



# Prospectus

October 2009  
Version 3



Ocean  
Gateway



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# one

Introduction and vision



# Introduction and vision

Over the next 50 years, the Ocean Gateway Project will deliver an unprecedented scale of co-ordinated private sector investment. It represents a truly pioneering approach to bring about the renaissance of a strategic corridor encompassing the City Regions of Liverpool and Manchester, and the hinterlands between them. This Prospectus sets out 50 Projects as a starting point for considering the Ocean Gateway concept in greater detail with regional government and agencies, local authorities and the private sector.

The concept is founded upon a need to look beyond local boundaries, short term pressures and market fluctuations, towards an integrated and shared agenda of sustainable economic growth for the North West. This approach recognises that only joined up thinking and actions will deliver the sustainable development agenda.

Ocean Gateway is a reality. In terms of planning and delivery, a number of the projects are well advanced and a number are being constructed. The range of projects demonstrates diversity, innovation, asset management and stewardship. Peel Holdings, in promoting Ocean Gateway, wishes to share its ideas. In a difficult economic environment it can offer the ability to deliver large scale, complex projects and source and sustain the investment of significant financial resources over long term.

The aim is to work with regional partners to promote a wide variety of initiatives, strategies and projects, to maximise the cumulative benefits of public and private investment in the region – all working towards a shared regional vision.

The Vision for the Ocean Gateway is:

***“To maximise the potential of the North West as a globally significant region and major driver of the UK economy, using the Ocean Gateway as an economic powerhouse and environmental asset to enhance, strengthen and bring together the Liverpool and Manchester City Regions.”***

In particular, the Ocean Gateway seeks to:

- Raise awareness of the potential benefits that can arise by taking an integrated approach to housing growth and sustainable communities, multimodal transport and environmental infrastructure
- Help to further enhance perceptions of the North West, and in particular Liverpool and Manchester, to place the Ocean Gateway area on an international platform, stronger than the sum of its parts, able to attract and retain skilled workers and investors
- Demonstrate how joined up thinking and a partnership approach across the area may help to deliver shared public and private sector objectives.

## The Prospectus – scope and structure

This Prospectus is version 3, following versions 1 and 2 produced in 2008. It updates projects and contextual information where appropriate, although the core elements of the vision and objectives, the 50 projects and ‘Making it happen’, all remain largely unchanged. The Prospectus is set out as follows:

**Chapter 2 - Past, present and future:** an overview of the how a legacy of innovation, thinking big and long term, has fostered global connections and economic competitiveness

**Chapter 3 – 50 Projects:** an introduction to the scope, scale and diversity of 50 Ocean Gateway projects across three ‘reaches’ and three ‘themes’

**Chapter 4 – Guiding principles and objectives:** considering the strategic aims of Ocean Gateway, and how the 50 projects can help help to deliver them

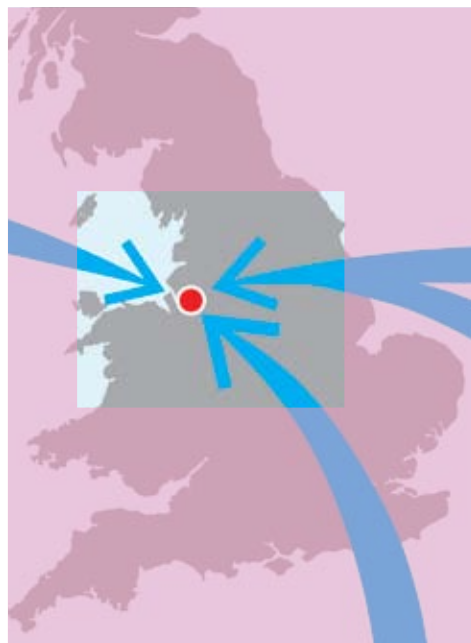
**Chapter 5 – Making it happen:** setting out ideas for progressing the Ocean Gateway concept as a vehicle for partnership working and delivery

## Technical Report

The Prospectus is supported by a Technical Report, which considers the strategic context the challenges and opportunities of the Ocean Gateway and analyses some of the key issues in further detail. It provides the background and rationale for the Guiding Principles and Objectives contained in this Prospectus.



## Global Reach



## Driver of the UK and Regional Economy

Bringing together Liverpool and Manchester City Regions







# two

Past, present and future



# A legacy of innovation and long term vision

The history of the North West is a history of innovation, tenacity, opportunity and enterprise. A ferry across the Mersey from Seacombe, the narrowest crossing point of the river, was recorded in the Domesday Book of 1086. In 1715, the first commercial wet dock was built in Liverpool. It is now almost 250 years since the first boat load of coal travelled from Worsley to Manchester via the Bridgewater Canal, promoted by the Third Duke of Bridgewater and built by James Brindley. In 1830, Liverpool and Manchester became the first cities to have a rail link through the Liverpool and Manchester Railway. Jesse Hartley supervised the rapid expansion of the Port of Liverpool in the Victorian age. His endeavour reached its height in 1848 when five new docks were opened simultaneously. At the time of its completion in 1894, the Manchester Ship Canal was the largest navigation canal in the world. The emergence of Trafford Park in 1896 gave the world its first and largest industrial park.

In the early years of the 20th Century The Three Graces were erected as a symbol of confidence in the pre-eminence of maritime Liverpool. As Pevsner wrote, "They represent the great Edwardian Imperial optimism and might indeed stand at Durban or Hong Kong just as naturally as at Liverpool!"<sup>1</sup>. This willingness to invest in infrastructure created a lasting legacy reflected in the economic geography of the region.

Together, the River Mersey and Manchester Ship Canal have played a fundamental part in the historic growth, prosperity and success of the North West, as a trade corridor, connecting the cities, towns, agricultural hinterlands, coalfields and quarries of northern England to other global trading routes and ports. The Mersey Valley is part of the physical and functional geography which has defined the spatial characteristics of this corridor.

Across all of the historic milestones, there are recurring themes. The two most enduring – thinking big and thinking for the future – delivered industries and infrastructure which generated the economic powerhouse for many decades of economic growth following their construction. In anticipating future global market trends and technical innovations, that many other City Regions failed to foresee to their cost, they established a competitive advantage.

However, as well as the many successes, there have also been periods of decline. Sustained and long term investments by the public and private sector, including Peel Holdings, are therefore essential to continue the Region's recent record of growth.

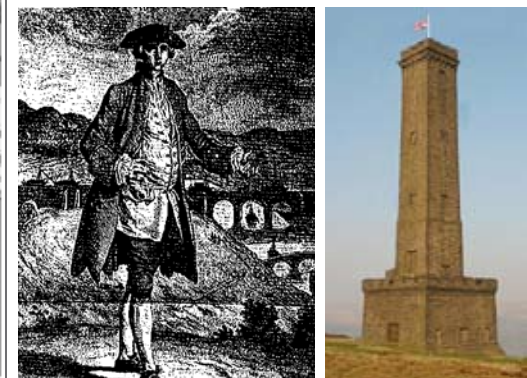
Peel has a significant stake in the North West economy. Liverpool John Lennon Airport has become one of the fastest growing regional airports in Europe. The acquisition of the Mersey Docks and Harbour Company in 2005, combining it with the Manchester Ship Canal Company, has positioned the Peel Ports division as the second largest ports group in the UK. This has brought major new opportunities for port investment and restructuring – most notably the Port of Liverpool Post Panamax Container Terminal. MediaCityUK is playing a crucial role in driving the growth of creative and digital industries in the North West, confirming the Manchester City Region's reputation as the UK's major creative centre outside of London.

Ocean Gateway responds to the recent successes contributing to the renaissance of the River Mersey and Manchester Ship Canal corridor as a regional connecting thread for the Liverpool and Manchester City Regions. It also recognises the need to foster shared, long term visions responsive to global market trends and opportunities.

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<sup>1</sup> Quote from The Buildings of England - South Lancashire (N. Pevsner, published Penguin, 1969)





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1. The River Mersey and Manchester Ship Canal providing regional connections to international markets (1901 Census Plan from Illustrated History of the Manchester Ship Canal 1708 - 1901 Hind, Hoyle and Light Ltd Printers, Manchester)
2. Vision Town Plan for Birkenhead - 1848
3. The Port of Manchester (from 'Manchester and the sea', published MSCC, 1926)
4. The Canal Duke (Francis, 6th Earl and 3rd Duke of Bridgewater, engraving by H. Cook from the National Portrait Gallery)
5. Peel Tower
6. Manchester-sur-Mer, A Sea-Ductive Prospect (Punch or the London Charivari, October 7, 1882)



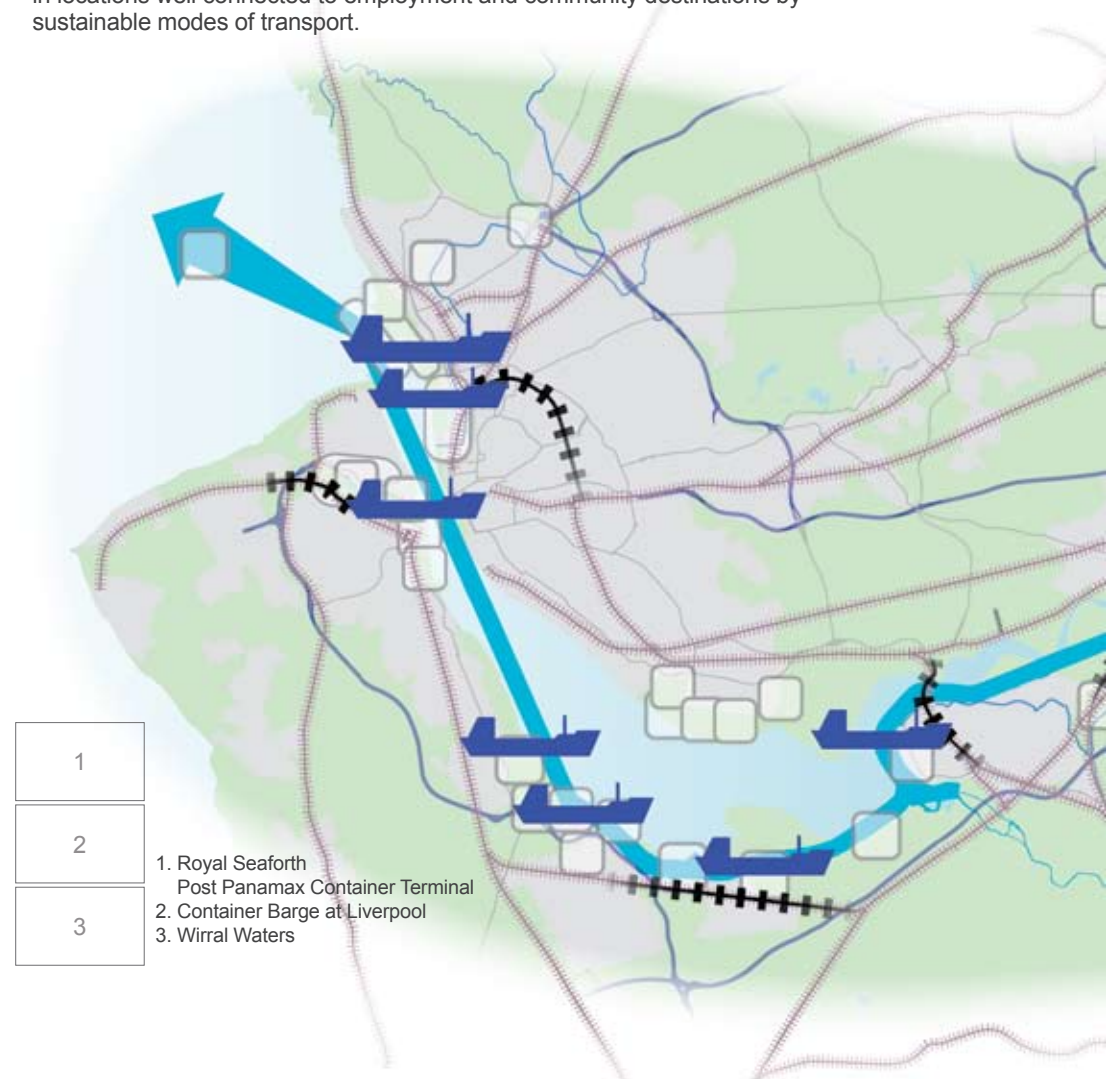
## Looking to the future – working together, thinking big



From a wide range of projects with a diverse nature and scale, a selection of 50 projects has been drawn together for this Prospectus. They include a number of transformational projects that are clearly capable of driving key sectors – maritime, technology, media and a range of potential knowledge-based industries – on the local, regional and in many cases national and international scales. They all inevitably will bring spin off benefits for local communities, the wider region and beyond.

A long term and integrated approach to delivering infrastructure appropriate to 21st century demands and markets is essential. A great deal of progress has been achieved through the Liverpool SuperPort, an integrated approach to infrastructure delivery and management, linking sea and air ports with rail and road connections across the North West. As a joint initiative with local and regional agencies, port and logistic operators, SuperPort is also a platform to raise the profile of the North West region to global markets. The management of transport assets through the SuperPort enables a move towards more sustainable patterns and modes of travel and movement – particularly shifting road freight to rail and shipping, and promoting 'green' logistic options, creating jobs adjacent to existing communities.

Four New Growth Points are being developed across the Ocean Gateway, and a number of existing communities will be reinvigorated by economic investment. This will help to create sustainable communities across the Ocean Gateway, in locations well connected to employment and community destinations by sustainable modes of transport.





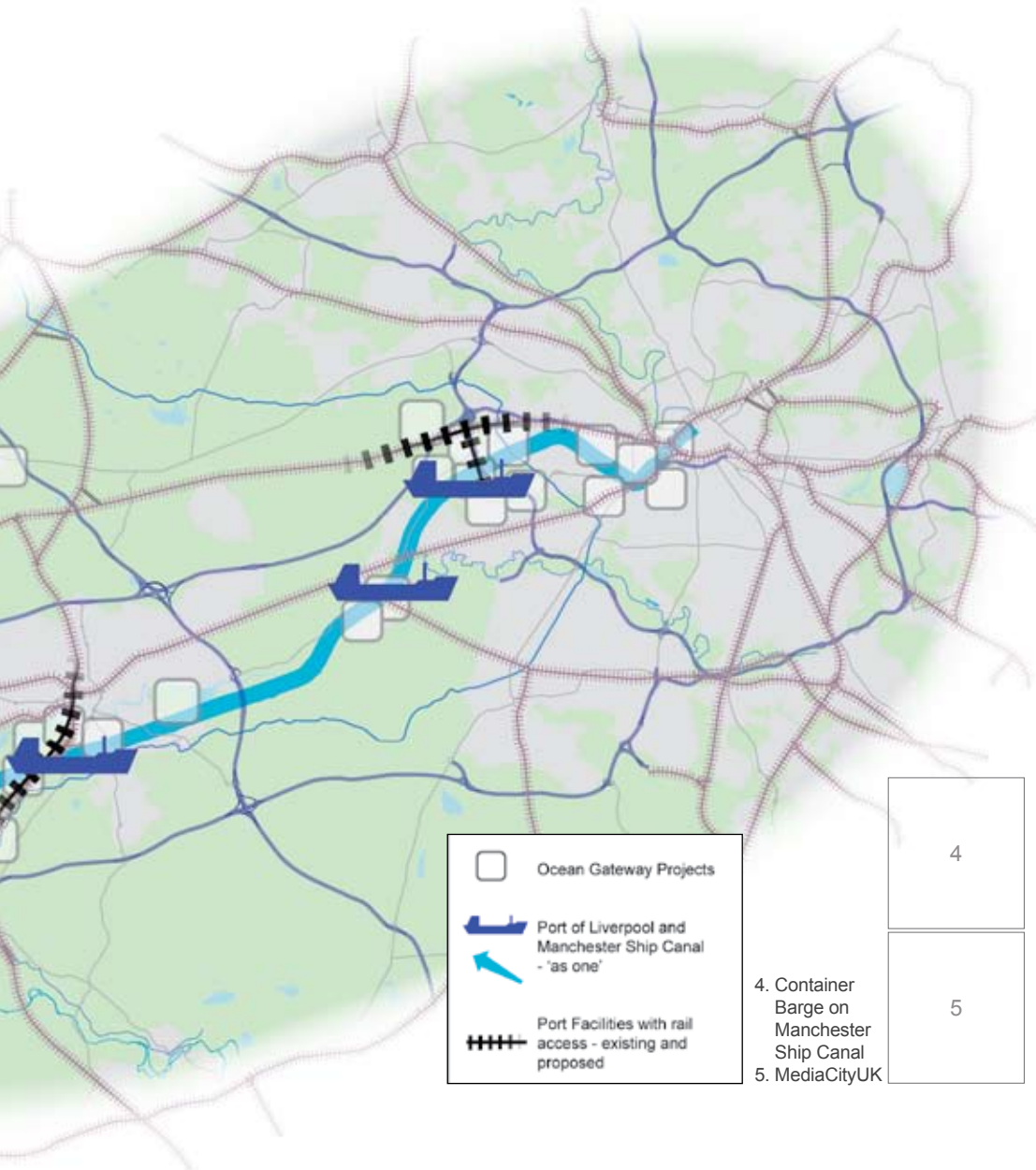
Investment will be made in innovative energy and waste recycling projects across the Ocean Gateway, which will allow the sustainable economic growth agenda to be achieved, and served, whilst minimising carbon outputs. This will help place the region at the forefront of sustainable development, opening up new economies and further opportunities.

The Mersey Valley is a complex tapestry of cities, towns and varying landscapes, joined together by the linking transport infrastructure of the M56 and M6 and the Liverpool-Manchester Railway. Environmental quality will be raised, through the redevelopment of brownfield land, the provision of new green infrastructure and the management of existing environmental assets. There is a major emphasis on improving access to water and green space, and creating high quality public realm and visitor attractions, to make the region more attractive to investors, residents and visitors. This prospectus looks to explore the idea of the Ocean Gateway as a Regional Park.

The scale of the Ocean Gateway vision and ambition is of regional, national and global importance. Whilst comparisons may be drawn with the Thames Gateway, there are also clear differences. Ocean Gateway is potentially clearer and simpler in terms of public/private sector partnerships and delivery.

Ocean Gateway does not propose new bodies or authorities or seek to overlap and create additional bureaucracy - rather it is to see local authorities, economic and regeneration agencies, and the private sector working together to ensure the delivery of major projects.

The 50 Ocean Gateway Projects provide an invaluable starting point. Ultimately, the aspiration for the Ocean Gateway is to focus and prioritise public and private sector investment through joint working.













## 50 projects

Ocean Gateway covers a diversity of towns, villages, rivers, canals and transport corridors between the cities of Liverpool and Manchester. This diversity is reflected in the nature and scale of regeneration and infrastructure projects being brought forward by the public and private sector along the River Mersey and Manchester Ship Canal corridor.

This Prospectus sets out Peel Holdings 50 most significant projects in the Ocean Gateway. They are presented to reveal the diversity of projects and investments within the Ocean Gateway, and the on-going role of the corridor as an economic powerhouse and focus of activity. It is hoped that other public and private sector agencies and investors will also put forward their own projects to enable wider agencies and investors to fully understand the future potential of the Ocean Gateway as a regional connection to European and global markets and opportunities.

The 50 Projects are set out and illustrated across the following pages.

- 1 Mersey Wind Farms
- 2 Royal Seaforth Post-Panamax Container Terminal
- 3 Port of Liverpool Surface Access
- 4 Switch Island
- 5 North Liverpool Docks and River Terminal
- 6 Liverpool Waters
- 7 Princes Dock and Cruise Terminal
- 8 Birkenhead Docks and Twelve Quays
- 9 Wirral Waters
- 10 Woodside
- 11 Cammell Laird
- 12 Bromborough Recovery Facility
- 13 Eastham Waste Management and Biofuel
- 14 Port Wirral
- 15 Liverpool International Business Park
- 16 Speke Garston Coastal Reserve
- 17 Land adjacent to Liverpool John Lennon Airport
- 18 Liverpool John Lennon Airport
- 19 Liverpool John Lennon Airport Surface Access
- 20 Mersey Tidal Power
- 21 Merseyside Biomass
- 22 Manchester Ship Canal
- 23 Ellesmere Quays
- 24 Pioneer Business Park
- 25 Ince Resource Recovery Park
- 26 Frodsham Deposit Grounds
- 27 Runcorn Waterfront
- 28 Bridgewater Canal and Way
- 29 Port Warrington
- 30 Arpley Landfill
- 31 Arpley Meadows
- 32 Warrington Quays
- 33 Woolston Deposit Ground
- 34 Haydock Park
- 35 Partington Village
- 36 Carrington Wharfside
- 37 Salford West and Wigan
- 38 Port Salford
- 39 Western Gateway Infrastructure Scheme
- 40 Salford Forest Park
- 41 City Airport
- 42 Sports Village and City Reds
- 43 Trafford Quays
- 44 Trafford Centre Rectangle
- 45 MediaCityUK
- 46 Salford Quays
- 47 Trafford Wharfside
- 48 Cornbrook and Pomona
- 49 St. Georges and Castlefield
- 50 Scout Moor Wind Farm



# The 50 Ocean Gateway projects



## 3 reaches



Regional policy confirms the City Regions of Manchester and Liverpool as the drivers for growth in the region, with a clear priority for the Regional Centres and surrounding inner areas. The two City Regions are extensive in their coverage encompassing the entire Ocean Gateway area.

Ocean Gateway also focuses investment and growth opportunities in a number of different locations within the Manchester Ship Canal and River Mersey corridor. These have significant potential to complement and link the primary drivers within the core areas, through transport infrastructure, mixed use housing and economic development, resource management including energy and a network of green infrastructure with access to waterfronts. Ocean Gateway is represented by 3 spatial reaches, from west to east being the Liverpool City Region, Ship Canal Corridor and Manchester City Region.



Ocean Gateway's emphasis within the Ship Canal Corridor is on:

- Inner areas in Warrington
- The linking green infrastructure of the Bridgewater Canal
- Ship Canal based operations in and around Warrington



Ocean Gateway's emphasis within the Liverpool City Region is on the:

- Inner areas and waterfronts of North Liverpool and Birkenhead
- Southern belt from Ellesmere Port to Runcorn
- Regeneration fringes of South Liverpool, around Speke and Garston



Ocean Gateway's emphasis within the Manchester City Region is on:

- The outlying regeneration areas of Partington and Carrington
- The 'western gateway' of Salford, Trafford and parts of Wigan
- The Regional Centre of Manchester/Salford

# 3 themes

The Ocean Gateway projects fall into three thematic categories.

## Transport and logistics 'SuperPort'

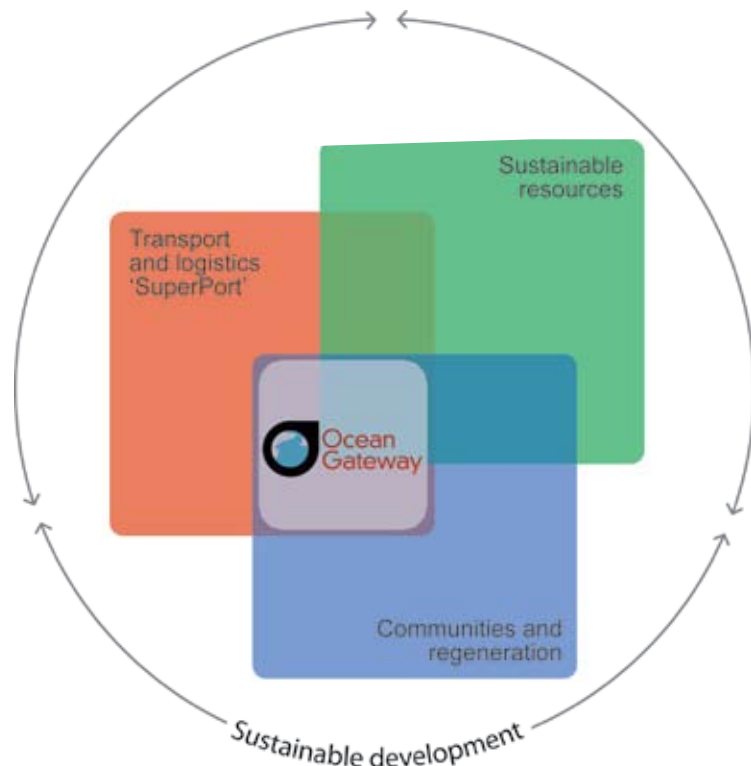
This includes the Port of Liverpool, Manchester Ship Canal and Liverpool John Lennon Airport, operating as SuperPort. This new concept initially focuses on Liverpool and the key investment of the Seaforth Post-Panamax facility, but over time, with additional port investments planned at Port Wirral, Port Ince, Port Warrington and Port Salford, the emphasis will spread east to the Manchester City Region. The concept has at its heart the intention to develop critical mass and synergies in sustainable freight and transport, that make the whole greater than the sum of the parts.

## Communities and regeneration

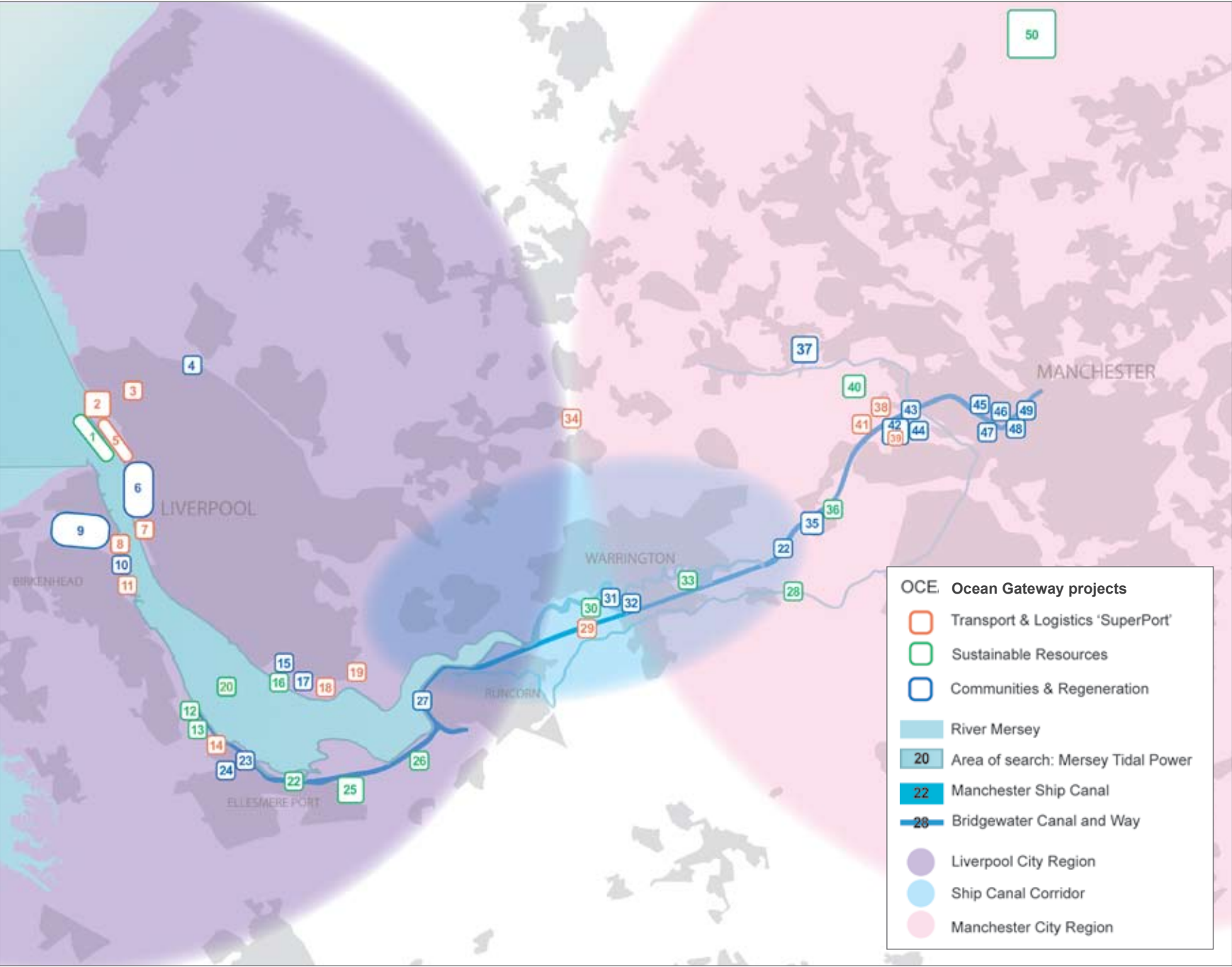
The creation of new communities within four Growth Points will make a key contribution to meeting the Region's housing needs. Through major projects such as MediaCityUK and the Waters schemes, Ocean Gateway will also deliver major economic investment in existing and target growth sectors, acting as a key driver for the regional economy and creating thousands of new jobs in knowledge based industries. This housing and economic growth will also spark new investment and activity in regeneration areas across Ocean Gateway.

## Sustainable resources

Ocean Gateway is at the forefront of sustainable development in the North West. This theme includes major renewable energy projects such as wind farms and the Mersey Tidal Power project, major waste projects such as the Ince Resource Recovery Park, and green infrastructure projects such as the Bridgewater Way, Speke Garston Coastal Reserve and Salford Forest Park.



# The 50 Ocean Gateway projects



- 1 Mersey Wind Farms
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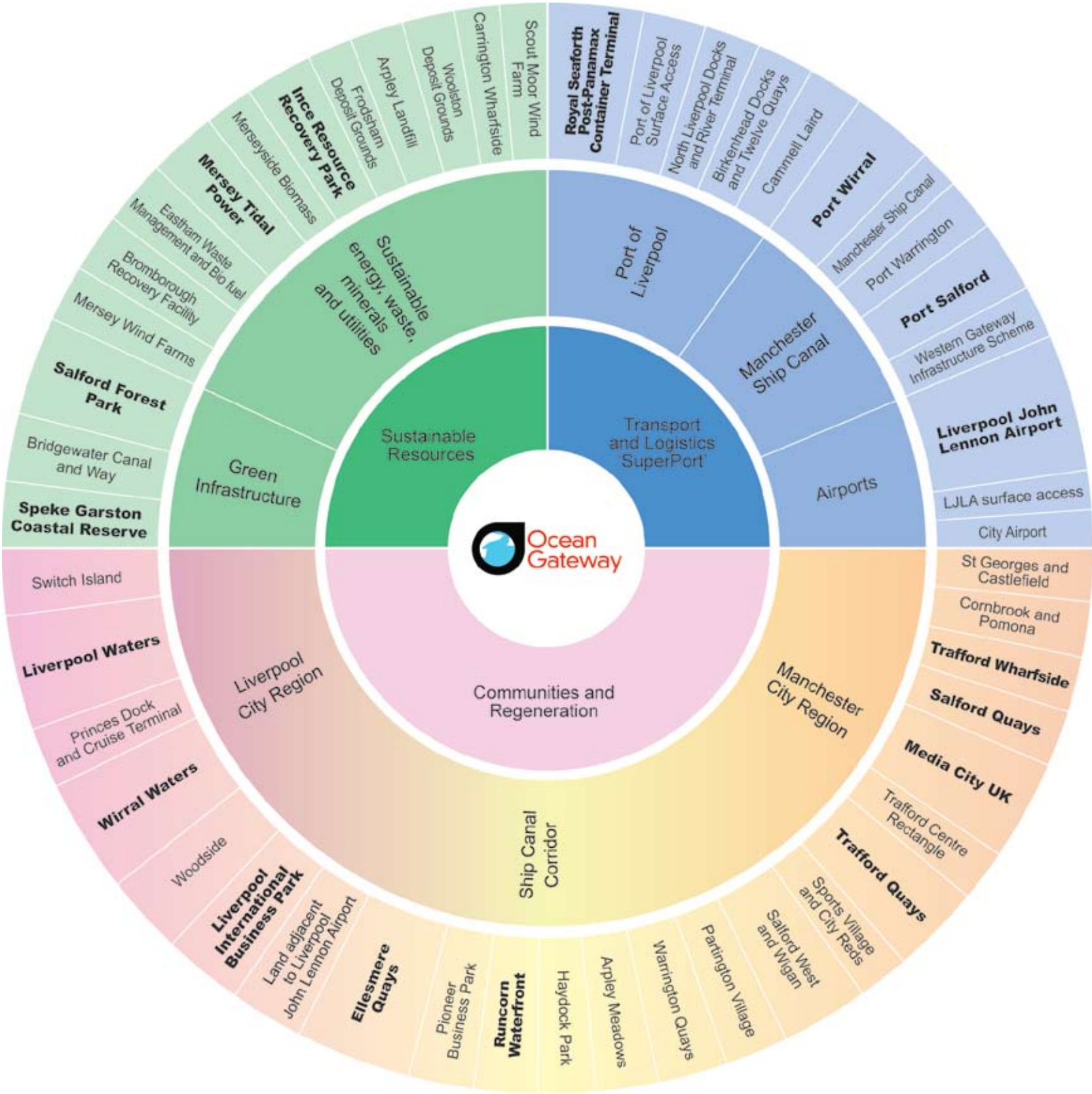
- 14 Port Wirral
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- 49 St. Georges and Castlefield
- 50 Scout Moor Wind Farm



50 projects across 3 themes



50 projects



four

Guiding principles and objectives



# Introduction

The 50 Ocean Gateway projects meet the objectives of a wide range of public and private bodies, both across the North West and nationally including local communities and voluntary organisations, to local authorities, regional bodies, central government and international investment markets.

The Ocean Gateway is an integrated and shared approach, under three Guiding Principles, with a number of key Objectives:

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>

Each of the projects performs at different levels against most or, in some cases, all of the Objectives. Some of the larger projects are capable of facilitating a major leap forward for the North West in certain areas. Examples include the opportunity to serve hundreds of thousands of homes through a tidal power project with sustainable energy, or attracting Government departments and major corporate occupiers to key sites, bringing new jobs and the major spin-off benefits that come with them.

The core objective is progress on all projects. The ability to bring forward major investments requires ongoing momentum, catalysts and drivers. Many projects, then, in turn, facilitate and benefit other projects and other investors and opportunities are attracted by the momentum of success. This is already in evidence at MediaCityUK at Salford Quays, in creating a new growth sector for the Manchester City Region. Ocean Gateway can be the catalyst for many more times its direct worth, not only by Peel but by an extensive range of other investors, partners, businesses and public bodies.

Each Guiding Principle, together with their associated Objectives, are set out across the following pages. The Ocean Gateway is a reality, as evidenced by the 50 Projects identified as the most significant to date.

To illustrate the key messages and opportunities for each Guiding Principle and Objective, a selection of the most appropriate 50 Projects are illustrated in further detail. They are presented as Exemplar and Notable Projects.







## MARRYING NEED AND OPPORTUNITY



## Boosting the economic strength of the North West

### Over £6bn annual Gross Value Added

Taken as a whole, Ocean Gateway projects can contribute over £6 billion Gross Value Added (GVA) annually. This exceeds the annual GVA of the chemical and pharmaceutical sector in the North West, (at £4bn, source Cogent SSC) and is almost equivalent to the GVA of the City of Bradford (at £6.6bn, source ONS, 2005) or the County of Cumbria (at £6.7bn, source ONS, 2005). Ocean Gateway can play a key role in driving the regional economy. It is important to note that the figures do not allow for leakage or displacement, and do not include the GVA yield arising from projects where jobs have not yet been calculated, as listed on page 27. Similarly, no other (non-Peel) projects are included in the calculations. Hence, the full GVA figure of Ocean Gateway could in time be proven to be substantially greater.

### High value growth in knowledge based industries

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, strategically linked to a network of economic centres in the UK, Europe and beyond, Ocean Gateway supports the continued expansion of the region's economic core. High profile sites, such as those at MediaCityUK and Liverpool and Wirral Waters, will play a crucial role in attracting major employers in some of the key sectors identified in the Regional Economic Strategy, such as digital media and professional and financial services. These are the sectors which are expected to be the major drivers of economic growth in the future. Combined with investment in high quality housing and green infrastructure in Ocean Gateway, these projects will create major new clusters of activity, and will attract and retain the highly skilled workforce on which they will depend.

### Investing 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 country's imports and exports away from South East ports, towards the Port of Liverpool and onwards along the Manchester Ship Canal. This is a significant contribution to improving the efficient movement of goods and reducing the associated road miles in moving freight. These investments will also bring 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.

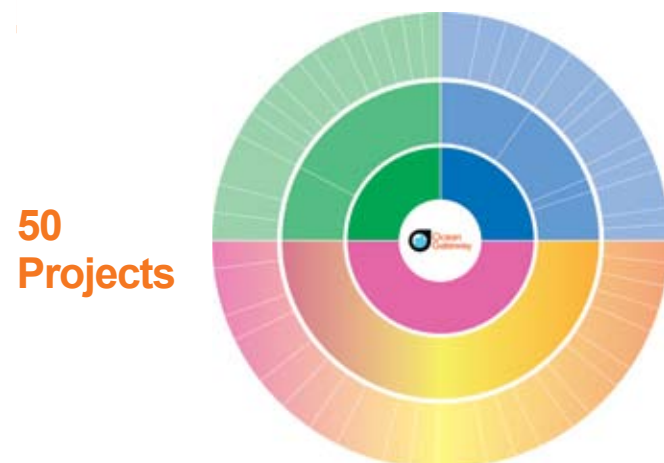
### Stimulating economic renewal in areas of need

The Ocean Gateway is home to some of the highest levels of worklessness and deprivation in the North West. Areas once home to thriving industries have failed to keep pace with economic restructuring and suffer high levels of deprivation. Considerable public funding streams have been directed to tackle these issues in recent years, which have delivered a number of major benefits and improvements. However, many of these streams are being scaled back, particularly European funding, and there is much more that needs to be done to tackle deprivation issues.

Many of the Ocean Gateway projects will bring much needed private investment to these areas. This will assist them in growing their enterprise and innovation base, and securing sustainable futures in a service and knowledge orientated economy, thus bringing long term regeneration benefits. Many of the projects are building on the platforms of public sector interventions, to bring private investment and secure self-sustaining futures.



City Regions



Ocean Gateway



*Taken as a whole, in terms of Gross Value Added, Ocean Gateway projects exceed the chemical and pharmaceutical sector in the North West, and are almost equivalent to the City of Bradford or the County of Cumbria*

Note: the figures do not allow for leakage or displacement

## Boosting the economic strength of the North West

### Exemplar project: Liverpool and Wirral Waters

Liverpool and Wirral Waters are two of the largest Ocean Gateway projects, which will together account for approximately £10bn of investment. Liverpool Waters has a prime waterfront location within walking distance of Liverpool's commercial core. Wirral Waters is located at Birkenhead Docks, a once thriving area in need of major transformation. The areas around both the Waters schemes suffer some of the highest rates of deprivation in the country.

Both projects aim to create high density, high rise, mixed use neighbourhoods, with an emphasis on high quality office and residential space and complementary cultural, community, leisure and retail facilities. The combination of prime locations at the urban core, transport accessibility and high quality place-making will attract major employers in knowledge based industries such as the professional, finance and business sector. The high quality housing and cultural, community, leisure and retail offer will attract the skilled workers on which they will depend.

It is anticipated that the two projects combined will provide tens of thousands of jobs during construction (which will span over 30 years) and around 47,000 full time jobs when complete; most of which will be in high value sectors. If successful, the overall direct gross contribution to GVA for these projects alone could be as much as £2bn annually, and act as major drivers for the Liverpool City Region and North West economies. Just as importantly, the programme of investment will bring major regeneration benefits to North Liverpool and Inner Wirral which have, in recent years, seen their employment and working age populations decline.

Following the launch of the Waters schemes in 2006 and 2007, considerable progress has been made through partnership working and holistic masterplanning, alongside public sector partners and agencies. Both of these projects are of a scale and nature that make them integral to the future economic growth and regeneration of the Liverpool City Region, through the sustainable development of inner areas and expansion of the regional centre.





# Notable projects



## Royal Seaforth Post-Panamax Container Terminal

It is estimated that the maritime sector contributes £315m in direct annual GVA to the Merseyside economy. Indirectly, the contribution has not been quantified, but is vital activity to much of the Liverpool City Region's economic activity. The development of a deep water container terminal at Royal Seaforth Dock will allow Post-Panamax vessels to berth at the Port. This will enable the Port to capture greater throughput from the existing routes between Liverpool and the United States and create new routes to global hubs, particularly in the far east, leading to a substantial rise in wealth generated by the Port, and further strengthening the maritime cluster through an estimated 3,000 additional jobs.



## MediaCityUK

The MediaCityUK development at Salford Quays will play a crucial role in driving the growth of digital and creative industries in the region, and confirming the Manchester City Region's reputation as the major creative centre outside London. The relocation of BBC departments to the site is already triggering investment in the area by creative and digital firms, which will create a media cluster, over the next decade. It is estimated that MediaCityUK could stimulate as much as £300m annually to the region's GVA. This project is currently under construction and the BBC is due to occupy buildings from 2011.



## Liverpool John Lennon Airport

The establishment of Liverpool John Lennon Airport as a successful regional airport, and its planned future growth through the Airport Master Plan, will make a significant contribution to economic growth in the Liverpool City Region and the wider North West. By 2030, the Airport aims to grow substantially and it is estimated that it will employ nearly 10,000 people directly and through indirect supply chains. It will perform a vital role in attracting business and tourism to the region. In addition to wider economic benefits, the Airport is located immediately adjoining deprived parts of South Liverpool and acts as a vital employment hub for local people. Liverpool John Lennon Airport also features in other objectives in respect of its importance to 'creating jobs for local people' and 'promoting sustainable forms of transport'.

# MARRYING NEED AND OPPORTUNITY



## Creating jobs for local people

45,000 existing jobs

There are approximately 45,000 jobs facilitated directly or indirectly by Ocean Gateway projects, including the Port of Liverpool, the Trafford Centre and Liverpool John Lennon Airport. Around 5,500 are induced employment at the Port of Liverpool. In each case, a substantial proportion of those jobs have been filled by local people.

100,000 potential  
additional jobs

Taking into account displacement and leakage, as well as the indirect multiplier effects, establishing a robust, exact net employment figure is a major challenge. However, it is estimated that the Ocean Gateway projects offer the potential to directly support around 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. They are thus in a strong position to contribute to two key regional objectives: creating new employment in knowledge occupations and raising employment rates in the region.

A range of employment  
opportunities

The Ocean Gateway projects will create employment opportunities in a range of sectors, which will require workers from a broad range of occupations and different skill levels. This reflects the variety of sectors within which they operate, ranging from traditional sectors such as maritime, the growing retail and leisure sector, and higher skilled employment in media, aviation, environmental technology and financial and professional services. This range of opportunities is important since it allows those accessing or currently in lower skilled jobs to develop the skills necessary to move on to higher skilled opportunities. It also provides the catalyst leadership and higher-value positions from which wider economic activity is stimulated. The key challenge is ensuring that new jobs are accessible and sustainable, and that people receive the right support to take advantage of employment opportunities. To this end, a range of stakeholders and agencies are involved in tackling these challenges, as explored in the project examples.

Raising employment rates in  
deprived areas

The Regional Economic Strategy for the North West sets a target of raising employment rates across the region and ensuring that no district has an employment rate lower than 68% by 2009. Many of the Ocean Gateway projects are in areas experiencing a high degree of employment deprivation, with employment rates below that level, including Liverpool and Manchester. Enabling people in these areas to access local employment opportunities will contribute toward achieving this target and lead to knock-on benefits, such as reducing poverty, improving health and providing exchequer benefits for the Government.

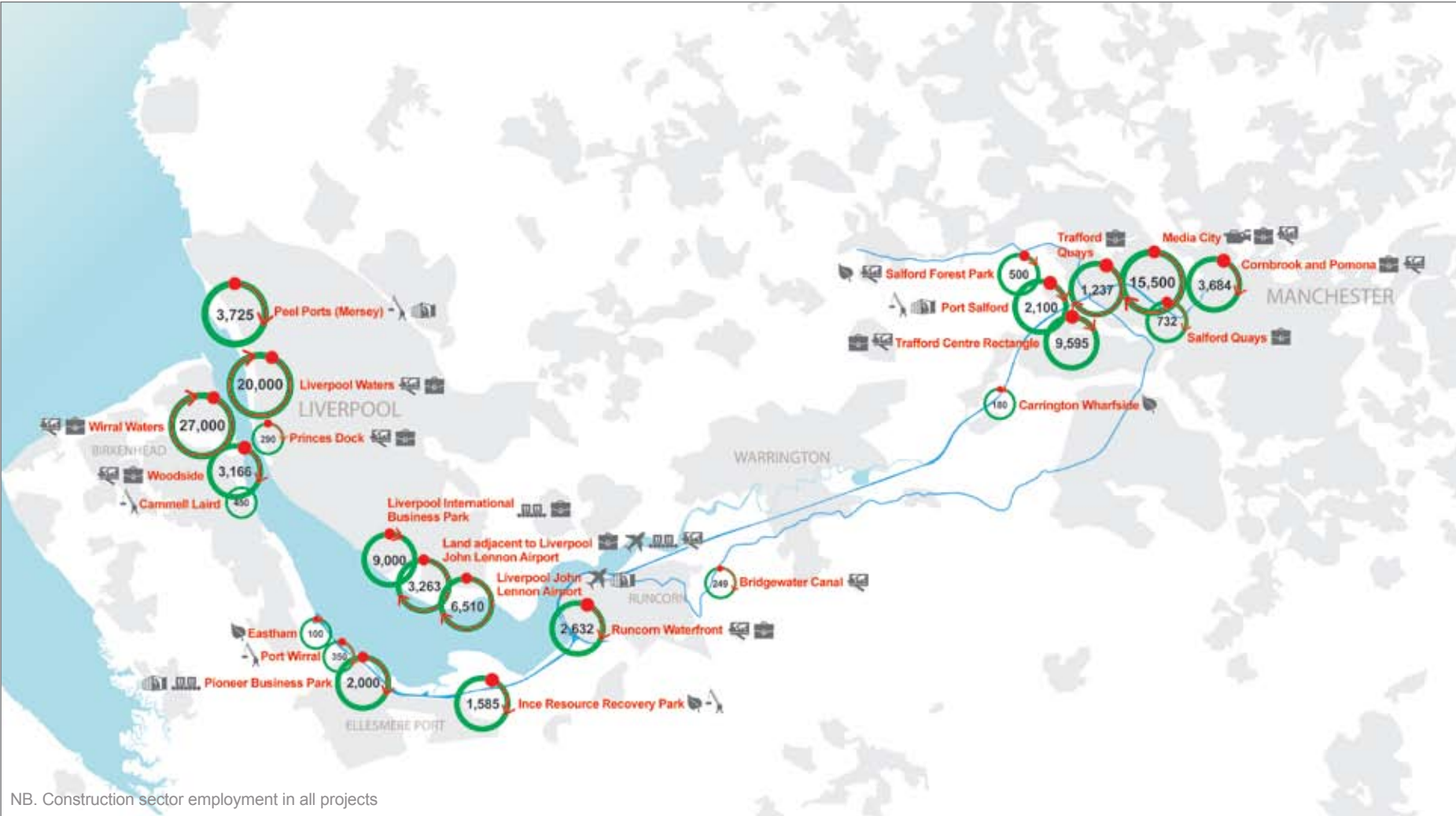
Attracting and retaining  
higher skilled workers

Many of the jobs created in knowledge based industries through Ocean Gateway will be in sectors essential to the future growth of the North West economy. At present many of these sectors are under-developed or in their relative infancy, competing for customers and skilled workers with other major UK and European centres, including London. Some of the high profile projects, such as MediaCityUK, will play a crucial role in growing these specialist sectors within the region and thus helping to achieve the scale necessary to attract and retain highly skilled people.

They will therefore help towards achieving a critical mass of labour market density in knowledge-rich sectors, giving the region 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. Through the community and environmental aspects of Ocean Gateway, the quality of life to support this growth can also be provided.



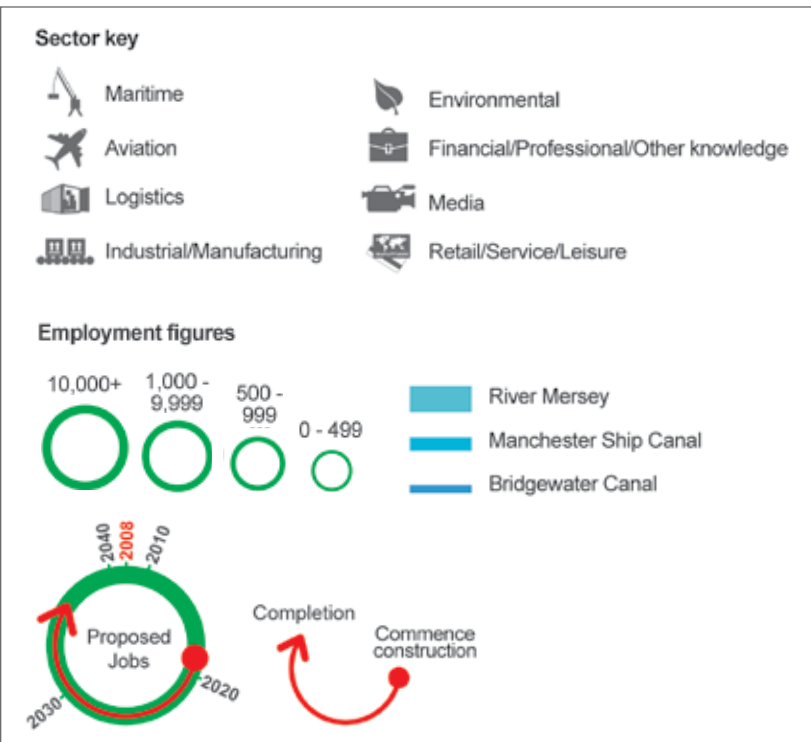
Supporting 45,000 existing jobs and with the potential to create 100,000 additional jobs gross



Jobs not calculated for these projects

(Due to lack of available floor space information or absence of other source of employment data)

- Mersey Wind Farms
- Port of Liverpool Surface Access
- Switch Island
- Bromborough Recovery Facility
- Eastham Waste Management and Biofuel
- Speke Garston Coastal Reserve
- Liverpool John Lennon Surface Access
- Mersey Tidal Power
- Manchester Ship Canal
- Ellesmere Quays
- Frodsham Deposit Grounds
- Port Warrington (Acton Grange)
- Haydock Park
- Arpley Landfill
- Arpley Meadows
- Woolston Deposit Ground
- Western Gateway Infrastructure Scheme
- City Airport
- Sport Village and City Reds
- Trafford Wharfside
- Cornbrook and Pomona



## MARRYING NEED AND OPPORTUNITY

### Creating jobs for local people

## Exemplar project: MediaCityUK

The MediaCityUK development at Salford Quays will create as many as 15,500 jobs, many of which will be accessible by local people. The planned relocation of BBC departments to the site is expected to attract ever greater numbers of creative and media firms in the next decade, which will sustain highly skilled employment growth for years to come.

BBC Sport, BBC Children's, BBC Formal Learning, BBC Five Live and parts of BBC Future Media and Technology will join existing departments already based in Manchester but moving to the Quays.

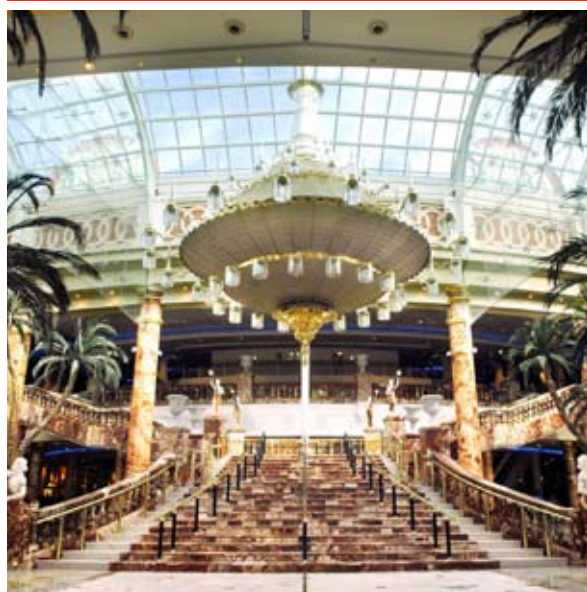
Approximately 1,600 London-based posts will be moved to MediaCityUK, along with 800 from the current Manchester site. There are already more than 150 media related businesses at the Quays. The BBC relocation will underpin and strengthen these businesses, delivering the major trigger for other companies to invest in the area. In time, the BBC will be seen as a key part of a bigger cluster, with space for 1,150 creative and related businesses being planned.

1,500 local trainee posts will be provided per year, alongside partnership working with Salford City Council, Central Salford Urban Regeneration Company, the University of Salford and local schools and colleges, together with skills and training providers.



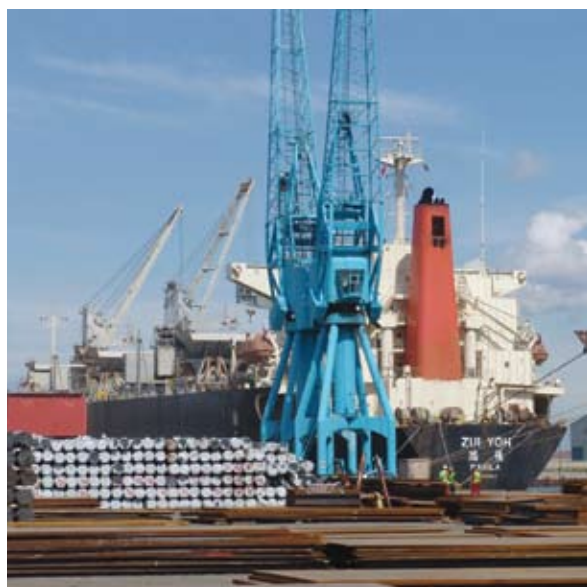


# Notable projects



## Trafford Centre Rectangle

Through the Ocean Gateway projects, a strong track record has been developed working with partners to ensure there is the support available to enable local residents to access the jobs being created. At The Trafford Centre, a Recruitment and Training Foundation was established during construction which sought to ensure that local people could access employment and training opportunities. In the ten years since the Trafford Centre opened, it has employed thousands of local people from the nearby communities of Eccles, Urmston and Stretford, among others. The Trafford Centre, including the new Barton Square development now employs around 8,000 people, many from adjoining communities.



## North Liverpool Docks

The Mersey Ports Growth Strategy estimates that the maritime sector accounts for 26,000 jobs in Merseyside, or 3.5% of total employment. The Port of Liverpool, located adjacent to some of the most deprived places in England in North Liverpool, is a major source of direct and indirect employment for local communities. It also supports the supply chain of the wider economy. Further investments in the Port will grow the sector within Merseyside and expand the sector east via the projects along the Manchester Ship Canal at Ports Wirral, Ince Warrington and Salford. This expansion, together with the provision of training and related support, will play a key role in providing jobs and incomes for people across the Ocean Gateway area, including those who reside in nearby deprived communities.



## Liverpool John Lennon Airport

The Airport is located in Speke, South Liverpool, an area which has severe multiple deprivation and unemployment issues. The Airport currently employs around 2,350 people, on and off site. The Airport employs staff directly, whilst businesses who rent space at the airport are also important employers. Approximately half of the operational Airport staff, and people working in tenant businesses, are residents within South Liverpool, including the regeneration areas of Speke and Garston. This has been achieved by working closely with partners in the local education, training and regeneration agencies. The development of a working relationship with the local South Liverpool Jobs, Education and Training (JET) Centre has enabled the Airport to recruit a large number of local people. The Airport also works closely with the nearby Partnership for Learning Centre for the delivery of a range of workforce development and training programmes. These training courses are wide ranging and include customer services, health and safety, and management.

# MARRYING NEED AND OPPORTUNITY



## Creating new communities

### Over 73,000 new homes across four Growth Points

The Ocean Gateway area includes a number of major proposals for creating new communities. The total number of new units is over 73,000, located within the four Growth Points of Mersey Heartlands, Mid Mersey, West Cheshire and Greater Manchester. Ocean Gateway will be critical in driving housing growth in these areas, by providing the right types of housing products, of the right quality, in the right location. This new housing will play a key role in supporting wider economic growth.

### Sustainable neighbourhoods

Ocean Gateway seeks to create attractive, safe, walkable/cycleable neighbourhoods in sustainable locations, integrated with public transport, green infrastructure, employment opportunities and community infrastructure. Communities are about more than just housing, and the scale and critical mass of these projects, brought forward in partnership between the public and private sectors, will deliver new supporting community infrastructure and integrate with existing communities and assets. As Government moves towards standardised charges for community infrastructure, the contribution of Ocean Gateway could potentially total many millions of pounds over the coming decades meeting a variety of needs.

### Meeting different housing market needs

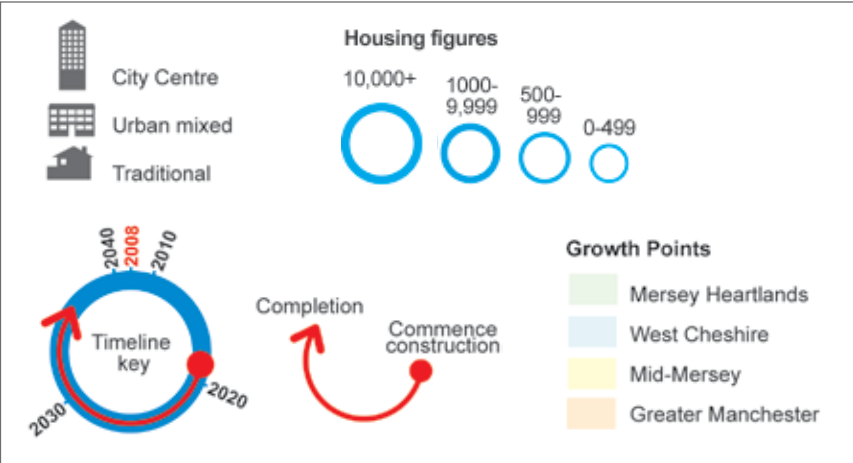
Ocean Gateway projects that include significant amounts of housing seek to provide for a range of different housing market needs. City centre apartment projects have helped to stimulate and underpin the economic success of regional centres. New inner urban markets are being created to complement those regional centres, and adjoining Housing Market Renewal areas, to deliver a wider choice and balance of housing in central locations. More traditional, less high density forms of housing are being provided in sustainable locations that will help drive knowledge economies.

Ocean Gateway is also seeking to help tackle housing affordability issues in the area. This is partly through delivering economic investment and working to ensure that local people can access new employment opportunities, thus increasing their incomes and their ability to afford a suitable home. It is also through the direct and indirect provision of affordable housing products in partnership with local authorities and Housing Associations, where local needs exist and where project viability allows.

### Innovation and quality for the 21st Century

In creating new communities across the Ocean Gateway, innovation and high quality design are being used to ensure that built developments and their supporting public realm and infrastructure respond to changing demographics and cultural needs. New urban living is being pioneered in parts of the region where the market has yet to be established and Ocean Gateway will seek to maximise the Government's Building for Life criteria in its new developments. Key objectives across projects include providing the quality of life offer to attract and retain skilled workers, promoting active and healthy living through design, adapting and being flexible to changing needs over time.

14 new communities in 4 Growth Points





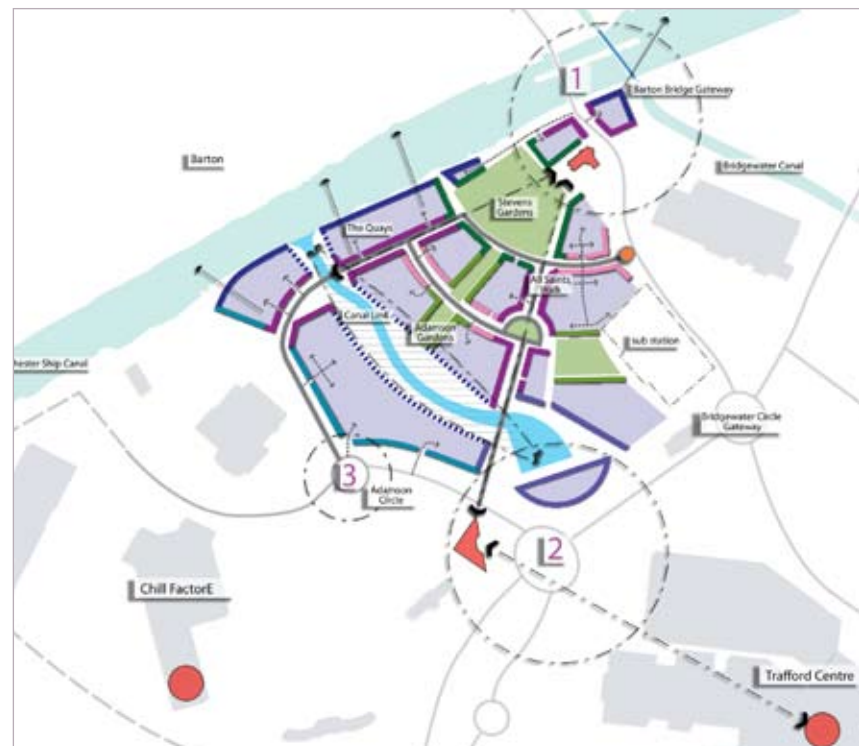
## Creating new communities

### Exemplar project: Trafford Quays

Trafford Quays, adjoining the Manchester Ship Canal, represents an almost unique opportunity for the Manchester City Region. It has the potential to create a new mixed residential neighbourhood of around 3,000 units, located in an accessible area within the M60, close to a wealth of employment, leisure and retail destinations, without the need for significant public sector resourcing.

The project will incorporate a range of apartments and housing to cater for a variety of needs. Trafford Quays will support the economic development of the area, notably being in proximity to Trafford Park and Salford Quays/ MediaCityUK.

In addition to housing, the proposals include commercial development, strategic open space and a new canal arm to link into the Manchester Ship Canal, from which it is planned to have a water taxi linking The Trafford Centre with Manchester City Centre.



# Notable projects



## Liverpool and Wirral Waters

The Waters projects seek to deliver high quality mixed housing and economic development, supported by first class public realm and community infrastructure, in iconic waterside settings. They jointly have the potential to deliver around 40,000 new homes within the Mersey Heartlands Growth Point over the next 30+ years. The projects are exploring innovative design concepts for attracting mixed communities, including younger and older groups, families and students. First class community infrastructure and public realm will be provided, to create a sustainable exemplar model for 21st century living.



## Ellesmere Quays and Pioneer Business Park

The proposals include 7,500 homes and supporting commercial, retail and community services. The project is a key site in the West Cheshire Growth Point and will provide for a range of housing needs, whilst delivering high quality public realm and infrastructure. Ellesmere Quays will add to the 500 homes already being delivered at the Rossfield Park site. Pioneer Business Park has delivered 100,000 sqm of employment floorspace within the 4M Economic Development Zone, helping to support a prosperous and sustainable future for Ellesmere Port. To date, around £45m has been invested, including £8.1m of European funding. The proposals have been delivered alongside Cheshire West and Chester Council and private development partners. A further 20,000 sqm is to be built over the next 2 years.



## Salford West and Wigan

These proposals are at an early stage and offer strategic potential for high quality family and executive homes as sustainable urban extensions to the Manchester/Salford conurbation. They can help stimulate economic growth through attracting highly skilled, professional and managerial workers and their families to live and work in the area. The sites are well located to support community services and public transport, and have sufficient critical mass to create new communities and deliver major environmental and sustainability benefits.



## Cornbrook and Pomona

These proposals provide a strategic opportunity for a large scale sustainable development close to Manchester City Centre, with excellent transport links. The area benefits from two waterfronts, facing both the Manchester Ship Canal and the Bridgewater Canal.

# MARRYING NEED AND OPPORTUNITY



## Enhancing quality of life and well being

### Improving life chances

The towns and cities within the Ocean Gateway are some of the most deprived places in the UK. The situation is at its most bleak in the various priority regeneration areas, where communities have low horizons and prospects, no or little educational attainment, do not work or have never worked, suffer poor health and obesity, and die younger. Many such places are the very areas where Ocean Gateway projects are located. By creating new economic opportunities and projects that are truly integrated with local communities, there is the potential to improve the life chances in terms of health, education, recreation, employment and housing.

### Infrastructure for healthy living

Through mixed-use development in sustainable locations, and the delivery of 'walkable and cycleable' neighbourhoods, many projects allow for, and encourage, recreation. They also seek to connect into existing community hubs, and indeed in some cases will provide new hubs, to allow communal activities, whether it is informal or active recreation and leisure, education, awareness, community participation and empowerment.

### Healthy, safe and attractive places to live, work and play

Enhancing the quality of life of those who live, work and play within the Ocean Gateway is a key factor in all projects. This manifests itself in a variety of forms, from safe, attractive, convenient retail and leisure destinations, through green and blue infrastructure and cultural assets, to place-making in high profile commercial and residential neighbourhoods. It is also embedded in the Ocean Gateway's approach to tackling the environmental consequences of growth, through integrated transport, environmental technology and promoting biodiversity and open space, to deliver growth whilst minimising the effects on local environments through air quality, noise and other potential impacts.







## Enhancing quality of life and well being

### Exemplar project: Salford Forest Park

Salford Forest Park is a major, multi-functional, soft-end use, green infrastructure project within the Ocean Gateway which presents a unique opportunity to create regionally important sporting facilities, within a forest park setting with new and mature woodland, nature reserve areas, education facilities, and an extensive network of new footpath, cycle and equestrian trails providing access to and interpretation of social and industrial heritage.

At the heart of the forest park a new visitor facility will be created providing a woodland and wildlife centre and an educational eco-village and camp-site for use by schools and other groups. Sporting facilities include the creation of the new 'Manchester Race Course'. This is complemented by a new equestrian centre with cross country riding trails, and an 18-hole championship golf course.

The scheme is a comprehensive package designed to create a major environmental resource and asset for improving the quality of life of the people of the Ocean Gateway. A decision on the planning application for Salford Forest Park is expected in early 2010 following a public inquiry held in Spring 2009.

There is also the opportunity to redevelop the site of the former Worsley New Hall, which was demolished after World War II. Historic archives are being investigated, with the aim of re-creating the grandeur of the New Hall together with its formal landscaped and terraced gardens.





# Notable projects



## Sports Village and City Reds

The Trafford Sports Village and Salford City Reds development create a critical mass of informal and active sports and recreational resources on a regional scale. Alongside health and fitness clubs, a 'soccer dome' and state-of-the-art golf facilities at Playgolf, the UK's longest indoor ski centre has recently been developed, called the Chill Factor-E. The neighbouring proposals for the new Salford City Reds Stadium complement these facilities to create a strategic asset for the quality of life and well being of the Ocean Gateway area and the wider North West region.



## Liverpool and Wirral Waters

Located adjoining some of the most deprived communities in the UK, these projects jointly seek to transform deprived areas and in doing so will both enhance the life chances of local residents, whilst providing new opportunities for inward migration and investment. Partnership working between regional bodies, local authorities, the private sector including Peel Holdings and a range of other stakeholders, on the visioning and masterplanning proposals for both projects, is ongoing. The projects have the healthy living agenda firmly embedded within their aspirations. These projects represent opportunities for future best practice exemplars for promoting healthy living through regeneration and investment.



## Partington Village

As part of the proposals for the regeneration of the deprived community of Partington, a recreational and ecological 'Green Loop' will be created around the Village. This includes a safe, attractive and well managed canalside promenade and various rural and semi-rural routes to be used and enjoyed by the local community. A new shopping centre is also being brought forward as part of the proposals, to replace the existing dilapidated centre and provide local people with essential local shopping facilities.

# MARRYING NEED AND OPPORTUNITY



## Improving culture, tourism and leisure

### Existing regional destinations

Investments to date within the Ocean Gateway have already had significant effects on the region's cultural, tourism and leisure markets. The Trafford Centre and Salford Quays act as major drivers for attracting people to visit the region, complementing the wealth of assets within and around the Ocean Gateway and providing a platform of delivery and success to build upon.

### Planned regional destinations

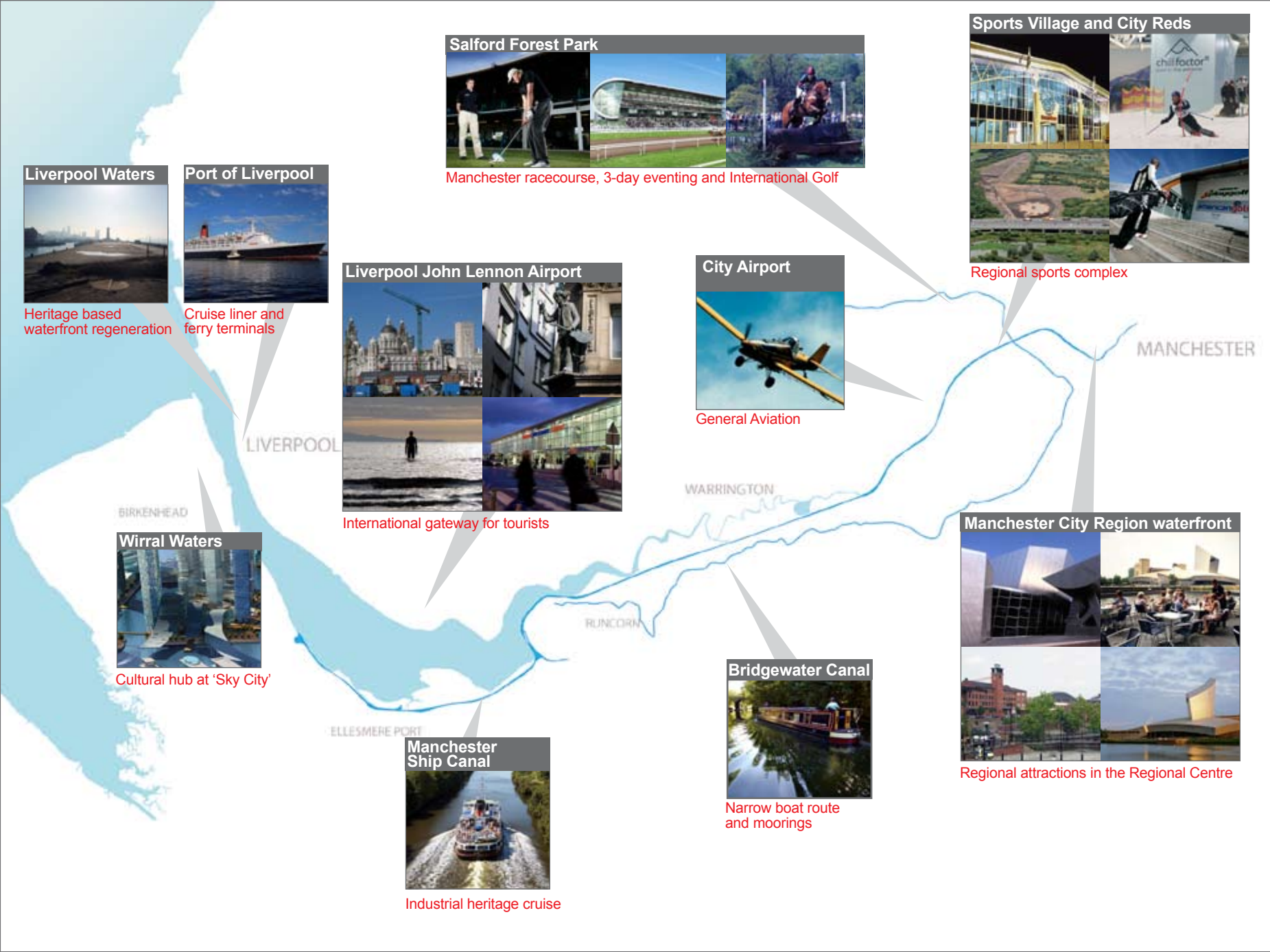
Successes to date are only part of the potential for the Ocean Gateway. Through the 50 projects and additional potential and proposals in the area, Ocean Gateway can substantially enhance the national and international profile of the Region as a place to visit, whilst also giving people who live within the Ocean Gateway area more assets to visit, and more reasons to stay and spend their leisure time locally. The further growth of Liverpool John Lennon Airport will act as a major catalyst to the local and regional tourism economy, being a key gateway into the Ocean Gateway area, and complementing the role of Manchester Airport as an international gateway. The growth of the cruise liner market and ferries, linking the Port of Liverpool with worldwide destinations, is a major opportunity for enhancing the region's visitor economy.

### City waterfronts

The Ocean Gateway, in particular Liverpool and Wirral Waters, and the MediaCityUK, Salford Quays, Trafford Wharfside, Pomona, Cornbrook, St. Georges and Castlefield corridors, provide a major critical mass of opportunities for waterfront-led culture, tourism and leisure. Alongside, and connected to existing assets at Princes Dock, Pierhead, Albert Dock and Woodside in the Liverpool City Region, and Castlefield and Salford Quays in the Manchester City Region, these projects will help Liverpool and Manchester to compete against the most well-recognised and successful waterfront cities in the world, such as Vancouver and Shanghai.

These projects will include major cultural attractions and drivers, to complement some of the successes to date in the area, notably the Imperial War Museum North, Trafford Wharfside and The Lowry Centre at Salford Quays.

Regional destinations





## Improving culture, tourism and leisure

### **Exemplar project:** Salford Quays / Trafford Wharfside

The regeneration of Salford Quays has been ongoing for over 20 years, and is now heralded as one of the UK's finest examples of urban regeneration.

Through joint working between Salford and Trafford Councils, the Development Corporation and more latterly the Urban Regeneration Company, alongside Peel and a host of other partners in both the private and public sectors, a number of significant achievements have been made. These include the delivery of major corporate headquarters at the Quays such as the buildings now occupied by BUPA, new housing developments, a designer outlet mall and cinema, the Imperial War Museum North on Trafford Wharfside, the Lowry Centre and the supporting infrastructure which has made it all possible, including the Metrolink. Peel Holdings has been a major delivery partner at Salford Quays for over 20 years and continues to stimulate the ongoing redevelopment of the area.

Successes to date have allowed MediaCityUK to emerge as a major new initiative, and the opportunities do not stop there. The partners are working towards bringing forward exciting new economic, housing and leisure opportunities in the Trafford Wharfside and the MediaCityUK area, details of which will emerge over the coming months and years.



# Notable projects



## City Airport

City Airport (CAL) is a CAA licensed general and business aviation airfield located 5 miles from Manchester City Centre. CAL is operational 7 days a week with a mix of over 130 based aircraft and helicopters. There are currently over 60,000 take-offs and landings annually, flown by a variety of private and syndicate owners, students under training as well as business and commercial users.

Ambitions for CAL are to develop the facility to its full potential, including a hard runway and to encourage use by an increasing number of organisations and individuals, to the wider benefit of business and economic growth.



## Land adjacent to Liverpool John Lennon Airport

Benefitting from the critical mass of the Airport and the substantially completed Liverpool International Business Park, a number of key sites located close to the Airport remain to be developed.

In addition to further opportunities for employment (commercial/ industrial) and housing development, the Wings Entertainment Park has permission for 23,000 sqm of leisure uses. This includes a multiplex cinema, hotels, bowling alley, health and fitness club, restaurants and bars. This will act as a leisure hub for communities in South Liverpool.



## St Georges and Castlefield

Alongside public and private sector partners, and acting directly as developer, investor and canal and land owner, Peel Holdings has brought forward a number of new residential, leisure and commercial investments in the Castlefield area. These were some of the first of their type in Manchester.

Looking forward, St. Georges Island is the next major area of redevelopment located between Castlefield and Cornbrook/Pomona areas. The area has a direct frontage to the Manchester Ship Canal and is extremely important to the linkages along the Canal corridor (as part of the Irwell City Park initiative). Areas of the St. Georges Island have already seen significant development for residential use. The remainder of the site consists of vacant viaducts which are owned by Peel Holdings. The aspiration is to bring the area back into a vibrant mix of uses, making the most of its location in terms of proximity to the City Centre, the Quays and the waterside environment. The redevelopment of this area will deliver both attractions to it, and provide a major contribution to the Manchester waterfront, by providing high quality public realm and routes, linking the existing Castlefield area with the proposals for Cornbrook and Pomona, and onwards to the Quays.



## Promoting low carbon growth

### Low carbon locations for growth

The Ocean Gateway seeks to create accessible and usable places for people, delivering jobs, housing and access to green spaces and a range of other leisure activities, in sustainable locations. Each project differs in its accessibility profile, but all are located in areas with public transport, footpaths and cycle routes, and proximity to existing and new employment opportunities and local community, leisure and retail services. This provides new opportunities for people to live, work and play in the same localities. The effect is that sustainable transport modes can be maximised whilst travel needs can be minimised; hence the carbon footprint of housing and economic growth is also minimised.

### Innovation in low carbon built development

In addition to location factors, Ocean Gateway projects include major sustainability opportunities through their critical mass and ability to invest in new technologies over the long term. Across the Ocean Gateway area, the ambition is to achieve energy efficient buildings, sustainable material sourcing and deliver high quality, flexible and adaptable developments that will last, thus reducing the carbon effects of redevelopment. Investments are also being made in low carbon solutions for energy, waste and water (see pages 46-49).

### Global freight via low carbon local ports

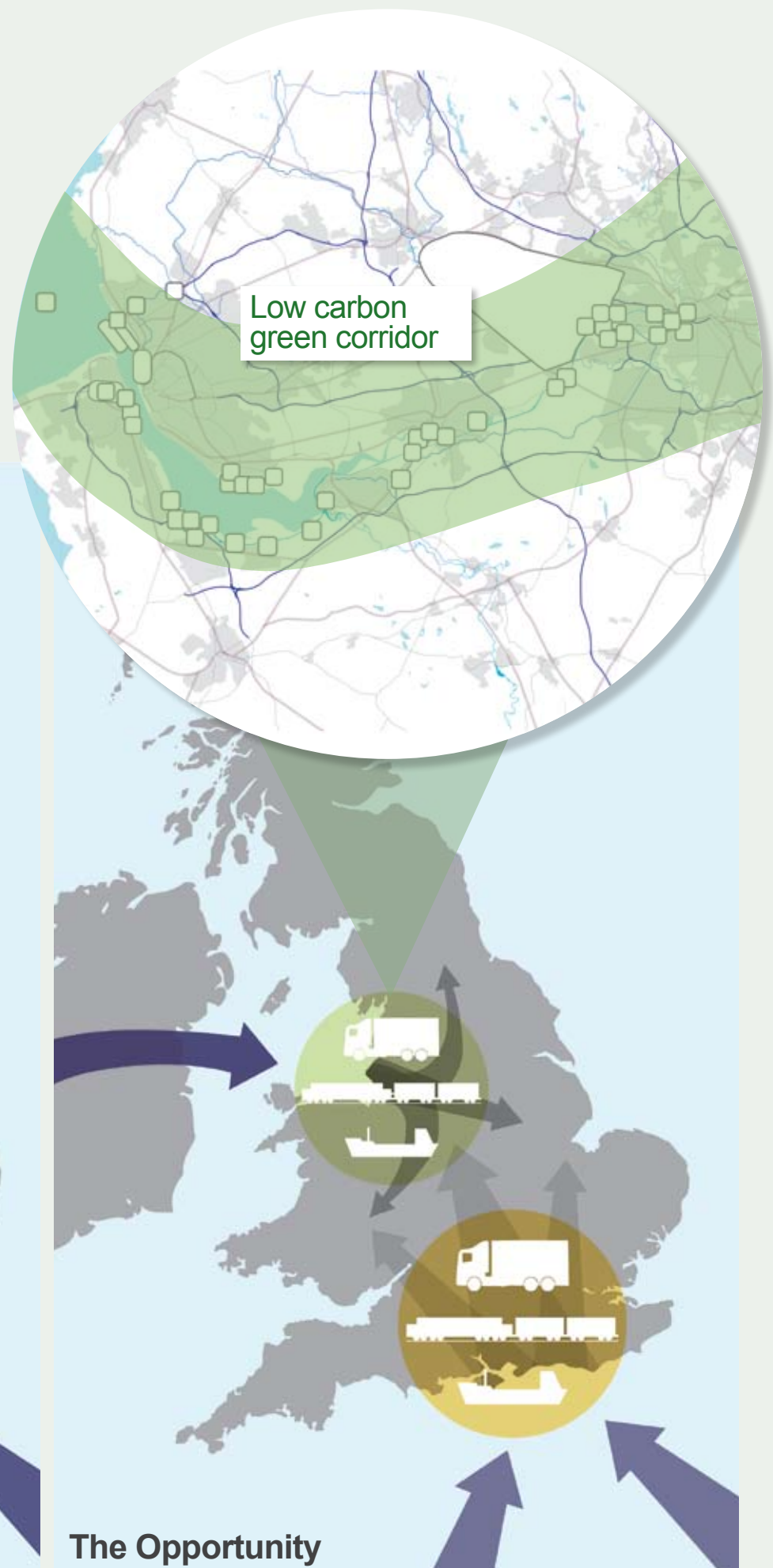
Ocean Gateway will deliver carbon-reducing solutions for economic growth, assisting the delivery of the Northern Way Ports Strategy by increasing the role of Mersey Ports as an entry point to the UK, and an alternative to southern ports. 60% of containerised goods in and out of southern ports are travelling to destinations closer to Liverpool, and 15% of the UK's containerised goods are generated within a 50 miles radius of Liverpool yet a significant proportion is shipped through southern ports. This results in significant additional pressure on southern road and rail networks, through freight travelling between southern England and the North West carrying goods which could be shipped directly into ports in the region.

The Port of Liverpool and Manchester Ship Canal, operating as one, are perfectly placed to capture much of this North West trade. Not only will this result in substantial reductions in CO<sub>2</sub> through the replacement of road based HGVs with ships (each HGV journey generates about 400kg of CO<sub>2</sub>) but it will also mean that goods can be taken by water right into the heart of the north of England's largest conurbation via the Manchester Ship Canal.

With the potential to improve onward transshipment opportunities by rail, on both sides of the Mersey and at both ends of the Ship Canal, the carbon impact of trade into and out of the north of England can be greatly reduced. Through this combination of water and rail based facilities, an effective, low carbon green corridor can be created to key northern European markets and Atlantic trade routes to North America and the Far/Middle East.



## Global freight via low carbon local ports





## Promoting low carbon growth

### Exemplar project: Royal Seaforth Post-Panamax Container Terminal

'SuperPort', focuses on the Mersey Ports and Manchester Ship Canal, Liverpool John Lennon Airport and other major infrastructure and development projects, including Liverpool and Wirral Waters. It provides the opportunity to cement Liverpool's position as the UK's key ocean-facing gateway and a world trade powerhouse, through enhancing trade links and delivering efficient and sustainable solutions to the movement of freight and people. It is based on a concept used in other major international gateways, to promote the critical mass of the whole of these assets being stronger than the sum of the component parts. SuperPort is being progressed by a partnership including Mersey Maritime, Merseytravel, the Merseyside Local Authorities, The Mersey Partnership, Peel Holdings and a range of other stakeholders.

As an example of the expanding port and the environmental benefits of using Mersey ports, two of the worlds largest shipping lines MSC and CMA-CGM have developed Liverpool as a key port for their deep sea global feeder operations. This has resulted in a reduction in road use of 35 million road tonnes miles, much of which was previously using southern ports. These HGV journeys would have generated over 6m tonnes of CO<sub>2</sub>.

The approved Post-Panamax Container Terminal will increase the capacity of Royal Seaforth from 800,000 teus to 1,500,000 teus. This will accommodate post-panamax vessels, facilitating the significant shift in focus from southern to Mersey ports for North West goods. This increase in capacity is equivalent to about 400,000 HGVs. If just 50% of these are taken off journeys between southern England and the North West, then there will be a reduction of 160m tonnes of CO<sub>2</sub> road based emissions annually.

Building on the current flows of over 40 million tonnes of cargo a year – across the Irish Sea, to Europe and on the Atlantic deep-sea routes – increases in inbound and onward freight movements to and from the SuperPort would have every opportunity to use sustainable modes, including new rail linked port facilities. With this connectivity, the potential to reduce the carbon footprint of freight movements is enormous: every container carried by train, compared to road, saves 1.3 kg of CO<sub>2</sub> for every mile travelled.



# Notable projects



## Liverpool and Wirral Waters

Alongside, and as part of the SuperPort, two major live-work developments will ensure local access to the opportunities created, as well as serving the cruise ship trade and provide high-quality waterfront living with easy access to the regional centre and surrounding amenities for business and pleasure. These major, mixed-use projects will help sustain, and trigger investment in, public transport and local community and cultural services in the most sustainable location for achieving low carbon economic and housing growth.



## Ellesmere Quays

Located on the south-shore of the River Mersey and Manchester Ship Canal, close to deprived areas, Ellesmere Quays seeks to relocate port facilities and create a major new housing-led community for West Cheshire. Growth in this sustainable urban location takes advantage of public transport availability and local employment choices. Focussing substantial growth here is a sustainable choice for housing growth given the excellent accessibility and capacity for growth. Hence, the carbon outputs of growth are reduced.



## Port Salford

Current freight movements along the Manchester Ship Canal, and hence the ability to achieve low carbon freight transport, are presently constrained owing to the limited port infrastructure along the Ship Canal. Ocean Gateway proposes a range of new port facilities to achieve low carbon freight transport, the most significant of which is the rail-linked Port Salford, which will provide a strategic multi-modal hub for on and off-loading freight for the Manchester City Region and beyond. Port Salford will handle 300,000 containers per year of which 50,000 will arrive by ship. There will be a 21m HGV km reduction with Port Salford in place post 2013/14, which will result in a reduction of about 20m tonnes less of road based CO2 emissions.





## Promoting sustainable solutions for energy, waste and water

### Investment and innovation in waste

Innovation in the waste sector is occurring within Ocean Gateway, through the promotion of sustainable waste management facilities and the creation of energy from waste. This includes the promotion of a regional waste cluster at the Ince Resource Recovery Park.

### Investment and innovation in renewable energy

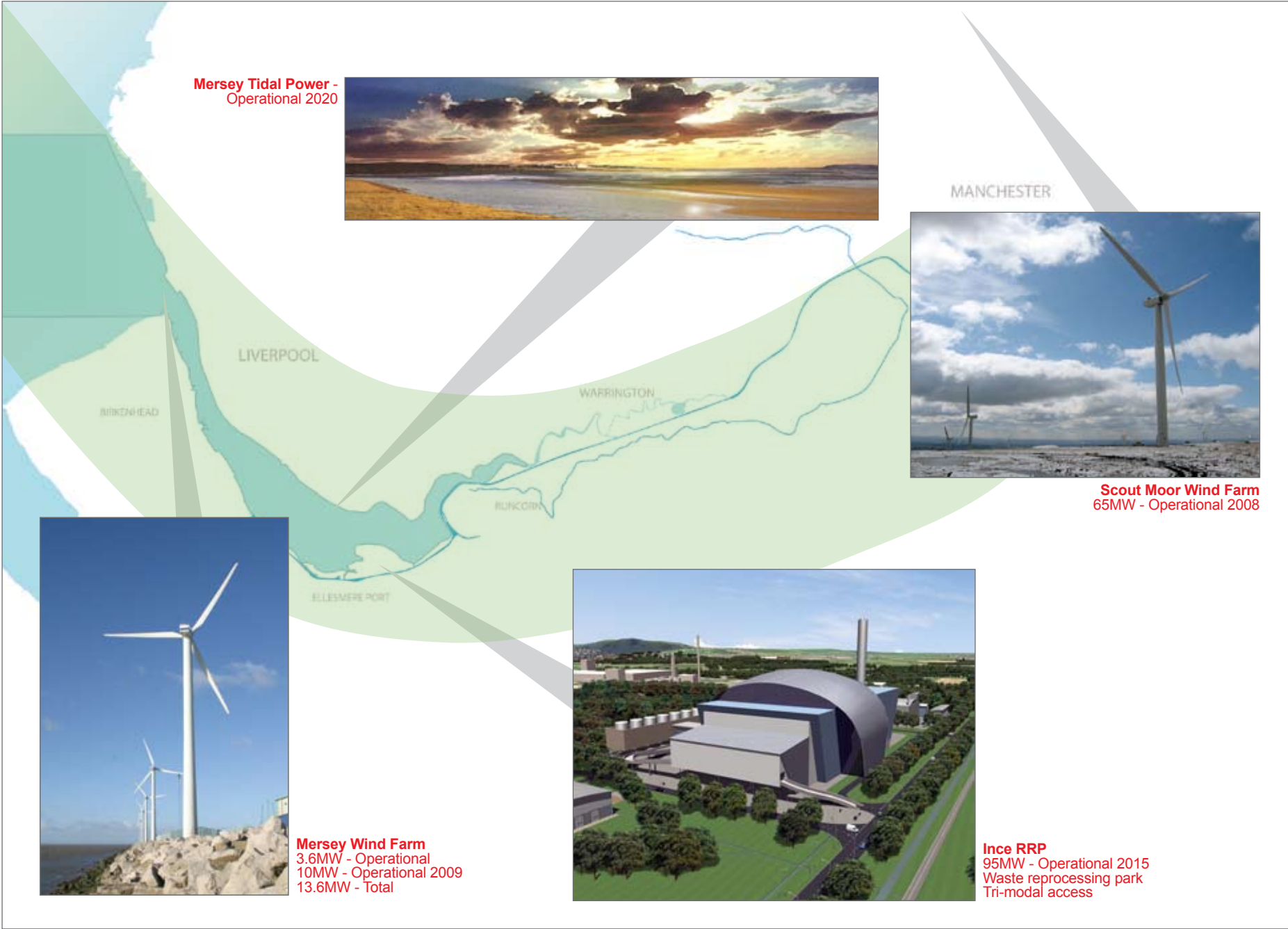
Ocean Gateway seeks to harness the region's natural resources to promote renewable forms of energy. This includes wind farms and tidal power, which have a combined potential of 780 MW, enough to power over 300,000 homes. Part of this contribution is already operational, through the Scout Moor and Mersey Wind Farms. The major aspect of this potential lies in utilising the tidal range of the River Mersey to create energy. Energy from waste proposals take the overall sustainable energy production figure to over 1GW (Gigawatt).

### Sustainable uses of land and water

Ocean Gateway seeks to utilise a range of practices to maximise the sustainability outputs of its natural and physical assets. This includes trialling the land for biomass and cleaning up or remediating sites for redevelopment. Using the synergies between water and land for sustainable outcomes is a key feature of Ocean Gateway. A range of historic uses have clustered around the River Mersey and Manchester Ship Canal to benefit from this relationship, examples being the petrochemicals clusters at Stanlow and Runcorn, which serve the entire region but are themselves served by the Port of Liverpool and Manchester Ship Canal. Further opportunities to deliver sustainable solutions using the relationship between land and water are being explored.



Innovation in energy, waste and water



## Promoting sustainable solutions for energy, waste and water

### **Exemplar project:** Ince Resource Recovery Park

Ince Resource Recovery Park (RRP) will create a new cluster of sustainable and integrated waste management and energy from waste facilities on a major site within the Ocean Gateway. The project includes a Refuse Derived Fuel (RDF) power plant, producing 95 MW of energy from waste, an Integrated Waste Management Facility (IWMF) to serve the North Cheshire area and an Environmental Technologies Complex (ETC), comprised of a series of specialist resource recovery companies.

The proposals seek to utilise synergies between related uses and the benefits of critical mass, to create a regional scale waste reprocessing park.

The site benefits from multi-modal access by rail, water and road, and the proposals include large areas of ecological mitigation and landscape enhancement and a visitor and business centre.

The proposals were approved by Government in summer 2009 and further work is now underway towards delivery.





# Notable projects



## Scout Moor and Mersey Wind Farms

The Scout Moor wind farm has recently become operational and produces 65 MW of energy, enough to power 40,000 homes. It is the largest on-shore wind farm in England. The Seaforth wind farm, operational since 1999, produces 3.6 MW and powers the equivalent of 2,000 homes. The Port of Liverpool wind farm became operational in 2009 and produces 10MW, the equivalent of 5,500 homes.



## Merseyside Biomass

Peel has commissioned a study to develop a series of biomass plants, which have the potential to produce around 100MW of energy from a sustainable source. Land at Frodsham is being trialled for the planting of biomass crops.



## Mersey Tidal Power

Peel has been working in partnership with the Northwest Regional Development Agency (NWDA) to investigate the possibility of utilising the River Mersey for tidal power. Initial studies identified a range of possible options, likely power generation, locations and the environmental implications which will require consideration. The next stage is underway and more detailed feasibility work is being undertaken to identify a preferred option. The aim is to have the project operational by 2020. The project will make a significant contribution to the Government's renewable energy targets.



## Making best use of transport investment

### An accessible gateway

The Ocean Gateway area is connected through a comprehensive set of transport routes and hubs. Strategic movement for people and goods is provided by air, road, rail and water. Within the existing urban areas of Liverpool, Birkenhead, Ellesmere Port, Runcorn / Widnes, Warrington and Greater Manchester there are established public and private transport networks which provide a genuine mode choice for many journeys. There are programmes of planned investment to enhance these networks.

### Growth in sustainable, accessible locations

Investment within Ocean Gateway will play a significant role in maximising the use of sustainable forms of transport and 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 housing and economic growth required, whilst also regenerating deprived areas. The sustainable location and nature of the projects means that the use of sustainable modes is maximised, to genuinely make best use of existing resources. For individual projects, it means ensuring that pedestrian and cycle connections are made to the right destinations, that public transport accessibility is maximised, and, acknowledging that some journeys need to be made by private vehicle, ensuring adequate access to the highway network.

The housing and economic growth of the Ocean Gateway, focussed around existing and planned infrastructure, is 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. Where local and wider enhancements are required to transport infrastructure associated with its developments, as has happened frequently in the past and continues to take place on current projects, partnership working will ensure that network continuity genuine mode choice are provided.

### Managing transport demand

Many Ocean Gateway schemes deliver a mix of complementary uses, both within projects and linking into surrounding areas, which minimises the need to travel. People can 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 lifestyle.

Innovative approaches to demand management are being taken forward, which utilise the scale of Ocean Gateway's projects to maximise the benefits of travel plans, both residential and destination based. Indeed, many of the Ocean Gateway's existing employment based operations are already supported by functioning travel plans.



## Investing in sustainable freight transport

The movement of containerised goods is an essential, and increasing, aspect of modern economic growth. The Port of Liverpool and other northern ports already help to minimise the reliance of transporting containers by road from southern ports. However, a substantial proportion of northern imports and exports are travelling the length of the country of busy motorways and trunk roads. The various proposed investments in port and rail infrastructure seek to ensure that significantly greater proportions of freight are transported using water and rail infrastructure in the Ocean Gateway area.

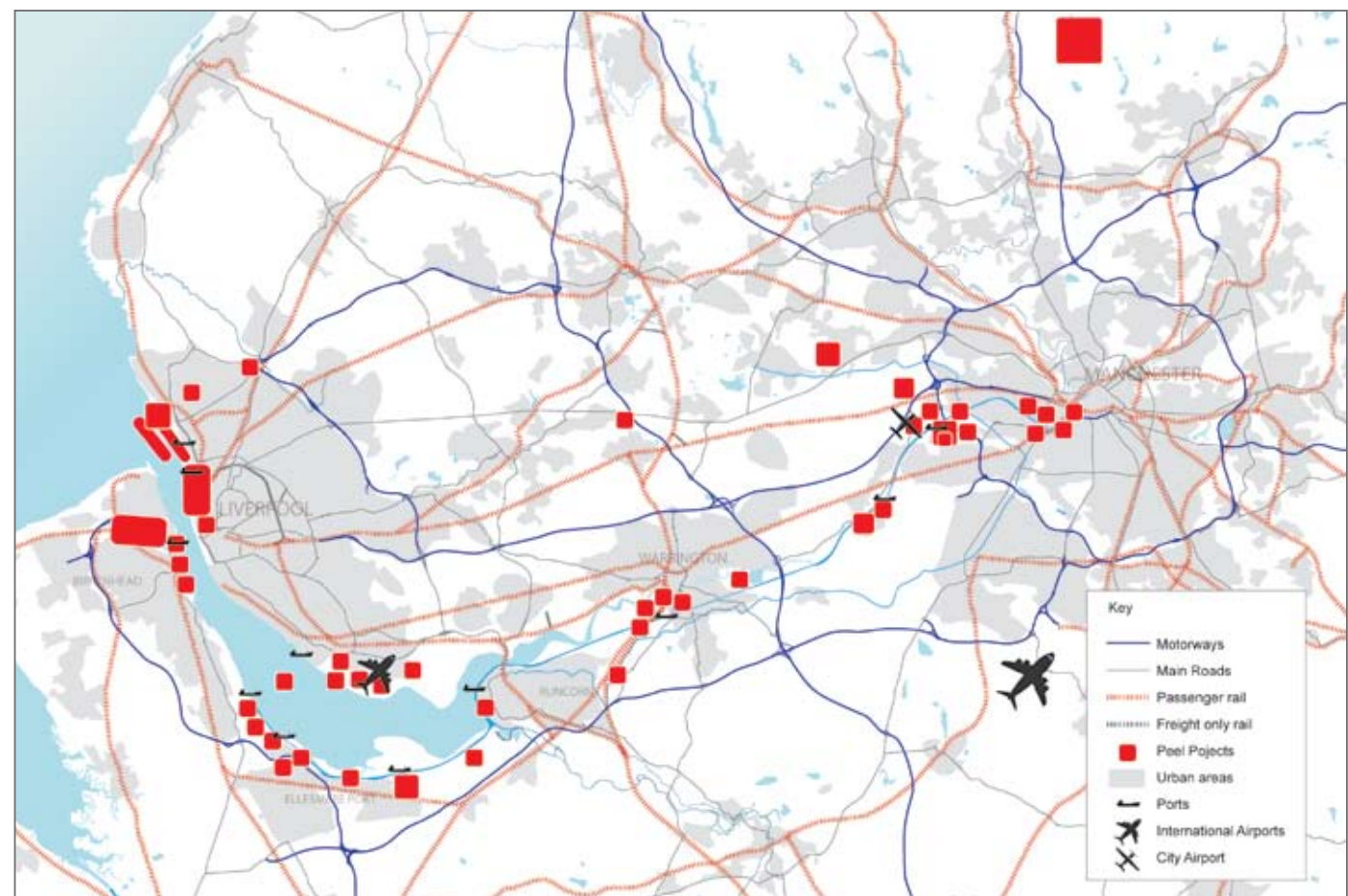
This will play a major role in reducing the amount of containerised freight travelling on Britain's roads, with associated benefits for reducing carbon outputs and road congestion, whilst improving competitiveness, travel times and air quality. The water and rail related projects are clearly highly sustainable in their own right, but they also contribute to minimising the impacts of wider housing and (non-freight generating) economic growth on the strategic road network by freeing up road space that would otherwise be occupied by a HGV travelling from the south.

## The importance of aviation

Aviation is a vital component of the national economy, in particular for attracting inward investment and tourism. In recent years, through significant private investment, Liverpool John Lennon Airport (LJLA) has seen significant growth in passenger numbers, focussed on short-haul European flights and the low-cost market. LJLA has been a major catalyst to the recent economic renaissance of Merseyside, and in particular Liverpool City Centre and the surrounding parts of South Liverpool which have benefitted most directly. Barton Aerodrome, also now within the Peel Airports group and re-branded as City Airport (CAL), is also serving an important business and general aviation role.

Local, regional, national, European and global air connections for the Ocean Gateway are essential going forward. Ongoing improvements in aviation infrastructure at all levels are vital to both the Ocean Gateway and the wider social, economic and environmental sustainability of the region. The commitments to LJLA and CAL, major investment at Manchester Airport, together with improvements at smaller airports in the region, will ensure a balanced programme of aviation investment across the North West.

## Accessible projects in accessible locations



## Making best use of transport investment

### Exemplar project: Liverpool John Lennon Airport

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 significant private investment. As explained under the objective 'creating jobs for local people', the Airport is a vital source of employment for adjoining deprived communities.

An Airport Master Plan and an Environmental Management Strategy have been put in place. The Airport is committed to the UK Sustainable Aviation Strategy and to the EU proposals for an Emissions Trading Scheme. LJLA is leading the field 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 Airports to incorporate renewable power generation from on-site wind turbines. The Master Plan, to 2030, incorporates a runway extension, terminal expansion, improved public transport access and a World Cargo Centre on land to the south of the runway in the area known as Oglet. This will cater for dedicated freight and consideration is being given to its potential role as a freeport.

Regional airports reduce surface access travel distances. The location of LJLA means that it is a conveniently located airport for much of the Ocean Gateway and many other parts of the region. Working with partners such as Merseytravel for many years has made LJLA highly accessible by a range of transport modes. The results of this have included the Liverpool South Parkway, providing convenient and improved rail and bus access.

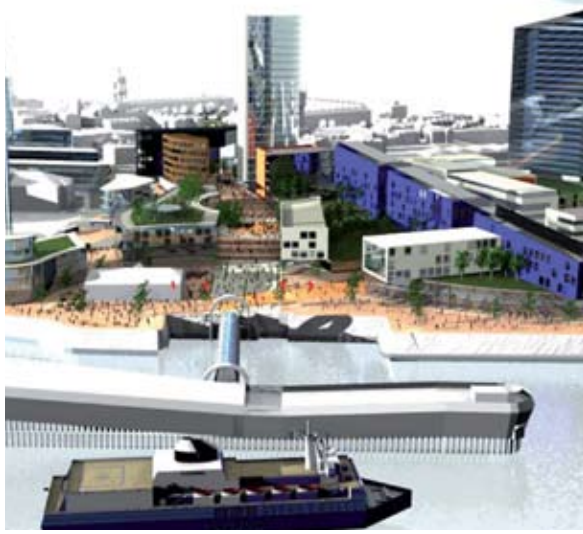
These accessibility initiatives are continuing, with proposals for the Eastern Access Transport Corridor which will provide access to LJLA and Liverpool International Business Park from the east. This 2km link will provide significantly improved access for pedestrians, cyclists, private and public transport. A new public transport interchange is also planned to serve LJLA.

It is through these existing and proposed initiatives, which promote the use of sustainable transport to access the Airport, and the offsetting measures associated with the Sustainable Aviation and Environmental Management Strategies, that the best and most sustainable use of this key transport asset is being made.





# Notable projects



## Woodside

Woodside is a major mixed-use development being brought forward in partnership between Wirral Council, Merseytravel, Neptune Developments and Peel Holdings. Taking forward the Council's approved Masterplan, the scheme is due to be the subject of a planning application in 2010.

The project seeks to create a new urban quarter and development spine linking Hamilton Square with the Mersey ferries and waterfront. This will bring a number of transport routes together, including rail, buses, ferries and pedestrian/cycle routes, to form a key hub and interchange at Birkenhead's river frontage.



## Port Warrington

The reinstatement of Port activity at the existing wharves at Port Warrington will further enhance the use of the Manchester Ship Canal for freight use. The port was previously rail linked via the Arpley Chord to the West Coast Mainline. Proposals have been put forward to re-create berth facilities, reinstate railway access and create a new vehicular access. This will enable the site to be used for port operations including accommodating the Shuttle Barge.



## Birkenhead Docks and Twelve Quays

Birkenhead Docks is a key part of the Port of Liverpool, and caters for roll-on roll-off traffic, liquid and dry bulk cargoes and other maritime industries.

It comprises the Twelve Quays Ro-Ro terminal serving Dublin and Belfast and the West Float and East Float areas which house a number of port industries including ship repairers.

Owing to the constraints of the Birkenhead dock system, which limits its ability to cater for larger container-carrying vessels, much of the dock estate is vacant and under-used. As part of the Wirral Waters proposals, East Float will be freed up for redevelopment by relocating port tenants into vacant and under-used land on West Float. This will ensure continued use of the port whilst enabling transformational regeneration opportunities in an area in need of major investment.



## Enhancing green infrastructure and biodiversity

### A diverse entity

The Ocean Gateway is a recognisable physical and natural entity. It largely comprises the geographical area known as the Mersey Valley or Mersey Belt. The valley is defined in the south by the edge of the Cheshire Plain, and in the north by the Lancashire Coal measures. The watercourses of the Manchester Ship Canal and River Mersey lie at its heart, with the Ship Canal and Bridgewater Canal being vital components of the industrial heritage of the area. It is a vibrant and diverse area, which provides a home to several million people. The physical environment is extremely mixed, comprising a patchwork of urban and rural areas, with a tapestry of affluent urban neighbourhoods and villages, deprived inner cities and suburbs, successful town and city centres and a range of both high quality, and degraded poor quality, rural areas.

### Fragmented, untapped resources

Within the Ocean Gateway, high quality heritage areas such as those at Speke Hall, Knowsley Park, Norton Priory, Walton Hall, Lymm and Worsley villages, are complemented by exceptional wildlife areas around the Mersey Estuary, and by a range of mixed habitat nature reserves along the river corridor. The heritage value of the Bridgewater Canal is only partially tapped, and the visitor potential of many natural areas within Ocean Gateway remain largely unrealised. Overall, it is a natural area capable of contributing fully to a sustainable, forward looking, and expanding, city-system with a sustainable economy, but is currently falling well short of its potential.

### Towards an 'Ocean Gateway Regional Park'

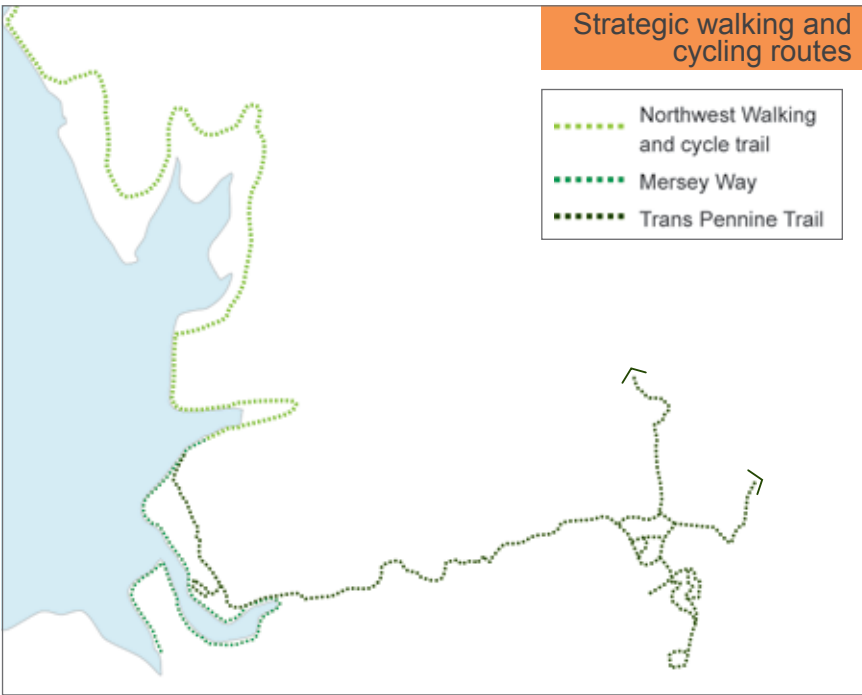
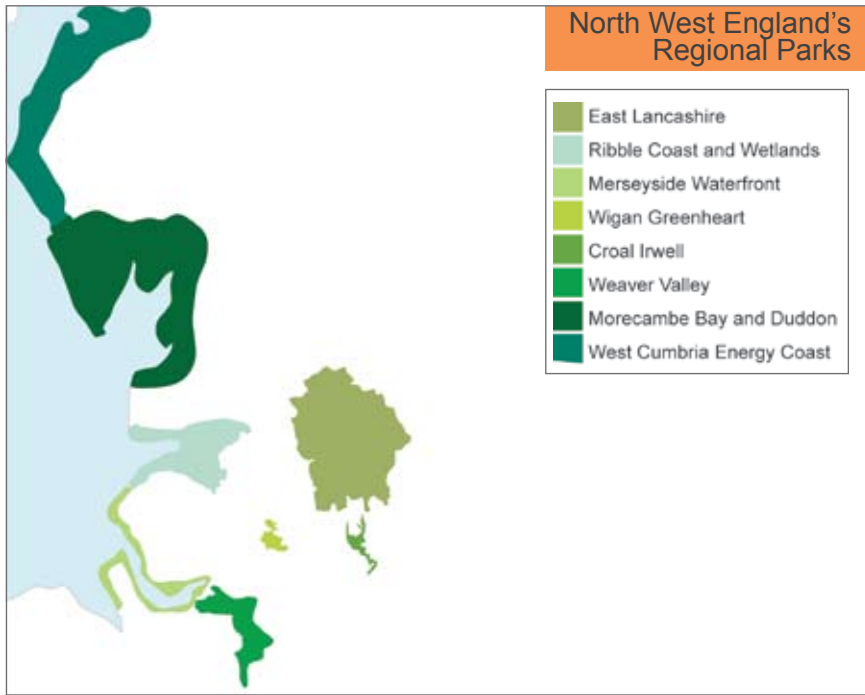
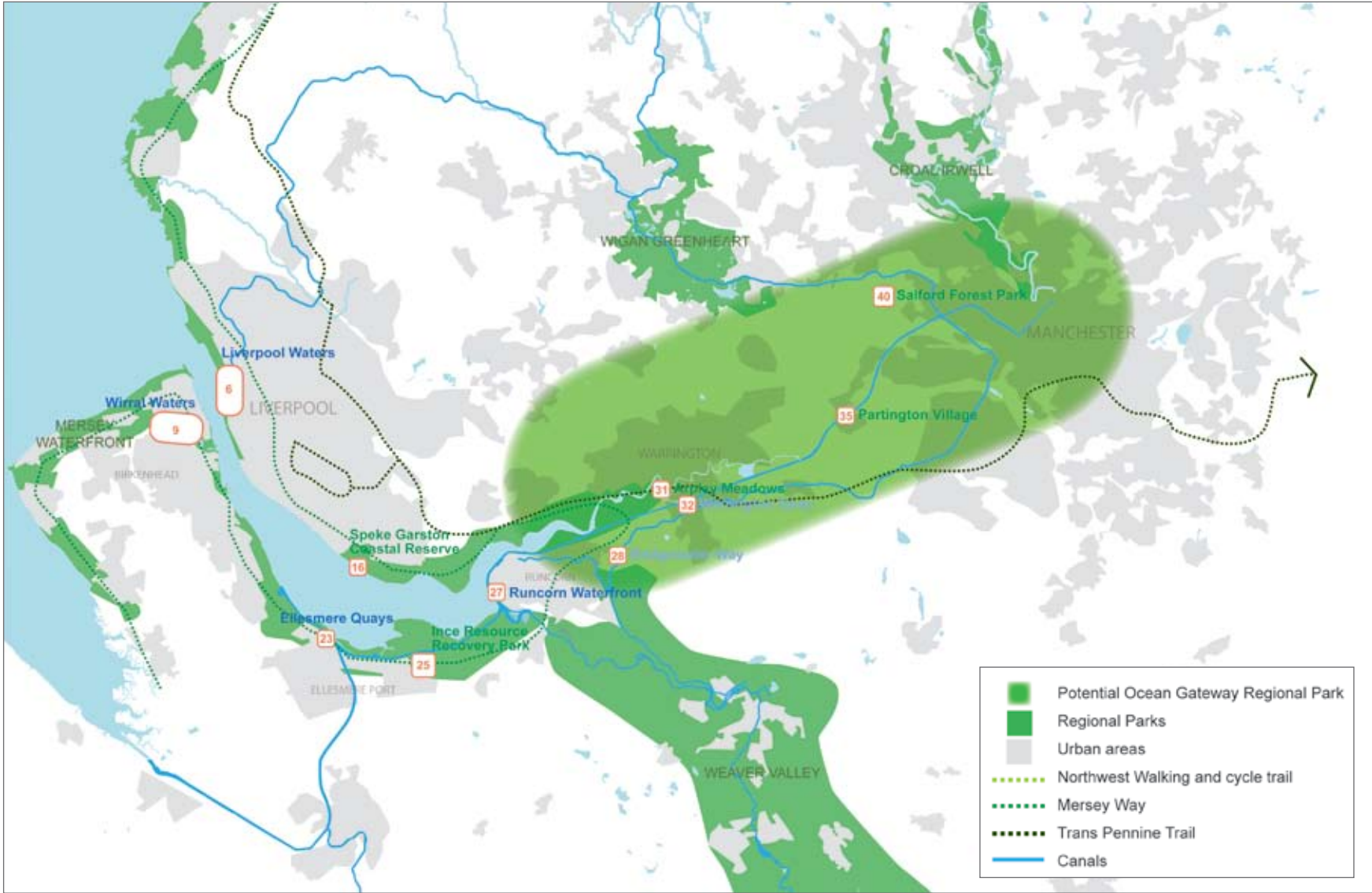
Many of the Ocean Gateway projects will make significant contributions to the green and blue infrastructure of the region, whilst safeguarding and improving biodiversity. To complement these projects, increased resources for the provision of new green infrastructure throughout the area is needed to enable the development of improved linkages and to develop further green infrastructure initiatives.

There are four Regional Parks that touch upon the edges of Ocean Gateway which could ultimately be linked together through the Ocean Gateway. The Speke and Garston Coastal Reserve (see Exemplar Project), within the Mersey Waterfront Regional Park has benefited from the added resources brought to the project through partnership working. Other projects have developed project specific partnerships with Local Authorities, the Mersey Basin Campaign, the NWDA, Red Rose Forest, Mersey Forest, Groundwork Trust and others.

With the number and diversity of projects expressed in the Ocean Gateway, the benefits of partnership working within a visionary green infrastructure framework for the Ocean Gateway is clear. A new 'Ocean Gateway Regional Park', promoted and supported by the Regional Authorities, Community Forests, Peel and other landowners and community groups, to provide essential green linkages and to create a parkland setting for the strong housing and economic growth initiatives coming forward, could greatly reduce some of the existing fragmentation and enable the whole to total much more than the sum of its parts.



Ocean Gateway - Connecting Regional Parks together



## Enhancing green infrastructure and biodiversity

### Exemplar project: Mersey Tidal Power

In the face of global warming and climate change, the need to find sources of renewable energy has never been more urgent.

The Mersey Estuary has one of the largest tidal ranges in the UK, making it one of the best locations for a tidal power generation scheme. It has the potential to make a significant contribution to the Government's target to secure 20% of UK energy from renewable sources by 2020. A large scheme could deliver enough renewable electricity to meet the needs of a significant proportion of the homes within the Liverpool City Region. A large scheme also has the potential to provide a number of wider economic and social benefits, including:

- The development of significant facilities and skills to support the advancement of renewable energy technologies and supply chains
- Improvements to local infrastructure
- The development of a leisure opportunity and tourist attraction.

Any scheme put forward will need to take into account the ecological diversity of the Estuary, which supports internationally important bird habitats.

Peel Energy, in partnership with the Northwest Regional Development Agency and the Mersey Basin Campaign, recently completed a pre-feasibility study, "Power from the Mersey", to consider viability, technology and options. The project is now progressing with the aim of identifying a preferred scheme and taking it to a planning application by 2012 with a scheduled date for the completion of construction and operational commencement of 2020.





# Notable projects



## Bridgewater Canal and Way

The Bridgewater Canal and Way provides a continuous link between the Wigan Greenheart Regional Park and the Weaver Valley Regional Park as well as numerous points of access into the Ocean Gateway area, and links a number of sites of recreation, leisure and tourist interest. The Bridgewater Way project, being jointly promoted by Peel with Local Authority Partners and with support from other stakeholders, will create a 65km leisure route for walkers and cyclists, connecting communities, landscapes, and habitats throughout the region.



## Bromborough, Frodsham and Woolston

These three projects contribute to green infrastructure and biodiversity in a number of ways. Bromborough is a material recovery facility, which involves dredging from the mouth of the Ship Canal to allow its safe and effective use. Material is deposited at Frodsham, and also at Woolston, which provides a sustainable location where these operations can complement other land uses and integrate with the topology and ecology of the area.

Specifically, at Woolston, operational uses sit alongside nature conservation at the Woolston Eyes Site of Special Scientific Interest. At Frodsham, land is being trialled for biomass crop production, which can then be used for sustainable energy production.



## Salford Forest Park

Salford Forest Park is the Ocean Gateway's largest multi-purpose green infrastructure project, encompassing 684ha of land and containing 200ha of established woodlands. In addition to providing extensive recreational and educational opportunities, the project will deliver some 42 ha of new woodland planting; protection for a heronry (which is a candidate SSSI); a range of new ponds and watercourses including extensive new water vole habitat; and intensive habitat management across the entire site to protect and manage the existing wildlife and to increase the carrying capacity and habitat biodiversity of the area. There is also the opportunity to re-create the former hall and gardens of Worsley New Hall.



## Warrington Quays

As part of the delivery of a new housing community on land adjacent to the Ship Canal at Warrington, enhanced links are being provided in the Trans-Pennine Trail (TPT) within the context of a new 5.6 ha linear park. 320 new homes will be delivered including 20% affordable homes, and new linkages into the park and to the TPT created across the historic lock between the Ship Canal and the former Mersey River arm. The new park will bring areas of natural history interest into good management, with interpretation and seating to enhance the visitor experience.

WORKING  
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## Working in partnership with the public sector and the third / voluntary sector

### Working across local boundaries

Ocean Gateway is founded on thinking beyond administrative boundaries. It is based on an understanding of housing and economic markets, and the infrastructure that connects the area. Peel's projects connect the following:

- 12 local authorities, namely Liverpool, Wirral, Sefton, Knowsley, Cheshire West and Chester, Halton, St Helens, Warrington, Wigan, Salford, Trafford and Manchester
- 4 Growth Points, which include most of the above local authorities
- Various sub-regional partnerships

### Partnering with regional agencies and government

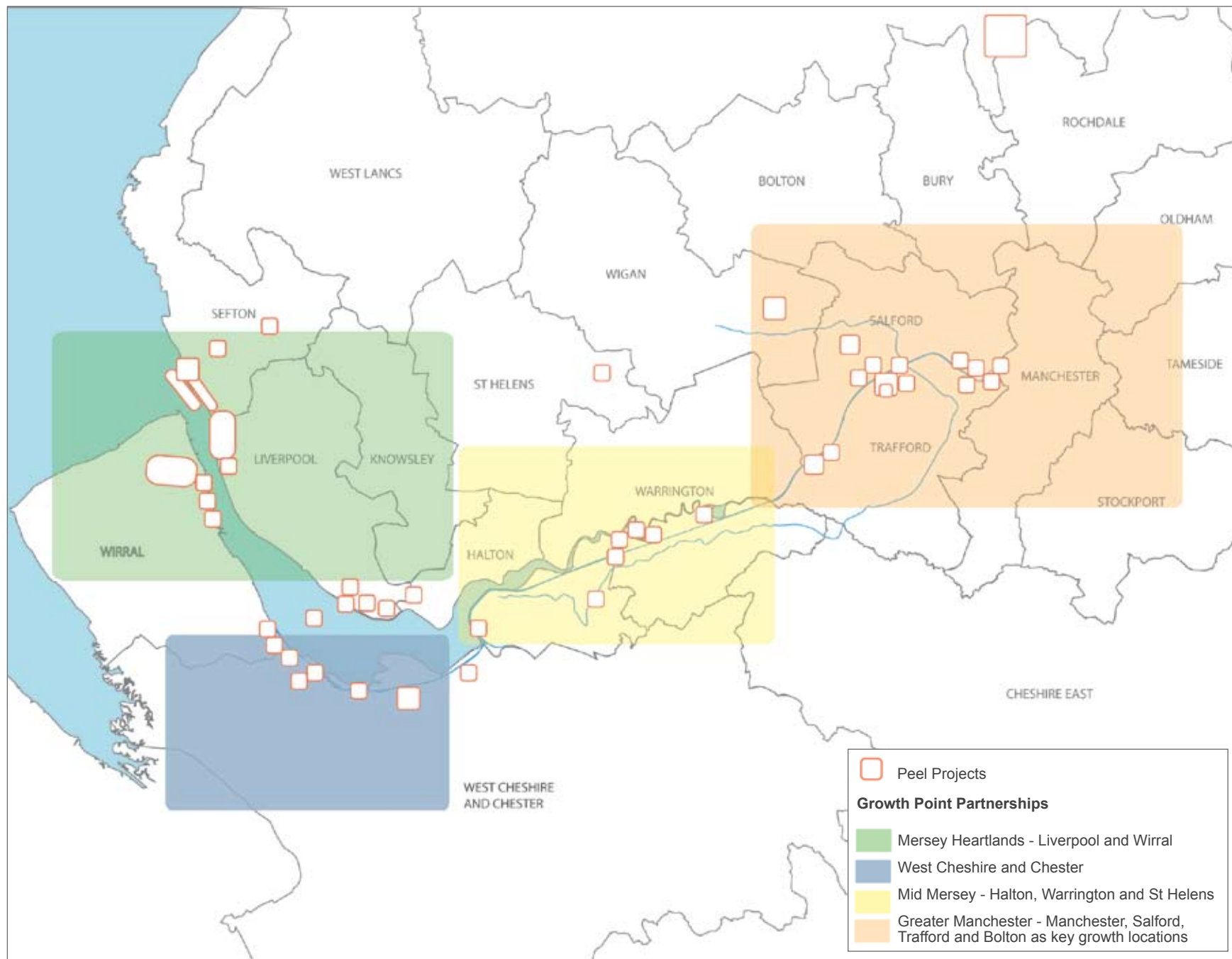
The administrative and political landscape, combined with the close proximity of towns, cities and local authority areas creates competition in the region. This can serve to both benefit investment, but it can also delay, add cost or even de-rail investment projects. If the North West is to achieve its economic potential and take advantage of Ocean Gateway, joint collaborative working between local authorities is essential. Government is actively encouraging this through Multi Area Agreements and the 'Statutory City Region' initiative. Ocean Gateway will seek to foster enhanced joint working between the private sector, local authorities and sub-regional partnerships, openly and proactively in seeking to deliver the potential.

### Atlantic Gateway

Atlantic Gateway is a regional scale initiative, led by the Northwest Regional Development Agency and 4NW, in partnership with, and securing maximum investment from, the private sector. This includes Peel Holdings, but also encompasses the business sector across the region as a whole. Government has a central role in terms of wider economic growth and stability, raising the profile of the UK, doing business with international economies and in considering its own locational requirements for the future.

### The role of the third/voluntary sector

The Ocean Gateway provides major opportunities for non-Governmental groups, not-for-profit organisations and charities to take forward their own agendas within an overall context of sustainable housing and economic growth, supported by major investment in infrastructure. Peel already works with a vast range of such organisations, from skills and training providers, through local community groups, to environmental and social welfare organisations. These types of activities are vital to successful delivery and long term sustainability and viability. Peel is therefore committed to this aspect of its activity, and will work with current and new partners to ensure that a legacy of third/voluntary sector activity matches the growth agenda of Ocean Gateway.





Working in partnership with the public sector  
and the third / voluntary sector

## Exemplar project: Ellesmere Quays, Port Wirral and Runcorn Waterfront

The proposals for new communities at Ellesmere Quays and Runcorn Waterfront, and the proposals for new port infrastructure at Port Wirral, are intrinsically linked. Port Wirral will be a new facility created to accommodate displaced port activity from the two housing sites, thus delivering major housing growth whilst safeguarding valuable maritime economic activity.

The three projects span across three local authorities, each of which will see major new housing and economic development either within its own area or immediately adjacent, to the benefit of functional economies and communities.

Port Wirral will provide enhanced and up to date port transshipment facilities with rail connectivity and good motorway access at the mouth of the Manchester Ship Canal.

Projects that span three local authorities are very rare and it will be essential that joint collaborative working takes place between the local authorities and delivery partners, that the wider implications are given due consideration through the process and that the projects are considered as a whole, rather than on their implications within defined administrative boundaries. These proposals are currently emerging in partnership with the authorities and other local and regional stakeholders, to facilitate a key package for sustainable economic and housing development.



# Notable projects



## MediaCityUK

A range of partners, including Peel Media, Salford City Council, Salford Urban Regeneration Company, the BBC, MediaCityUK and the University of Salford are working together to bring forward the MediaCityUK proposals. Proactive joint working has been critical in making this major initiative happen, bringing public and private resources, skills and aspirations together in a shared vision.



## Princes Dock and Cruise Terminal

A number of commercial and leisure uses have already been completed at Princes Dock through earlier phases of development, creating a new waterfront area immediately north of Liverpool's Pierhead and Three Graces. These proposals have been brought forward in partnership with Liverpool City Council, and are now home to The Mersey Partnership. Further development, already approved, includes 500 apartments, 13,000 sqm of offices and complementary retail and leisure uses, including two 4-star hotels. The site is a key link to the Liverpool Waters site to the north, and an update and expansion of the Princes Dock Masterplan will facilitate the early commencement of Liverpool Waters.

The new cruise liner terminal opened in 2007 and was a partnership between the City Council, Peel and others. It attracted public funding and has helped stimulate the tourism market in Liverpool. There are further opportunities for the cruise market arising through Liverpool Waters.



## Bridgewater Canal and Way

The Canal stretches 39 miles from Runcorn to Leigh, via Worsley. In conjunction with the Bridgewater Canal Trust, comprising of the local authorities through which it passes, a programme of ongoing investment is being progressed. These include new stretches of urban and rural towpath, and new mooring facilities.



WORKING  
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## Integrating and sharing with established communities

### Investing in 9 deprived communities

There are a number of communities experiencing the characteristics of deprivation across the Ocean Gateway corridor that can benefit, and in some cases are already benefitting, from the Ocean Gateway proposals. They include:

- Inner Wirral (Birkenhead/Wallasey)
- North Liverpool and South Sefton
- South Liverpool (Speke/Garston)
- Ellesmere Port
- Runcorn
- Warrington
- Partington/Carrington
- Parts of West Salford/Trafford/Wigan
- Parts of inner Salford/Trafford/Manchester

Inner Wirral and North Liverpool are within the New Heartlands Housing Market Renewal Initiative (HMRI) area, with both Liverpool and Wirral Waters located in the heart of the HMRI. Parts of the Manchester and Salford HMRI area are in close proximity to the various Ocean Gateway projects in inner Manchester and Salford. Most other deprived areas close to Ocean Gateway projects are the subject of local regeneration policies and partnerships.

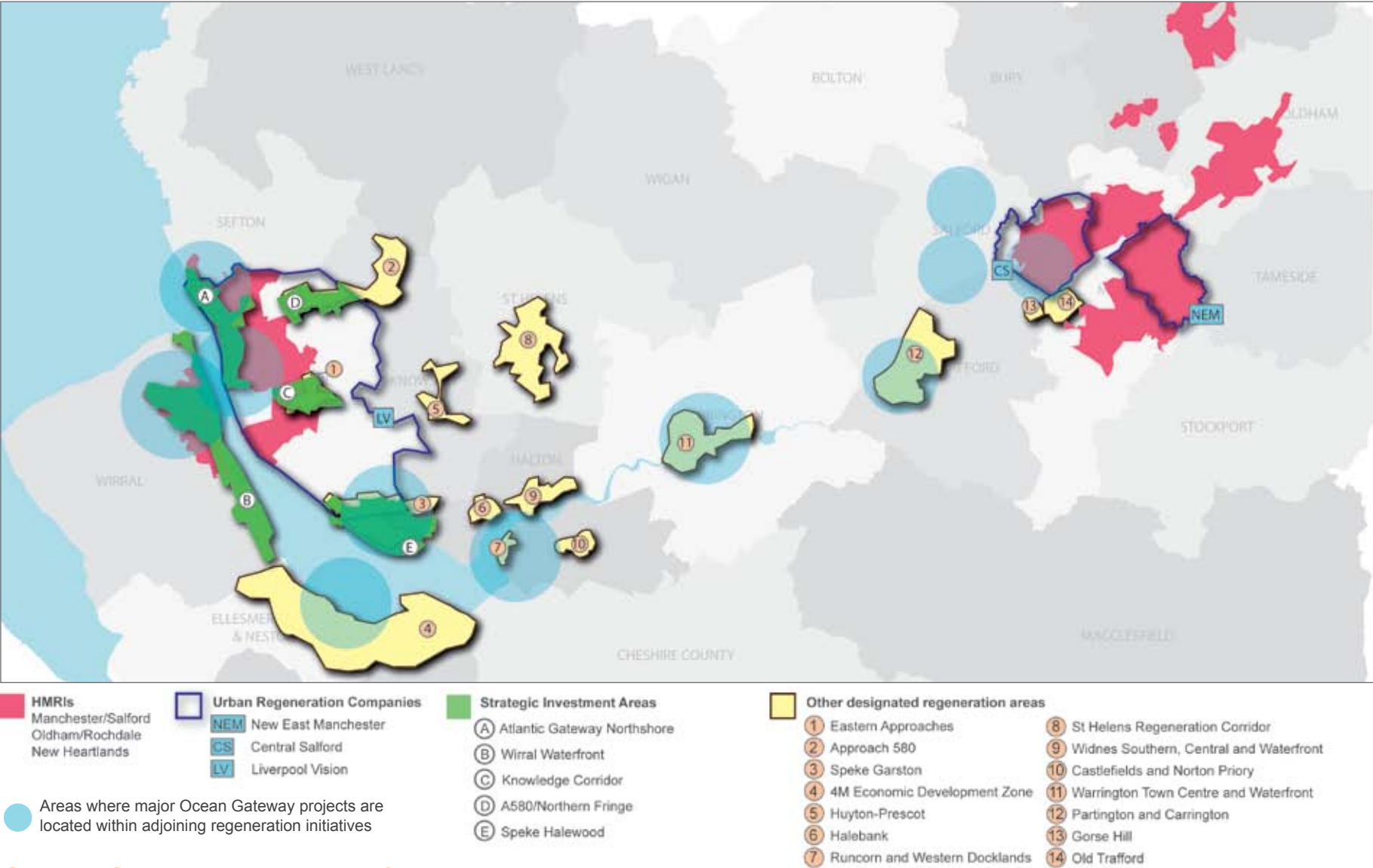
By investing in these areas, Ocean Gateway seeks to inject economic activity where it is needed, to the benefit of these adjoining communities and to the wider benefit of the Region, through catalyst developments that will both attract new investment and underpin and strengthen existing enterprise.

### Working with communities to tackle deprivation

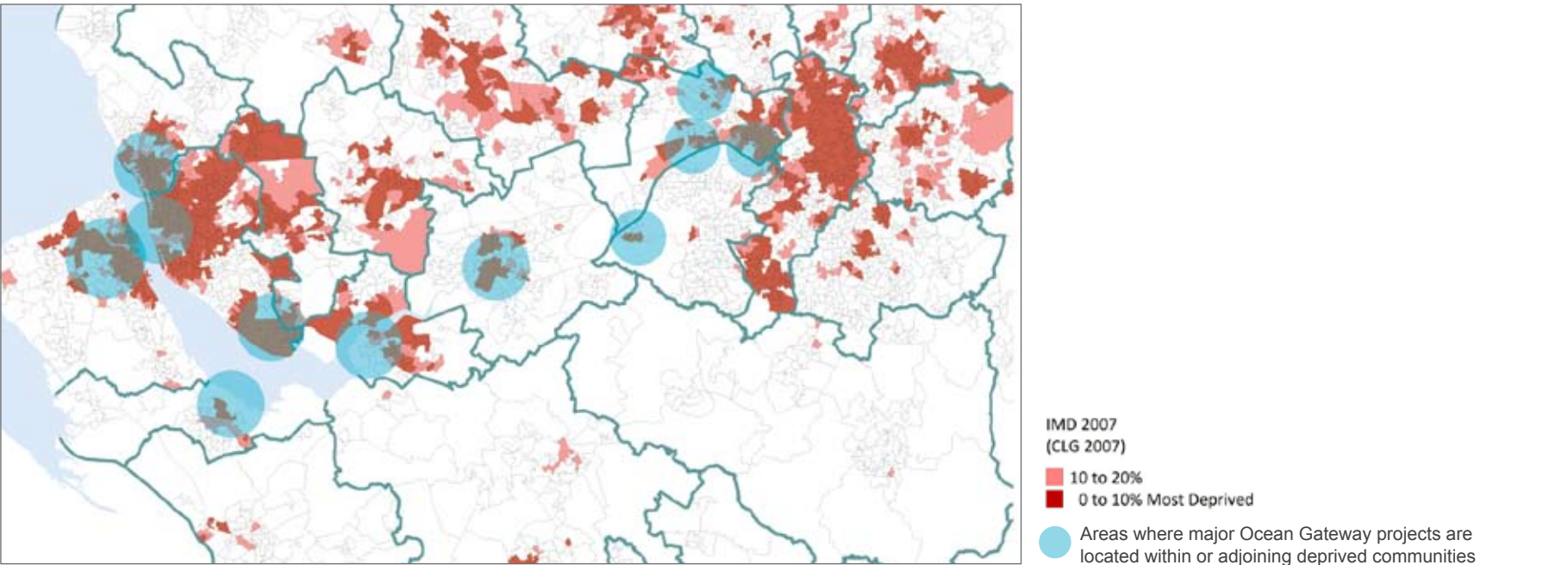
As explained under the objective 'creating jobs for local people', Ocean Gateway projects will create many thousands of employment opportunities. Public and private sector partners are already working towards maximising the prospects of local people securing new employment opportunities, in a number of different locations. The positive implications of tackling worklessness and addressing skills and training deficits are wide reaching, and include improved health and education and tackling child poverty. The direct provision of community infrastructure, within developments that adjoin deprived areas, can also stimulate social and economic improvement. These are common goals and in creating new opportunities, through partnership working and delivery of new investments, the regeneration ripple effects for local communities can be maximised.



# Ocean Gateway catalysts for regeneration areas



# Ocean Gateway catalysts for deprived areas



## Integrating and sharing with established communities

### Exemplar project: Speke and Garston Coastal Reserve with Liverpool International Business Park

Along the Mersey Estuary shore at Speke / Garston, the former Liverpool Northern Airfield, formerly an expanse of flat mown grass, has been transformed into a 28 ha Coastal Reserve and the adjacent Liverpool International Business Park (LIBP). The Coastal Reserve and the green infrastructure of LIBP together have transformed the former airfield into a landscape which will develop over time to provide a rich and bio-diverse resource.

Birds on the mudflats in the Mersey Estuary SSSI are now protected from disturbance by carefully planned and concealed paths at the cliff top. 28 ha of land along the cliff top has been laid out as a coastal reserve with a mosaic of new meadows and other wildlife habitats interwoven with footpaths and cycle trails for everyone to enjoy. 4.7km of new publicly accessible paths and cycleways have been created alongside the Mersey Estuary. They link with paths on LIBP and around the National Trust Speke Hall estate to form a link on the Mersey Way between Liverpool and Widnes.

The landform of LIBP has been designed to provide a degree of visual separation and enclosure for the Coastal Reserve whilst concealed boundary fencing within a 'ha-ha' allows uninterrupted views from LIBP across the Estuary. Biodiverse 'green fingers' laid out along key view lines within LIBP contain belts of tree and shrub planting which screen it from adjacent development, especially the Speke Hall estate.

LIBP contains 49 ha of development land, the majority of which has already been developed or bought for development enabling the green infrastructure to be substantially delivered within a short period of time.

Successful partnership working between Peel Holdings, Liverpool City Council, NWDA, Mersey Waterfront Regional Park and the National Trust all contributed to the delivery of these green infrastructure benefits, whilst local community involvement in ongoing management has delivered employment training for the long term unemployed within the adjoining deprived community.

Through the Liverpool John Lennon Airport Master Plan, the coastal reserve will be expanded by 50 ha to cover land south of Oglet.





# Notable projects



## Partington Village

Partington is a former overspill settlement on the edge of the Manchester conurbation. In response to the need for regeneration a bespoke package has been brought forward comprising 550 new homes that will cross-fund the redevelopment of the shopping centre, alongside public realm and green infrastructure improvements. This will bring much needed investment in Partington and provide local residents with new facilities and services.



## Wirral Waters

The Wirral Waters Strategic Regeneration Framework has identified the worklessness problems of the area as a key challenge i.e. how to ensure that local people, some of whom come from several generations of workless families, can be motivated and skilled/trained up to become employable by new businesses.

A Skills and Employability Strategy has been prepared, for partners to maximise the prospects of the local workless community accessing new employment. This strategy uses lessons (successful and not) from elsewhere, and builds upon the track record of partners in creating employment for local people from other projects. The strategy will be phased over the estimated 30 year timescale of development and beyond. Early actions include aligning funding streams to tackle worklessness in response to Wirral Waters, engaging with local schools and colleges to promote Wirral Waters to future generations and maximising the opportunities for local people to access early construction and operational jobs.

Wirral Waters will also deliver a range of other major regeneration benefits for the local community, including a stronger and more diverse economic base, particularly for Small and Medium sized Enterprises (SMEs), and improved community infrastructure and facilities.



## Trafford Centre Rectangle

In addition to acting as a retail hub and providing thousands of jobs for local people, The Trafford Centre performs a number of vital community roles. It acts as a meeting place for local people, for eating and drinking, and hosts a number of regular and one-off events, such as concerts, educational functions, special appearances, exhibitions and parties. In particular, the Centre has developed into an important place for younger and older people to meet and socialise in a safe and comfortable environment. The success of The Orient and Great Hall areas, in addition to the main shopping areas of the Centre, demonstrates the vital role it plays for the local community.

The next major attraction for the Rectangle will be the opening of the Legoland Discovery Centre in Spring 2010. It will be only the fourth such centre in the world, after Berlin, Duisberg and Chicago.



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## Stimulating, and collaborating with, the private sector

### Attracting investment and highly skilled workers

Ocean Gateway seeks to achieve a scale, density, connectivity and quality of life that will attract inward investment and entrepreneurial activity from the rest of the UK and abroad, whilst also improving the North West's ability to retain its skilled workers. In driving growth in key sectors, and encouraging companies to grow, the direct and spin off benefits of Ocean Gateway will help to secure a more sustainable economic future for the North West.

### Embedded in the business core of the Region

Ocean Gateway touches on many facets and aspects of business activity within a range of sectors in the Region. The provision of land, buildings and infrastructure for a vast range of private businesses are vital to the regional economy. These include aviation services, the maritime sector, logistics, retailers and leisure operators and professional services. This also drives the creation of jobs within the construction sector.

### Complementing and stimulating investment

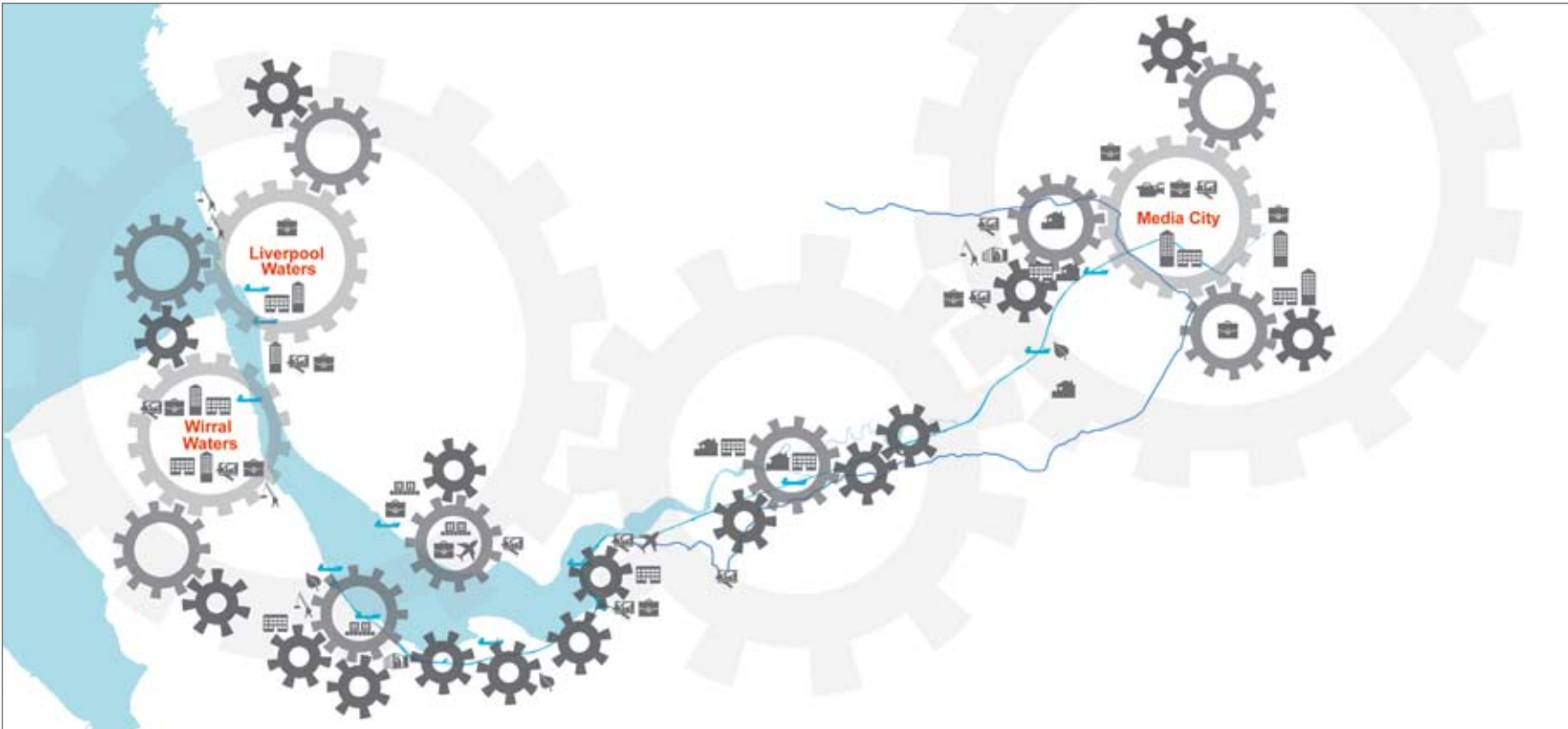
The 50 Ocean Gateway projects demonstrate the cross-sector potential of Ocean Gateway. These projects can complement and stimulate investment in other major projects across the Ocean Gateway area. Some of these are shown on the plan which identifies Strategic Regional Sites and other major projects.

### A key opportunity in an economic downturn

The economic downturn has slowed the rate of housing and economic growth in the region, at a time that policy is seeking higher levels of growth. Many regeneration, development and construction projects have been shelved or mothballed whilst the market recovers.

The Ocean Gateway is fortunate in that it is cross sectoral and well established. For longer term projects, the time is right to plan, consult, secure approvals and set everything in place to move forward apace as wider confidence returns. Through Ocean Gateway, a vast range of public and private sector partners will work together to ensure that the implications of the downturn can be minimised for the Ocean Gateway. Most importantly, beyond the downturn, Ocean Gateway will be a crucial vehicle for stimulating renewed growth and confidence.

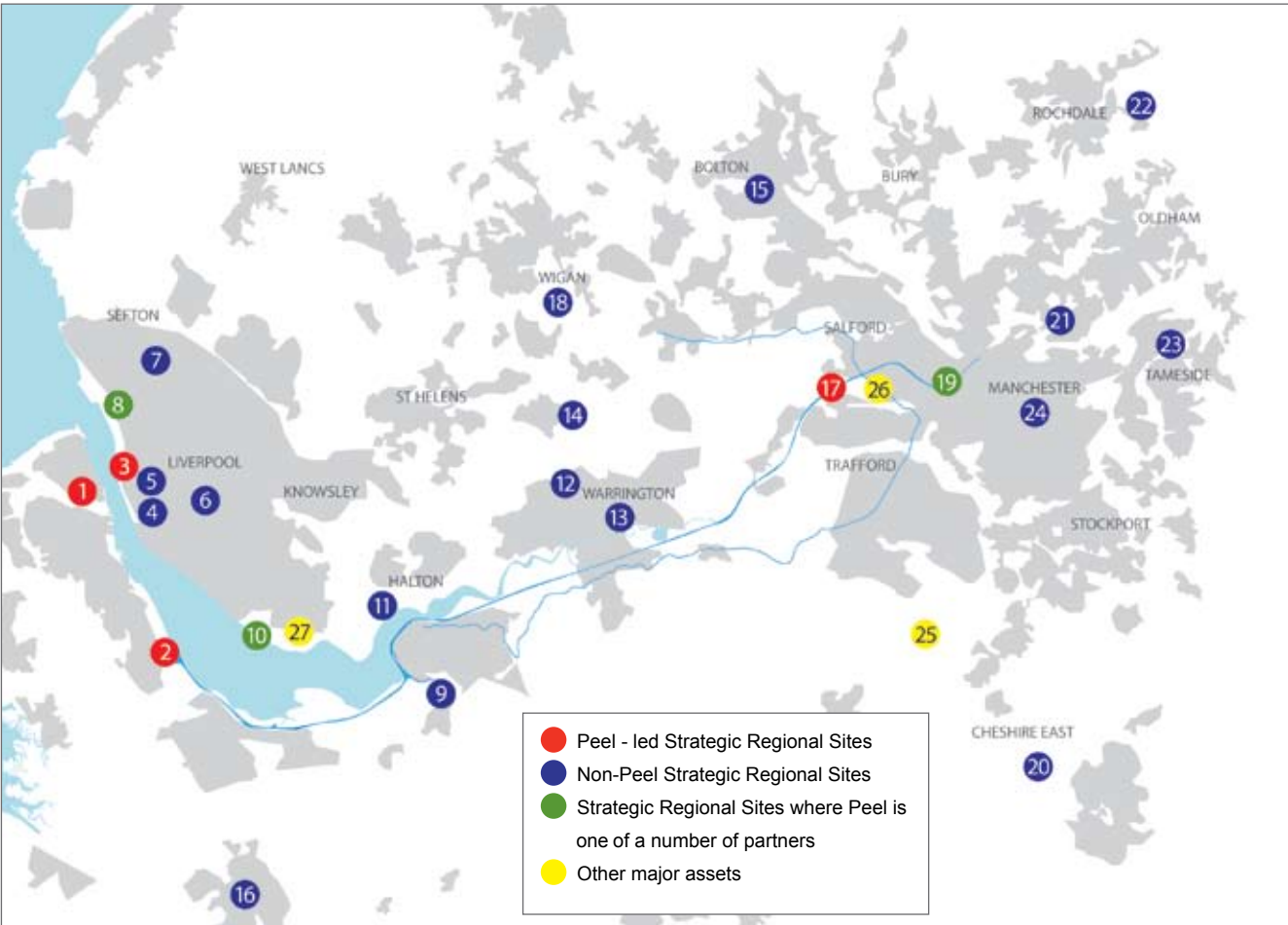
## Stimulating and collaborating with the business core



Strategic Regional Sites and Assets

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

## Complementing and stimulating other major investments





## Stimulating and collaborating with the private sector

### Exemplar project: Port Salford

This project is an example of the private sector being proactive and taking the lead on a visionary project which will deliver sustainable freight transport benefits and stimulate economic growth through private enterprise. The proposals involve new port infrastructure, rail links and distribution buildings. It will benefit the competitiveness of local businesses by significantly reducing the costs of transporting containers to the Manchester City Region.

As an example of the supply chains and networks involved in just one project, the range of businesses likely to be involved in implementing and operating the Port include companies in construction, international shipping, rail freight, goods producers and associated service/maintenance providers. Additionally, Port Salford will employ 2,100 people, and in doing so will bring a significant increase in maritime employment into Greater Manchester.

Port Salford will utilise global connections through the shipping lines and the Port of Liverpool through the operation of a container barge service, as part of the wider sustainable transport benefits of SuperPort.

As explained on page 45, Port Salford will also reduce the carbon outputs of freight transport to the region. It will also complement the delivery of other inland port proposals along the Ship Canal corridor, at Ince, Warrington and Wirral.

The Port Salford proposals were approved by Salford City Council in Summer 2009 and further work is now underway towards delivery of the scheme.



# Notable projects



## Port Wirral

Port Wirral will include the comprehensive development of the under-used land adjoining the Queen Elizabeth II Dock adjacent to the entrance to the Manchester Ship Canal. It is expected that the current volume of shipping handled at Port Wirral will be approximately doubled by the redevelopment proposals. Port Wirral is particularly suitable for port relocations and enhancements due to its accessibility by water, rail and road. Crucially, the facility will allow for the relocations and enhancements needed to provide the Ellesmere Quays and Runcorn Waterfront projects. Hence, it is important for both the port/maritime sector and in creating new communities.



## Salford Quays / Trafford Wharfside

These major economic projects at the eastern end of the Ocean Gateway will complement activity in Manchester city centre. New occupiers, including the BBC, will stimulate the media sector, complementing well established businesses such as BUPA who have their largest office base outside London in Salford Quays.



## Port Warrington and Arpley Meadows

These projects promote housing growth and new infrastructure in Warrington, as a strategic high quality growth area within the Ocean Gateway corridor. They will provide new homes to support economic growth in the area and bring maritime employment and businesses to Warrington.





five

Making it happen



# Making it happen

## Delivery

### Delivery – to date

Ocean Gateway is already happening. Significant progress has already been made with a number of key projects to date. Many of the 50 Projects have already placed the North West in a healthier economic position through key drivers, including Liverpool John Lennon Airport, The Trafford Centre and ongoing investment in the Port of Liverpool and Manchester Ship Canal. Successes to date have delivered many direct benefits, and many less tangible but very positive ripple effects of economic activity.

### Delivery – 1-5 years

The next few years will be challenging economic times for the UK. However, during that period, the following major Ocean Gateway projects are intended to be brought forward:

#### Transport and Logistics SuperPort:

- Commencement of construction of the Post-Panamax facility, as a key infrastructure investment for the North West supported by improved surface access both road and rail
- The Port Salford development as the UK's only inland water way served rail freight distribution park, with progress also to be made on Port Wirral and Port Warrington
- Ongoing investment in the Liverpool John Lennon Airport Master Plan proposals including the Oglet World Cargo Centre and improved surface access both, public transport and the Eastern Access Transport Corridor.

#### Communities and Regeneration:

- Completion of phase one of MediaCityUK in 2011, the relocation of BBC departments and significant early wins through the clustering effect for a host of other media businesses at Salford Quays and Trafford Wharfside;
- The transformation of surplus and under-used dock and canal side sites for economic and housing growth through Liverpool and Wirral Waters, with major outline planning permissions in place in Spring 2010 to allow the projects to be championed to worldwide markets at the Shanghai Expo
- Major housing-led proposals for Ellesmere Quays, Runcorn Waterfront, Arpley Meadows, Partington Village, Salford West and Wigan and Trafford Quays, to create new sustainable communities.

#### Sustainable Resources:

- The commencement of Ince Resource Recovery Park, bringing major innovations in the waste and energy sector to the region
- Proposals for the preferred option of the Mersey Tidal Power project will be consulted upon and applied for
- The major green infrastructure project at Salford Forest Park will be brought forward.

Cumulatively these projects will deliver across the Guiding Principles and Objectives, and will act as a major injection of private sector investment and confidence in the region over a particularly challenging economic period. Injecting such investment during an economically fragile period will facilitate accelerated and more substantial economic growth for the North West in the longer term.

### Delivery – longer term

Over the longer term, achievements to date and priorities over the next 1-5 years will provide a platform for all Ocean Gateway projects to be delivered. This will make a key contribution to assisting in stimulating long term accelerated growth for the area. It will fundamentally also act to stimulate and underpin private investment across the region.

## What are the priorities, and how can the vision for Ocean Gateway be achieved?

This question goes to the core of the Ocean Gateway as a concept, and indeed to the core of how private investment in the region can be secured. The shared agenda highlighted by the Ocean Gateway principles and objectives brings agreed priorities for sustainable growth. These cut across economic, social and environmental interests. To achieve the vision of Ocean Gateway, it is vital to consider 'what is needed to allow the private sector to take difficult investment decisions?', particularly during challenging economic times. The following priorities have this purpose at their core, as without the ability to invest, delivery will not occur.

### Partnership and consensus

Although this Prospectus identifies common interests, in the form of Guiding Principles and Objectives across the region that can be met by the Ocean Gateway, the mechanics of delivering the vision are complex and cut across many boundaries, agendas and interests. The right perspective is essential for Ocean Gateway, and this requires a fresh approach by the public and private sector in the region to work together towards delivery. The need to build upon existing relationships and develop a proactive, collaborative partnership approach to delivering against a shared agenda is evident.

Specifically, Ocean Gateway needs the leading support of Government agencies and departments, regional bodies and local authorities, both collectively and individually. Partners within the Ocean Gateway area will need to innovate and develop new ideas, new ways of working and create new opportunities. This will bring major mutual benefits through joint working and thinking and acting across boundaries.

For the public sector, the need for partners to act across boundaries is not new and is already happening through Multi Area Agreements, Growth Point Partnerships and City Regions. In creating the conditions for major investment decisions to be taken, it is essential that administrative boundaries do not overly influence decision making, and it is vital Government proactively requires this approach to be embedded in public sector activities, to facilitate the delivery of Ocean Gateway.

## A culture of sustainable economic growth

The economic, social and environmental needs of the region have never been greater, and the need to harness private investment in order to move forward has never been more pressing. Understanding how investments are made, the certainty required and the economics that underpin sustainable development, is essential.

Ocean Gateway will therefore have a priority focus on fostering a culture of understanding, promoting and securing sustainable economic growth. This will be done within the principles of sustainable development – encompassing economic, social and environmental priorities – and indeed using key projects as a means to innovate in new sectors, for the environment, the economy and the people of the Ocean Gateway.

Government also needs to recognise that regional projects in the North West can also be national priorities. The North West is termed a region, but in many ways, its major ports and airports, economic and housing regeneration and growth areas, and green infrastructure initiatives, many of which are located within Ocean Gateway, are nationally important facilities. They need to receive national support that is equitable with similarly nationally important projects and initiatives in the South East.

## The planning system

The planning system should provide the clarity, consistency, co-ordination and certainty needed by investors for projects of the scale and complexity of those envisaged by the Ocean Gateway.

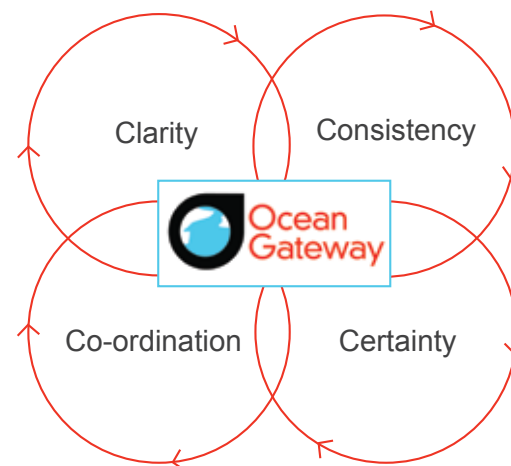
These are not just issues for local authorities – they cut across central and regional Government departments and agencies also. Clearly, more collaborative working will make a major difference, but an accelerated programme for Ocean Gateway and indeed the delivery of pre-existing initiatives not featured in this Prospectus, requires the planning system to deliver more effectively in these areas.

There are four key areas where the planning system needs to deliver. These are the 4C's.

- **Clarity of purpose:** concise, straightforward policy, appropriate to its level and purpose
- **Consistency of approach:** through the various tiers of policy guidance – national, regional/sub-regional and local - ensuring that national and strategic policy objectives are cascaded into regional and local plans, and that local impacts are properly balanced against wider objectives.
- **Co-ordination of policy:** ensuring that policy priorities, funding priorities and decision making principles are properly co-ordinated across the broad themes of land use and spatial planning, transport, economic development and environmental protection/enhancement. The new preparatory work for the Regional Strategy, the 'single conversations' with the Homes and Communities Agency, and discussions and actions relating to Growth Points, are signs of a more integrated and co-ordinated approach. It is vital for investment in the region that that co-ordination filters through to Local Development Frameworks.
- **Certainty for investment:** the most fundamental of the 'four C's', which in many ways brings them together. Certainty over costs and timescales is critical, particularly through the spatial planning and development management systems. For major investments, the issue applies equally to the planning and delivery stages; there is a need for certainty that policy will not change to undermine investment even once they have been approved.

The system continues to change, with the imminent set up of the Infrastructure Planning Commission (IPC), which is likely to affect a number of Peel projects, including the Mersey Tidal Power project. Peel considers it to be a matter of national importance that the IPC and its accompanying National Policy Statements are both delivered on time and proactively support the major infrastructure projects of the Ocean Gateway.

## The "4 c's"



## Securing a policy framework for Ocean Gateway

There is the opportunity to bring together all existing and future policy requirements into a sub-regional policy framework for the Ocean Gateway area, including a much wider remit, for example bringing together the programmes of the two City Regions, the Ocean Gateway and other regional and local strategies. This will identify and set a clear delivery strategy for agreed priorities. Local policies will also need to be aligned with Ocean Gateway through the emerging Local Development Frameworks.

A Regional Strategy is being produced by the Northwest Regional Development Agency and the Regional Leaders Forum 4NW and it is important that Ocean Gateway is embedded within this and other appropriate strategies.

Atlantic Gateway is a regional scale initiative, led by the Northwest Regional Development Agency and 4NW, in partnership with, and securing maximum investment from the private sector. This includes Peel Holdings, but also encompasses the business sector across the region as a whole. Government has a central role in terms of wider economic growth and stability, raising the profile of the UK, doing business with international economies and in considering its own locational requirements for the future.

## Funding and resourcing

In addition to partnership working and ensuring that the planning system delivers in an effective manner, there is also a need to secure maximum funds and resources for the Ocean Gateway. Clearly, a vast range of partners are already committed to, and investing in, the Ocean Gateway via a range of public and private initiatives, including some of those outlined in this Prospectus.

However, there is a need to secure additional public and private funding in order to deliver the vision. This is a particular issue given the economic downturn and the reduction in the availability of European Union funds in the region. Private funding depends on certainty and some of the factors outlined above, many of which are influenced by the planning system. Public funding depends on political commitment. The partners of the North West and Ocean Gateway will need to work with Central Government to maximise the amount of public funds available for transformational infrastructure and economic growth projects.







# Contact and acknowledgements



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

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