

IMPACT AREAS SUMMARY

MERSEY GATEWAY *plus* REGENERATION PLAN

1 West Runcorn Employment Growth Area

LCR Growth Sector Focus: Advanced Manufacturing / Low Carbon Energy
New & Renewed Employment Land: 82 Hectares
Key Sites:

- 22 Ha Port Of Runcorn Expansion Land
- 20 Ha Port Of Weston
- 30 Ha+ INOVYN World Class Chemical & Energy Hub - Serviced Plots

Connectivity Opportunities:

- Weston Point Expressway Reconfiguration
- Rail Freight Connectivity & Sidings

2 Halton Lea Healthy New Town

LCR Growth Sector Focus: Health & Life Sciences / Visitor Economy
New Homes: 520
Key Sites:

- 5.5 Ha East Lane, Residential Led Mixed Use Site
- 11 Ha Halton Health & Wellbeing Campus
- Runcorn Shopping Centre Retail Opportunities

Connectivity Opportunities:

- Town Centre Access & Connectivity Improvements
- Central Expressway Halton Lea Entrance Feature

3 Astmoor Business Park

LCR Growth Sector Focus: Maritime & Logistics / Advanced Manufacturing
New & Renewed Employment Land: 23 Hectares
Key Sites:

- 7 Ha Central Redevelopment Area
- 10 Ha Astmoor East Employment Renewal Area

Connectivity Opportunities:

- Astmoor Boulevard
- Estate Footpath Remodelling

4 West Bank

LCR Growth Sector Focus: Maritime & Logistics / Advanced Manufacturing / Visitor Economy
New & Renewed Employment Land: 13 Hectares
New Homes: 150
Key Sites:

- 4 Ha West Bank Waterfront, Mixed Use Commercial Site
- 2 - 4 Ha New Local Retail Centre, Community & Visitor Hub
- 6 Ha+ West Bank Employment Renewal Area
- 3 Ha Residential Neighbourhood Extension

Connectivity Opportunities:

- Silver Jubilee Bridge Sustainable Transport Corridor (West Bank section)
- Mersey Gateway Bridge - West Bank Link Road

5 Widnes Waterfront

LCR Growth Sector Focus: Maritime & Logistics / Advanced Manufacturing / Visitor Economy
New & Renewed Employment Land: 30 Hectares
New Homes: 670
Key Sites:

- 16 Ha Gorsey Point Employment Site
- 7 Ha Routledge Residential Led Mixed Use Site
- 9 Ha Gateway View Waterfront Employment Site

Connectivity Opportunities:

- Widnes Gyrotory Remodelling
- A562 - Gorsey Point / Widnes Waterfront Link Road

6 Southern Widnes

LCR Growth Sector Focus: Advanced Manufacturing / Financial & Professional Services
New & Renewed Employment Land: 12 Hectares
New Homes: 215
Key Sites:

- 5 Ha Moor Lane Roadside Commercial Frontage
- 3 Ha Moor Lane / Victoria Road Housing Opportunity Area
- 4 Ha Ditton Road East Employment Renewal Area

Connectivity Opportunities:

- Silver Jubilee Bridge Sustainable Transport Corridor (Victoria Road section)
- Moor Lane Street Scene Enhancement

7 Ditton Corridor

LCR Growth Sector Focus: Maritime & Logistics / Advanced Manufacturing
New & Renewed Employment Land: 46 Hectares
New Homes: 550
Key Sites:

- 3MG Phase 1/2: Development of Remainder of 1.4m Sqft at Viking Park and 650,000 Sqft at HBC Field & Speke Approach
- 24 Ha 3MG Phase 3 A562 Frontage Employment Site
- Halebank Residential Development Opportunities

Connectivity Opportunities:

- West Widnes Access & Connectivity Project, including A562 Widnes West Jct. Improvements
- Ditton Station Reopening

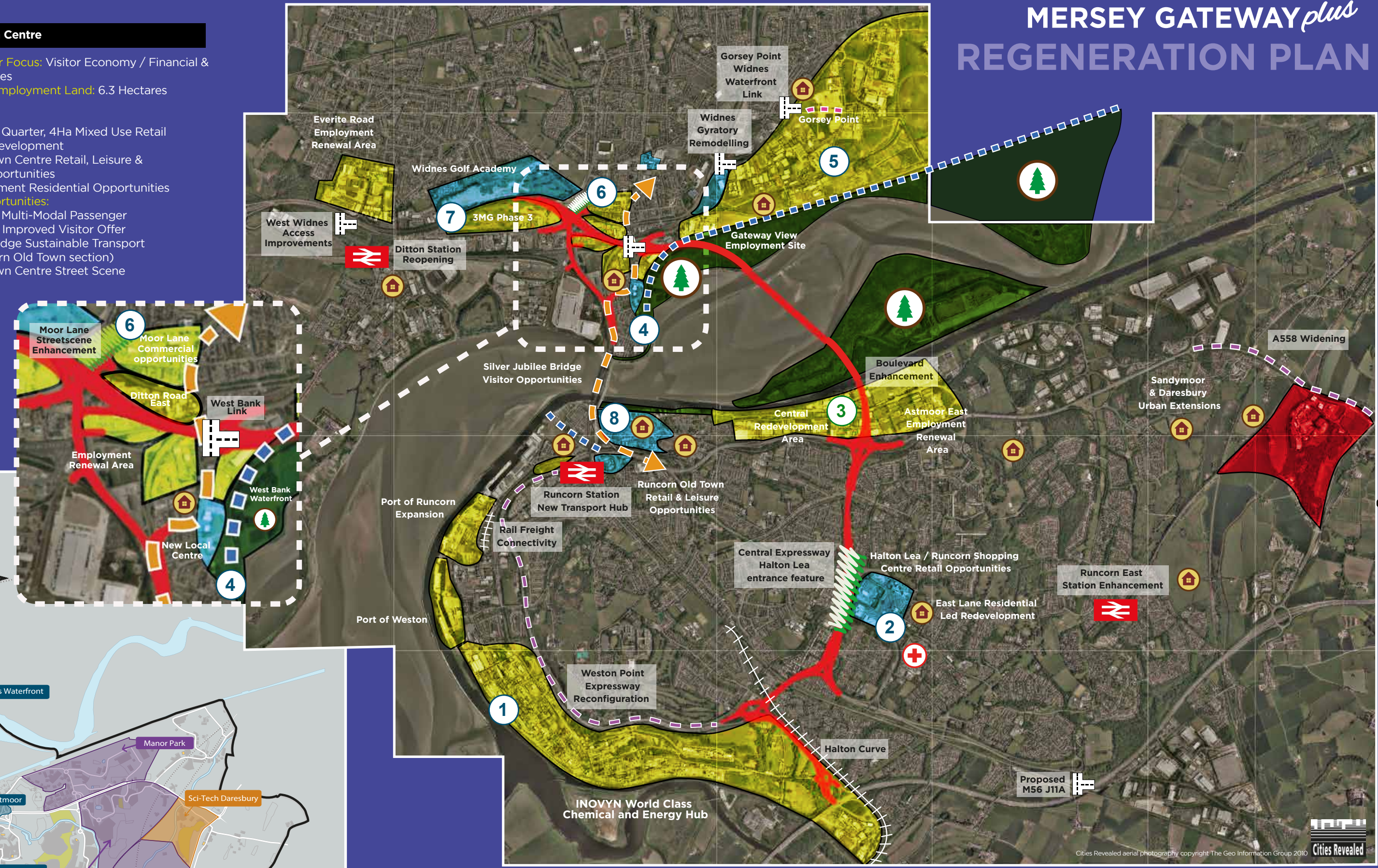
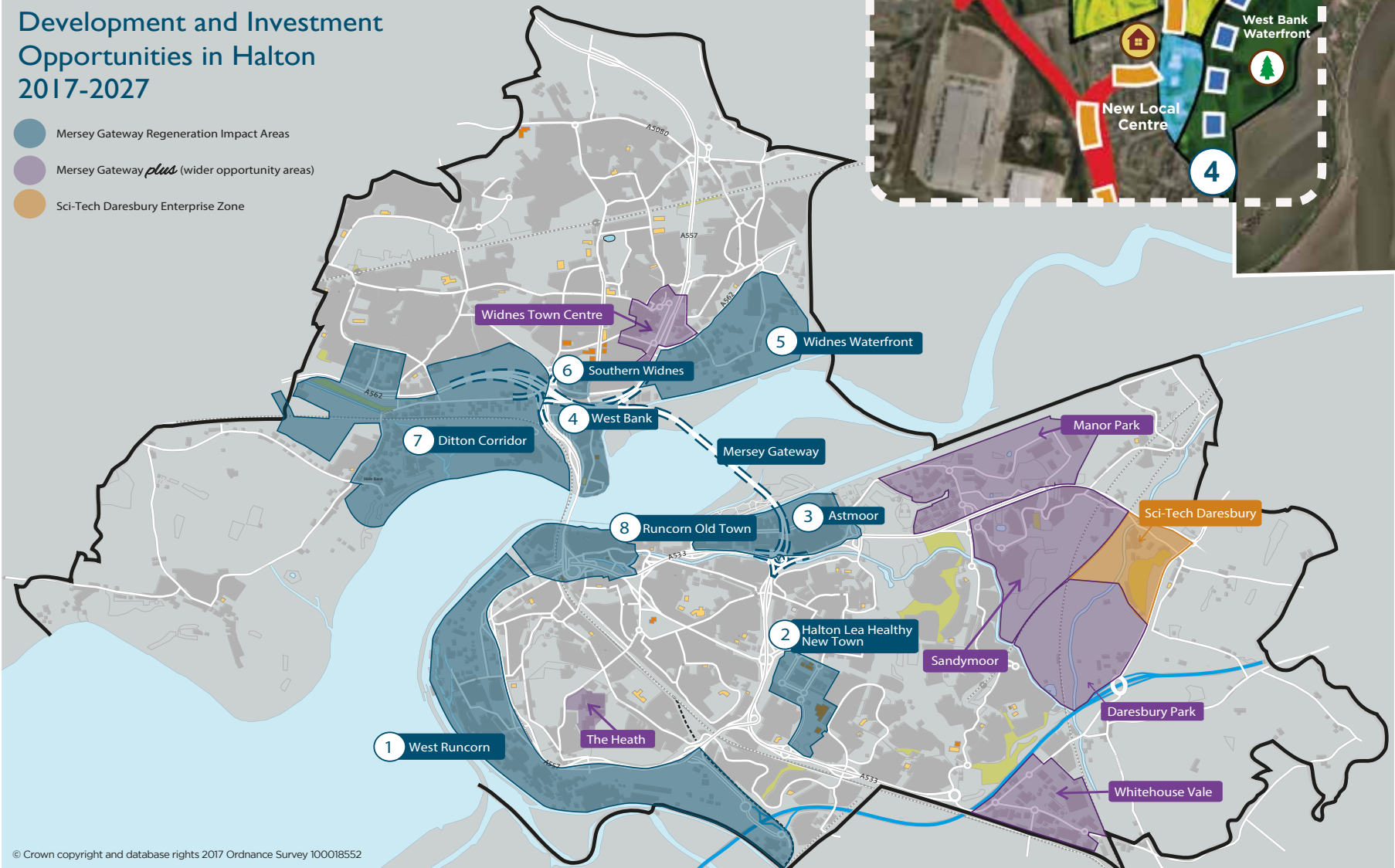
8 Runcorn Old Town Centre

LCR Growth Sector Focus: Visitor Economy / Financial & Professional Services
New & Renewed Employment Land: 6.3 Hectares
New Homes: 530
Key Sites:

- Runcorn Station Quarter, 4Ha Mixed Use Retail & Commercial Development
- Runcorn Old Town Centre Retail, Leisure & Commercial Opportunities
- Old Town Catchment Residential Opportunities

Connectivity Opportunities:

- Runcorn Station Multi-Modal Passenger Transport Hub & Improved Visitor Offer
- Silver Jubilee Bridge Sustainable Transport Corridor (Runcorn Old Town section)
- Runcorn Old Town Centre Street Scene Improvements

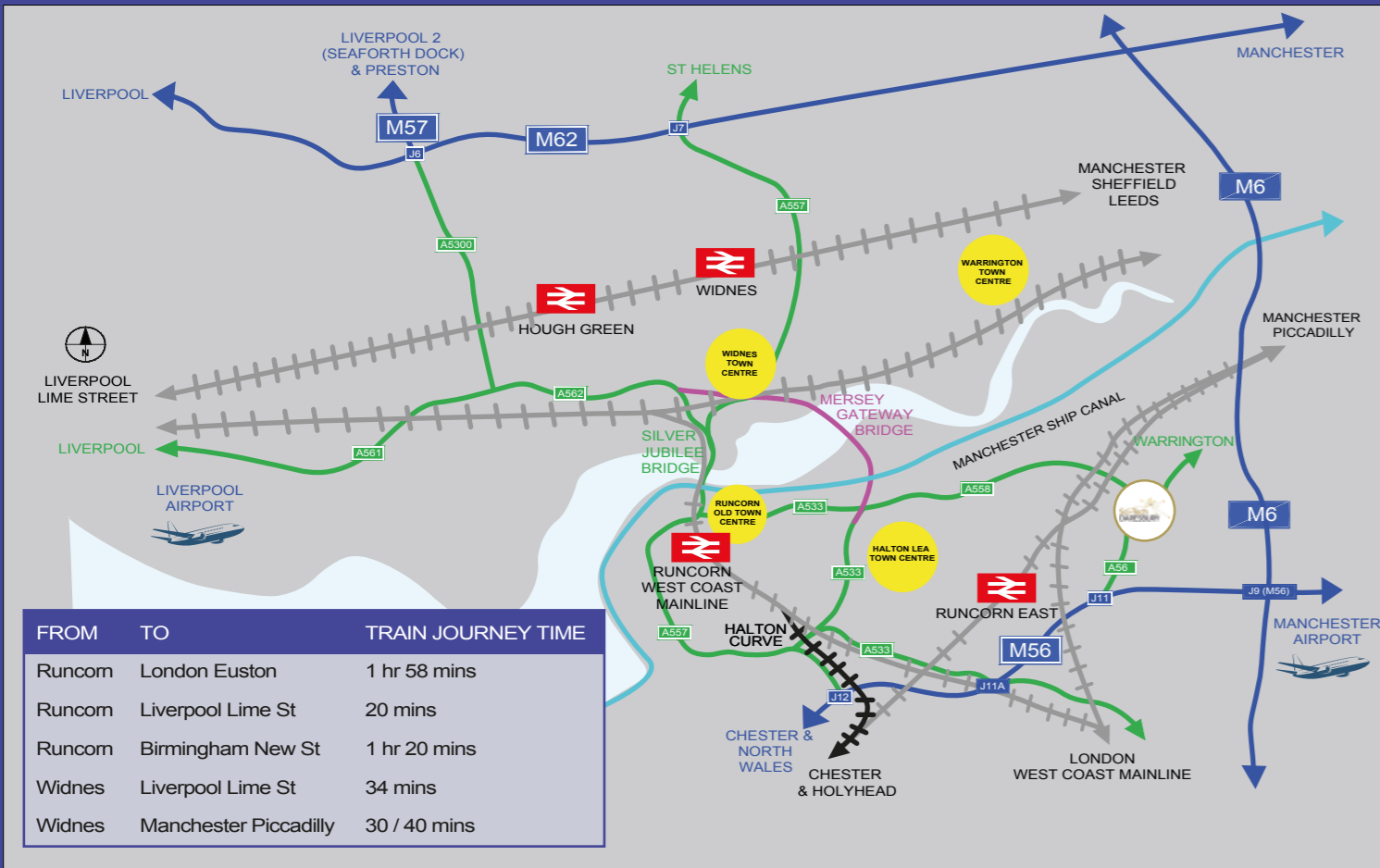


<p>Productivity:</p> <ul style="list-style-type: none"> Yellow circle: New and Renewed Employment Offer Red circle: Sci-Tech Daresbury Enterprise Zone 	<p>Connectivity:</p> <ul style="list-style-type: none"> Orange dashed line: SJB Cross River Sustainable Transport Corridor Red wavy line: Mersey Gateway Project Route White dashed line: New or Improved Rail Link Black dashed line: New or Improved Strategic Road Jct Pink dashed line: New or Improved Road Blue dashed line: Canal Link Restoration Opportunity 	<p>Place:</p> <ul style="list-style-type: none"> House icon: New Homes Blue circle: New Retail / Leisure / Mixed Use Area Red cross: Halton Health & Wellbeing Campus Green tree: Mid-Mersey Estuary Park Green wavy line: Landscape Quality Area
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1 Strategic Context



THE MERSEY MULTI MODAL GATEWAY (3MG) Phase Three

Within the A562 Ditton Corridor there are approximately 24 Ha of redundant and underutilised land. These sites have the potential to continue the regional success story of the 3MG logistics hub in West Widnes and opportunities for advanced manufacturing. This also helps meet demand in the City Region for major commercial sites and drive forward growth in the wider South Liverpool corridor.

stretching from a redefined SJB to Arpley Bridge in Warrington Waterfront. By improving access and stimulating increased leisure use, the new park will introduce greater numbers of people to the landscape of the Mid-Mersey Estuary, challenging perceptions and creating an improved environment for investment.

Town and the Bridgewater Canal; and, new mixed use commercial and residential development. The Council is committed to explore the feasibility of this scheme which could redefine the Old Town and create an improved sense of arrival and impression of Runcorn, Halton and southern gateway into the Liverpool City Region.

'DESTINATION RUNCORN' NEW STATION QUARTER DEVELOPMENT

This is a unique opportunity to help realise the potential of Runcorn Mainline Station as a driver for growth and transport improvements. De-linking of the SJB highway approaches has the potential to release redundant highway and open up adjoining land to develop a new station quarter, comprising: new passenger and visitor facilities; new transport interchange; improved linkages to Runcorn Old



THE MID-MERSEY ESTUARY PARK

This is an opportunity to significantly enhance the leisure and visitor economy offer, by defining and branding a new park.

This corridor links a necklace of existing green spaces, promenades and visitor destinations. These are connected by circular trails for walking and cycling, with key access points,



MERSEY GATEWAY *plus* REGENERATION PLAN 2017 - 2027

AMBITION ■ OPPORTUNITIES ■ CONNECTIVITY

2 Impact Areas

Eight regeneration and investment 'Impact Areas' linked to the Mersey Gateway Project have been identified. These are places where the new crossing and the reconfigured road network will unlock land for new development opportunities and reposition the area for further growth. Alongside these opportunities, key infrastructure and enabling projects are also being identified that will be brought forward to complement and support growth. Together these Impact Areas have the potential to deliver approximately:

- 200 Hectares of new and repositioned employment land
- 20,000 jobs (created or safeguarded)
- 3000 new homes

To illustrate the scale and scope of the ambition and the huge potential of these Impact Areas to transform the South of the City Region and beyond, five stand out place-shaping projects have been identified.

INOVYN WORLD CLASS CHEMICAL AND ENERGY HUB

INOVYN is part of the Ineos Group of companies. Ineos is a €3.5 billion turnover company. INOVYN aspires to create a managed, multi-use facility of regional and national significance in Runcorn. The new facility would be attractive to advanced manufacturing and semi-tech companies, companies with high power demands and chemical and related activities which would benefit from access to INOVYN's downstream products and on site facilities.

SILVER JUBILEE BRIDGE (SJB) SUSTAINABLE TRANSPORT CORRIDOR

The projected transfer of 80% of cross river vehicle traffic to the new Mersey Gateway Bridge provides a unique opportunity to not only redefine the function of the iconic SJB but also rediscover the historic heart of Halton. The SJB can become more focussed as a 'local link' which promotes cross river walking, cycling and public transport. This new sustainable transport corridor stretches from Runcorn Old Town to Widnes Town Centre and will be delivered in phases. It has potential to change the way we move between our towns and open new commercial frontage and residential opportunities, particularly within the West Bank area of Widnes.

3 Implementation and Delivery



Once construction of the Mersey Gateway is completed approximately 20 Hectares of residual project land will be returned to the Council. This will be available as a resource to contribute to implementation of this plan.

The key to Halton's successful track record of regeneration has been our open approach to collaboration and partnership working, particularly with private sector partners. We recognise that regeneration doesn't happen overnight or in isolation and investors deserve a red carpet, not red tape. We look to support investments through the contacts, resources and functions available to the Council. We also acknowledge the strengths of private sector partners and the dynamism and focus on viability and delivery that is brought to the table.

Our philosophy is that regeneration is not just about constructing buildings and transforming places. Wherever possible, we seek to add value for our local communities by securing local employment, training and apprenticeship opportunities to boost the local economy. Our success is based on promoting inclusive growth and changing lives for the better.

The Council has a proven track record of leadership, partnership working and delivery. Over the years, we have assembled an experienced, capable team of professionals who are able to respond rapidly to enquiries by providing tailored, bespoke programmes of assistance that meet the needs of investors.

LET'S TALK...
You can obtain further information about opportunities in Halton.

0151 511 7307
www.runcorn-widnes.com/merseygateway

EMAIL:
business@halton.gov.uk

INTRODUCTION

I'm pleased to say that during the past five years, thousands of new jobs have been created in Halton by our expanding advanced manufacturing, logistics and service industries. It's estimated that almost £1bn has been invested in the area during that time. This unprecedented period of transformation and economic growth looks set to continue, as The Mersey Gateway Project further boosts commercial confidence in our area.

The Mersey Gateway Bridge will open in autumn 2017. It is a major infrastructure scheme that will provide a new six lane bridge over the River Mersey between the towns of Runcorn and Widnes. In addition, it will create a new transport route linking the Liverpool City Region, North Cheshire and the North West of England to the rest of the country. It will also bring about much needed traffic relief for the iconic, but aging, Silver Jubilee Bridge (SJB).

Mersey Gateway Regeneration Plan *plus* seeks to maximise the long term economic benefits from the new crossing for Halton and also contribute to the Liverpool City Region's (LCR) growth ambitions. It represents a new chapter in our continued transformation.

This document comprises three distinct elements:

- 1 It provides the strategic context for growth.
- 2 It sets out a cohesive package of development and investment opportunities, it also identifies the key infrastructure and enabling projects that we are looking to bring forward to complement and support economic growth.
- 3 It concludes by outlining our approach to implementation and delivery.

In summary, this plan demonstrates our ambition to secure continued growth for Halton.



Councillor Rob Polhill
Leader, Halton Borough Council

Halton is strategically located in the economic triangle formed by Liverpool, Manchester and Chester connecting you to:

- A market comprising one third of the UK's population and half of all manufacturing industry, all within a two hour drive
- Liverpool and Manchester Airports, less than 25 mins drive
- 98% Super fast broadband and 72% Ultra fast (homes and businesses)
- Great retail, cultural and leisure activities
- Excellent learning facilities providing the skills for a modern economy
- A network of advanced manufacturing, engineering and logistics businesses and Sci-Tech Daresbury, a pioneer in big data technology and virtual engineering

This Plan seeks to utilise our assets and build on our strengths as a connected and innovative place.