the strategic road network. Wirral was the only district to experience a fall in employment over the time period; although the Council's investment strategy seeks to reverse this.

The overall pattern of growth in knowledge based employment is similar to that for total employment, but with the Greater Manchester districts of Manchester and Salford performing particularly well. In these two areas, the growth in knowledge based employment far outstripped the growth of total employment, indicating that these districts are becoming increasingly important centres for knowledge based industries. The key growth sector in the region was professional, financial and business services, where employment increased by nearly 70,000 jobs between 2000 and 2006, and, to a lesser extent, in ICT where employment increased by 15,000.

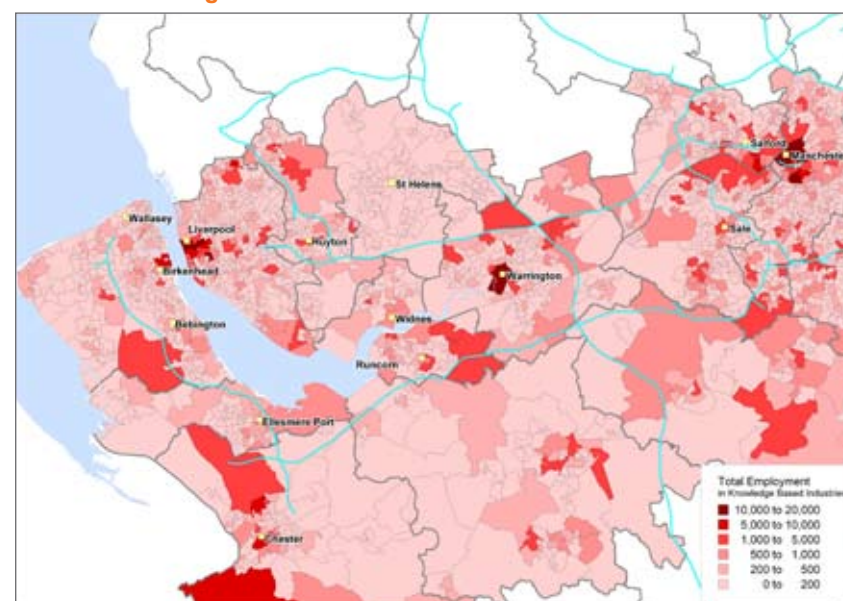
Outside the main urban areas, several locations stand out as having developed concentrations of knowledge industries, particularly in science and technology sectors. The adjacent map shows how some of the North West's Strategic Regional Sites such as Daresbury and Speke/Garston, are now successfully attracting knowledge based industries. This illustrates the potential of some of the Ocean Gateway projects for recycling brownfield land and creating high quality business locations in areas of deprivation and employment need.

Total employment change by district, 2000-2006



Source: Annual Business Inquiry. Digital Mapping Solutions from Dotted Eyes, © Crown Copyright, All rights reserved. Licence number 100019918

Total employment in Knowledge Based Industries and North West strategic investment areas



## Focussing on regeneration and growth

### Current activity

The Ocean Gateway area contains a range of regeneration initiatives. Briefly, these are:

- Housing Market Renewal Initiative (HMRI) Pathfinders – as set out above (see Regional Context)
- Objective 1 Strategic Investment Areas (SIAs) – located in key economic areas of Merseyside
- Urban Regeneration Companies (URCs) – Liverpool Vision, Central Salford and New East Manchester
- Other regeneration areas – these include a number of initiatives largely found in areas with localised regeneration priorities, rather than major areas requiring structural changes

These areas are shown on the adjacent plan, where it can be seen that there is a significant concentration of regeneration activity in the inner urban areas of Liverpool and Manchester, and a number of initiatives spread across towns and urban areas within the Ocean Gateway area. As would be expected, there is a significant correlation between the Index of Multiple Deprivation and regeneration areas.

These regeneration initiatives have in combination secured a great amount of change for the areas in which they operate. The URCs have been instrumental in delivering major projects and bringing about a transition in the economic base of those areas. The HMRI pathfinders have brought new investment and facilitated physical and social improvements in deprived inner urban areas, although there remain significant challenges to be addressed. The continuation of HMRI funding, to continue the transition of these areas, is seen as a key priority in the region.

The Objective 1 SIAs have seen large amounts of structural EU funds directed towards them for social and economic projects, which have secured a number of key economic drivers in the business, industrial, maritime and transport sectors. These have provided a platform for economic growth in recent years.

NWDA and English Partnerships have played key roles in most of these initiatives.

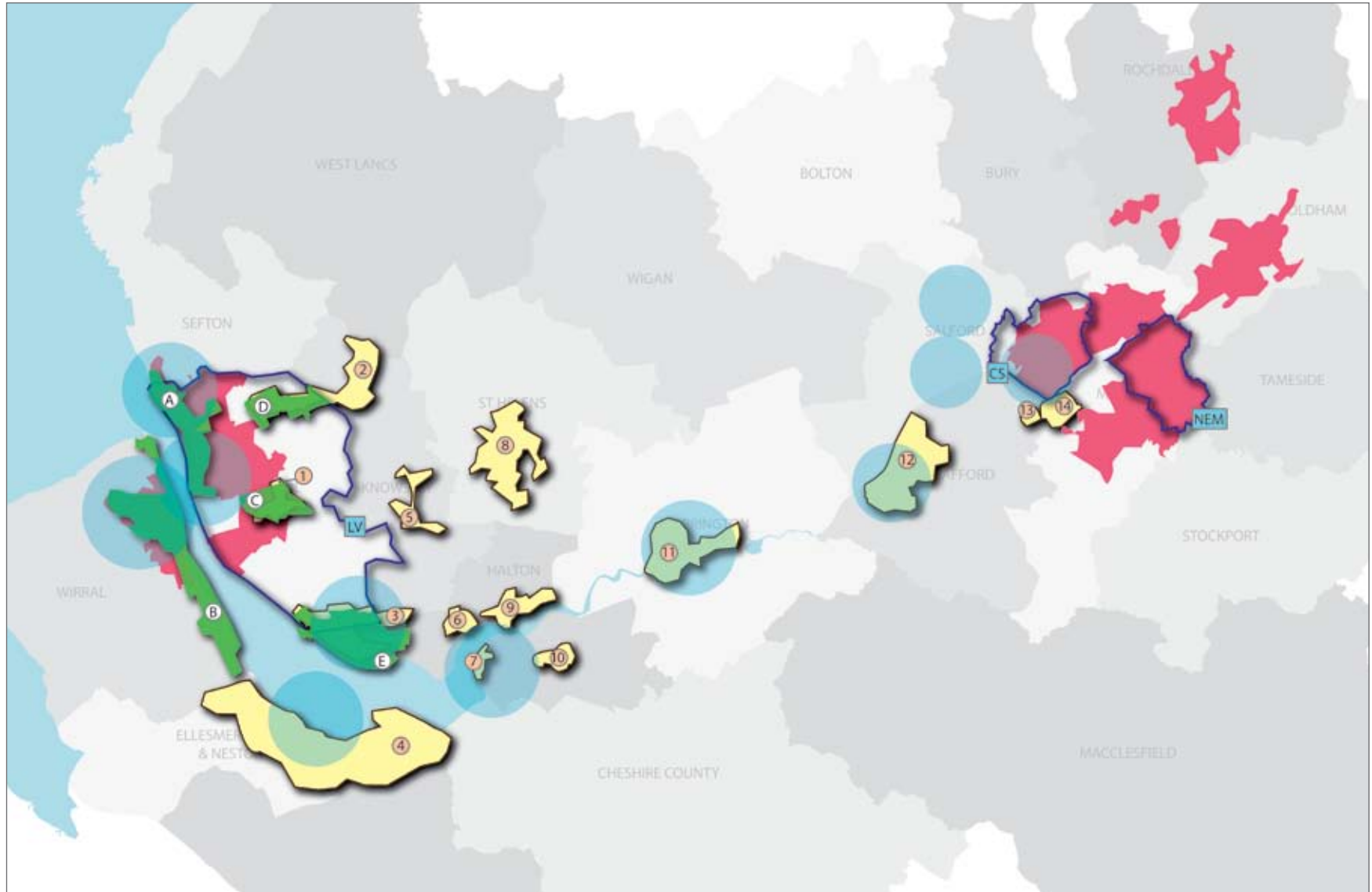
### Public sector funding

Public sector funding has supported major projects across the Ocean Gateway area for many years, and will continue to do so through a number of streams, including HMRI, the Growth Fund, Regional Funding Allocation and Community Infrastructure Fund. Notably the European Regional Development Fund (ERDF) Objective 1 programme, now operating through the North West Operational Programme, is in its final years in Merseyside. Government funding packages will exist across these areas to assist, however the extent of available funding is set to reduce.

The Ocean Gateway area, and in particular the Liverpool City Region, will therefore be increasingly reliant on private investment making development and growth viable on its own, or with significantly reduced levels of public resourcing. For areas of market failure not presently benefitting from significant public funding, this represents a major challenge to be addressed.



## Regeneration areas in the Ocean Gateway



- |  |  |  |   |
|--|--|--|---|
| <ul style="list-style-type: none"> <li><b>HMRIs</b><br/>Manchester/Salford<br/>Oldham/Rochdale<br/>New Heartlands</li> </ul> | <ul style="list-style-type: none"> <li><b>Urban Regeneration Companies</b><br/>NEM New East Manchester<br/>CS Central Salford<br/>LV Liverpool Vision</li> </ul> | <ul style="list-style-type: none"> <li><b>Strategic Investment Areas</b><br/>A Atlantic Gateway Northshore<br/>B Wirral Waterfront<br/>C Knowledge Corridor<br/>D A580/Northern Fringe<br/>E Speke Halewood</li> </ul> | <ul style="list-style-type: none"> <li><b>Other designated regeneration areas</b><br/>1 Eastern Approaches<br/>2 Approach 580<br/>3 Speke Garston<br/>4 4M Economic Development Zone<br/>5 Huyton-Prescot<br/>6 Halebank<br/>7 Runcorn and Western Docklands<br/>8 St Helens Regeneration Corridor<br/>9 Widnes Southern, Central and Waterfront<br/>10 Castlefields and Norton Priory<br/>11 Warrington Town Centre and Waterfront<br/>12 Partington and Carrington<br/>13 Gorse Hill<br/>14 Old Trafford</li> </ul> |
|--|--|--|---|
- Areas where major Ocean Gateway projects are located within adjoining regeneration initiatives

## Supporting the growth of Knowledge Based Industries

The preceding plan, shows that the Ocean Gateway area is already home to established and developing centres of knowledge based industries. By creating high quality employment sites in locations with good access to Liverpool, Manchester and Warrington and the UK and Europe's other major economic centres, Ocean Gateway projects are supporting the continued expansion of these centres. High profile sites, such as those at Wirral/Liverpool Waters, will play a crucial role in attracting major employers in some of the key knowledge sectors identified in the regional economic strategy, such as professional and financial services.

This gives Ocean Gateway a truly international scale, as it will be competing with other European and international regions for major occupiers. Particular opportunities exist for relocating office functions of major companies from London and other major cities to a lower cost base area, by providing the quality of life, accessibility, physical and community infrastructure and the quality of built developments needed to attract such markets. A significant part of the challenge will be in demonstrating deliverability and flexibility to the market, to allow major projects to adapt to their needs, whilst also meeting the physical and social needs of the area.

Some niche knowledge based industries, such as creative and media, are still in their relative infancy, and are competing for customers and skilled workers with other major centres such as London. MediaCityUK will play a crucial role in growing the media creative sector within the region, and other emerging Ocean Gateway opportunities may also allow for sectoral growth, helping to achieve the scale necessary to attract and retain highly skilled people. Major projects can help toward achieving a critical mass of labour market density in knowledge rich sectors, such that the region gains a reputation among employers and potential workers as a centre for high value industries. This could then become self reinforcing, enabling the Ocean Gateway area to continue generating high levels of employment growth and wealth creation.

Major opportunities also exist through public sector relocations and educational establishments, both of which are realistic end users for a number of projects and can act as key catalysts to major initiatives. Again, MediaCityUK is an exemplar example, where both the BBC and the University of Salford are to be key tenants.

## Investment in transport infrastructure

Ocean Gateway takes a long term, integrated approach to major investment in water, air, rail and road infrastructure. Aside from the direct employment benefits that this brings at airports, seaports and in the logistics sector, these improvements serve to make the North West more accessible for intra-national and international trade and tourism. The investments being made through the SuperPort initiative will connect the Ocean Gateway to global markets and divert some of the North's imports and exports away from South East ports and towards the Port of Liverpool and onwards along the Manchester Ship Canal, improving the efficient movement of goods and reducing the associated road miles in moving freight. These investments will also bring wider competitiveness benefits for the North West and wider Northern economies, as the transportation of goods and raw materials becomes more cost effective for North West businesses. Transport issues are explored in Chapter 6.

## Economic renewal in areas of need

The Ocean Gateway area is home to some of the highest levels of worklessness and deprivation in the country. Many of the projects are located in areas where the employment rate falls below the 68% target set out in the RES, and have higher poverty levels, poorer health and lower educational achievement than elsewhere. Most of these areas have been the subject of considerable public funding streams in recent years, which have seen a number of major benefits and improvements. However, many of these streams are being significantly scaled back and there is much more that needs to be done to tackle deprivation issues.

Ocean Gateway projects can help on two fronts. Firstly, by bringing much needed private sector investment to these areas the schemes will assist them in their transition to service and knowledge oriented economies, bringing long term regeneration benefits.

Secondly, by enabling people in these areas to access local employment opportunities, Ocean Gateway projects can raise the employment rate, helping to achieve the target set out in the RES and providing knock on benefits such as reducing poverty, improving health and providing exchequer benefits for the HM Government.



## Delivering the right types of housing in the right locations

Ocean Gateway will seek to provide the right forms of housing in the right locations, to play a significant role in meeting the needs and demands of the area over the coming decades. There is a clear need to ensure that the types of housing are appropriate to their location, both in terms of physical design and environment, the social and economic needs of those places and the opportunities available to create new markets.

National and regional demographics point towards an ongoing growth in the demand for single person and cohabiting households, and a continued demand for family housing. This broadly suits the Ocean Gateway projects, where a range of different housing products are intended to be provided across the area.

Within the Ocean Gateway area, there are a number of different housing markets operating, both strategically and locally. These have been the subject of research and assessment at the local and regional levels. Different areas have a differing market needs, and indeed are differently suited to a range of types of housing. Most places require new family housing to redress under-provision in recent years and attract family living into urban areas, whilst most areas also have an ongoing need for smaller households and apartments. A central challenge is delivering the supporting community infrastructure that will allow new housing developments to become sustainable communities. This will allow a broader range of occupiers including families, older people, young professional singles and couples, and other groups.

The Ocean Gateway includes a number of waterfront locations that are physically suited to higher density development that maximises the waterfront aspects and allows for public realm areas adjacent to water. The potential for Ocean Gateway is to seek to deliver an appropriate mix of housing in all areas, and to innovate by testing the market for higher density larger/family units supported by community infrastructure. To encourage development in the current economic circumstances this may include new forms of housing models which have not yet been delivered to any great extent in the North West, but which with the right approach and critical mass can be made to work. The Building for Life system will be used, where appropriate, to benchmark and test the proposals against agreed criteria for creating sustainable communities.

Affordability is also a key challenge across the Ocean Gateway. The challenge is one that affects areas of both low incomes, where prospective purchasers are unable to afford what might even be regarded in other areas as modestly priced housing, and areas where incomes are higher and hence market values are higher.

Affordability is also a rapidly changing challenge. In terms of policy formulation, research undertaken for the Regional Housing Strategy proposes new affordable housing targets across the Ocean Gateway area, many of which are significantly different to adopted or emerging local affordable housing policies. The new research is based on strategic housing markets, which for the Ocean Gateway area are as follows:

- Liverpool City Region North
- Liverpool City Region East
- West Cheshire
- Greater Manchester South
- Greater Manchester North West
- Greater Manchester Central

Government policy in PPS3 and case law now require local authorities, prior to establishing affordable housing targets, to undertake assessments of the ability of housing developments to sustain affordable housing requirements through a high level viability analysis. This is an issue that each local authority will need to address in progressing affordable housing policies.

Crucially, however, in terms of market conditions, with the housing market in a downturn and purchasers unable to secure credit, affordability challenges are becoming more about finding solutions for affordable home ownership than about providing social rented housing. A major part of the solution also involves the economic investment aspects and in particular skills and training initiatives, which are targeted at improving the ability of local people to contribute economically and hence improving their ability to afford to own a property.

Peel Holdings is working with its partners across the Ocean Gateway area to look pragmatically at what can feasibly be achieved to address affordable needs. In many cases, this is a step by step approach, working with housing associations and local authorities, and in some cases, particularly on larger projects occurring over long timescales where affordable needs and deliverability are difficult to identify at present, it requires a phased and managed approach to delivery.

New delivery models for both affordable home ownership and community infrastructure provision, together with engagement between a range of partners, importantly including the HCA, will be central to achieving housing provision and affordability throughout the Ocean Gateway.

## Ocean Gateway projects – employment analysis

Existing or known employment data is available, or capable of being calculated from floorspace figures using the English Partnerships (Arup, 2001) ratios, for 26 of the 50 Ocean Gateway projects, including most of the major employment generating projects. These projects were therefore analysed individually, cumulatively and by sector. The summary table below shows the overall position for those 26 projects by sector.

### Summary of existing and future sectoral employment

Sector	Project	Existing Employment	Future Employment	Total Employment
Maritime	Port of Liverpool (including North Liverpool, Seaforth, Birkenhead Docks etc) plus Cammell Laird	25,000	3,725	28,725
	Port Salford	0	1,050	1,050
	Port Wirral	0	350	350
	Sub-total	25,000	5,125	30,125
Aviation	Liverpool John Lennon Airport	2,900	6,510	9,410
	Sub-total	2,900	6,510	9,410
Logistics / Freight	Pioneer Business Park	0	1,000	1,000
	Port Salford	0	1,050	1,050
	Sub-total	0	2,050	2,050
Industrial / Manufacturing	Pioneer Business Park	0	1,000	1,000
	Land adj. LJLA	0	1,027	1,027
	Sub-total	0	2,027	2,027
Environmental	Eastham	0	100	100
	Carrington Wharfside	0	180	180
	Ince RRP	0	1,050	1,050
	Sub-total	0	1,330	1,330
Sub-total for this page		27,900	17,042	44,942

## Summary of existing and future sectoral employment – continued

Sector	Project	Existing Employment	Future Employment	Total Employment
Financial / Professional / Other Knowledge	Liverpool Waters	0	15,000	15,000
	Princes Dock	No data	590	590
	Wirral Waters	0	20,250	20,250
	Woodside	0	1,863	1,863
	LIBP	9,000	0	9,000
	Land adj. LJLA	0	2,206	2,206
	Runcorn Waterfront	0	2,632	2,632
	Trafford Quays	0	1,237	1,237
	Trafford Centre Rectangle	0	1,500	1,500
	Salford Quays	No data	732	732
	Cornbrook and Pomona	0	3,684	3,684
	Sub-total	9,000	49,694	58,694
	Media	MediaCityUK	0	15,500
Sub-total		0	15,500	15,500
Retail / Leisure/ Service	Liverpool Waters	0	5,000	5,000
	Princes Dock	0	290	290
	Wirral Waters	0	6,750	6,750
	Woodside	0	1,303	1,303
	Salford Forest Park	0	500	500
	Trafford Centre Rectangle	8,000	95	8,095
	Sub-total	8,000	13,938	21,938
Sub-total for this page		17,000	79,132	96,132
<b>Grand Totals</b>		<b>44,900</b>	<b>96,174</b>	<b>141,074</b>

It is important to note that a number of projects have zero jobs rated against them or no data, but are in fact known to have existing employment. Due to the need for categorisation as existing or proposed, and in the absence of reliable information regarding the proportion of the overall that has been filled, the analysis generally assumes that projects that are not yet substantially completed or occupied do not yet yield any existing employment. The total existing figure is therefore likely to be higher, as is the total proposed figure, given the absence of data for calculating employment in 24 of the 50 projects.

A full analysis of the figures is contained set out overleaf.

## Detailed employment calculations

Project	Data used for Calculation	EP ratio used	Job Numbers	Sector	Timescales	Notes/Assumptions
2. Seaforth	Post-Panamax documentation Mersey Docks press release re Produce Terminal Mersey Ports Growth Strategy	Not needed	20,543 employed by Mersey Ports across City Region. Induced 5,898. Total existing: 26,441. Rounded figure: 24,550. Proposed: 210 direct (180 in post-Panamax and 100 in Produce Terminal). 3,000 indirect. Total proposed in addition: 3,210.	Maritime	Existing. Additional from 2011 onwards.	Assume 25,000 on Peel projects, given contribution of ABP Garston and Bromborough Docks. Subtract 450 employed at Cammell Laird.
5. North Liverpool Docks	400k sqft proposed (LIFT phase 2)	860 (large scale warehouse / distribution)	Proposed: 465 No figures for Langton Ro-Ro Ship breaking at Canada Dock: 50 jobs Total proposed: 515	Maritime	By 2016.	
6. Liverpool Waters	Estimated 20,000 through initial vision	Not used.	20,000	Principally KBI/ higher-value, with some service sector (retail/leisure)	30 years from 2010.	Assume 75:25 split between F&P/KBI and Retail/Service
7. Princes Dock	13,000sqm offices 3,700sqm retail 2no. 4-star hotels	22 (HQ) 20 (town/city centre retail) 0.8 per bed	590 offices 130 retail 160 hotels	KBI/higher-value Service  Service	By 2020.	EP retail multiplier is based on net floorspace, therefore assumes 70% net.  Assumes hotels are 100 beds each.
9. Wirral Waters	Estimated 27,000 through initial vision	Not used	27,000	Principally KBI/ higher-value, with some service sector (retail/leisure)	30 years from 2010.	Assume 75:25 split between F&P/KBI and Retail/Service
10. Woodside	Schedule of accommodation in "Area Regeneration Strategy" 2008	Various	Retail – 389 Offices – 1863 Hotel – 120 Restaurant/Services – 794  Total – 3,166	See left	10 years from 2010.	"Area Regeneration Strategy" document by BDP (page 20) used for calculations. Assumptions are that residential/office buildings are 50:50, that A3 uses are ground floor only, and there is 1no. 50 bed and 1no. 100 bed hotel.
11. Cammell Laird	Press reports refer to 450 jobs secured via MoD contract	Not used	450	Maritime	Existing.	
13. Eastham Waste Management and Biofuel	Biossence website	Not used	100	Environmental	By end 2009	
14. Port Wirral	Project manager estimation.	Not used	350	Maritime	By 2020.	
15. LIBP	Peel press article 2005 – estimation of job creation	Not used	9,000	Mainly KBI/higher-value	Vast majority existing.	
17. Land adjacent to LJLA	375,000sqft offices 375,000sqft industrial Hotel	170 (Business Park) 365 (general) General hotel (1 per 2 beds)	Offices – 2,206 Industrial – 1,027 Hotel – 30 Total – 3,263	KBI/higher-value and Manufacturing (opportunity for aviation sector)	By 2030.	Floorspace figures agreed as appropriate basis for calculation with Peel Holdings' Director of Land & Planning.

## Detailed employment calculations – continued

Project	Data used for Calculation	EP ratio used	Job Numbers	Sector	Timescales	Notes/Assumptions
18. LJLA	Airport Master Plan	Master Plan uses EP standards	Existing – 2,350 on/off site, plus 550 indirect Proposed – 7,400 on/off side and 2,010 indirect Total – 9,410 (direct & indirect)	Aviation and supporting services	Proposed figures are to 2030	
24. Pioneer Business Park	Peel press release	Not used	Up to 2,000	Logistics/ freight and manufacturing sectors	Not known. Assume to 2020	50:50 logistics and manufacturing.
25. Ince RRP	Project EIA	Not used	Construction – 435 Operational – 1,150 Total – 1,585 (direct & indirect)	Environmental and Maritime	10 years from 2010	Assume all Operational jobs Environmental for calculations
27. Runcorn Waterfront	50,000sqm commercial	19 (general office)	2,632	KBI/higher-value	20 years from 2010	
28. Bridgewater Canal and Way	Project leaflet	Not used	249	Recreation and support (engineering etc)	10 years from 2010	
35. Partington Village	Project information	Not used	45	Construction	7 years from 2010	
36. Carrington Wharfside	SAICA proposals	Not used	180	Waste reprocessing	Short term – by 2010	
38. Port Salford	Website	Not used	2,100 direct	Maritime / Logistics	By 2015	Assume 50:50 Maritime /Logistics
40. Salford Forest Park	Press reports (various)	Not used	500	Sport /recreation, service sector and Environment	By 2015	Assume all retail/service for calculations
43. Trafford Quays	23,500sqm commercial	19 (general office)	1,237	KBI/higher-value and supporting services	20 years from 2010	
44. Trafford Centre Rectangle	Info provided by Peel Kratos 33,000sqm Junction 9 Hotel	Not used 22 (HQ) Not used	7,500 in Trafford Centre 500 in Barton Square 1,500 95 Total – 9,595	Retail/ service sector Knowledge based	Existing. By 2015 By 2015	Assume 8,095 in retail/service and 1,500 in KBI/higher value.
45. Media City	Info provided by Peel	Not used	15,500	Media	2010 to 2030	
46. Salford Quays	150,000sqft offices	205 (general)	732	KBI/higher-value	By 2020	Not counted the 10,000 estimated jobs already in the Quays, much of which is within Peel buildings.
49. Cornbrook & Pomona	70,000sqm offices (65,000 Pomona & 5,000 Cornbrook)	19 (general)	3,684	KBI/higher-value	10 years from 2010	
<b>Total</b>			<b>Existing – 44,900 Future potential – 96,274 Grand total – 141,174</b>			

The figures include direct employment and, where previously calculated, indirect employment arising from the development. Induced employment is calculated principally in respect of the existing port employment, using evidence from the Mersey Ports Growth Strategy.

Given the non accounting for a number of other projects, including some potentially significant employment generators, it is reasonable to conclude that the overall gross employment figure will exceed 150,000, with at least 100,000 new positions. It is important to note that these figures do not account for displacement.

The figures show that there are major opportunities to deliver knowledge based employment through Ocean Gateway, along with developing the media and aviation sectors, strengthening the maritime sector, providing further supporting service (retail, leisure) employment growth and innovating into the environmental sector. Analysis below considers how employment creation is located into relation to accessibility and deprivation.

## Ocean Gateway projects - Gross Value Added analysis

Gross Value Added (GVA) is a key indicator used to calculate the economic health of an area. In seeking to calculate the GVA of Ocean Gateway, the following figures were used for calculating sectoral GVA for full time employee.

### GVA multipliers

Activity	GVA per job (£)	Source comments/assumptions
Maritime/Aviation/Logistics	44,000	Taken from figure for Transport, Storage & Communication
KBI/Higher Value Office	56,000	Average of figures for 'Financial Intermediation' and 'Real estate, renting and other business activities' (includes ICT)
Retail/Leisure	24,000	Wholesale & Retail Trade
Manufacturing	45,000	Manufacturing. Environmental assumed to be similar.
Media	38,000	Taken from 'Other Community, Social and Personal Service Activities' which includes all cultural activities but revised upward by £5,000 to account for higher value activity

Taking the employment figures calculated for Ocean Gateway, it has been possible to generate an overall GVA output for Ocean Gateway. The following table provides this calculation.

### GVA analysis of Ocean Gateway

Sector	Existing Employment	Existing GVA	Proposed Employment	Proposed GVA	Total GVA
Maritime	25,000	£1.1bn	5,125	£225m	£1.325bn
Aviation	2,900	£127m	6,510	£286m	£413m
Logistics / Freight	0	0	2,050	£90m	£90m
Industrial/ Manufacturing	0	0	2,027	£91.2m	£91.2m
Environmental	0	0	1,330	£59.8m	£59.8m
Financial / Professional / Other Knowledge	9,000	£504m	49,694	£2.7bn	£3.204bn
Media	0	0	15,500	£589m	£589m
Retail / Leisure/ Service	8,000	£192m	13,938	£334.5m	£526.5m
<b>Total</b>	<b>44,900</b>	<b>£1.923bn</b>	<b>96,274</b>	<b>£4.37bn</b>	<b>£6.3bn</b>

It can be concluded on the basis of the above that Ocean Gateway will make an averaged GVA contribution to the North West of £6.3bn.

The GVA calculations highlight that Ocean Gateway will also represent a key driver towards knowledge based economic development, whilst maintaining growth in certain key sectors and innovating in others. Furthermore, this can all be achieved around existing transport nodes and close to accessible existing and proposed areas of housing. Ocean Gateway is therefore a sustainable driver for economic growth in knowledge based industries in the North West.

## Ocean Gateway projects – Housing analysis

The Ocean Gateway seeks to deliver significant amounts of new housing across a number of locations, including four new Growth Points. The challenges and opportunities regarding the type, occupancy, affordability and location of housing are considered above. This section explores the quantum of housing to be delivered and the difference that this can make to the region's housing supply. The regional housing provision and Growth Point uplift are set out in the table below.

### Regional housing provision and Growth Point uplift

Local authority	Total housing provision 2003-2021	Average annualised provision	Growth point – additional 2008-16/17
Wirral Council	9,000	500	4,410
Liverpool City Council	35,100	1,950	
Sefton Council	9,000	500	NA
Knowsley Council	8,100	450	NA
Cheshire West and Chester Council	23,700	1,317	2,700
St Helens Council	10,260	570	5,706
Halton Borough Council	9,000	500	
Warrington Borough Council	6,840	380	
Wigan Council	17,600	978	NA
Salford City Council	28,800	1,600	11,268 (Growth Point includes Bolton)
Trafford Borough Council	10,400	578	
Manchester City Council	63,000	3,500	

Housing provision across the local authorities within the Ocean Gateway area is set out in the table below. This includes the additional planned growth arising through the Growth Points, which although not contained in RSS are being planned for by the relevant local authorities:

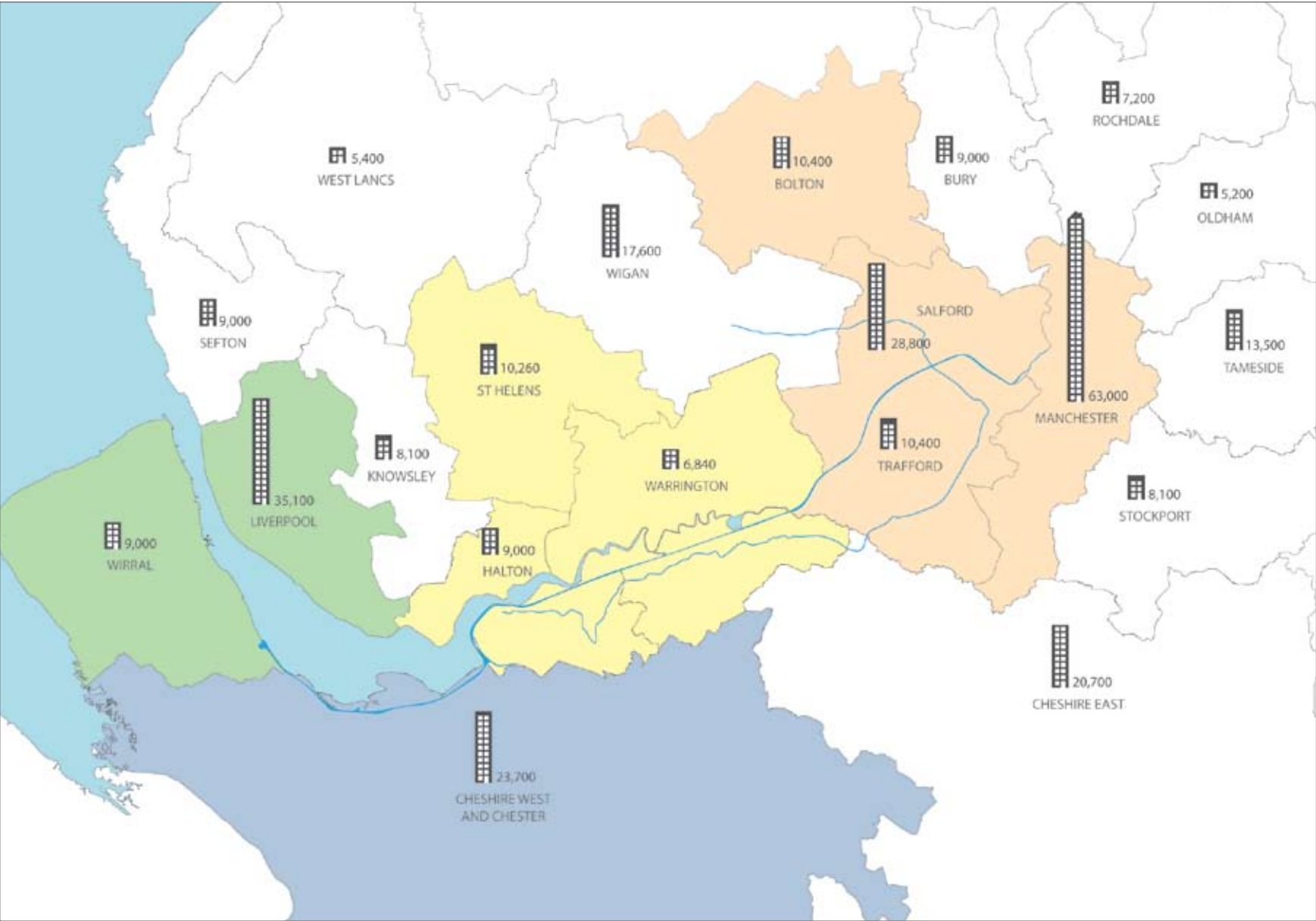
The Peel projects, within the 50 Ocean Gateway projects, where housing numbers are known, are set out in the table below. This shows that the amount of housing is substantial across the Ocean Gateway area, and that it includes a variety of high density city centre/inner area and waterfront locations together with a number of locations where lower densities and a greater emphasis on family housing can be achieved.

### Ocean Gateway Housing Projects

Project	Numbers	Type/Market
Liverpool Waters	25,000	Mixed apartments
Princes Dock	500	City Centre Apartments
Wirral Waters	15,000	Mixed apartments
Woodside	707	City Centre Apartments
Ellesmere Quays	7,500 500 (Rossfield)	Family housing/ mixed apartments
Runcorn Waterfront	4,000	Mixed apartments
Arpley Meadows	5,000	Family housing/ mixed apartments
Warrington Quays	320	Family housing/mixed apartments
Partington Village	550	Family housing/mixed apartments
Salford West and Wigan	3,000	Family housing/some mixed apartments
Trafford Quays	3,000	Family housing/mixed apartments
MediaCityUK	2,249	Mixed apartments.
Salford Quays	2,600	Mixed apartments.
Cornbrook/Pomona	3,400	City Centre apartments.
<b>Total</b>	<b>73,326</b> <b>Of which 1,800</b> <b>completed</b> <b>71,526 to be delivered</b>	



# SOCIETY AND ECONOMY





The housing figures set out for Ocean Gateway projects above are not exhaustive, as they only include the projects within the Ocean Gateway where housing numbers are available. The unit numbers for the St Georges/ Castlefield area in Manchester have not been calculated. Additionally, further sites are being promoted and others will clearly emerge as Ocean Gateway moves forward.

The Ocean Gateway projects are expected to make a significant contribution across all four Growth Points and act as a stimulus to the additional levels of housing delivery planned for these areas to 2017.

The projects are spread across the area and the figures clearly show the importance of Ocean Gateway to housing provision in these areas. However, it is the added value of locational sustainability, deliverability and their wider benefits that make the schemes stand out.

In terms of locational sustainability, many projects are located within or adjoining deprived areas, and serve to trigger economic growth and wider housing renewal in those areas. All sites are connected to urban areas and provide sustainable options for transport by a range of modes and walkable/cycleable neighbourhoods. The majority of sites are previously developed land, within urban areas, many with access to waterfronts and parks which can both create new, and maximise existing, recreational assets. Projects located on land not previously developed are in locations well placed to contribute to economic growth and environmental sustainability, and have an important role to play in providing a balanced mix of sites and resulting housing offer.

The Ocean Gateway housing projects are all available and deliverable. They are at differing stages in the planning process, from projects underway, through projects with permission, to projects to be taken forward through emerging LDFs. Many require varying types and degrees of infrastructure to be enhanced, both directly through public realm and services and indirectly through wider community facilities.

In terms of delivery, many Ocean Gateway projects are brought forward by housing development partners, to assist with construction and sales. As noted above, Peel Holdings is investigating its own models for housing delivery and will look to take a proactive and long term role in housing delivery.

The benefits of housing growth include those outlined by the Prospectus and Technical Report, relating to the ability to invest and re-invest, facilitate sustainable economic growth and deliver solutions which respect environmental assets. Although housing is a key issue in its own right, it therefore needs to be seen in the wider context when considering Ocean Gateway.

## Quality of life

### Transforming lives

The analysis of society and economy confirms that Ocean Gateway covers some of the most deprived areas in England. Ocean Gateway represents a major opportunity for investing in areas of market failure, which can bring a number of major benefits, such as:

- Providing economic activity in areas that need it most, creating local employment opportunities
- Through skills, training and welfare providers, creating the conditions and means to encourage, nurture and attract the long term workless into economic participation
- Bringing a greater mix of population into areas dominated by workless and low skilled, low income workers and their families, to create a more integrated and wider social mix, and to support and sustain local services and facilities, including enhanced public transport services
- Delivering transformation in the quality of the environment through high quality and accessible public realm

The Prospectus demonstrates that there are 9 areas where such transformations are likely to occur, and the Exemplar and Notable projects within the Prospectus highlight those projects which are set to make the most transformational changes. The potential effects in the 9 areas are as follows:

- **Inner Wirral (Birkenhead/Wallasey):** transformational regeneration, principally through the Wirral Waters project, allied to the Woodside project and ongoing commitments and investments in Birkenhead Docks, Twelve Quays and Cammell Laird. This will support the growth and diversification of the local economy and facilitate a strong enterprise and SME base, in the heart of Inner Wirral's Housing Market Renewal Initiative (HMRI) area, complementing other initiatives including the regeneration of Birkenhead Town Centre.
- **North Liverpool and South Sefton:** this area includes some of the most deprived wards in the region and nationally, which also sit within the HMRI and the Liverpool Vision URC area. These areas stand to benefit on a similar scale to Inner Wirral from economic investment and the employment opportunities and physical and social changes that ongoing investment in the Port of Liverpool and the transformational Liverpool Waters project will bring.
- **South Liverpool:** the regeneration areas of South Liverpool, including Speke and Garston, suffer from high levels of deprivation but have benefited from regeneration programmes and inward investment including Liverpool John Lennon Airport and Liverpool International Business Park, which have created thousands of employment opportunities. Ongoing investment through Ocean Gateway will ensure that the regeneration of these areas continues.

- **Ellesmere Port:** the area contains significant deprived pockets within a wider more successful economy, which through the Ocean Gateway projects, notably Ellesmere Quays and Pioneer Business Park, can be assisted through new employment opportunities, new communities and enhanced public realm and accessibility.
- **Runcorn:** the Runcorn Waterfront proposals offer the potential for linking new housing and employment with existing communities and providing a number of public realm, accessibility and infrastructure enhancements.
- **Warrington:** although less stark than in the inner cities of Liverpool and Manchester, deprivation is an issue in large parts of Warrington. Proposals for Port Warrington and Arpley Meadows will bring new housing and economic opportunities and benefits to the area, together with public realm and transport benefits.
- **Partington/Carrington:** on the outskirts of the Manchester conurbation, these areas suffer from their isolation and lack of scale to attract major regeneration funds. They exhibit high levels of deprivation and social housing, with low levels of income and educational attainment. Through new employment, community retail facilities, public realm, green infrastructure and housing investments, Ocean Gateway will secure major regeneration for these areas.
- **Parts of West Salford, Trafford and Wigan:** these areas are a complex tapestry of successful, attractive neighbourhoods interspersed with less successful, more deprived areas. Delivery of Ocean Gateway projects to date has assisted in creating major new economic and employment opportunities, notably through the Trafford Centre. A host of new port, employment, leisure and housing investments are proposed to further secure the wider, and locally targeted, regeneration of these areas.
- **Parts of Inner Salford, Trafford and Manchester:** considerable success to date, particularly in Manchester City Centre and at Salford Quays, has created new economic investment opportunities for these areas, although access to employment remains a challenge. MediaCityUK and other planned investment are building upon the platform of delivery to date, to ensure that local communities benefit from these major investments.

## Healthy places for living and working

The Ocean Gateway area is demonstrated, in the Transport and Accessibility section, to be a highly sustainable location for housing and economic growth. It is also shown to be an excellent opportunity for the North West to serve its freight needs by more sustainable low carbon, more cost-effective, local routes, utilising existing and planned port investments and the rail network.

At a more local level, individual projects, including the Notable and Exemplar projects highlighted in the Prospectus, are set to deliver major benefits for existing and new resident communities, workers and visitors through local accessibility and connectivity between origins and destinations. This helps to promote informal, or passive, recreation as part of day-to-day activities, and so leads to healthier lifestyles.

Additionally, many projects link into existing green infrastructure assets and waterfront, or indeed plan to enhance or create new assets through the projects themselves. Again this create major opportunities for healthy, safe, attractive places for spending leisure time. Not only is this critical from a social perspective, it is also vital that for the regional economy that the Ocean Gateway capitalises upon existing, and enhances through new provision of new, green infrastructure and waterfront access and assets. Without the 'quality of life offer' to attract and retain skilled workers, the Ocean Gateway will not realise its full potential.

## Supported by first class leisure and retail services and facilities

In seeking to bring economic investment to attract home-owners and employees to live and work in the Ocean Gateway, it is essential, in addition to the right transport infrastructure, public realm and community facilities such as education and health provision, that the right quality and amount of leisure and retail facilities are provided in order to attract and retain businesses, their workers and a resident population. Leisure and retail facilities are continually improving across Ocean Gateway through Peel and other projects. Recent examples include the opening of the Barton Square extension to The Trafford Centre, and the opening of Liverpool One in Liverpool city centre.

In planning for additional, high levels of economic and housing growth, it is also necessary to consider the leisure and retail needs of that growth. Priority is given to existing town and city centres and to providing local facilities to serve new developments. Where there is a need to deliver new leisure and retail facilities and existing or planned centres are not available, suitable or viable, alternatives will be considered and promoted, in accordance with national and regional planning policy.

## Summary of society and economy

The review of social and economic issues has highlighted the following key points regarding the Ocean Gateway area:

- The Ocean Gateway area is already an economic powerhouse that is transforming its economic base in key locations towards the knowledge based economy.
- The southern part of the Ocean Gateway is economically more successful than the northern part. It is also home to a more skilled workforce and lower levels of deprivation.
- There is a large supply of development sites, many of which are within the Ocean Gateway's 50 Projects and/or are being progressed as Strategic Regional Sites.
- There are major deprivation issues in a number of areas, including inner city neighbourhoods and outer suburbs of Manchester and Liverpool, and a number of regional towns.
- The demographics of the Ocean Gateway are attracting and retaining a key young working age population.
- Employment growth is centred around Manchester/Salford, Liverpool and Warrington.
- There is a major challenge to wider housing delivery across the entire Ocean Gateway area, particularly given the economic downturn.

In response, Ocean Gateway facilitates the following:

- Major employment generation, building on 45,000 existing jobs with an addition 100,000
- Focuses on key target knowledge-rich sectors for the region, including financial and professional services and niche markets such as media and environment.
- A GVA contribution exceeding £6 billion per annum.
- The delivery of over 70,000 homes across 4 Growth Points.
- Enhanced quality of life, to provide better conditions for attracting and retaining an economically active population.

# Precedents



## Oresund

- The 'Human Capital of Scandinavia'
- A geographical and economic cross-border region of Southern Sweden and Eastern Denmark
- Includes the cities of Copenhagen and Malmö
- An example of strategic cross-boundary working to achieve co-ordinated investment and economic growth
- Further information: [www.oresundsregionen.org/c46000c](http://www.oresundsregionen.org/c46000c)

## Regio Randstad

- A polycentric urban region in the Netherlands, consisting of the four largest Dutch cities (Amsterdam, Rotterdam, The Hague and Utrecht) and surrounding areas
- Has a 'green heart' in the centre
- Randstad has benefited from co-ordination between local, regional and national levels
- Co-operation at these levels has built trust, a common understanding and shared policy and implementation approach to addressing spatial challenges and opportunities
- Further information: [http://www.regio-randstad.nl/index\\_eng.php](http://www.regio-randstad.nl/index_eng.php)



six

Transport and accessibility:



## Strategic highways context

Within the Ocean Gateway there are a number of routes that make a significant contribution to the national economy, facilitating links between major cities and global gateways such as ports and airports.

The M6 is a strategically important corridor for movement between the principal cities in the UK, enabling direct connections to Scotland, the West Midlands and the South East of England from the Ocean Gateway area. The M6 enables the passage of freight into the Ocean Gateway area from the Channel Tunnel and ports on the south coast. The trans-shipment of freight in the south and east onto lorries that are ultimately bound for the north west adds significant additional miles onto strategic national routes, and exacerbates issues of congestion elsewhere on the network.

The M62 provides an east – west link between Liverpool and Hull, and is strategically important, both with regard to its long distance freight function of carrying freight from mainland Europe, but also with regard to movement between the Yorkshire and Humber region, and the major conurbations of Liverpool and Manchester.

The M56 provides a southern east-west link through the Ocean Gateway corridor between Manchester and North Wales. It provides an important linkage with Manchester Airport.

Within Greater Manchester, the M60 orbital motorway also provides a strategically important corridor for movement around the west of the conurbation; it facilitates movement into the regional centre and provides linkages to the M62; it is also strategically important with regard to freight movements to and from Trafford Park.

Within the Ocean Gateway area, there are also a number of other routes that are considered to be of national importance, on the basis that they fulfil a complementary role to the most strategic links; these are:

- M53 / A55 Chester to North Wales
- M57 between Switch Island and the M62
- A556 between the M56 and the M6
- A5036 from Switch Island to the Port of Liverpool

Existing congestion on strategically important routes is a significant issue under current conditions, and is likely to be exacerbated further in future years if growth continues as expected. The following stretches of the strategic road network have been identified by the Highways Agency (RNR 2008) as areas where high levels of stress lead to economic costs for businesses in the region:

- M57 Motorway particularly around Junction 7 (Switch Island interchange with the M58 and A5036)
- M6 Motorway through Cheshire, particularly the section between Junction 16 (A500) and Junction 19 (M56)
- M62 Motorway, particularly between Birchwood and Eccles (Junction 11 to 12/M60)

- M56 Motorway west of Runcorn (Junction 12 to 14)
- M60 Motorway on the Barton Viaduct (Junction 10 to 11)

Government Policy on road building has dictated that opportunities for future major capacity enhancement are likely to be limited, with greater emphasis placed on making better use of existing network capacity through complementary measures that better manage demand.

The existing strategic road network is shown on the opposite page.

Notwithstanding the policy approach to enhancing the road network, there are a number of highway schemes within the Ocean Gateway that have been prioritised for construction within the next 10 years as part of the Regional Funding Allocation (RFA) for the North West. They can be listed as follows:

- A58 Black Brook Diversion, St Helens
- A556T (M56 to M6) Improvements
- Access to the Port of Liverpool
- Edge Lane Eastern Approaches, Liverpool
- Hall Lane Strategic Gateway
- Mersey Crossing
- Thornton - Switch Island Link
- Bidston Moss Viaduct Maintenance

A public inquiry was held for the Mersey Crossing ('Mersey Gateway') in 2009.

The Western Gateway Infrastructure Scheme is an Ocean Gateway project which seeks to deliver a number of local and strategic transport benefits on and around the M60 whilst facilitating the delivery of key projects.

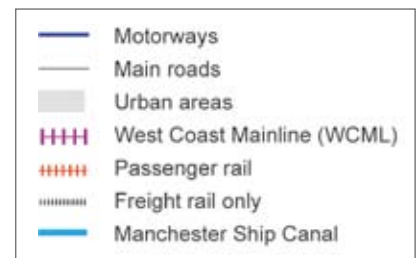
In addition there are also three schemes on the Strategic National network that are recently completed, or nearing completion. They are summarised as follows:

- M60 (M60 Junction 5 – 8)
- M62 (Junction 6)
- A5117 / A550 Deeside Park Junctions

The Liverpool John Lennon Airport Master Plan includes proposals for an Eastern Access Transport Corridor (EATC) providing a new eastern access to the Airport from Speke Boulevard (A561).



## Strategic transport network



## Passenger rail

### West Coast Mainline

The West Coast Mainline (WCML) constitutes the main north-south passenger rail corridor through the Ocean Gateway. It has a number of associated branches that provide links from the main urban areas within the Ocean Gateway area to the West Midlands, Scotland, and the South East, with direct connections from Liverpool, Manchester, Runcorn and Warrington.

### Trans-Pennine

The Trans-Pennine corridor operates from east to west between Manchester and Liverpool, with intermediate stops at Warrington and Widnes. This route enables direct connections to major cities to the east of the Pennines such as Sheffield, Leeds, York and Newcastle. Currently, local commuter services into Manchester operate with loadings of between 100 – 125% of capacity during the morning peak. At the western end on the approaches to Liverpool, it operates at between 75-100% (NW Rail Utilisation Strategy).

The Chat Moss line provides an alternative east – west route between Liverpool and Manchester via Newton-le-Willows. At the eastern end, this route operates at loadings of 100 – 125% of capacity on the approaches to Manchester.

### Greater Manchester

In Greater Manchester, 'Metrolink' services connect the city centre with Salford Quays / Eccles, Altrincham and Bury. Funding has been secured for additional links to serve the MediaCityUK site from the Eccles line within Salford Quays, as well as to Chorlton in South Manchester. The 'big bang' expansion of Metrolink is dependent upon further funding. This would include additional links to the Trafford Centre and Manchester Airport.

### Merseyside

The Merseyrail network provides a comprehensive commuter rail network that is focussed upon travel into Liverpool city centre from the surrounding boroughs of Sefton, Wirral and Knowsley. Under current conditions, the routes into Liverpool from the north operate at a loading of over 125% during the morning peak.

A number of proposals exist within LTP documents to provide new or reinstated sections of route in order to improve the capacity and performance of the rail network within the Ocean Gateway. These can be summarised as follows:

#### **The Halton Curve**

The reinstatement of the Halton curve would serve to establish a link between the Chester – Warrington line with the Liverpool branch of the WCML. It would principally enable direct services to operate between Liverpool and Chester / North Wales via Liverpool South Parkway, and would therefore significantly improve public transport connections with Liverpool John Lennon Airport from beyond the Ocean Gateway area.

#### **Kirkby to Headbolt Lane Extension**

Merseytravel is currently assessing the feasibility of extending the Merseyrail electrics network northwards for a mile between Kirkby and a new station at Headbolt Lane. This would improve accessibility by rail to Liverpool city centre.

#### **The Olive Mount Chord**

The reinstated Olive Mount Chord is now under construction. It would principally be of benefit to freight accessing the Port of Liverpool (see below); however, it would also assist in the improvement of performance on local, inter-regional and intercity services into Liverpool Lime Street, through the removal of delay associated with current freight movements.

#### **Mid Wirral (Wrexham – Bidston) Line**

Merseytravel, in consultation with Taith (North Wales local authority consortium), is currently studying the feasibility of extending the Merseyrail network south from Bidston to Wrexham. The proposal would significantly improve the catchment of the line, and enable direct connections into Birkenhead and Liverpool from North Wales.

In the longer term, Merseyrail is also considering a number of other proposals, including:

- Reinstatement of the Aintree to Bootle Link
- Reinstatement of the Saint Helens junction – Saint Helens Central link
- Reintroduction of passenger services on the Edge Hill to Bootle branch

## Stations

The Ocean Gateway possesses a number of rail major rail stations that facilitate a significant number of journeys annually. As might be expected, the vast majority of rail journeys are centred upon the main stations within Manchester and Liverpool; these stations offer the widest range of destinations and interchange opportunities; they are also significant destinations in their own right.

The annual movements through the principal stations in the Ocean Gateway are summarised below from the North West Rail Utilisation Strategy (RUS):

- Manchester Stations – 23,000,000
- Liverpool Stations – 20,000,000
- Warrington Stations – 1,500,000
- Kirkby – 670,000
- Salford Crescent – 647,000
- Huyton – 607,000

The newly opened interchange at Liverpool South Parkway is linked to Liverpool John Lennon Airport by bus and offers connections to the local rail network. This scheme has served to significantly enhance opportunities to access the airport by public transport, with direct connections from central Liverpool, Warrington, Runcorn, Manchester and Birmingham. The site also provides Park & Ride facilities for Liverpool city centre. Manchester Airport is directly rail linked and a third platform is currently being constructed at the Airport station.

When completed, the Liverpool Lime Street Gateway scheme will provide improved circulation for the significant number of passengers that use the mainline station on a daily basis, in addition to providing better and more direct links to local bus services. Latter stages of the project involve redevelopment of the area around the station frontage and improvements to the public realm.

Improvements to Liverpool Central Station will serve to increase capacity and promote accessibility into the station for all users. The improvements will facilitate improved access to adjacent new retail development within the city centre.

Manchester Piccadilly has seen over £100m of investment over the past 10 years, which has seen it transformed into one of the UK's most modern and popular mainline stations.

There are many other local train stations serving the Ocean Gateway area – across Wirral, Ellesmere Port, Liverpool, Halton, Warrington, St Helens Trafford, Salford and Manchester – which provide onward links from principal stations via a network of regional services.

## Rail freight

The freight hauled within the Ocean Gateway can be categorised in three main groups of coal, container and domestic waste.

Container traffic is continuing to increase its modal share within the UK. Existing services link Trafford Park in Manchester, Ditton and Garston in Liverpool with the Channel Tunnel and the ports of Southampton, Felixstowe, Tilbury, Purfleet, Teeside, Grangemouth and Thamesport. The rail-linked container terminal at Seaforth, operated by Peel Ports, provides links from shipping lines calling at Liverpool into the GB rail network.

### Freight terminals

There are currently four major destinations for freight. Trafford Park in Manchester and Ditton in Halton both offer trans-shipment between rail and road. Seaforth enables trans-shipment between rail, road and water-borne freight and is the only terminal in the North West with tri-modal capability, although Ocean Gateway seeks to add others. Fiddlers Ferry is a power station located in Halton that attracts significant volumes of rail-hauled coal.

### Routes

The West Coast Mainline (WCML) forms the main freight corridor through the Ocean Gateway, carrying over 8 million tonnes annually; it also enables freight to be carried into the major conurbations of Liverpool and Manchester and moved onward by road.

The Manchester branch of the WCML carries between 4 and 8 million tonnes of freight annually; this places a number of constraints on the rail network in central Manchester, as there is no current means to avoid platforms 13 and 14 at Piccadilly station for movements to the Trafford Park freight terminal and beyond.

The Chat Moss line and associated spur facilitates access to Seaforth Docks from the WCML. It currently carries between 4 and 8 million tonnes of freight annually; however, the volume of movement is currently constrained by the infrastructure within the port, and the limitations of the rail network in Liverpool.

With regard to rail access to the Seaforth terminal, the reinstatement of the Olive Mount Chord has now been completed. This scheme will increase the flexibility of rail access to the port and enable direct access from the Chat Moss route onto the Bootle branch for freight, serving to increase capacity and reduce passenger delay. An additional proposal to serve the Port of Liverpool, via the Canada Dock branch line, also seeks to maximise this potential, though its delivery is constrained by land ownership.

The existing annual freight loadings on the rail network within the Ocean Gateway are summarised within opposite.

The electrification of the Liverpool to Manchester railway line has recently been confirmed.

### Future aspirations

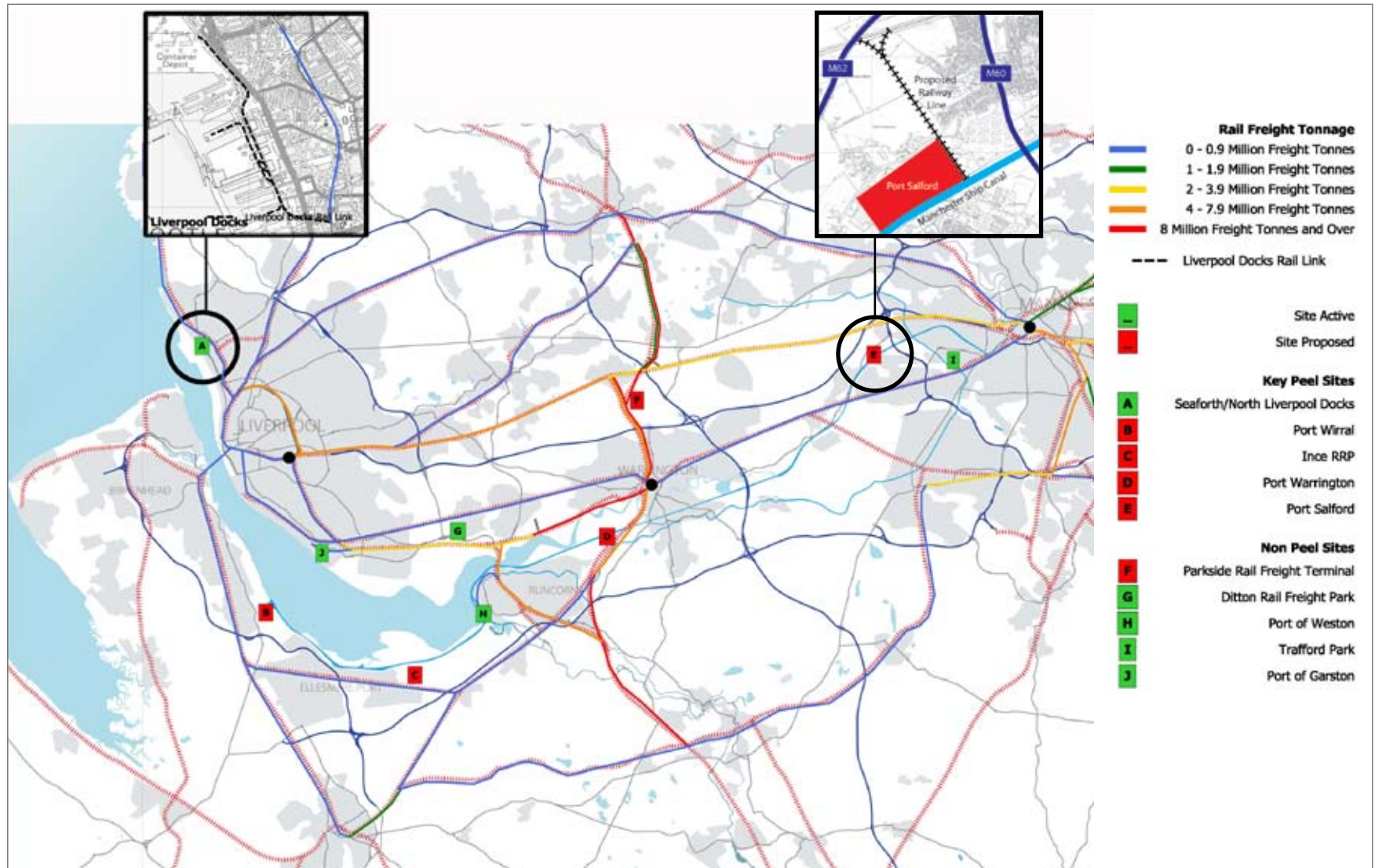
There are aspirations for additional inter-modal freight terminals in the NW RUS area. These are:

- Port Salford on the Chat Moss line west of Eccles
- Parkside on the Chat Moss line east of Newton-le-Willows
- Ditton on the WCML between Allerton Junction and Runcorn.

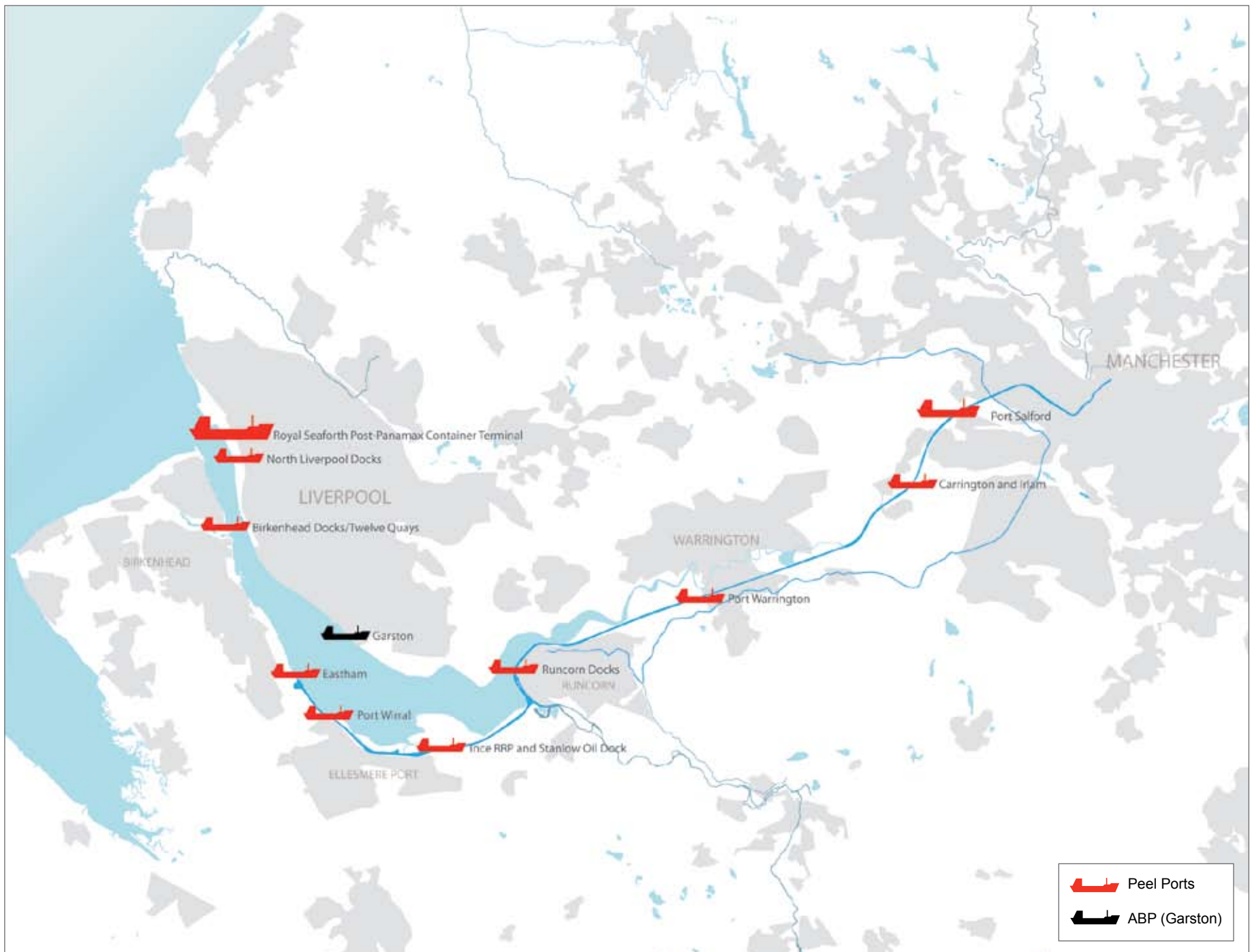
Port Salford, a Peel Holdings proposal, is the only proposed terminal served by water, rail and road, the others being linked by rail and road only. It will be the UK's only inland water served freight park. The provision of new and enhanced inter-modal freight facilities within the North West would serve to reduce constraints elsewhere on the rail network, and remove vehicle movements from the strategic highway network.



## Gross rail freight tonnage 2004/2005



## Ports, wharves and waterways





## Ports, wharves and waterways

Liverpool's Royal Seaforth Container Terminal handles almost 700,000 container units a year under current operating conditions. A new In-River terminal is planned to accommodate the new generation of larger Post-Panamax container ships. This is due to commence construction in 2011.

The Manchester Ship Canal enables sea-borne freight to be transferred to destinations inland by barge; however, there are current limitations with regard to the port-based handling facilities along the Ship Canal. The opportunity exists to significantly increase the tonnage of freight moved by water, and as a consequence remove a significant number of journeys by road from the strategic national highway network.

At present, freight is carried between the Port of Liverpool's deep sea container hub and the Irlam Container Terminal on the Ship Canal by barge. This shuttle services has enabled freight to be delivered to a location closer to its markets within Greater Manchester, without adding further HGV movements to the M62. Proposals for additional ports and wharves along the Ship Canal will enhance this service and further assist in reducing road congestion.

The Port of Liverpool currently handles approximately three quarters of a million passengers on Irish Sea ferries, mostly through the Twelve Quays terminal. Cruise liners are handled at a new facility adjacent to Princes Dock close to the Pier Head.

## Airports

The main international gateways to the region are Manchester Airport (MA) and Liverpool John Lennon Airport (LJLA). City Airport (CAL), located at Barton, Salford, plays a growing business and general aviation role.

Manchester Airport is the north of England's largest airport and the third largest in the UK with approximately 22 million passengers annually at present. It has a wide range of scheduled and chartered services as well handling air freight, with 151,000 tonnes of cargo handled in 2006.

Liverpool John Lennon Airport has seen a substantial increase in passenger traffic over the last 10 years, with numbers increasing from around 0.6 million per annum in 1997 to over 5 million passengers at present. It currently has a 2.1% share of the UK market as a whole. Through the Airport Master Plan proposals, it has the potential to sustain further growth and increase its importance as a gateway to the Liverpool City Region, and the wider Ocean Gateway.

LJLA currently handles circa 9,000 tonnes per annum of freight traffic. A combination of changing operational conditions by key customers, the priority given to the growth of low cost passenger traffic, and restrictions on the size of aircraft that can use the runway limit the use of the Airport for freight at present. Under proposals within the Airport Master Plan, it is the intention by 2015 to increase this throughput to 40,000 tonnes, and 220,000 tonnes by 2030 in association with a new World Cargo Centre at Oglet. The growth of freight traffic will benefit from synergies with the port economy being developed through SuperPort.

### Airports



## Transport interchanges

Within the Ocean Gateway area there are over 30 transport hubs of regional/sub-regional importance that offer opportunities for interchange between modes. In proximity to Peel's 50 projects, there are 24 transport hubs, as set out from West to East in the table below.

### Ocean Gateway Interchanges

	Hub/Interchange	Air	Water	Rail	Tram	Bus	Coach
1	Birkenhead Hamilton Square / Woodside	x	✓	✓	x	✓	x
2	Bootle New Strand	x	x	✓	x	✓	x
3	Liverpool Pier Head	x	✓	x	x	✓	x
4	Liverpool City Centre (1)	x	x	✓	x	✓	✓
5	Liverpool Airport	✓	x	x	x	✓	✓
6	Liverpool South Parkway	x	x	✓	x	✓	✓
7	Kirkby	x	x	✓	x	✓	x
8	Huyton	x	x	✓	x	✓	x
9	Ellesmere Port	x	x	✓	x	✓	✓
10	Chester	x	x	✓	x	✓	✓
11	Newton-le-Willows	x	x	✓	x	✓	x
12	Runcorn	x	x	✓	x	✓	✓
13	Widnes	x	x	✓	x	✓	x
14	St. Helens	x	x	✓	x	✓	✓
15	Wigan	x	x	✓	x	✓	✓
16	Warrington Bank Quay	x	x	✓	x	✓	✓
17	Warrington Central	x	x	✓	x	✓	✓
18	Birchwood	x	x	✓	x	✓	x
19	Glazebrook	x	x	✓	x	✓	x
20	Bolton	x	x	✓	x	✓	✓
21	Irlam	x	x	✓	x	✓	x
22	Urmston	x	x	✓	x	✓	x
23	Altrincham	x	x	✓	✓	✓	x

	Hub/Interchange	Air	Water	Rail	Tram	Bus	Coach
24	The Trafford Centre	x	(✓)	x	x	✓	✓
25	Manchester Airport	✓	x	✓	x	✓	✓
26	Bury	x	x	x	✓	✓	✓
27	Eccles	x	x	✓	✓	✓	x
28	Salford Crescent	x	x	✓	x	✓	✓
29	Central Manchester/ Salford (2)	x	(✓)	✓	✓	✓	✓
30	Rochdale	x	x	✓	x	✓	✓
31	Macclesfield	x	x	✓	x	✓	✓

(✓) Future Water Taxi Link

(1) includes Lime Street, Central, James Street and Moorfields

(2) includes Piccadilly/Chorlton Street, Oxford Road, Deansgate/G-Mex, Victoria, Shudehill, Salford Central and Salford Crescent

The range of interchange options within the Ocean Gateway corridor emphasises the level of available accessibility within the urban areas of the Ocean Gateway. Within the Manchester and Liverpool City Regions there is an existing high frequency bus network on the majority of radial corridors into the city centre. Warrington and Halton also possess high frequency local buses that serve the respective towns and their environs.

The two major airports both possess high quality land-side transport interchanges. Direct access to Manchester Airport is achievable by bus and rail from across the area. The newly opened interchange at Liverpool South Parkway is linked to John Lennon Airport by bus and offers connections to the local rail network.

Analysis of employment journeys within the Ocean Gateway (from the 2001 Census) indicates that there is significant travel to work across local authority areas. In particular, within the areas denoted as 'Trafford plus Macclesfield' and 'Salford plus Wigan', there were a significant proportion of movements into the 'Manchester' administrative area. Likewise in Merseyside, there was a significant proportion of movement into Liverpool from 'Ellesmere Port and the Wirral plus Chester' and 'St. Helens and Knowsley'. Business movements within the Ocean Gateway are more difficult to define, though it is clear that the different sectoral foci across the Ocean Gateway create a complex movement network for business around the area.

## Gateways and Interchanges



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## Ocean Gateway projects - Analysis of Transport and Accessibility

The remainder of this section identifies the role of transport and accessibility in achieving the vision for the Ocean Gateway, and addresses the needs for movement of people and freight. It has been defined at four levels; this serves to emphasise the scale at which future transport infrastructure proposals will influence the future economy:

- Global
- National
- Regional
- The 3 Reaches

### Global

Ocean Gateway identifies a number of significant projects that would improve global connections from the North West of England, and the accessibility of international trade routes from the UK as a whole.

The creation of the Post-Panamax facility at the Royal Seaforth Container Terminal will enable it to significantly increase its handling capacity from 800,000 teus to 1,500,000 teus, and allow Post-Panamax vessels to bring goods directly into the region, therefore reducing road freight miles associated with the current trans-shipment of goods to road at ports on the south and east coasts.

The expansion of the Port of Liverpool would enhance its position as the premier hub for North American and Irish container trade. It would also provide greater capacity to enhance links with mainland Europe.

In order to successfully develop the SuperPort concept, there is a focus upon the supporting infrastructure to enable freight to be transferred onwards by sustainable means. In addition to the dockside infrastructure, full utilisation will be made of the Manchester Ship Canal, as well as maximising the potential of rail infrastructure. Additional regional hubs would be provided inland to manage the onward movement of freight, and distribute it locally, thus reducing strain on the principal highway corridors in the North West.

Liverpool John Lennon Airport (LJLA) is a key element of the SuperPort. The Airport has gone through a period of modernisation and expansion over the last decade as a result of major private investment. The Master Plan to 2030 incorporates a runway extension, terminal expansion, improved public transport access and a World Cargo Centre.

The global transport dimension will act as a catalyst for the wider economic regeneration of the Ocean Gateway, providing a focus for complementary development projects that will promote sustainable living and working practices, and assist in the wider regeneration aspirations of the Ocean Gateway area. This concept has been used elsewhere to promote a critical mass that is stronger than the composite parts.

### National

At a national level, the development of SuperPort creates significant potential to reduce the environmental impacts of freight haulage on congested roads. The ability to accommodate larger vessels at the Port of Liverpool, and the onward transfer via the Manchester Ship Canal and rail will play a major part in promoting the sustainable transfer of goods and reduce the amount of containerised freight travelling by road.

The Port of Liverpool and the Manchester Ship Canal are now offering a “green” 44 mile water highway to the heart of Greater Manchester, which offers water-borne access to the wider North West region and beyond. As part of this offer, Peel is seeking to provide regional hubs at Port Wirral, Port Warrington and Port Salford to transfer goods to road and rail.

As explained above, significant sections of the strategic national highway network operate at or close to capacity under existing conditions. Under current national policy, the long term focus will be to make best use of strategic routes through traffic management solutions, as opposed to providing additional capacity through schemes to provide new or significantly improved infrastructure. To this end, the SuperPort concept would accrue benefit to all users on routes between the southern ports and the North West - notably on the M40, M42 and M6. It would also reduce the volume of freight using the M62, both between Manchester and Liverpool and further east into Yorkshire across the Trans European Network.

Under current conditions, 60% of containerised goods that are handled at south coast ports have an origin or destination closer to Liverpool. In addition, 15% of the UK's containerised goods are generated within a 50 miles radius of Liverpool.

## Regional

### Accessibility

The housing and economic growth planned within Ocean Gateway can be focussed around existing and planned transport infrastructure, in a highly sustainable transport solution to meeting the challenges of the region over the next 30-40 years. It builds on existing strengths, seeks to create the critical mass in the right locations and avoids creating major new infrastructure requirements in less accessible parts of the region.

Significant residential and mixed use opportunities are to be created in Liverpool, Wirral, Ellesmere Port, Runcorn, Warrington (including Partington), Trafford, Salford and Wigan. A composite accessibility map has been produced as a means to review the potential scope of access to 29 major sites within the Ocean Gateway area that would generate employment-based travel using existing public transport modes. It does not take into account improvements that would be implemented through Local Transport Plans, Regional Funding Allocation commitments, Community Infrastructure Funds and developer contributions.

The hourly catchment of major Ocean Gateway sites across the whole area is almost 1.2 million economically active residents. The composite accessibility map and population catchment is provided on the opposite page.

The mapping verifies the assertion that Ocean Gateway, and the major projects within it, are accessible by existing public transport, and within reasonable travel times of the surrounding urban areas. The hourly catchment covers the whole of the city of Liverpool, South Sefton and the majority of Wirral; much of the central belt around Warrington; and the west of the Manchester conurbation including Salford, Trafford and Wigan.

Outside of the three urban areas associated with Liverpool, Manchester and Warrington, a number of major towns are accessible to these major Ocean Gateway projects using the major road and rail public transport corridors. Examples of such areas include Northwich, Winsford and Chester.

The catchment includes a large cluster of deprived Lower Super Output Areas [LSOA's] as defined by the Indices of Multiple Deprivation (IMD) as being within the 20% most deprived nationally. (An LSOA is an aggregation of multiple census output areas, with a population typically of around 1,500, whilst the IMD measure deprivation based on an index of seven criteria, including access to essential services.)

The LSOA areas within the 20% most deprived include the majority of those in inner Liverpool, Birkenhead, south Liverpool, Knowsley, St. Helens, Ellesmere Port, Halton, Skelmersdale, Salford and Manchester. A strong relationship therefore exists between areas of existing deprivation and accessibility to major Ocean Gateway projects. The relationship between deprived areas and accessibility to major Ocean Gateway projects is summarised in the subsequent plan on page 65.

### Freight

Peel is to invest in a range of new port facilities to achieve low carbon freight transport in the Ocean Gateway, the most significant of which is the rail-linked Port Salford, which will provide a strategic tri-modal hub for Greater Manchester

and beyond. Port Salford will handle 300,000 containers per year of which 50,000 will arrive by ship.

Port Salford would have a significant additional advantage over existing rail and road served freight terminals in the Ocean Gateway, through its ability to handle water-borne freight via the Manchester Ship Canal, as part of a wider strategy to increase the handling capacity of Seaforth docks to accommodate larger (Post-Panamax) traffic, and the trans-shipment of goods onto smaller vessels. As set out above, at national level, this measure would allow a significant proportion of freight bound for the North West to be shipped into Liverpool, thus removing HGV's from the M6, and would enable onward passage via barge into the Manchester conurbation, reducing HGV movements via the M62.

The Port Salford scheme would accrue benefits to the regional rail network, through the release of train paths within the central Manchester hub. At present, all rail freight arriving in Manchester from the south is handled at Trafford Park; this requires access via Platforms 13 & 14 of Piccadilly station, and onward progress through the congested double-track section through Oxford Road and Castlefield junction. Port Salford would enable direct access from the West Coast Mainline via Chat Moss, thus potentially removing the need to traverse central Manchester.

In addition to Port Salford, a number of intermediate port facilities on the Manchester Ship Canal are intended to be reinstated, which will also reduce vehicle freight miles on the strategic highway network. Ports at Wirral, Ince and Warrington and would also offer onward trans-shipment by rail, with access to the WCML.

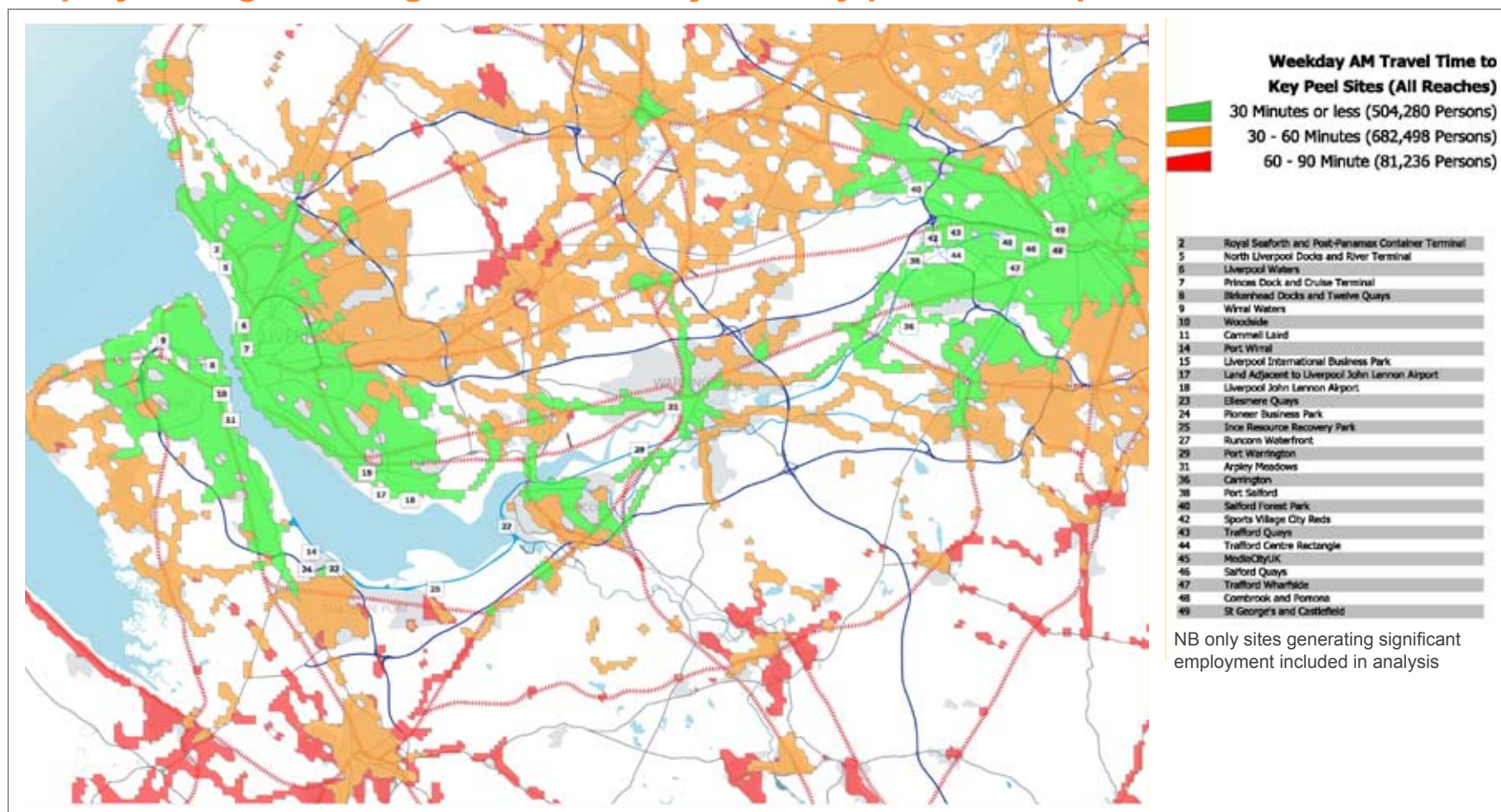
### Carbon reduction

Aspirations for freight movement within the Ocean Gateway will have carbon-reducing impacts upon the major highway corridors at a national level. The ability to bring a significantly increased volume of goods into the North West directly from global markets would serve to reduce the need for trans-shipment by road from southern ports, and would enable transfer to water for onward movement to sub-regional markets.

At the national level, the sustainable transfer of freight will make a contribution to reducing congestion and improving journey reliability on the trunk road network, in addition to providing environmental benefits such as reduced carbon output and improved air quality. To put this in context, if just 50% of existing HGV movements between southern England and the North West were shipped directly into Liverpool, it could result in a reduction of 160m tonnes of CO2 road based emissions per annum. There will be a 21m HGV km reduction with Port Salford in place which will result in about 20m tonnes less of road based CO2 emissions annually.

In order to offset some of the negative environmental impacts of aviation, an Airport Master Plan has been prepared for Liverpool John Lennon Airport, alongside an integrated Environmental Management Strategy. The Airport is committed to the UK Sustainable Aviation Strategy and is a leader on environmental sustainability, having developed a 'sequestration scheme' with Mersey Forest and other initiatives to offset emissions, such as being one of the first UK Airport's to generate renewable power generation from on-site wind turbines.

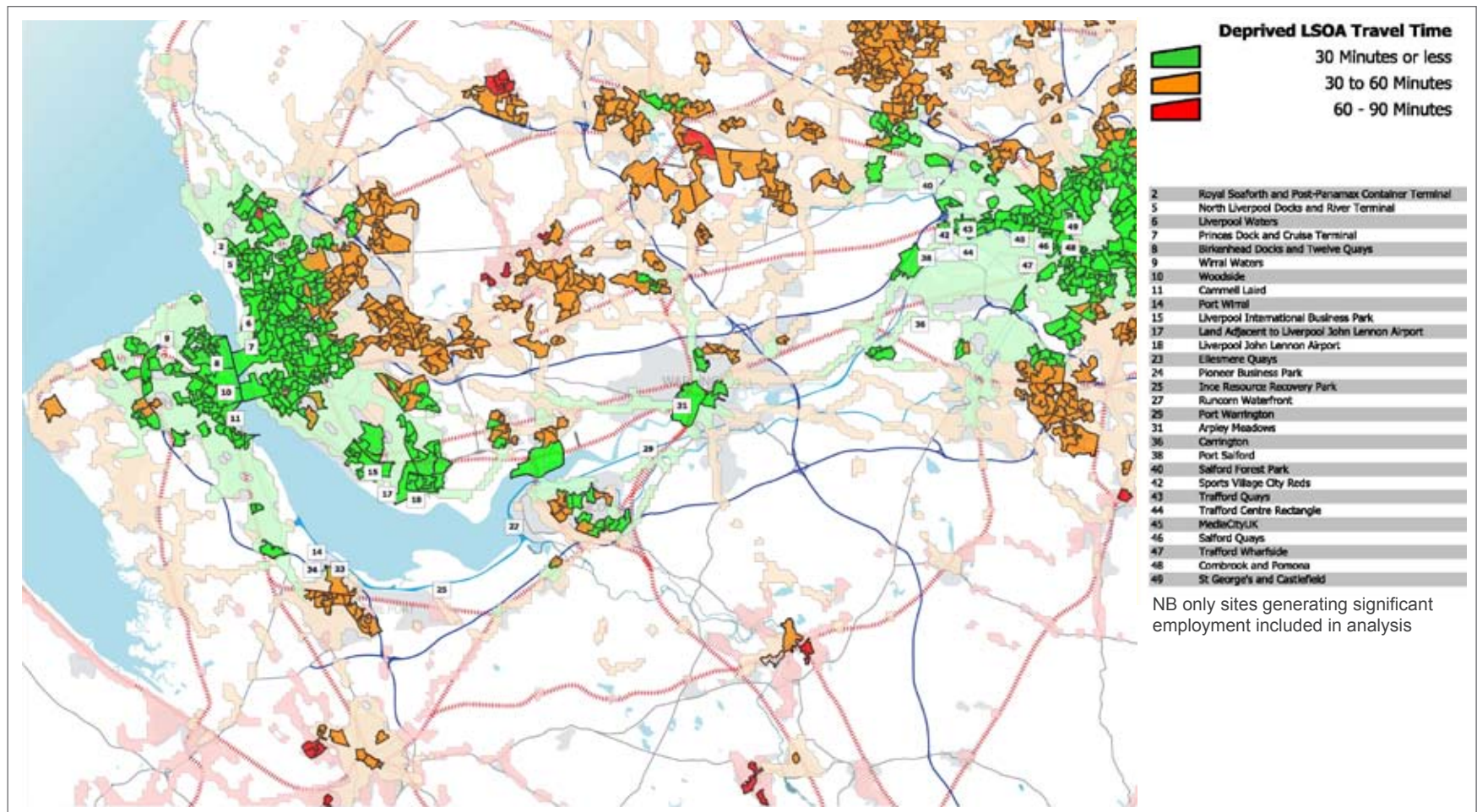
## Accessibility of economically active population to significant employment-generating Ocean Gateway sites by public transport



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## Weekday AM public transport access to significant employment-generating Ocean Gateway sites from the North West's most deprived LSOAs (based on IMD)



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## The 3 Reaches

Investment within Ocean Gateway will play a significant role in maximising the use of sustainable forms of transport thereby make best use of infrastructure assets. At the highest level, this concentration of transport infrastructure means that the Ocean Gateway can be seen as a location for much of the required housing and economic growth, whilst also regenerating some of the most deprived areas in the region.

Within the Ocean Gateway reaches, it is the intention of major Ocean Gateway schemes to deliver a mix of complementary uses, both within projects and linking into surrounding areas, which will minimise the need to travel. This will in turn enable people to live, work, shop and enjoy themselves without the need to travel long distances, making sustainable modes not just an option, but the obvious choice for movement. The biggest schemes can be planned so the movement becomes part of an active life style.

The benefits of residential led travel planning to work alongside destination based travel plans are recognised, and indeed, many of Ocean Gateway's existing employment based operations are already supported by functioning travel plans. The close proximity of residential and employment generating activity will serve to minimise travel, and strengthen existing communities.

It is anticipated that the Ocean Gateway projects offer the potential to directly support up to 100,000 gross new jobs within the corridor, across a range of sectors, many of which will be located in close proximity to areas with high concentrations of worklessness and suffering from multiple deprivation. Local accessibility mapping has been produced for each Reach area; it identifies travel times up to an hour, and clearly identifies the link between proposed employment opportunities and dense urban areas that are served by frequent and direct public transport. It also identifies areas where future investment could be identified to improve access from areas at relatively close proximity, where accessibility is currently poor.

### Liverpool City Region

Within the Liverpool City Region, the accessibility of 15 employment-generating Ocean Gateway projects have been considered. They are focussed around the Port of Liverpool (including Birkenhead) and the Manchester Ship Canal.

The clustering of sites within the existing urban area allows them to be highly accessible to the local workforce.

The 30 minute catchment of sites within Merseyside accounts for the majority of Liverpool, South Sefton and the east of the Wirral Peninsula; it extends further from the sites along radial public transport corridors. In total, this encompasses 286,000 economically active residents and also includes large areas of over-deprivation.

A travel time of under one hour is possible from the whole of Wirral, Chester and Halton via the rail network. It is also possible to obtain access from central Warrington and Manchester within one hour. The one hour catchment to a site within Merseyside therefore extends significantly beyond the Liverpool City Region `reach` and cumulatively accounts for almost 550,000 economically active residents.

The 60-90 minute catchment adds a further 412,000 which includes much of the Manchester conurbation and Wigan. The cumulative figure within 90 minutes is almost 950,000.

Liverpool John Lennon Airport is highly accessible by public transport from the surrounding South Liverpool area, which suffers from multiple deprivation and high levels of unemployment. It currently employs around 2,350 people directly, on and off site. As the airport operator, Peel employs staff directly at the Airport, whilst businesses who rent space at the airport are also important employers. Approximately half of Peel's operational airport staff, and people working in tenant businesses, are residents within South Liverpool, including the regeneration area of Speke. By 2030, the Airport aims to employ nearly 10,000 people directly and through indirect supply chains, and will perform a vital role in attracting business and tourism to the region.

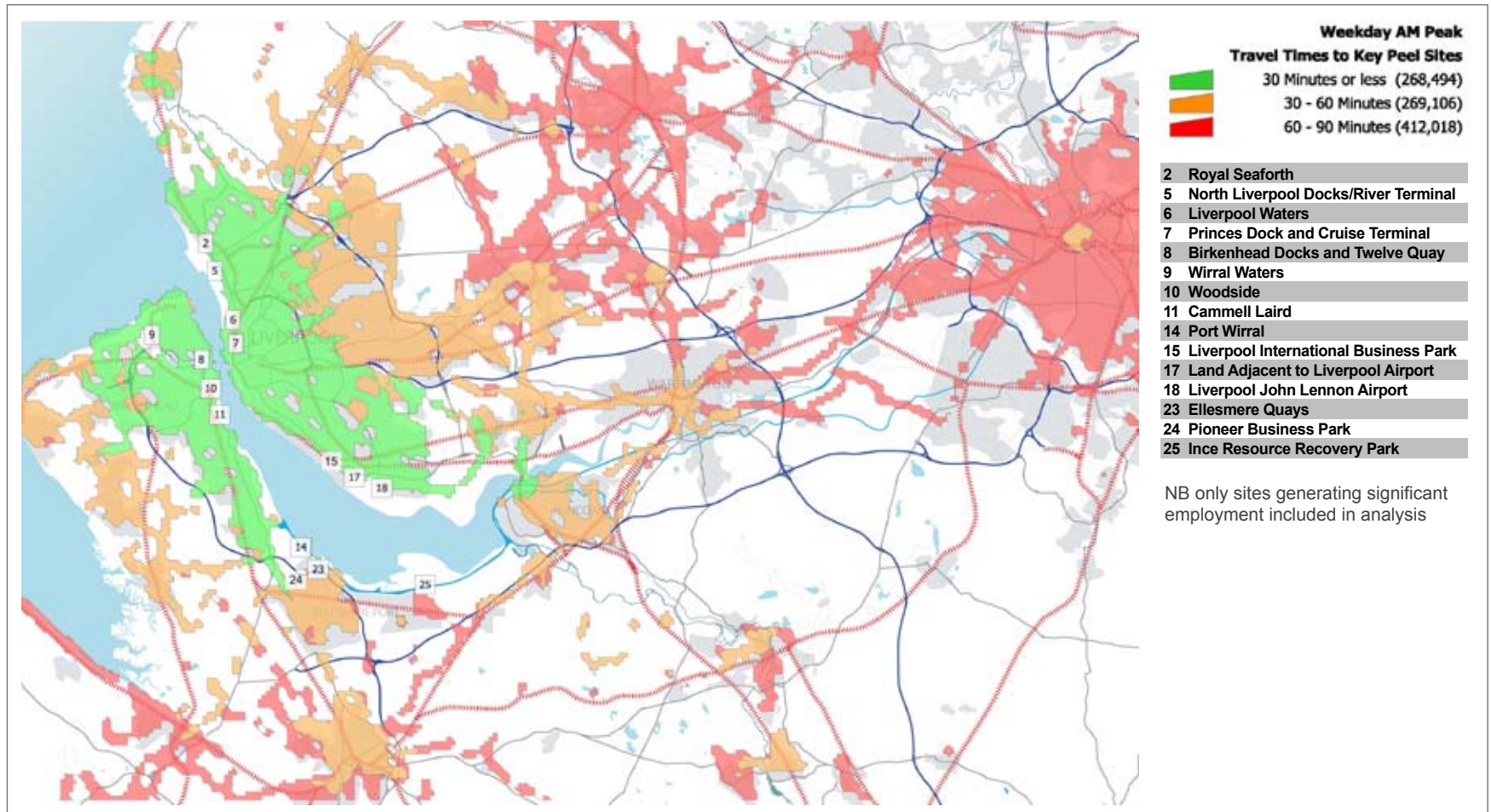
The Liverpool and Wirral Waters schemes are major mixed use regeneration schemes that are adjoined to the existing urban area; they are therefore well placed to utilise transport networks within the City Region, and contribute to the strengthening of existing linkages between residential areas and major service providers.

The nature and scale of the Liverpool and Wirral Waters proposals will mean that existing sustainable transport networks will be utilised, strengthened and improved. Liverpool Waters will link into the wider proposals for an improved mass-transit network in Liverpool. Wirral Waters will provide a multi-modal transport corridor along the southern edge of the dock estate, linking into numerous nearby train stations. Cross-river trips and the wider accessibility of the urban core are being considered in partnership between the local authorities, Merseytravel, the Highways Agency, the private sector and other partners.

The weekday AM peak catchment of the major Ocean Gateway projects analysed within the Liverpool City Region `reach` to the whole of the Ocean Gateway, is shown on the plan opposite.



## Weekday AM accessibility of economically active population to significant employment-generating Ocean Gateway sites by public transport (Liverpool City Region)



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## Ship Canal Corridor

The Ship Canal Corridor area is defined by the Mersey Estuary and the Manchester Ship Canal running east to west, and the M6 and WCML running north to south. As would be expected, the three major projects at Port Warrington, Arpley Meadows and Runcorn Waterfront have a more limited catchment in relation to the wider Ocean Gateway area; however, they are well placed to meet local employment needs and deliver housing growth, within areas of relative deprivation such as St. Helens, Runcorn and Warrington.

Within a 30 minute travel time by public transport, there are nearly 40,000 people within parts of Runcorn, Warrington and St Helens, all of which are growth locations, hence this figure is likely to increase.

The strategic accessibility of the area is excellent on account of the direct inter-regional rail services that are available from Warrington and Runcorn. Within an hour, the accessibility catchment is nearly 550,000, encompassing central and south Liverpool, Central Manchester, and stops along major passenger rail routes including Northwich, Winsford and Wigan.

The accessibility within an hour of the Ship Canal Corridor sites actually slightly exceeds the one hour accessibility of the Liverpool City Region sites. The 90 minute cumulative accessibility is almost 1.2 million.

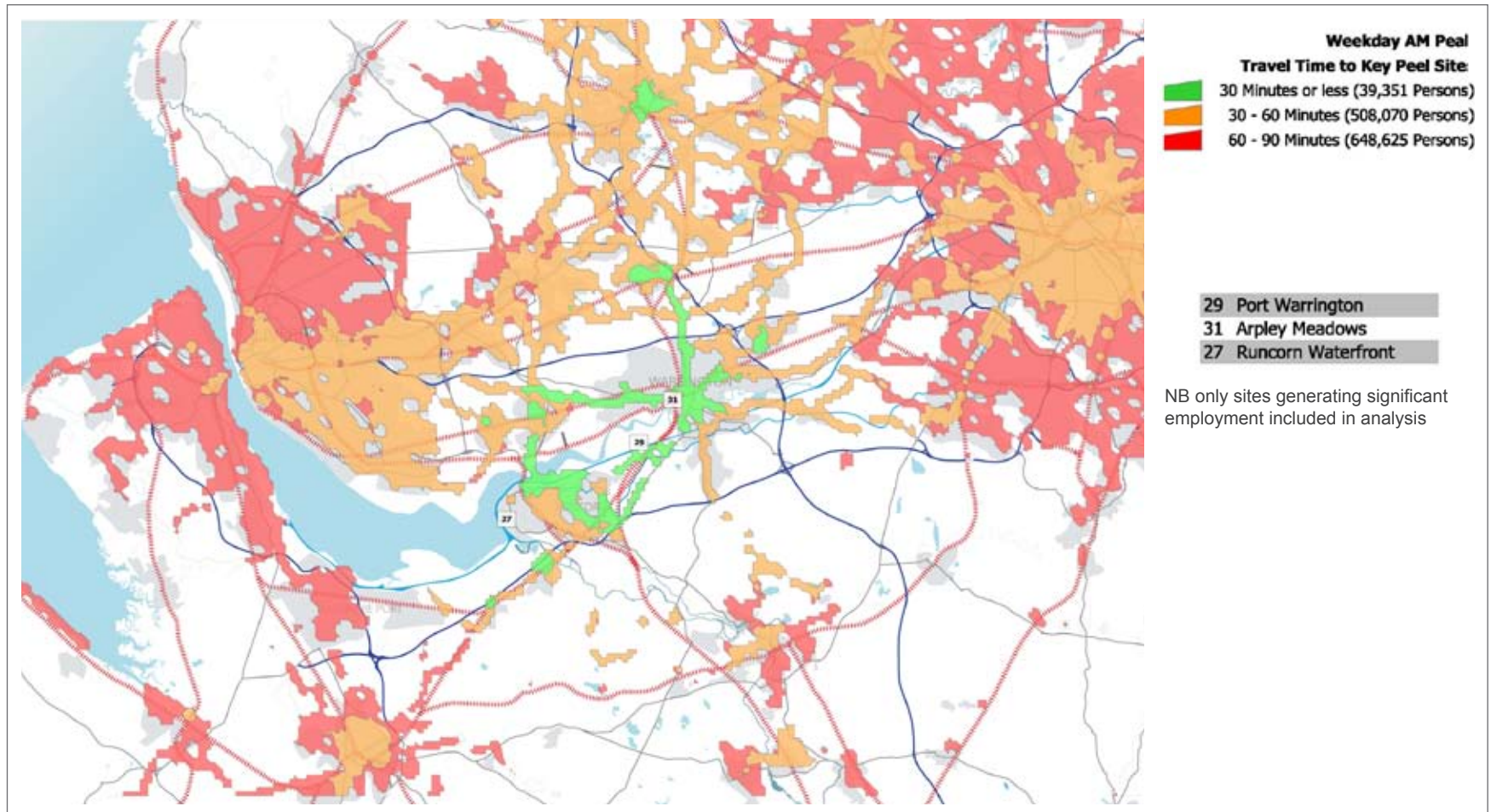
Within the Ocean Gateway there are a number of aspirations to provide significant new areas of residential development in sustainable locations that are fully integrated within the urban areas of Warrington, Halton and Ellesmere Port, as well as the commercial and industrial elements of Ocean Gateway.

As a major housing-led project on the edge of Ellesmere Port, the Ellesmere Quays development would provide approximately 7,500 new homes and supporting community facilities to meet local needs. The additional population would assist in strengthening the commercial viability of existing bus services and provide opportunities for improved connections with the town centre. With regard to this site, a particular emphasis is given the proximity of open space and routes and linkages for pedestrians and cyclists.

The development of the Arpley Meadows site in Warrington would create an urban village of 42 has, incorporating significant new residential and employment resources, as well as providing supporting community facilities. It would also be closely associated with the Warrington Quays and Port Warrington proposals. The scale of development within this area would sustain significant new public transport provision. In addition, the proximity of sites such as Arpley Meadows and Warrington Quays to the town centre would allow cycle and pedestrian links to be integral components of the movement strategy.

The weekday AM peak catchment of these major Ocean Gateway projects within the Ship Canal Corridor 'Reach' to the whole of the area, is shown on the plan opposite.

## Weekday AM accessibility of economically active population to significant employment-generating Ocean Gateway sites by public transport (Ship Canal Corridor)



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## Manchester City Region

The eleven employment-generating Ocean Gateway projects within the Manchester City Region reach are mainly clustered alongside the Manchester Ship Canal, radiating westward from Manchester city centre and including sites within the adjoining boroughs of Trafford and Salford.

The projects encompass a number of uses, including growth in the creative and digital sectors in association with the MediaCityUK development; but also port-based activity at the Port Salford site; and new opportunities to enhance the leisure and tourism sectors through development of Salford Forest Park, the Red City Stadium and the ongoing success of The Trafford Centre Rectangle.

The MediaCityUK development at Salford Quays would create as many as 15,500 jobs, many of which would be accessible to local people via the Metrolink system enable direct access from the existing Eccles – Manchester line. A significant growth in residential accommodation within the Salford and Trafford Quays areas would serve to accommodate employees at the site from outside the area, and serve to promote sustainable live / work environments.

The Port Salford scheme would seek to deliver sustainable freight transport benefits and stimulate economic growth. The proposals would benefit the competitiveness of local businesses by significantly reducing the costs of transporting containers to the Manchester City Region. Additionally, the site would employ 2,100 directly, which could be drawn from the locally available workforce within Manchester, Salford and Trafford.

The majority of Salford and north Trafford, plus a significant part of north and east Manchester are accessible to a Peel site within 30 minutes, accounting for nearly 208,000 economically active residents.

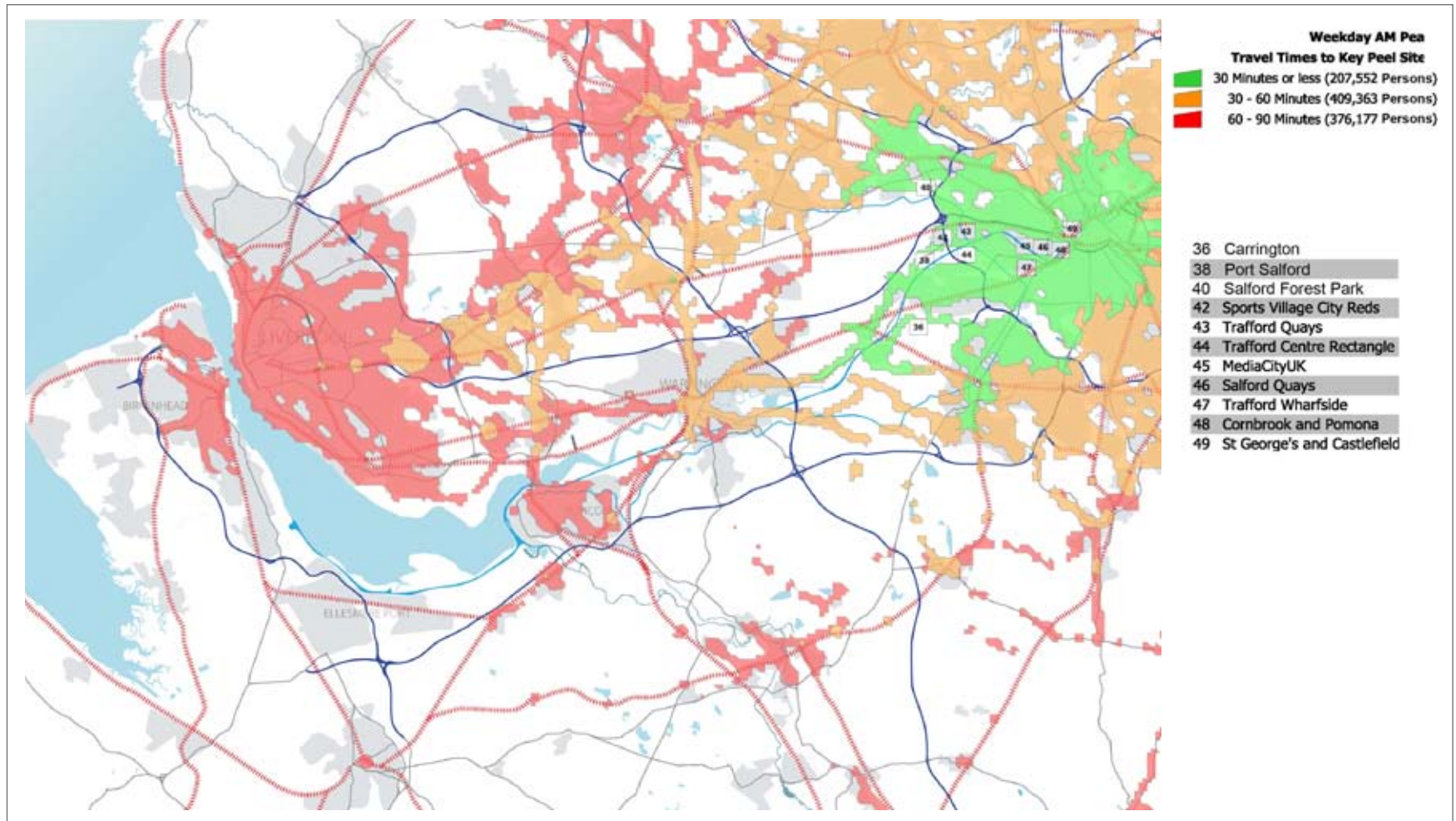
Within one hour, access is possible to nearly 617,000 workers in South Manchester and Wythenshawe, Warrington, St. Helens and Central Liverpool. This incorporates a significant proportion of areas within the Ocean Gateway that are defined as being within the 20% most deprived at a national level. The 90 minute catchment is 993,092.

There are a number of significant residential proposals within the Manchester City Region reach that would integrate with the existing urban areas of Salford, Trafford and Manchester, and complement the knowledge-based industries that will bring benefits to the local and regional economies. The Ocean Gateway's major housing and economic growth proposals will contribute significantly to the re-invigoration of existing communities that have suffered from long term decline, and parts of inner Salford, Trafford and Manchester. In Partington, Trafford, a proposal for 550 new homes would assist in the funding of a new shopping centre and public realm improvements.

The weekday AM peak catchment of major Ocean Gateway projects within the Manchester City Region `reach` to the whole of the area, is shown in the plan opposite.



## Weekday AM accessibility of economically active population to significant employment-generating Ocean Gateway sites by public transport (Manchester City Region)



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## Summary analysis of transport and accessibility

### Sustainable Transport

The Ocean Gateway area benefits from strategic accessibility and offers sustainable solution for freight via local ports. It also offers a low carbon location for freight infrastructure and housing/economic growth.

### Accessibility

Accessibility Mapping has been undertaken using Accession to assess the accessibility of the main employment sites within the 50 Ocean Gateway projects in the weekday morning peak period using public transport. Population census data has been used with the mapping outputs to determine population catchments of 29 of the employment-generating Ocean Gateway projects. It is apparent that well over 1 million economically active persons are within an hour of those employment sites assessed.

The mapping exercise outlined above has also considered employment-generating projects on a reach by reach basis, i.e. considering accessibility to Ocean Gateway employment sites in Liverpool City Region, Ship Canal Corridor and Manchester City Region.

Ocean Gateway employment sites in the Liverpool City Region reach have good accessibility given the high number of sites within this reach and the close proximity of these sites to Merseyside's comprehensive public transport network. There are 537,600 economically active persons within an hour of an Ocean Gateway employment sites, and a total of 949,618 within 90 minutes.

Accessibility to sites located in the Manchester City Region reach is on a par with public transport accessibility to Liverpool City Region sites, with 616,915 persons within an hour, and 993,092 persons within 90 minutes. Again, similar to the Liverpool City Region reach, this can be attributed to the Manchester City Region's wide ranging public transport network and the clustering of Ocean Gateway employment sites in densely populated areas.

Given the central location of the Ship Canal Corridor reach and the strategic location of Ocean Gateway employment sites, the sites situated within this reach enjoy good accessibility across the area, with a population catchment of 547,421 economically active persons within an hour, and 1,196,046 persons within 90 minutes. This is significant given that the Ship Canal Corridor reach contains fewer Ocean Gateway employment sites and they are not as densely clustered as employment sites in the other reaches.

Given the existence of a comprehensive transport network, it can therefore be concluded that Ocean Gateway is already a highly accessible area to a large population, which provides clear opportunities for locating housing and economic growth in sustainable places.

It is important to note that in order to assess the critical mass of Ocean Gateway, the numbers of economically active people accessible from projects relates only to those residing within the Ocean Gateway area. The total catchment for projects will be higher given that many sites are accessible to, and will draw their workforce from, a wider area. This is likely to include parts of Lancashire, North Staffordshire, West Yorkshire and South Yorkshire.

#### Economically active population within Travel Time Bands of significant employment-generating Ocean Gateway Sites

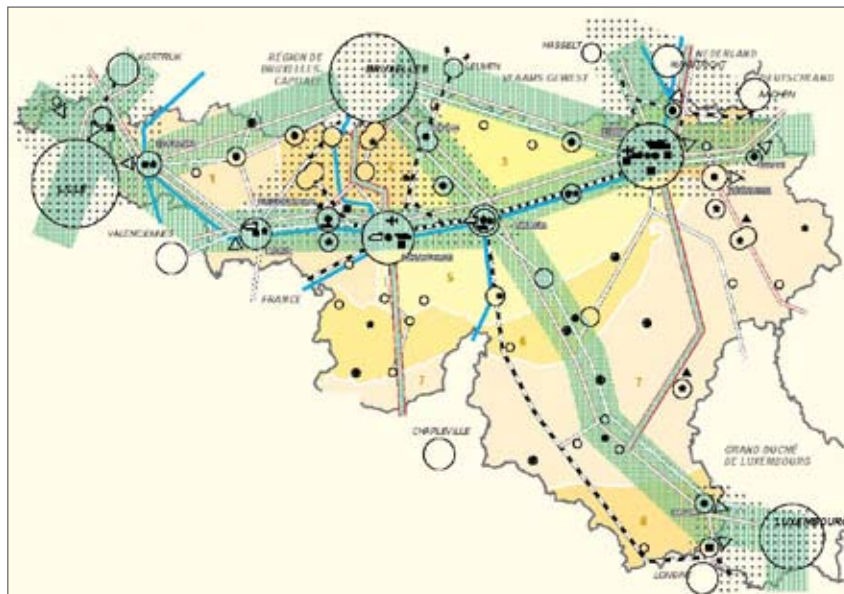
Travel Time	Liverpool City Region		Ship Canal Corridor		Manchester City Region		Composite	
	Pop	Cumulative	Pop	Cumulative	Pop	Cumulative	Pop	Cumulative
0 - 30 Mins	268,494	268,494	39,351	39,351	207,552	207,552	504,280	504,280
30 - 60 Mins	269,106	537,600	508,070	547,421	409,363	616,915	682,498	1,186,778
60 - 90 Mins	412,018	949,618	648,625	1,196,046	376,177	993,092	81,236	1,268,014

# Precedents



## Metropole Ruhr

- The Ruhr metropolis is Europe's third largest metropolitan area
- Population of 5.3m
- It is Europe's best connected region in terms of transport, with a dense road network, strong rail infrastructure, an international and national airport, and a dense system of canals and ports
- Includes Europe's largest inland port and biggest canal port
- Further information: [http://www.metropoleruhr.de/index\\_en.php](http://www.metropoleruhr.de/index_en.php)



## Wallonia, Belgium

- The Wallonia area of Belgium includes the cities of Liege and Charleroi, which are secondary economic centres in Belgium to Brussels
- Wallonia is linked to the capital and internally via road, rail and water corridors
- Brings together inter-urban areas of Wallonia which have a history of competing for trade, but are now co-operating at a larger spatial scale in order to compete with larger urban centres.
- Further information: <http://developpement-territorial.wallonie.be/>



## SuperPorts

- Liverpool SuperPort is building on the concept established by New York, Dubai and Singapore, to maximise the economic and transport benefits of synergies between city and regional infrastructure for freight and people
- Ocean Gateway offers the opportunity to expand and broaden the SuperPort across the wider urban region
- The concept has already been embedded in regional policy in Yorkshire and Humber via the 'Global Gateway' (Hull and Humber Ports)



seven

Environment and natural economy:



## Energy, waste and water

A number of Ocean Gateway projects include sustainable forms of energy production. These are set out in the table below.

Project	Power Output (Megawatts)
Mersey Wind Farms	13.6MW
Eastham (Biossence)	20MW
Mersey Tidal Power	TBC – potentially 700MW
Merseyside Biomass Power Stations	100MW
Ince RRP	95MW
Carrington Wharfside (SAICA)	30MW
Arpley Landfill	12MW
Scout Moor Wind Farm	65MW
<b>Total</b>	<b>1,035.6 MW</b>

Renewable energy projects already contribute significantly to carbon reduction. The Scout Moor Wind Farm displaces 160,000 tonnes of CO<sub>2</sub> annually. The potential to develop a Tidal Power facility in the Mersey Estuary provides an opportunity for the North West to significantly reduce its carbon footprint by providing a renewable source of power equating to the power used by hundreds of thousands of homes.

The above calculations show that Ocean Gateway has the potential to create over 1 Gigawatt (GW) of energy from sustainable sources. There are numerous other projects with the potential to contribute through micro-generation and as yet unidentified opportunities and requirements.

Sustainable waste management is a key theme of Ocean Gateway. The Ince Resource Recovery Park will create a new concept of a regional waste processing complex, providing synergies and critical mass for the waste sector, served by water, rail and road. The 50 Ocean Gateway projects also including Spanish investor SAICA delivering a new £200m paper recycling plant in Carrington. Energy from waste features in some of the project in the above table, whilst the waste management aspects of a number of projects are key aspects of the sustainable waste management system and hierarchy.

Drainage represents a key function of the Manchester Ship Canal and a host of Ocean Gateway projects, which perform a role in providing surface water drainage for the Ocean Gateway and its wider water catchment area. The Environment Agency and United Utilities work in partnership with private and public partners to deliver drainage infrastructure solutions in the region. The use of Sustainable Urban Drainage Systems (SUDS) is a key feature on a number of Ocean Gateway developments.



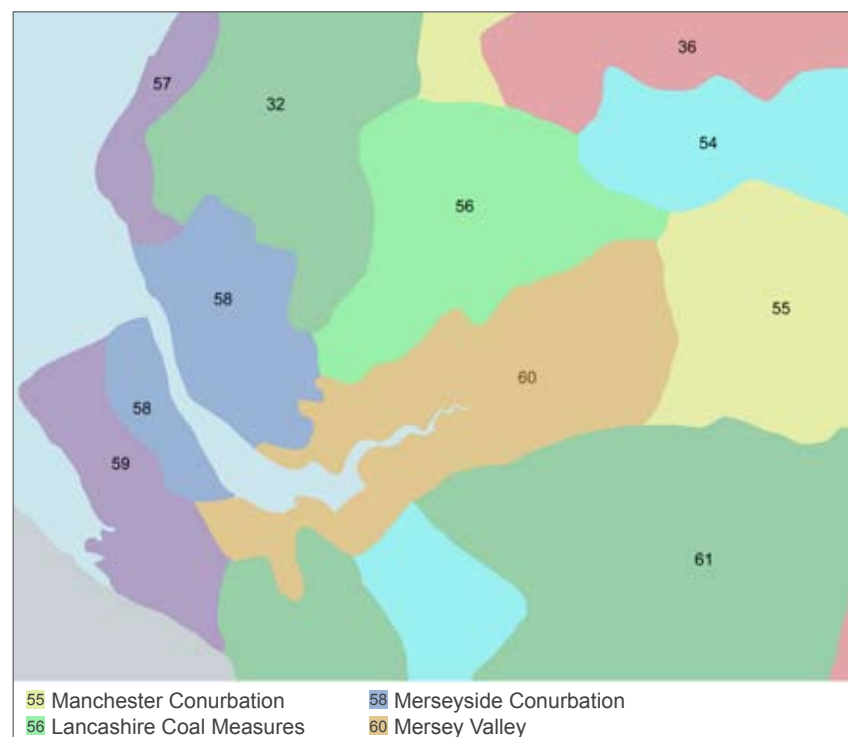
## Identity and sense of place

The character of the North West is rich and diverse, evident in the tapestry of Joint Character Areas (JCA's) defined across the Ocean Gateway by Natural England. In 1996 the former Countryside Commission and English Nature, with support from English Heritage, produced the 'Character of England Map'. This map combines English Nature's Natural Areas and the former Countryside Commission's Countryside Character Areas into a map of 159 JCA's for the whole of England. The JCAs are a widely recognised national spatial framework used to articulate the underlying physical characteristics within a region, and the key challenges and opportunities facing those involved in strengthening and revealing landscape identity and local distinctiveness.

There are three JCA's connected by the River Mersey and Manchester Ship Canal corridor. They are the Mersey Valley (JCA 60) which contains the central river reaches between the Liverpool Conurbation (JCA 58) to the west, and the Manchester Conurbation (JCA 55) to the east.

The River Mersey and Manchester Ship Canal form the 'spine' of the Mersey Valley, enclosed by the elevated ground of the Lancashire Coal Measures and Lancashire and Amounderness Plain to the north, and the Shropshire, Cheshire and Staffordshire Plain to the south. This clear and apparent physical geography defines an easily recognisable landscape corridor across the Ocean Gateway.

### Joint character areas



The physical structure of the River Mersey, its estuary and associated tributaries has shaped and dramatically influenced the location of the regions cities, towns and transport connections. The most significant contrast within the corridor is the transition from open estuary and intertidal mudflats in the east, to the extensive, flat farmlands and mosslands to the west.

This physical corridor forms a recognisable identity for the region that extends across local administrative boundaries. Beyond these impressive landscapes, the Liverpool and Manchester conurbations create city waterfronts and docklands. This diversity of assets is drawn together by the River Mersey. The Mersey Estuary, the River the Manchester Ship Canal, associated waterways and waterfronts, roads and railways, structures and locks, and notable bridge crossings, are all defining elements of the Ocean Gateway's culture, identity and sense of place. They provide many of the area's most recognisable and celebrated features.

The isolation of the River Mersey from the wider setting is identified as a key issue for the central Mersey Valley character area. The approach of designating the Liverpool and Manchester urban areas as 'conurbations' masks their contrasting identities and the individual diversity of their own cityscapes, neighbourhoods and waterfront activities. It also limits the ability to consider opportunities to connect the city edges into the wider landscape settings.

The condition and role of the landscape forming the 'urban edge' is also identified as a key challenge, together with the wider, residual impact of historic industrial development across the region. It is these landscapes around the region's cities and towns, including industrial brownfield land, that are recognised as being most under pressure and often in the poorest condition. Widespread Green Belt designations, whilst serving a valid function in protecting open land, also have a potentially negative effect in prohibiting investment which may enable imaginative economic solutions to deliver landscape regeneration, improved visual quality, recreation opportunities and improved access for local communities.

The landscape character based approach offers a useful tool in considering future strategies for landscape management, renewal and creation. This approach, based on condition, value and the need to identify clear roles and functions for underused landscapes provides the opportunity for more creative landscape strategies, responsive to the needs of the city regions.

Ocean Gateway has a clear and apparent relationship with the Mersey Valley JCA. By extending beyond the 'central reaches', a more inclusive, easily recognisable regional identity and sense of place, that reconnects the Liverpool and Manchester City Regions, may be revealed.

## Recreational destinations and corridors

### Regional Parks

The landscape setting of the North West supports a wide range of recreational assets. The most significant include city waterfronts, Regional Parks and historic parks, and the industrial heritage of the canal network.

The concept of Regional Parks in the North West emerged in the first Regional Economic Strategy published by the NWDA in 2000. It has now been formalised in both the latest version of the RES and the Regional Spatial Strategy. The Regional Parks are identified as drivers for the image and economic development of the City Regions - vital regeneration tools in the delivery of the RES. The NWDA and Mersey Basin Campaign are actively involved in progressing the concept through the Regional Park Xchange.

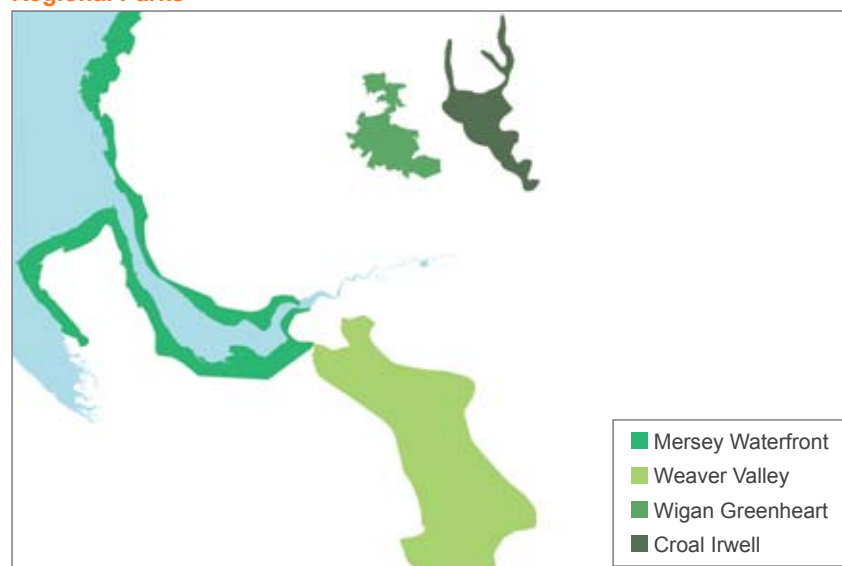
The Regional Park Xchange Baseline Report (2008) sets out progress to date. There is a distinct contrast in the scale of the Parks, their themes and projects, priorities and management, and resourcing. Four of the Parks are within, or are in close proximity to, the Ocean Gateway. The Mersey Waterfront Regional Park (MWRP) was one of the first Regional Parks to emerge and is the most advanced. In addition a further three Regional Parks are being progressed together with the North West Coastal Trail, the Wigan Greenheart, Croal Irwell and Weaver Valley Regional Parks. These Parks are in different stages of evolution, with funding the most common constraint on progress.

The MWRP links Southport to Warrington along the northern banks of the River Mersey and Estuary, and returns along the southern banks, around the Wirral Peninsula to Parkgate on the Dee Estuary. It is the most prominent to date, and has produced a Strategic Framework; this recognises that the River Mersey is a significant and unique selling point that unites the Liverpool City Region. Unlike many of the other Regional Parks currently in existence or being taken forward, the MWRP is unique as it distinctly linear, following the coastline and river banks, large stretches of which are significantly urban in their nature.

As such, it is well placed to deliver along the line of the more well known successful examples of European Regional Parks that have brought about structural environmental regeneration of urban and industrial areas. Such an approach is best founded upon leisure/recreational and environmental activities as part of a wider balanced approach including residential and employment functions.

The MWRP Strategic Framework identifies key leisure, environmental and regeneration destinations as 'Windows on the Waterfront' – many of which are in Peel ownership and part of the Ocean Gateway concept, such as 'Waterfront Window 5 – International Waterfront' focusing upon the Liverpool City and Birkenhead Waterfronts. To the north is 'Another Place' and the Gormley statues on the Crosby beach.

#### Regional Parks



### Waterways

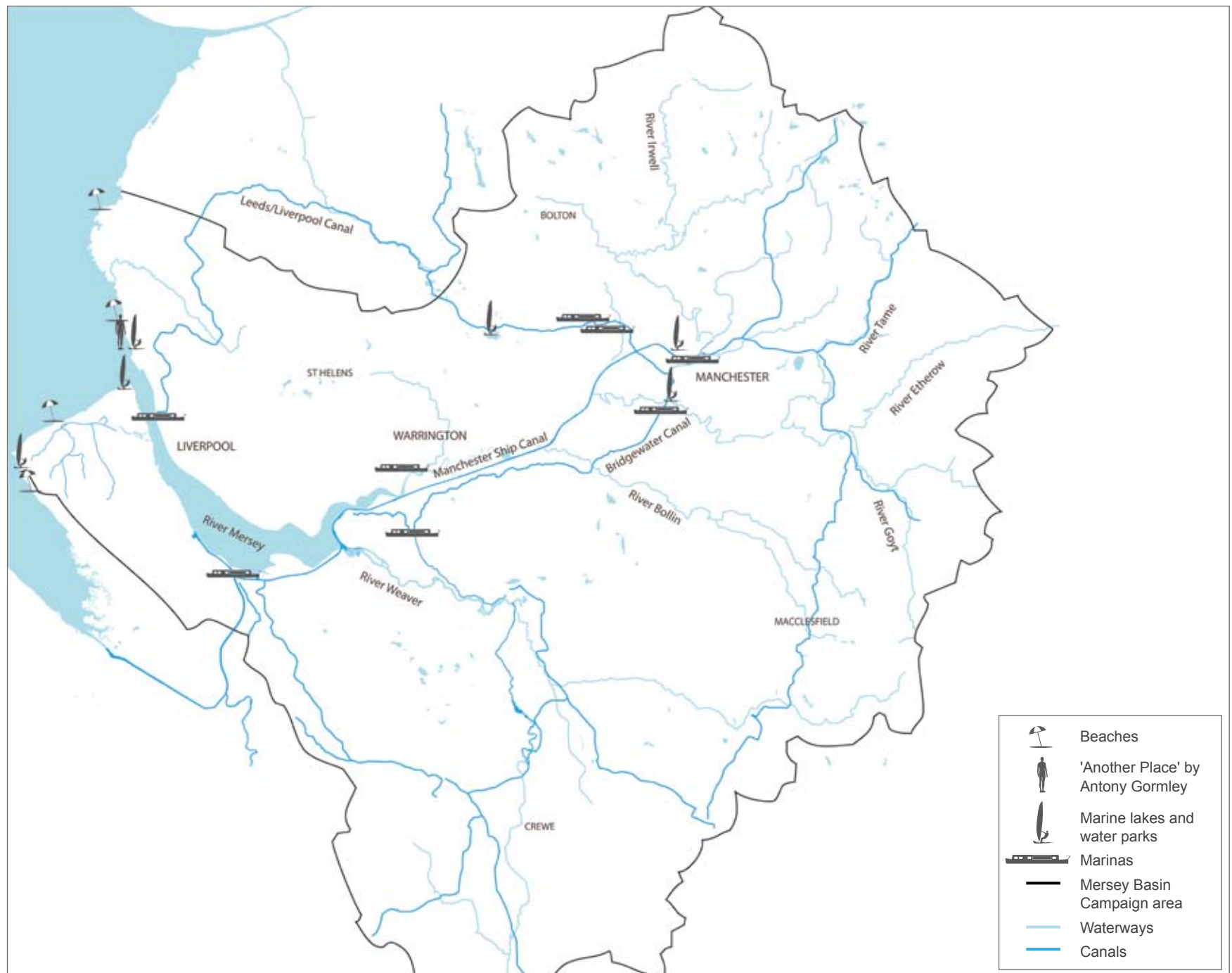
Beyond the Regional Parks, the canals and tributaries connecting into the River Mersey Valley are a focus for recreation. The Bridgewater Canal, owned by Peel, operates as an important link in the chain of canals which run through the North West. From Worsley it crosses the Manchester Ship Canal and passes south to connect to the Trent and Mersey Canal. To the north, the Leeds and Liverpool Canal passes through Liverpool North Docks, and through the 'International Waterfront' at Pier Head into the Albert Dock.

The natural waterways and low lying, flat topography have encouraged a network of pathways linking the wider towns and agricultural hinterlands to the River Mersey corridor. The Bridgewater Canal is the subject of its own linear trail project, the Bridgewater Way. The trail intersects with the extensive footpath networks of the Weaver, Bollin and Mersey Valleys. Glaze Brook is the focus of the Timberland Trail, a signed footpath network from Cadishead to Pennington Flash, and the Sankey Brook is the focus of the Sankey Valley Linear Park through Warrington.

Along the coast and canals, and within the water bodies of the Ocean Gateway, are a range of marinas, marine lakes and water parks. Major marinas exist at Liverpool, Preston Brook and a number of locations on the Bridgewater Canal. Marine lakes are located at Crosby, New Brighton and Kirby, whilst water parks and major waters port clubs exist at Pennington Flash, Salford Quays and Sale.

The Mersey Basin Campaign area covers Ocean Gateway and extends north and south reflecting the catchment of the Mersey tributaries, where the Campaign is active in promoting recreation, accessibility, biodiversity, water quality, social enterprise and other social, environmental and economic interests.

## Ocean Gateway water network

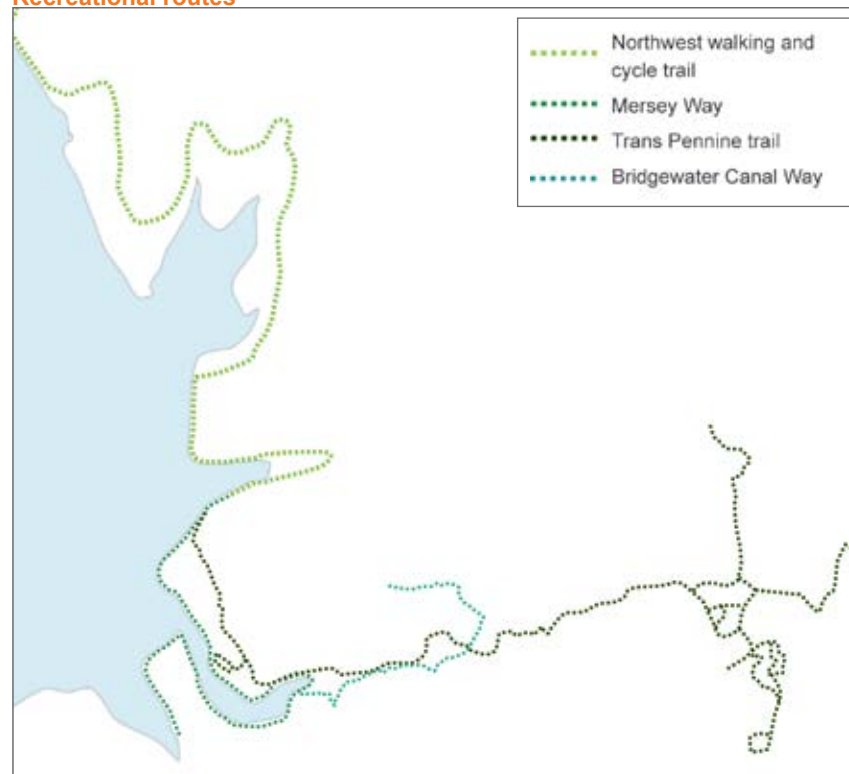


## Recreational Routes

The wider Ocean Gateway corridor is the focus for other long distance, strategic recreation corridors. The Mersey Way is proposed as a multi user trail along the Mersey coast and river edge connecting all of the 'Windows on the Waterfront' destinations. There are already many areas where public access exists and it is a long term ambition to connect existing paths to create a continuous pathway. The Trans Pennine Sustrans route links Liverpool to the Pennines and beyond. The NorthWest Coastal Trail proposes a continuous trail along the coast from Carlisle in the north to Chester in the south.

The Ocean Gateway is served by the National Cycle Network (NCN 62), which runs east to west through the corridor as part of the 96 mile Trans-Pennine Trail. It provides a predominantly off-road route that is directly accessible from areas within the corridor such as Aintree, Halewood, Warrington and Sale. The Trans-Pennine Trail also connects with National Route 56 that enables links into Liverpool city centre.

### Recreational routes



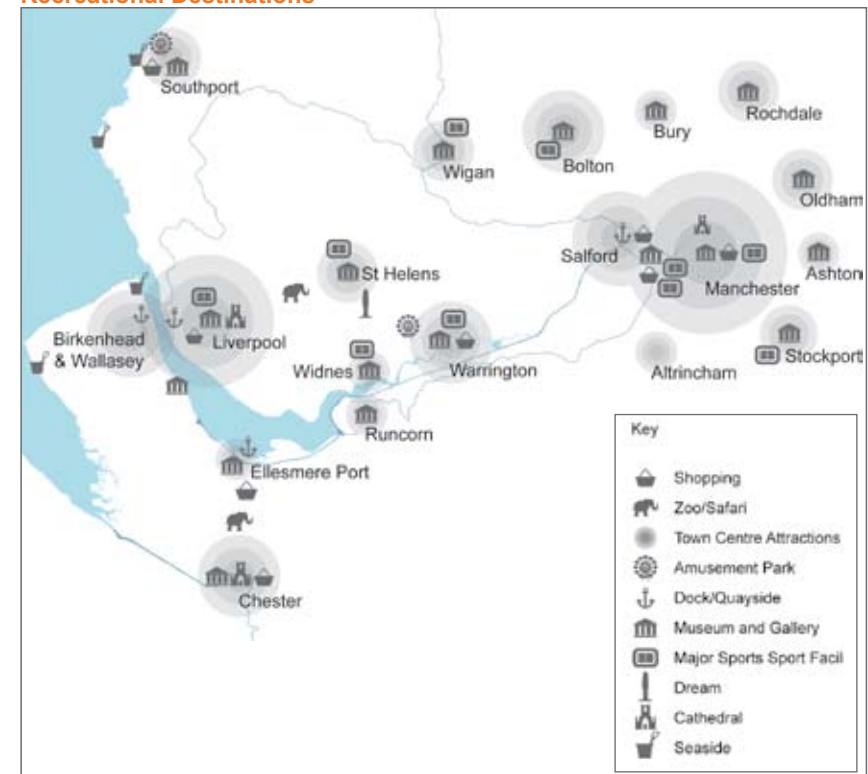
## Recreational Destinations

The Ocean Gateway area benefits from a wealth of recreational destinations. These include a broad range of visitor attractions and days out ranging from Chester Zoo, Knowsley Safari Park, and Gullivers World Theme Park to the newly completed 'Dream' sculpture at Sutton Manor, commissioned as part of 'The Big Art Project' organised by Channel 4.

Across the Ocean Gateway area, heritage and cultural destinations act as tourist and recreational attractions, enhancing the image and identity of the region. These include the famous historic centre of Chester, together with historic attractions to explore including Speke Hall Liverpool, Norton Priory Runcorn, Walton Hall Warrington and villages and landed estates such as Grappenhall, Lymm, and Dunham and Worsley Village in Salford. Industrial and cultural heritage assets such as Liverpool World Heritage Site, Castlefield and Astley Mining museum provide other windows on the area's history.

Both Manchester and Liverpool are vibrant, modern European cities with renewed energy from initiatives such as the Liverpool European Capital of Culture. Both cities feature a range of world-class museums, cathedrals, galleries, football stadia, theatres and concert halls, not to mention a wide selection of boutique hotels, night-life, restaurants and exceptional local and regional shopping facilities.

### Recreational Destinations





## Parks, Gardens, Forests and Nature Reserves

Complementing the Regional Parks and recreational corridors, there is a range of both small and larger Country Parks run by the Local Authorities. The standard of the offer varies from being a local park, through to more intensively promoted sites such as Pennington Flash which contains recreational facilities of wider appeal. The parks tend to be the result of land reclamation projects, developed on an opportunistic basis and randomly scattered throughout the Ocean Gateway area.

The Regional Parks, canals and river valleys, Country Parks and historic parks and gardens provide a valuable platform for future recreational destinations and strategic trail proposals. The provision of a wider choice of accessible high quality city waterfront and landscape parks providing more diverse recreational destinations, with a choice of connections to local communities, offers the potential to promote healthy living lifestyles, reduce car trips to ease demand on more pressured 'honey pots' and environmentally sensitive locations.

Two Ocean Gateway Projects demonstrate the benefits of new 'Windows on the Waterfront'. In addition to radial routes converging into the Ocean Gateway corridor, the Bridgewater Canal contours along the River Mersey corridor providing strategic links to other canals. This recreational link has the potential

to link urban developments to the surrounding countryside, and connect regional towns and villages to existing and new destinations within the Ocean Gateway.

Salford Forest Park offers the potential to create a regional recreational destination, connected to existing and proposed communities. It is a unique opportunity for the creation of new type of Country Park, which combines the restoration and interpretation of heritage, with active equestrian uses, high biodiversity and wildlife interest, and environmental education, on a site readily accessible. It presents a unique opportunity to provide a gateway for the wider offer of the Ocean Gateway area by providing a high profile green infrastructure information and education venue, to complement other initiatives in Ocean Gateway.

Ocean Gateway provides an unprecedented opportunity to connect the Mersey Waterfront, the Weaver Valley, the Wigan Greenheart and the Croal Irwell Regional Parks together. This central recreational destination and corridor is the natural focus for the region's network of trails, together with national connections beyond. One solution may be the creation of the Ocean Gateway Regional Park, to extend across the recognised physical entity of the River Mersey corridor.

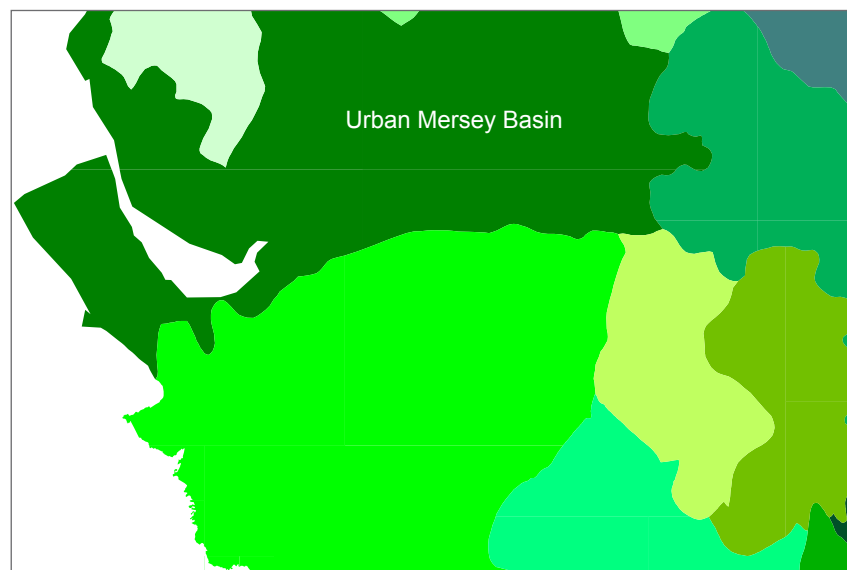
**Major parks, country parks, gardens and forests**



## Environmental capital

The diversity and richness of the landscapes of the North West has been explored above (Identity and Sense of Place). This diversity is also reflected in the range of Natural Areas defined by Natural England across the North West. Natural Areas have been formally defined as 'biogeographic zones which reflect the geological foundation, the natural systems and processes and the wildlife in different parts of England, and provide a framework for setting objectives for nature conservation', (Biodiversity: The UK Steering Group Report, HMSO, 1995). They provide a way of interpreting the ecological variations of the country in terms of natural features, illustrating the distinctions between one area and another. Each Natural Area has a unique identity resulting from the interaction of wildlife, landforms, geology, land use and human impact.

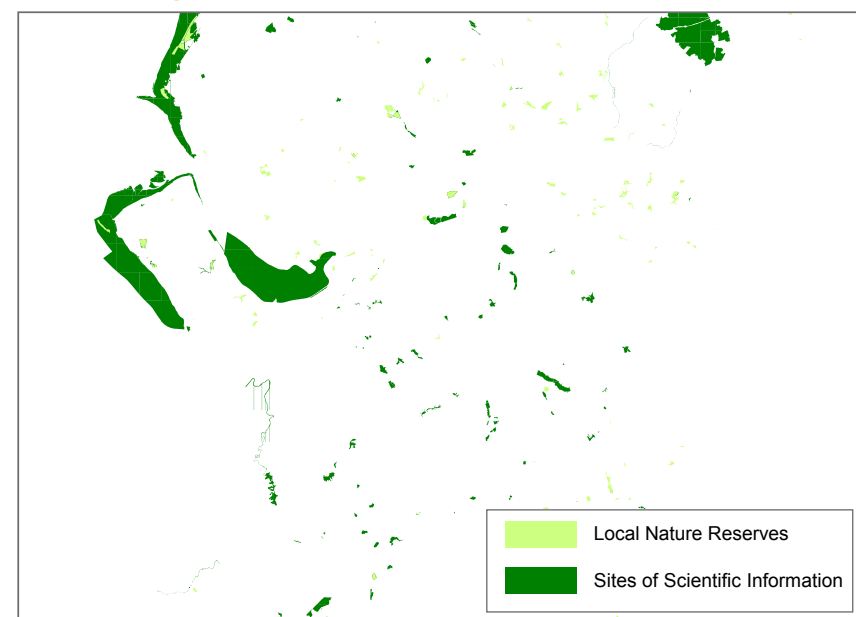
### Natural areas



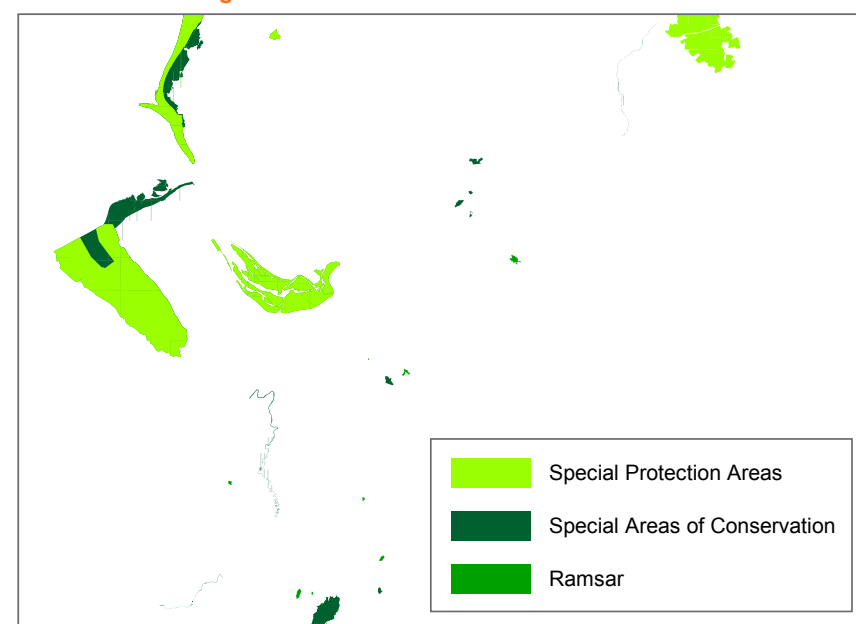
The Urban Mersey Basin is the most extensive Natural Area across the North West. Its location and boundaries are closely aligned with the Mersey Valley JCA and Ocean Gateway corridor. This is a further demonstration of the natural entity of the River Mersey corridor as a regional east west feature.

The value of the River Mersey and Manchester Ship Canal corridor is reflected in the range of nature conservation designations from the international to the local level. International designations include Special Areas of Conservation (SAC), Special Protection Areas (SPA) and Ramsar (wetlands).

### National Designations



### International Designations





The national and international designations are almost exclusively wetland and coastal designations, low lying wetlands, sand and mudflats focused to the west around the River Dee Estuary and Wirral peninsula, and inland along the River Mersey Estuary towards Runcorn. The Mersey Estuary is the focus of strong protection for its wildlife interest, particularly wading birds.

National and local designations include Sites of Special Scientific Interest (SSSI) and Local Nature Reserves (LNR's). The focus for SSSI's are the estuaries and coastlines of the River Dee and River Mersey Estuaries. Beyond this, SSSI's and LNR's are smaller scale sites scattered across the corridor, particularly across the mosslands and higher ground to the south east.

Alongside this interest, the Mersey Estuary provides the setting for the iconic waterfront of Liverpool, the Runcorn Bridge, the Stanlow petrochemicals complex, and the varied port related activities of the south bank. It is both a man-made working landscape, with potential for harnessing wind and tidal energy, and a natural haven for wildlife. These dualities provide constant challenges, but equally great potential to demonstrate that man and nature can co-exist in a sustainable modern world.

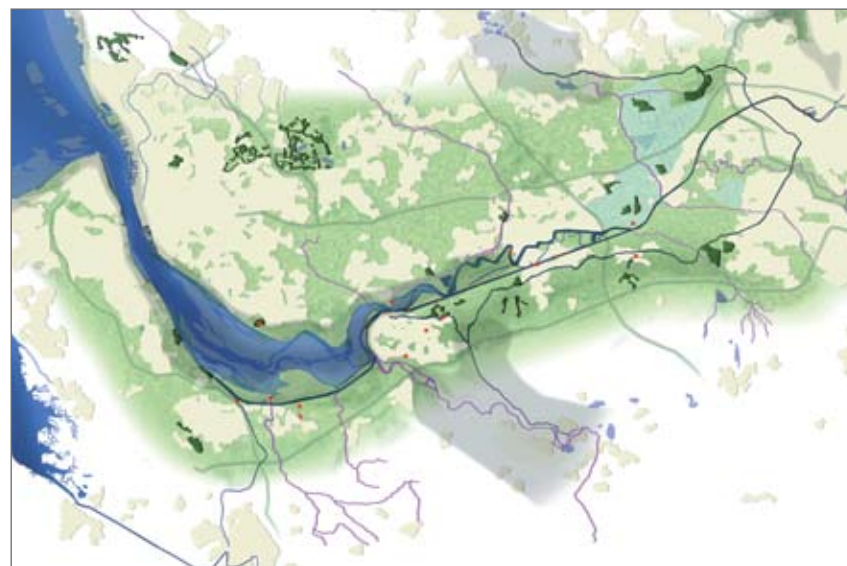
#### Local nature reserves



The Mersey Basin is the focus for a number of small sites of biological importance and local nature reserves, with varying standards of management, all competing for scarce resources. Much more could be done to develop reserves, increase visitor numbers and stimulate interest in the environment, particularly at the fringes of the urban areas, by creating new and properly managed nature parks, potentially in conjunction with new development, in the context of the wider Ocean Gateway strategy for increasing economic potential of the area.

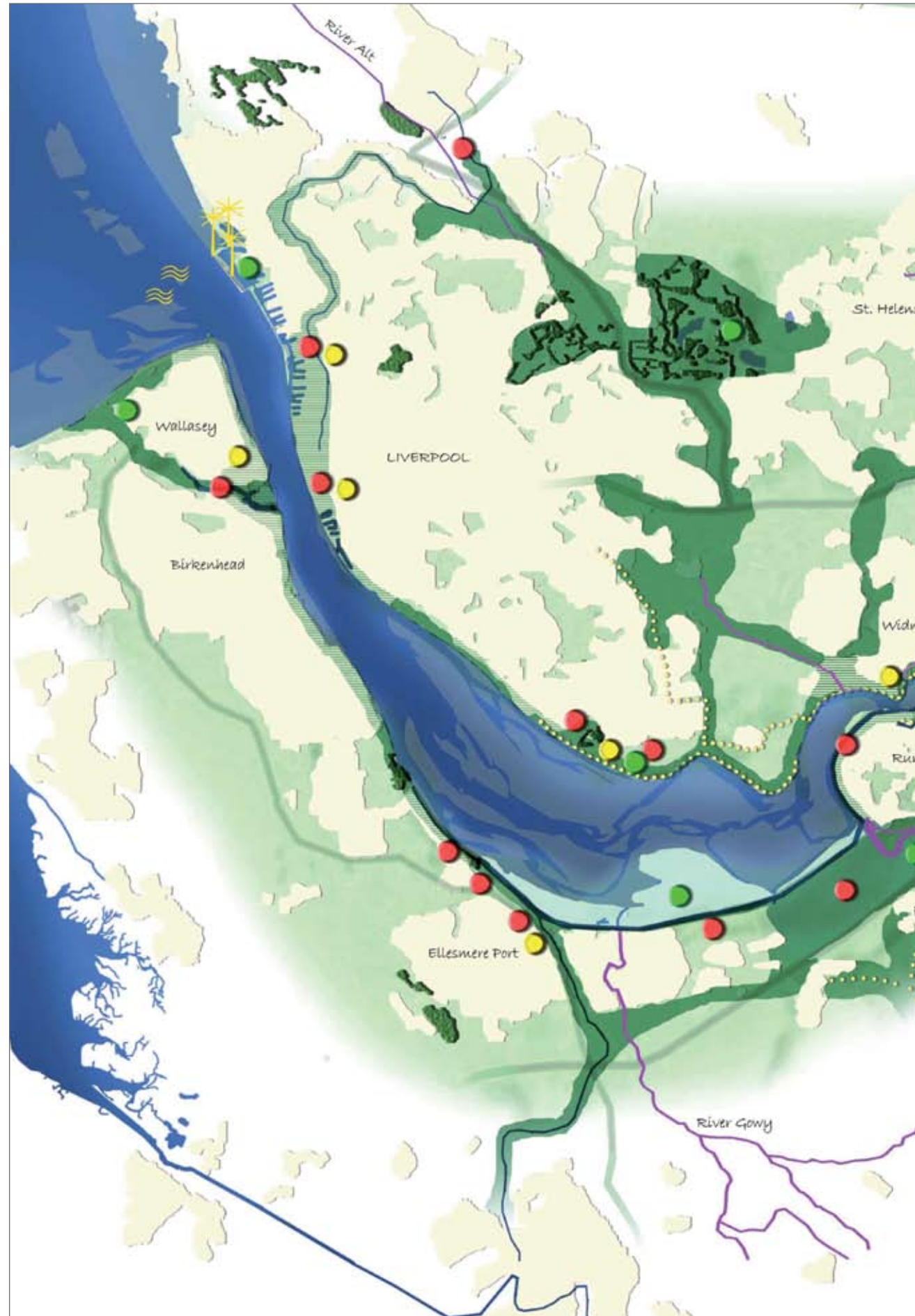
Ocean Gateway projects provide a wide ranging scale of environmental creation, long term management strategies and supporting maintenance resources. Many of the Projects, particularly those infrastructure projects with extensive land holdings, provide the opportunity for habitat creation connected to the River Mersey and Manchester Ship Canal corridor. This realises the opportunity to provide a regional east-west spine for a wider network of ecological corridors, most notably the connecting tributary rivers and canals upon which Regional Parks are focused.

#### Composite interpretation

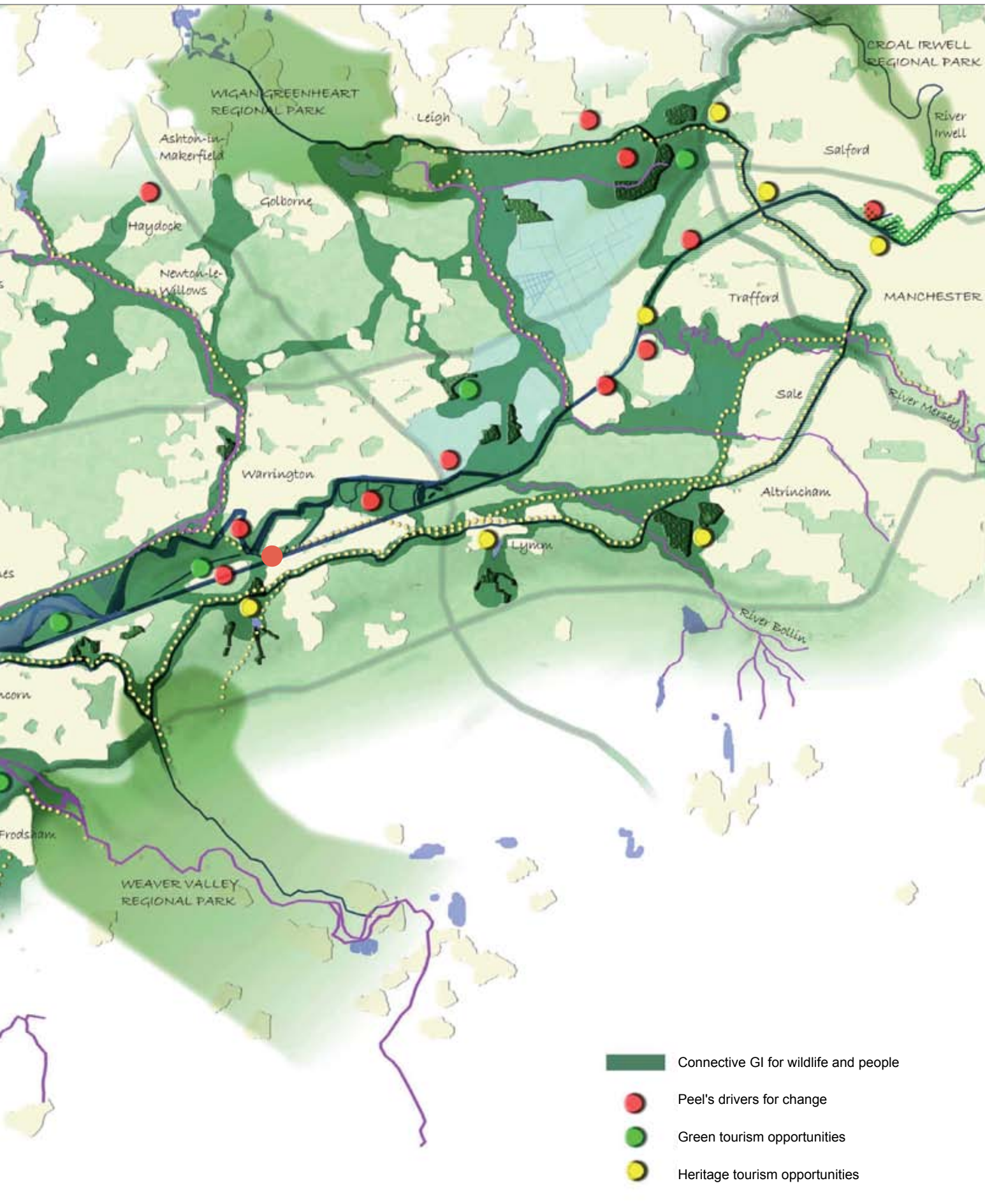


# ENVIRONMENT AND NATURAL ECONOMY

## Connected places - an initial vision for the Ocean Gateway Regional Park







## Summary environmental analysis of the Ocean Gateway projects

Projects within the Ocean Gateway range in character from new energy projects, to urban development, to green tourism. Whilst their contribution to the 'grey' urban infrastructure of modern life is readily understood, the contributions made to the green infrastructure capital of the region must not be underestimated. The vast majority of the projects make a positive contribution to the development and preservation of green infrastructure within the Ocean Gateway corridor, by providing vital new green spaces and tree planting, and facilitating recreational access to canal sides and open landscapes which would otherwise not come forward.

Within the 50 schemes around 150,000 new trees will be planted, and around 200ha of established woodlands will be brought into management, together making a significant contribution to carbon reduction and assisting in enhancing the climate change mitigation function of the green infrastructure of the Ocean Gateway.

The biodiversity of the corridor will be enhanced by around 184ha of natural habitat which will be created or preserved within the various schemes. These initiatives range from the creation of a new estuary coastal reserve, to new biodiverse green areas within development sites and the management of established reserves and wildlife areas.

Many of the schemes deliver significant improvements to the urban fabric with imaginative architecture and new green public realm settings for business, industry and housing. Together the Ocean Gateway schemes incorporate around 126ha of new green open space comprising open parks and public squares and walkways closely related to the new developments.

Access to green open areas is facilitated by many of the schemes, which together deliver around 150km of new tracks and trails for pedestrians, cyclists and equestrians, with some of this provision making a significant contribution to the developing network of long distance trails such as the Mersey Way.

The River Mersey, Manchester Ship Canal and the Bridgewater are vital elements of the blue infrastructure of the region. The 65km Bridgewater Canal complements this by providing recreational opportunities for fishing, leisure boating, cycling and walking the Bridgewater Way as well as accommodating elements of the TransPennine Trail along its length.

There is the potential to secure over 1 gigawatt of power from sustainable sources.

With improvements being enabled close to, and as an integral part of, schemes as they come forward, the Ocean Gateway schemes together make a substantial contribution to enhancing green infrastructure and environmental assets, low carbon growth and sustainable solutions for energy, waste and water.

If thought of, and marketed, within the unifying context of Ocean Gateway, a Regional Park would significantly aid project delivery. A conceptual plan showing the Ocean Gateway Regional Park is shown on the opposite page.

## Precedents



### Emscher Landscape Park (Metropole Ruhr)

- An exemplar regional park across a polycentric urban and rural industrial landscape
- Covers 2.5m inhabitants across the central belt of the Metropole Ruhr
- Commenced in 1989 through the International Building Exhibition (IBE)
- Now has 180 completed and 250 planned projects, focused on the Emscher River System
- Further information: [http://www.metropoleruhr.de/index\\_en.php](http://www.metropoleruhr.de/index_en.php)



### Thames Gateway

- Largest growth area in Europe
- Comprised of numerous public agencies and partners
- 'Parklands' vision by Sir Terry Farrell aims to bring the Gateway together through green infrastructure
- Thames Gateway spatial strategy now to be refreshed to embed Parklands at its core
- Further information: <http://www.communities.gov.uk/thamesgateway/>





# eight

Establishing the Guiding  
Principles and Objectives

# ESTABLISHING THE GUIDING PRINCIPLES AND OBJECTIVES

## A shared agenda

The technical analysis in preceding sections highlights a number of key issues, themes and priorities to be considered in establishing a strategy for Ocean Gateway. As a response, in order to provide clear direction and basis for taking forward the concept, Ocean Gateway is progressed under three 'Guiding Principles'.

Having reviewed local, regional and national policy objectives, the agenda of the public and private sector, and the manner in which Ocean Gateway projects interact with those agendas at local, regional, national and international levels, the 'Objectives' have been designed to reflect a shared agenda.

The Guiding Principles and Objectives are considered to both reflect the public agenda and be fit for stimulating private investment across Ocean Gateway.

## The priority issues

They cover issues relating to:

- Economic growth and investment, across priority sectors, including maritime, media, aviation, manufacturing, logistics, tourism, leisure and with a key focus on promoting higher value added knowledge base industries
- Achieving integrated regeneration, social well being and access to employment and community facilities
- Meeting housing needs and creating sustainable communities
- Protecting and enhancing environmental assets
- Innovating in sustainable technologies and reducing the carbon impact of growth
- Sustainable transport and making best use of transport infrastructure
- Working in partnership with public and private sectors.

The Guiding Principles and Objectives are:

Guiding principle	Objective
<b>Marrying opportunity and need</b>	<ul style="list-style-type: none"> <li>• Boosting the economic strength of the North West</li> <li>• Creating jobs for local people</li> <li>• Creating new communities</li> <li>• Enhancing quality of life and well-being</li> <li>• Improving culture, leisure and tourism potential</li> </ul>
<b>Environmental innovation</b>	<ul style="list-style-type: none"> <li>• Promoting low carbon growth</li> <li>• Providing sustainable solutions for energy, waste and water</li> <li>• Making best use of transport investment</li> <li>• Enhancing green infrastructure and biodiversity</li> </ul>
<b>Working together</b>	<ul style="list-style-type: none"> <li>• Partnering with the public sector and the third/voluntary sector</li> <li>• Integrating and sharing with established communities</li> <li>• Stimulating, and collaborating with, the private sector</li> </ul>

## Delivering against the Guiding Principles and Objectives

Each aspect of Ocean Gateway is different in its profile, location and ability to perform against the 12 Objectives. Some projects are transformational and impact at a regional or even national scale across many of the different Objectives. To properly consider how Ocean Gateway performs against the Guiding Principles and Objectives, a number of key headline points are presented in the Prospectus, using some of the analysis from this Technical Report.

Subsequently, an Exemplar Project and series of Notable Projects have been chosen to illustrate each Objective. It is intended that the Guiding Principles and Objectives will form the basis for demonstrating how projects fit within a shared agenda and demonstrating the individual and cumulative implications of Ocean Gateway across a wider spectrum once a wider group of partners has been engaged in the process.

GUIDING PRINCIPLES	OBJECTIVES	EXEMPLAR PROJECT	NOTABLE PROJECTS
Marrying Opportunity and Need	1 Boosting the economic strength of the North West	Liverpool and Wirral Waters	Royal Seaforth Post-Panamax Container Terminal MediaCityUK Liverpool John Lennon Airport
	2 Creating jobs for local people	MediaCityUK	Trafford Centre Rectangle North Liverpool Docks and River Terminal Liverpool John Lennon Airport
	3 Creating new communities	Trafford Quays	Liverpool and Wirral Waters Ellesmere Quays and Pioneer Business Park Salford West and Wigan Combrook and Pomona
	4 Enhancing quality of life and well-being	Salford Forest Park	Sports Village and City Reds Liverpool and Wirral Waters Partington Village
	5 Improving culture, leisure and tourism potential	Salford Quays / Trafford Wharfside	City Airport Land adjacent to Liverpool John Lennon Airport St Georges and Castleford
Environmental Innovation	6 Promoting low carbon growth	Royal Seaforth Post-Panamax Container Terminal	Liverpool and Wirral Waters Ellesmere Quays Port Salford
	7 Providing sustainable solution for energy, waste and water	Ince Resource Recovery Park	Scout Moor and Mersey Wind Farms Merseyside Biomass Mersey Tidal Power
	8 Making best use of transport investment	Liverpool John Lennon Airport	Woodside Port Warrington Birkenhead Docks and Twelve Quays
	9 Enhancing green infrastructure and biodiversity	Mersey Tidal Power	Bridgewater Canal and Way Brombrough, Frodsham and Woolston Salford Forest Park Warrington Quays
Working Together	10 Partnering with the public sector and the third/voluntary sector	Ellesmere Quays, Port Wirral and Runcorn Waterfront	MediaCityUK Princess Dock and Cruise Terminal Bridgewater Canal and Way
	11 Integrating and sharing with established communities	Speke Garston Coastal Reserve with Liverpool International Business Park	Partington Village Wirral Waters Trafford Centre Rectangle
	12 Stimulating, and collaborating with, the private sector	Port Salford	Port Wirral Salford Quays / Trafford Wharfside Port Warrington and Arpley Meadows

# Contact and acknowledgements



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Further details are available on the websites:

[www.oceangateway.co.uk](http://www.oceangateway.co.uk)

[www.peel.co.uk](http://www.peel.co.uk)

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[http://www.metropoleruhr.de/index\\_en.php](http://www.metropoleruhr.de/index_en.php)

Thames Gateway Parklands Vision, HM Government, 2008