

Appendix 2

Atlantic Gateway Spatio Economic Framework – Options Paper

Summary of Issues Presented, Options Proposed and Potential Implications for Halton

Area – Accelerating Innovation		
Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • Innovation is a key factor in economic growth and sustainability – it explains why some economies are more competitive than others, why they grow faster and hold on to their growth. • Applies to the wider economy, not just science and technology and commercialising university output – should be at the heart of economic development policy • Important role for the business community in driving innovation forwards, including enabling support for entrepreneurship • Focus on graduates taking up local jobs, SME start-ups, innovative use of ICT • “Innovation systems” to join up interventions, involves inter-sector networking, potential role for Atlantic Gateway Secretariat in bringing key actors together • Potential for increased interconnectivity between key institutions across the Atlantic Gateway area. 	<ul style="list-style-type: none"> • Maximising Critical Mass – development of sophisticated innovation system, secretariat and advisors, networking, placement programmes for graduates, funding bids and venture capital fund • City-Region Innovation Networking – core components of networking developed, city-region level interventions and funding bids, use of existing partnerships • Accelerating Current Plans – strengthen existing interventions, overall support 	<ul style="list-style-type: none"> • Role for Atlantic Gateway in ensuring innovation in Halton is considered as part of the critical mass of innovation assets across the wider sub-region • Creation of an innovation hub to rival London and Oxbridge through networking, knowledge transfer, access to business finance, infrastructure support including Liverpool and Manchester • Potential role for Daresbury SIC and Daresbury Park, the Heath, 3MG, Ineos, and various other businesses • Potential to increase efficiency of networking activities, shared infrastructure and ability to access funding • Potential to improve the skill base of the Borough through the attraction and retention of local graduates

Area – Key Sector Focus

Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • Important focus of national, regional and sub-regional policy is key sectors / clusters: some regions and sub-regions have already developed strong “specialised” clusters. • Competitive advantages for cluster development: natural resources, leveraging legacy investment, leveraging knowledge base, creation or attraction of leading global corporation. Need the right policies to make key sectors / clusters work. • Cluster policy useful in the exploitation of competitive advantage, dovetails and can be seen as a focus for innovation policy. • There are a number of key sectors / clusters in Atlantic Gateway area, best approach would identify four or five key sectors, identify growth potential, impacts on the region, key barriers and policy solutions. Suggest: Digital and Creative; Life Science and Health; Advanced Materials; New and Renewable Energy; Transport and Logistics 	<ul style="list-style-type: none"> • Prioritising Atlantic Gateway Key Sectors – joint agreement of key sectors where Atlantic Gateway can add value and apply a new approach. • City Region Innovation Networking – focus on existing key sectors, developing city region level interventions (networking student placements, funding, technical infrastructure) • Accelerating Current Plans – strengthen existing NWDA focus on key sectors 	<ul style="list-style-type: none"> • Proposed identification of 4/5 sectors with policy to encourage growth and overcome obstacles – both traditional market-driven sectors (e.g. chemicals, aerospace) and cross-cutting sectors (e.g. low carbon, quality design) • Potential for Halton’s businesses to feed into proposed Atlantic Gateway key sectors, particularly Advanced Materials (Ineos and Daresbury) and Transport and Logistics (Mersey Gateway Project, 3MG, Mersey Gateway Port / Manchester Ship Canal) • Scope for a more specific “science and innovation” key sector to be included, which would specifically refer to the role of the internationally significant Daresbury Science and Innovation Campus. • The Heath should not be considered to be a candidate for “re-use of redundant big pharma or chemical industry labs” as part of leveraging legacy investment (Options Paper page 9) as the site is still in full use.

Area – Digital Infrastructure

Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • High levels of ICT adoption and usage are synonymous with high levels of innovation and productivity gains • ICT facilitates business start-up, expansion and access to new markets, pioneering new business models • UK lagging behind Europe in terms of “next generation” ICT infrastructure and rollout is likely to be uneven. Potential competitive disadvantages without this infrastructure • New infrastructure will offer locational advantages for business and investors, particularly innovative sectors • Need for public intervention to help support and facilitate private-sector led infrastructure development • Digital infrastructure must be linked to other innovation interventions, including ICT usage among businesses • Opportunities to build “economies of scale” in terms of infrastructure provision, including critical mass of ICT customers 	<ul style="list-style-type: none"> • Set standard for next-generation infrastructure, focussed on centres of Warrington, Liverpool and Manchester, with a long term plan for extensive roll out, to be taken forward by a working group with public and private sector involvement • Aggregate existing public sector demand, leveraging of purchasing opportunities, potential small-scale pilot, delivered through short term working group establishing most appropriate geographic level. • Implement and accelerate existing plans, incorporating digital infrastructure to all new development. 	<ul style="list-style-type: none"> • Proposed role for public sector in leading the way, underwriting investment • Method by which Halton could better link to Liverpool core area and also the Manchester City Region • Opportunities for economies of scale and exploitation of Atlantic Gateway area’s critical mass for investment / pilot schemes for Next Generation Access • Potential to increase the attractiveness of Halton for business investment due to cutting-edge digital connectivity, particularly within the Daresbury area. • Risk of Halton being overlooked if strategy focuses to a great extent on the city centres.

Area – External Connections

Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • Overall need to reduce major movements while maintaining physical connections to major markets, both national and international • Atlantic Gateway has a substantial “offer” to external markets, including air, rail and sea assets, both commerce and also tourism • Need to ensure that area acts as one to lobby for funding and raise national and international profile • Need to ensure infrastructure is improved, including accommodating changes in freight technology, high speed rail. 	<ul style="list-style-type: none"> • Strengthen Airport Offers - at both Manchester and Liverpool, improve competitiveness in terms of business and leisure. Priorities to improve freight services, including Port links, increase international scheduled services, ensure Manchester is a viable alternative to Gatwick / Heathrow. • Port Access and Improvements – Including post-Panamax developments at Liverpool, improvements to cross-regional rail, inter-modal freight exchange networks and road access to ports • High Speed Passenger Rail – secure connections cross-Pennine and to London, increasing Atlantic Gateway offer to the national markets, enabling more efficient use of existing infrastructure 	<ul style="list-style-type: none"> • Need to attract early implementation of improvements to infrastructure – role for 3MG, Mersey Gateway Project, ports, etc • Role for airports, including Liverpool, in terms of freight handling; role for improved high-speed rail links, potentially including stations in Halton (cross-Pennine and West Coast Main Line to London) • Efforts to accommodate changes in freight and logistics technology could be focussed on the Borough’s freight facilities and infrastructure, including 3MG and the Manchester Ship Canal and its ports. • Potential to capitalise on international links (including long haul) from Manchester Airport. • Recognition of onward connections to global markets from Halton, by variety of modes: air, water, rail, road, hence increasing the attractiveness of the Borough for business investment. • Potential to increase the attractiveness of Halton for new residents, due to the emphasis placed on its locational assets and excellent connectivity.

Area – Sustainable Transport

Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • Major demand for movement across Atlantic Gateway area, both passenger and freight • Poor non-car based connectivity outside of the core city areas, lack of viability of public transport use, perceived cost of public transport vs. car use • Need to maintain balance between internal and external movement requirements within Atlantic Gateway area – need to strengthen both intra- and inter-urban connectivity • Reducing reliance on external supplies with increase sustainability and self-sufficiency within Atlantic Gateway Area • Overcome likely political and environmental resistance to increased road-building • Recognition that Atlantic Gateway is not isolated, and its transport corridors play an important role in a much wider area • There are some measures that can reduce need to travel, but demand for movement will never go away, particularly during an economic up-turn. 	<ul style="list-style-type: none"> • Strengthen transport within conurbations and urban centres only – focus on tackling current and future congestion in major employment centres. Priority for tram systems, local rail, park and ride and priority bus routes. • Strengthen inter-urban only, reducing journey times between Liverpool, Warrington, and Manchester, creating connectivity for business and leisure purposes. • Accelerate and gain more from LTPs, influencing larger organisations (e.g. Highways Agency, 4NW, DfT) particularly in relation to DaSTS goals. 	<ul style="list-style-type: none"> • Potential gains from linking two PTEs (relevant for Halton’s LTP3 with Merseyside) • Need for links to be established to core points in the urban areas (centres, airports) – this could benefit Halton by emphasising the need for better sustainable transport connections to Liverpool and Manchester (for example supporting the Mersey Gateway Project and West Coast Main Line improvements). • Potential for Strategic Park and Ride facilities to be located in Halton with links to the city centres (e.g. Daresbury) • Potential to increase the attractiveness of Halton for new residents, due to the emphasis placed on its locational assets and excellent sustainable transport links. • Potential risk for Halton of being overlooked if option to focus on major centres is chosen.

Area – Energy Generation and a Low Carbon Economy

Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • Potential role for Atlantic Gateway to be at the forefront of a “green revolution”, coming full circle from the Industrial Revolution, meeting and exceeding carbon obligations • Need to secure off-site renewables, due to urban nature of Atlantic Gateway, it will not be possible for all businesses and households to develop on-site electricity • Advantages and growth opportunities in Energy and Environmental Technology Services sector, including business technologies, contaminated land, water treatment, recycling and recovery, and hence could develop a distinctive profile and attract inward investment • Within Atlantic Gateway area, there are clear examples of both physical and behavioural change related projects and policies, both planned and in the pipeline, e.g. tidal barrage, wind farms, waste processing projects 	<ul style="list-style-type: none"> • Green Industrial Revolution – building on existing successes in Atlantic Gateway area, building zero-carbon corridor focussed on corridor between Liverpool and Warrington (Mersey / Manchester Ship Canal corridor) • Innovation Axis Green Technologies – growth in environmental technologies and services sector, through research, innovation partnerships, SMEs, support from academic centres • Bottom-up Transformation – network of new urban eco-communities, meeting housing needs. Also working with established existing communities to transform the way facilities are managed and operated 	<ul style="list-style-type: none"> • Contributions to low / zero carbon region through road, rail and shipping links, capitalising on locational and geographic advantages of the Borough • Potential to be part of first “zero carbon” sub-region or region with interventions at different spatial levels. • Potential for exemplar developments in Halton, for example as part of Daresbury Science and Innovation Campus, 3MG or growth point housing developments.

Area – Adapting the Landscape

Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • Informed by “Adapting the Landscape” (NWDA study), role of Green Infrastructure across the Mersey Basin / Atlantic Gateway Corridor • Recognition of Green Belt assets and reclamation of disused landscapes (e.g. quarries), but important role for exploiting urban fringe and creating a more productive landscape • Potential programme for “greening” the urban core and coordination of landscape activities at various spatial levels • Various benefits of Green Infrastructure recognised, including improving health and well-being, climate change mitigation, continuing regeneration, adding enterprise and employment value, social benefits, attracting inward investment, developing sustainable travel networks. • Recognise benefits of “blue infrastructure assets”, including the Mersey and the canals • Potential for further implementation of large-scale public art and cultural events 	<ul style="list-style-type: none"> • Mersey Bioregion – utilising landscape for self sufficiency for energy and food supply; protecting Green Infrastructure until urban core cannot absorb more development • Mersey Innovation Axis – creation of a green axis between Manchester and Liverpool bounded by the M56 and M62, enhanced environments for employment and housing (high quality and zero carbon) • Mersey Playgrounds – utilising cultural connections between Manchester and Liverpool to transform physical connections and “green the grey areas”. • Do nothing – adhere to planning policy, focus Green Infrastructure on waterways and regional parks 	<ul style="list-style-type: none"> • Role for Halton’s Green Infrastructure in Atlantic Gateway framework, including waterways as blue infrastructure • Adapting the Landscape could be a useful organising principle in coordinating infrastructure development and planning – flood alleviation, energy generation, sustainable travel – at the local level, but would need more policy detail • Harnessing of Halton’s “blue infrastructure” assets including Manchester Ship Canal, Bridgewater Canal, River Mersey, Sankey Canal • Recognition that Green Infrastructure is not bounded by local authority areas, capitalising on assets adjacent to and near to Halton as part of the wider Atlantic Gateway area.

Area – Manchester / Liverpool Marketing Offer

Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • Liverpool and Manchester are arguably the two UK cities outside of London with the strongest global impact due to sporting and cultural heritages. • Need to bring together complementary offers of Manchester and Liverpool, emphasising physical connections and their combined economic and population / skills bases, increasing international competitiveness • Need for a compelling idea to bring the different places within the Atlantic Gateway and their existing (successful and well established) marketing strategies together, including the identification of appropriate geographies of place promotion • Gateway-level action could include a focus on: shared infrastructure; potential to reach new markets; expanding the tourism offer; attracting top talent • Gateway-level intervention will need to fill an unmet need rather than add another layer to what is already a strong marketing and branding engine across the area 	<ul style="list-style-type: none"> • “The Gateway” – organising the area to implement initiatives and strategies at the Gateway-scale while providing a basis for individual city / town-based promotion • “Two Big Cities” – building on success of Liverpool and Manchester’s strategies, assisting the cities in their branding and marketing efforts, and with the Gateway being defined by these two cities • “Each City and Town for Itself” – Gateway-wide resources go towards supporting and reinforcing individual promotion efforts, with no Atlantic Gateway branding 	<ul style="list-style-type: none"> • Potential to fit Halton’s marketing with other marketing geographies, including the city-region level and the Gateway-level • Halton could be part of major national brand, rivalling the capital and clearly important for attracting investment to the North West • Risk that existing strong brands, particularly at the city region level, could lose some of their impetus, depending on the level of intervention associated with the Atlantic Gateway.

Area – Addressing Deprivation

Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • Atlantic Gateway is subject to high levels of deprivation, high levels of worklessness (including young people NEET) and high benefit claimant levels. • Existing interventions have had some success, but problems remain • Solutions are best delivered at the local level, but potential benefits of sharing approaches across the Gateway area • Potential to achieve recognition of Atlantic Gateway as a national priority for reduction of deprivation and to pilot radical new welfare reform within it, including leverage of investment to tackle problems, hence achieving economies of scale. • Addressing worklessness and deprivation will provide a new workforce and hence aid economic growth 	<ul style="list-style-type: none"> • Do Nothing – involve the delivery of existing programmes and ad hoc implementation of new measures • Scale-up Existing Interventions – emphasis on use of Gateway-wide evidence to roll out good practice, including voluntary joint working • High Impact – use Atlantic Gateway as a pilot area for radical new approaches • Localised Options – in areas of very high deprivation: <ul style="list-style-type: none"> ○ Encourage LAs to continue to prioritise these neighbourhoods ○ Use efficiency and effectiveness reviews of public sector activity to channel budgets in priority areas ○ Develop a highly targeted fund, aimed at the worst 2% or 5% IMD, with continued CLG and HCA action 	<ul style="list-style-type: none"> • Recognition that Halton is part of a highly deprived Atlantic Gateway geography, although there is a possibility that if a highly targeted approach, interventions would be focussed in Liverpool and Manchester rather than Halton • Continued use of existing structures, partnerships and interventions at the local level, as part of a larger whole, could benefit Halton. • Meaningful interventions to tackle deprivation will require an increased level of detail and policy emphasis, and hence could be better left outside of the Atlantic Gateway remit.

Area – A New Approach to Housing

Summary of Issues Presented	Summary of Options Proposed	Potential Implications for Halton
<ul style="list-style-type: none"> • Meeting housing needs and aspirations will support economic growth and improve quality of life • Prior to recession, the Gateway had a number of successful housing areas, include public- and private-lead schemes • Range of ambitious housing schemes are planned, but there are a number of housing issues impacting on ability to provide the right amount, type and tenure: <ul style="list-style-type: none"> ○ Ambitious government plans for delivery of numbers ○ Expense and attractiveness problems with brownfield focus ○ Green Belt and planning policy constrain market demand in some areas ○ Finance problems for buyers / developers, stalling apartment market ○ Tensions between local authorities about priority locations ○ Attractive stock poorly served by public transport • Need for recognition of scale of challenge, need to consider new approaches and a re-focusing of priorities and activities – Atlantic Gateway could provide this • Important to avoid duplicating work of HCA and CLG, Gateway intervention could focus on medium- and long-term 	<ul style="list-style-type: none"> • Do Nothing – continue current policy, continued focus on brownfield regeneration • Further Funding for Regeneration Areas – focus on securing funding and investment in core areas, potential lobbying role for Atlantic Gateway • Greater Focus on Successful Areas – radical re-focus of policy on locations most attractive to the market, including potential release of Green Belt land • Rebalanced Growth and Regeneration – accept some of the limitations of current policy, enable selective release of sustainable Green Belt sites with continuing focus on brownfield land development and regeneration 	<ul style="list-style-type: none"> • Potential role for Halton housing provision within Atlantic Gateway, supporting existing plans for housing delivery. • Could link proposals for larger aspirational-type housing in Halton (e.g. Sandymoor, Daresbury) with Atlantic Gateway Interventions); but potential for brownfield residential development to be overlooked