

MERSEY DEE

Our Unique City Region

UNLOCKING OUR TRUE POTENTIAL

Contents

01	The Area	1
02	What Makes the Mersey Dee Unique?	3
03	Unlocking Our Potential	8
04	Our Vision for Infrastructure	20

Foreword

DEREK BUTLER

A Pivotal Location

CHAIR – MERSEY DEE ALLIANCE

The Mersey Dee is an important strategic and dynamic region. It contributes significantly to the UK economy however there is significant economic growth potential across the region. A programme of transport infrastructure investment has been identified that will help to unlock this potential and contribute to the ambitions of the Northern Powerhouse.

The Mersey Dee Alliance partners and many key stakeholders, including the Mersey Dee and North Wales All Party Parliamentary Group, the North Wales and Mersey Dee All Party Assembly Members Group, the North Wales Economic Ambition Board, Cheshire and Warrington Local Enterprise Partnership, Liverpool City Region Local Enterprise Partnership, Higher Education and Further Education providers are working together across the Mersey Dee region to realise the same ambition of growing our already successful and diverse economy.

This prospectus sets out the transport infrastructure investment required to unlock the economic growth potential, in addition and complementary to the rail investment identified in the Growth Track 360 prospectus.

Investment in our transport infrastructure will act as a key enabler to help better link our key development sites to each other, to skilled labour and into the wider economy of the Northern Powerhouse and international routes allowing us to expand the potential economic offer.

A city in scale with opportunities abound and a vision to deliver.

D Butler



01 The Area

The Mersey Dee comprises North East Wales, West Cheshire and Wirral. Whilst sitting either side of a national boundary, the Mersey Dee has been recognised as a single economic sub-region, with a population close to 1 million.

It is the location of a substantial range of nationally important industrial and commercial activities – particularly for the energy sector, advanced manufacturing and high-tech engineering and financial and professional services, boasting international names such as Airbus & Essar.

Located upon the boundary of England and Wales, we're a pivotal location within the Northern Powerhouse. While having great locational credentials, evidenced by the significant organisations that are already here, we also have available land and skilled people to allow them and new businesses to grow.

This document sets out the next steps to unlocking our true potential. It sets out our current pipeline of major development, and importantly, highlights the infrastructure needed to enable the region to contribute even more to the UK economy.

A city region in all but name...

£22bn Gross Value Added

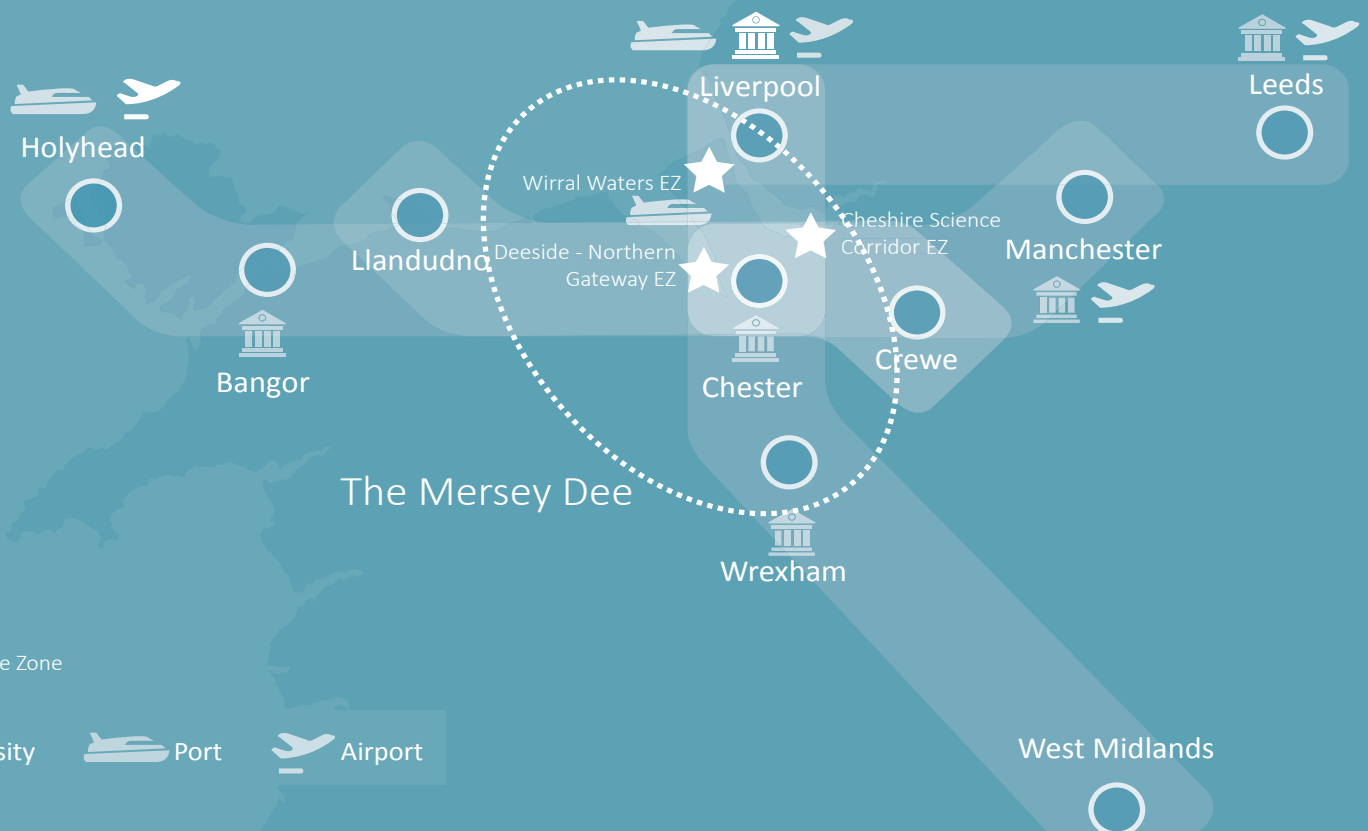
940,000 people

380,000 job

700 companies that each turn over more than £1m per year

3 Enterprise Zones; Cheshire Science Corridor, Deeside Northern Gateway, Wirral Waters.

A strong diverse economy which includes aerospace, automotive, nuclear, renewables, pharmaceuticals, chemicals, financial services, food, engineering, ICT, tourism, and retail.





The Mersey Dee is poised for long term investment, providing an opportunity for national and international markets to develop their offer within a growing economic region.

Whilst the Mersey Dee already punches well above its weight, we must to respond to market needs, particularly in transport and digital infrastructure.

By 2040 we will...

Double our economy to **£44bn** GVA

Increase our population beyond **1.1 million** people

Create a minimum of **50,000** jobs

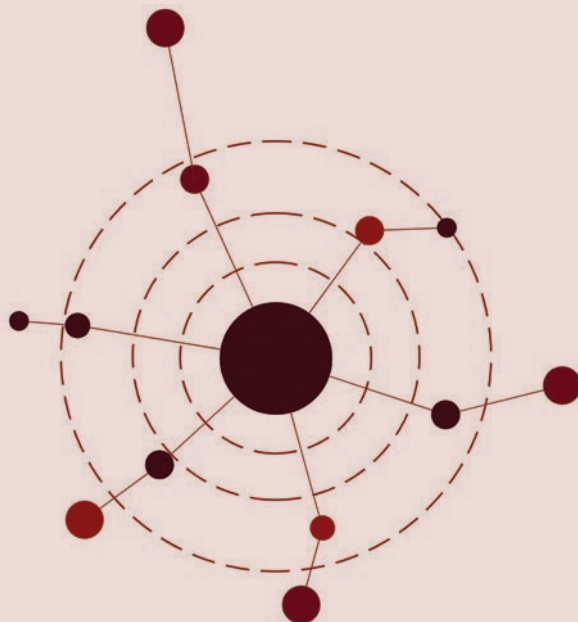
Build up to **25,000** homes

We recognise that people and business do not look at political boundaries, be they local or national, when deciding where to locate.

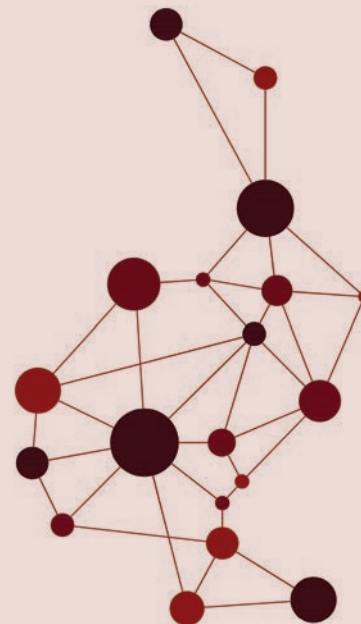
This document, alongside our 'Growth Track 360' Rail Prospectus, shows how our thinking has aligned to respond to this - we are thinking both 'connected journeys' and 'complementary sites' – fit for a city region that is truly one of the best but perhaps most under-recognised in the UK.

02 What Makes the Mersey Dee Unique?

Our Structure



A Traditional Radial City



A Polycentric City

cit·y

(sīt'ē)

n. pl. cit·ies

1. A centre of population, commerce, and culture; of significant size and importance.

Due to its polycentric nature, the Mersey Dee area is not immediately identifiable in the way that a traditional city is. It is a 'constellation city' – it has a functional cross-border economy, shared labour market and a GVA equal to half of the entire Welsh economy.

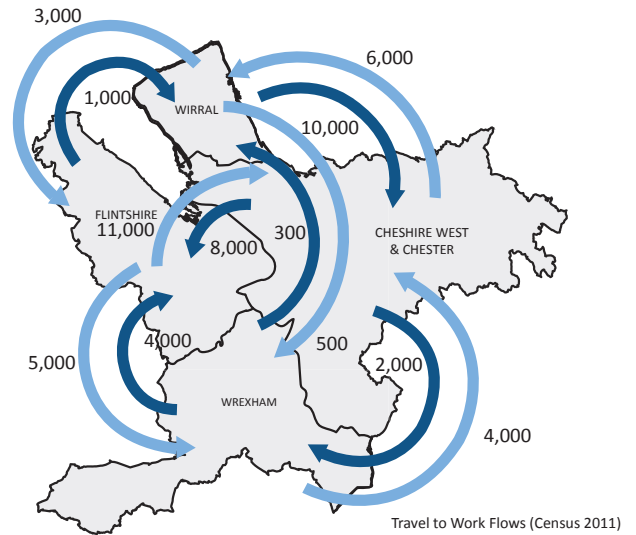
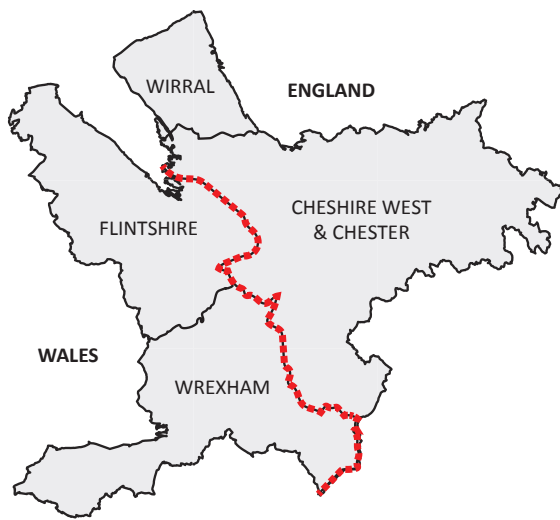
Like other polycentric cities in Europe such as the Ruhr area in Germany or the Randstad in the Netherlands, the structural arrangement of settlements and economic hotspots within the Mersey Dee area supports a high level of liveability alongside economic development.

Well known places such as Chester (itself a city), Wrexham, Deeside, Ellesmere Port and

Birkenhead make up our city. A variety of less known but significant scale of places such as Hoylake, Wallasey, Mold, Helsby, Hooton and Ruabon also form part of that relationship.

The common theme is infrastructure, since people in this city live their lives across this economic geography, not in one place. While some of our infrastructure is strong, our transport and digital infrastructure must keep pace for the benefit of the nation.

This polycentricity means the Mersey Dee area is often overlooked by the usual political frameworks.



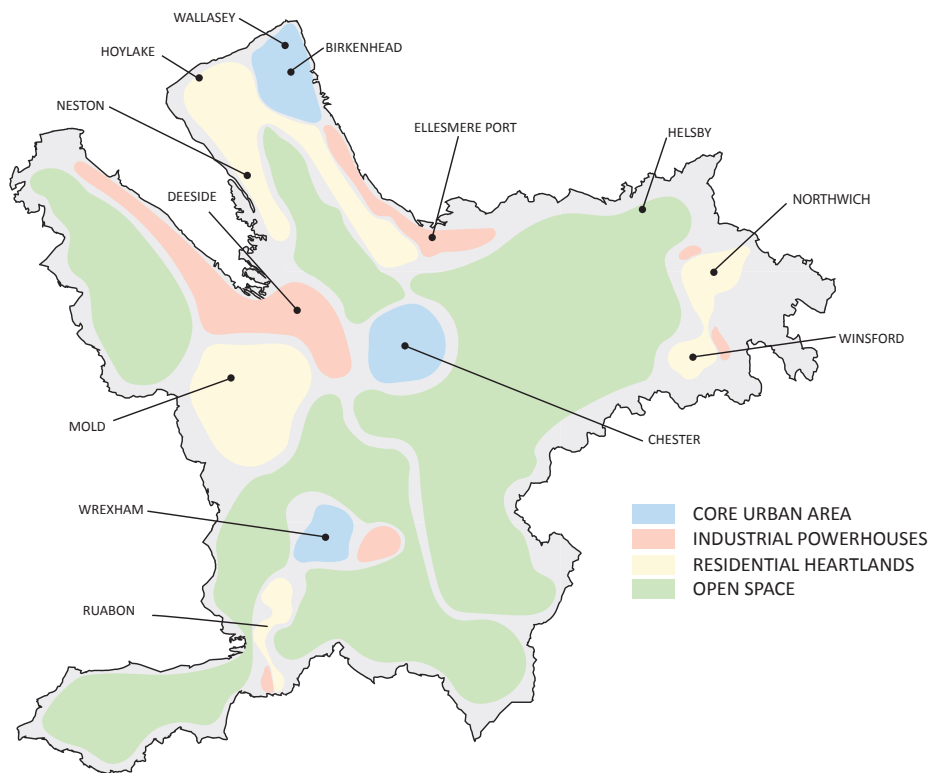
Travel to Work Flows (Census 2011)

Administrative boundaries hide what lies beneath.

Whilst our political boundaries separate England and Wales, and the local authorities within, they are invisible to people living and working within the MDA. By communicating and working together on things like highways investment and local public transport provision, we can strengthen the offer of the Mersey Dee region and add value greater than the sum of our parts.

We have a unique cross-border economy

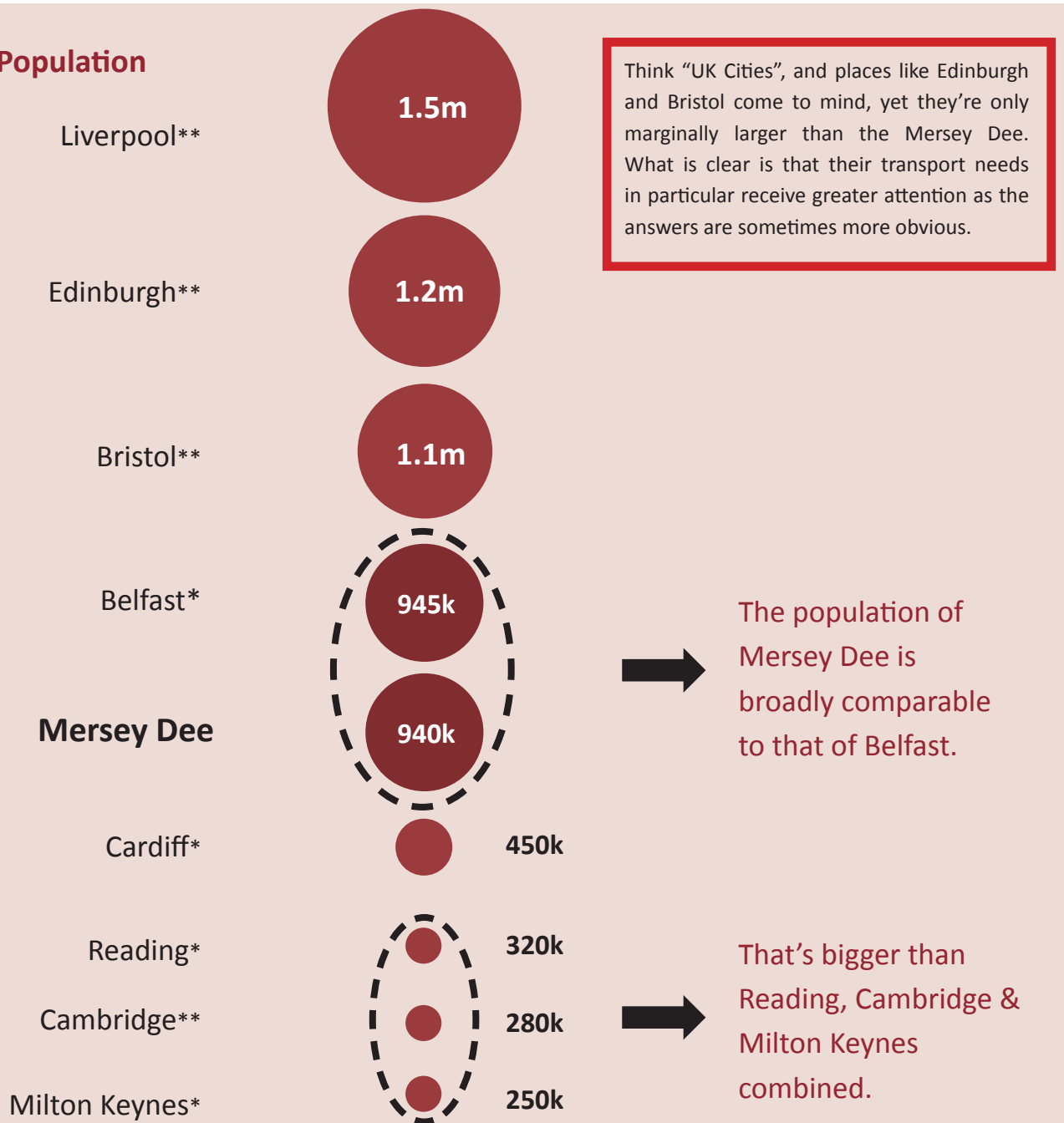
Our people live life within the economic geography not political boundaries. The Mersey Dee is a diverse yet relatively compact place, which with the right infrastructure means that most journeys should and could be well within a hour for everyone. The four individual local authorities and the two countries are working closely together to reflect the economic geography, particularly in relation to key matters such as transport and strategic site development.



...we're really just one big place a city region

One of the great things about the Mersey Dee city region is that there is space. Space to grow and space to live. Our area includes some of the most diverse and impressive geography in the UK - where coast meets the hills and mountains – alongside unique assets like Pontcysyllte Aqueduct and Chester's City Walls which add profile and placemaking values that business can connect with. Although administrative boundaries exist, this place works like a city – with multiple sites available to suit all needs.

Our Population



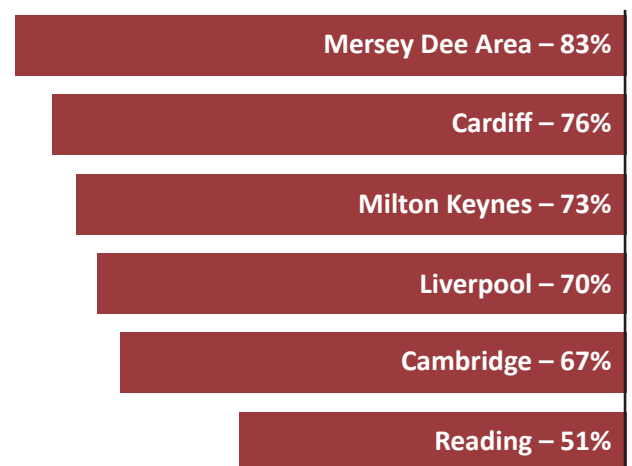
Our Self-Containment

We're a self-contained place, where 83% of residents also work within the Mersey Dee.

We rely less upon commutes in and out of the area than many of our comparators, reflective of both our high living standards and buoyant economy.

Investing in the Mersey Dee city region means making the most of our key resources – land (for housing and employment), labour and a great quality of life.

% of Population that Live and Work in Area



*population figures based upon 2011 Census Data for urban areas

**population figures based upon 2011 Census Data for metropolitan areas

Degree of self-containment measured by 2011 Census Travel to Work Data

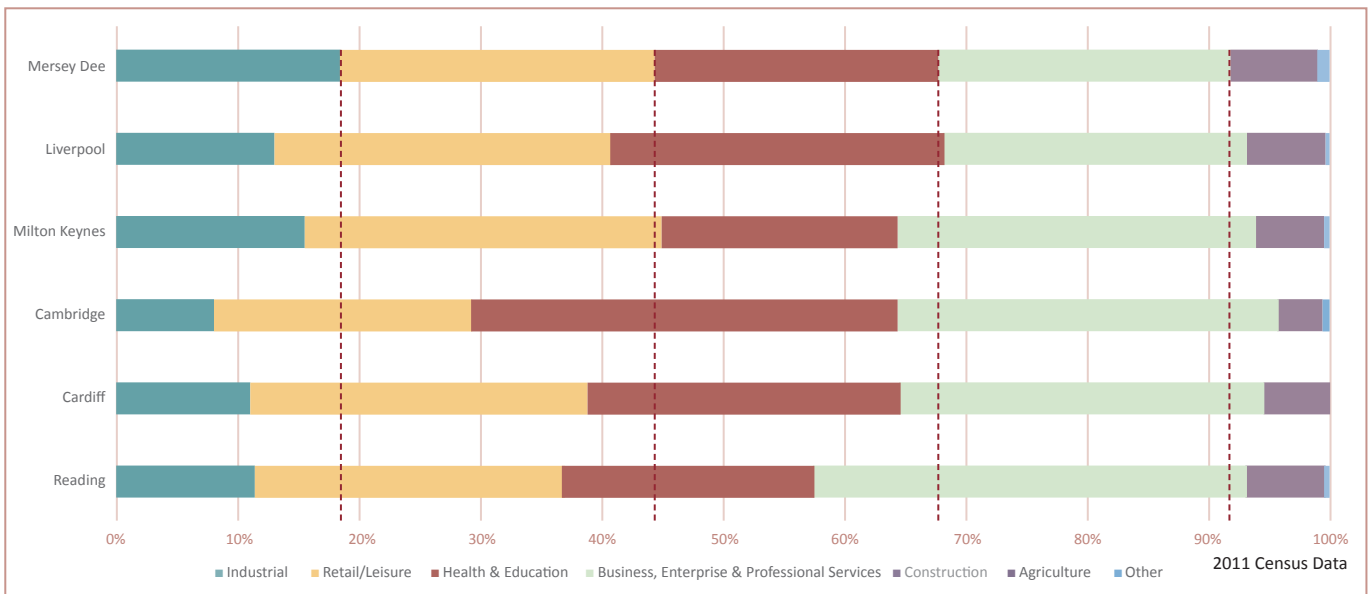
Our Balanced Economy

The Mersey Dee is a significant economy within the UK, supporting over 380,000 jobs and more than 27,000 registered companies.

The Mersey Dee economy is balanced and not over reliant on any one sector - this gives us both **diversity and stability**.

The GVA of the Mersey Dee is more than that of Cardiff, Swansea and Newport combined.

Based upon figures for North Wales authorities, Cheshire West and Chester and Wirral, the Mersey Dee already generates around £22bn in terms of GVA.



A proven track record in attracting globally recognised high-value clusters...

Oil, Chemicals and Materials

- Tata Group
- Innospec
- CF Fertilisers
- Warwick International
- UPM-Kymmene Corporation
- Essar
- Kronospan Ltd

Advanced Manufacturing

- Airbus
- JCB
- Toyota
- General Motors
- Cammell Laird

Finance & Professional Services

- DTCC
- MBNA
- Lloyds Banking Group
- Virgin Money
- Money Penny
- The Contact Company
- Moneysupermarket.com
- GBG
- M&S Money
- Comtek Group

Consumables

- Cadbury
- Kellogg's
- Cott
- Unilever
- Typhoo
- Dailycer
- Premier Foods
- Bakemark

Education

- University of Chester
- University of Liverpool
- Coleg Cambria
- Wrexham Glyndwr University
- West Cheshire College
- Coleg Cambria
- Wirral Met College
- North West Engineering College

Medical and Pharmaceuticals

- Ipsen
- Wockhard
- ConvaTec
- Bristol-Myers Squibb

^ Wrexham Industrial Estate

Our Quality of Life

Quality of life is often one of the most underestimated elements of what makes a place successful, and why people would choose to live and work in an area. Here are just 5 reasons why the Mersey Dee ranks high on liveability.

1. Rural meets urban.

Extensive coasts, wild forests, picturesque waterways, and archetypal UK countryside sit alongside an array of cosmopolitan centres. This diverse landscape offers something for everyone and a different adventure every weekend.

2. Strong, diverse heritage.

We've always been at the pivot of history. From the Romans that built Chester to the Industrial Revolution that shaped Birkenhead to the castles of North Wales. Our heritage plays a unique part in our offer today – adding to outstanding landscape.

3. Regionally significant shopping and culture.

Cheshire Oaks is the UK's largest Designer Outlet and one of the most popular retail parks in the country attracting 8-million visits a year – with its catchment spanning far beyond the Mersey Dee. Whilst Chester is already a destination in its own right; the major redevelopment at Northgate is set to transform retail in the heart of the city - complemented by an IMAX cinema, cafes and restaurants, hotel and £37m Storyhouse cultural centre. Many of our town centres act in the same way as suburban centres do in bigger cities – providing both local services and choice.

4. Great education.

The provision of high quality schools and education support liveability, with many secondary schools such as Ellesmere Port Catholic High recording over 90% of students staying in education or entering employment. Gems such as Leahurst, the 6th biggest veterinary school in the world, attract students from across the globe. We have unrivalled access to the University sector, both internally (University of Chester and Glyndwr University) and within easy commute time to Bangor, Liverpool and Manchester in particular.

5. Attractive and affordable housing stock.

This comes hand-in-hand with our disposition as a place where rural meets urban, and historic meets modern. From town houses, to terraced houses, to farm houses – we are a place that offers something for all walks of life and where people can afford to buy and still enjoy life – making us a city where people want to be.



03 Unlocking Our Potential

Our Ingredients for Growth

We have identified seven key ingredients that we believe will underpin the sustainable growth of the Mersey Dee and which align with the 10 pillars of the UK Government's Industry Strategy. There is a common thread running through this prospectus of driving growth across the country, creating the right local solutions and improving procurement.

Diversity of Industry (Cultivating World Leading Sectors)

One of our greatest strengths already lies in the diversity of our industry. From the home of aerospace giants Airbus, employing over 6,500 people, to some of the world's biggest names in financial and professional services, such as MBNA.

We want to maintain this diversity, building resilience into our economy so that we know we can be successful in the long-term. We believe that investment in leisure should be seen as on par with those in high-end technologies, creating an inclusive city region that benefits everyone.

Advanced Expertise (Investing in Science, Research and Innovation)

We're building on our reputation as a breeding ground for advanced expertise in manufacturing, science, engineering and energy industries. Initiatives such as Cheshire Science Corridor Enterprise Zone will maximise the benefits arising from the opportunities and assets in the area by facilitating collaboration and synergies

between businesses, institutions and research establishments. Sites such as **Protos, Thornton Science Park** and **Deeside Advanced Manufacturing Research Institute** have the potential to become some of the most significant drivers of the sub-regional economy.

Quality of Life (Encouraging Trade and Inward Investment)

Excellent employment opportunities combined with high-quality of life are attracting people from a wide demographic to live and work in the Mersey Dee. That's why we have earmarked for around 25,000 new homes across the area by 2040.

Strong leisure assets also help underpin the draw of an area, both to visitors and those looking to relocate. The internationally renowned **Royal Liverpool Golf Club in Hoylake, Chester Zoo** and the **North Wales coast line** are just a few of the area's assets.

Business Support (Supporting Businesses to Start and Grow)

There is an integrated **multi-agency support infrastructure** in place to support businesses across the Mersey Dee including a **shared sites and premises database, client-**

focussed planning systems and best in class account management for everything from new investment to recruitment and supply chain development.

Infrastructure (Upgrading Infrastructure)

The growing economic influence of Liverpool and Manchester means that links towards these areas are increasingly important for those that live and work in the Mersey Dee, but transport and digital investment has not kept pace with demand.

Alongside our Growth Track 360 prospectus, this document puts forward a **package of infrastructure investments that we believe are needed now.**

Energy (Delivering Affordable Energy and Clean Growth)

The Mersey Dee has an almost symbiotic relationship with the energy sector; we are users, producers and experts. Our operations and skills in nuclear power, off-shore wind power and energy from waste are vital to the efficiency and security of

the UK's energy. **We clearly have a unique opportunity to harness these assets to provide energy security and resilience to underpin our growing economy.** For instance, the new Gas Fire Power Station currently in planning in Wrexham.

Skills (Developing Skills)

With investment and progress continuing apace in high-value industries, our skills agenda clearly needs to match the future requirements of our economy – upskilling our residents to take advantage of the growing business opportunities.

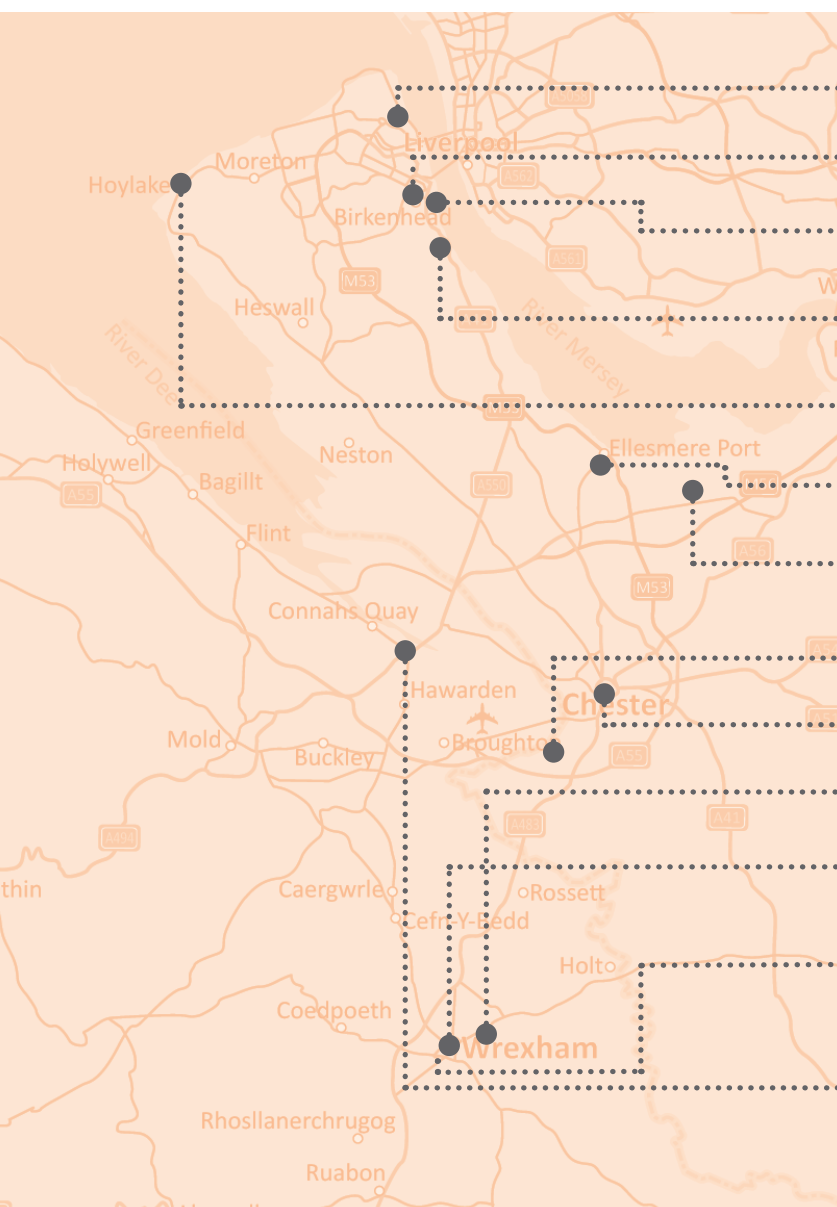
Whilst some of the best schools, colleges and higher education in the country can be found in the Mersey Dee city region, the level of attainment needs to be more evenly distributed to allow us to be even more productive.

Our Strategic Development Sites

A key feature of our city region is the ability to have a choice of strategic sites in term of both scale and variety of type. Our sites tend to be complementary to nearby land uses and labour availability.

Our proposed programme of infrastructure investment improvements, outlined later in this document, seeks to address key access issues, generally strengthening what we already have, rather than building totally from new. This allows investment in sites to be primarily focussed upon the sites themselves – helping developers to provide the best quality solutions available.

Several strategic sites have significant potential growth; providing jobs, homes, leisure, and business space. These strategic development sites provide some of the region’s best investment opportunities – and are set out on a site-by-site basis in the proceeding pages.



	Industrial & Manufacturing	Town Centre Regeneration	Business & Enterprise	Housing	Leisure	Page Number
Wirral Waters	•	•	•	•	•	10
Birkenhead Town Centre		•			•	11
Woodside Waterfront		•		•	•	11
Wirral International Business Park	•		•			12
Hoylake Golf Resort				•	•	12
Ellesmere Port Central		•		•	•	13
Cheshire Science Corridor			•			14
Warren Hall			•	•	•	14
Chester Central		•		•	•	15
Wrexham Industrial Estate	•		•			16
Wrexham Town Centre		•		•		17
Wrexham Technology Park / Western Gateway			•	•		17
Deeside - Northern Gateway	•			•		18

Some of the figures within this document may be in different stages of the development plan process and subject to change. Proposals for sites will be judged against the policies of the respective Local Authorities and their Plans.

Wirral Waters



Expected to become the UK's **most sustainable regeneration** project

Creating over **20,000 new jobs** for the region

Opportunity to deliver **13,500 homes** across seven site phases

30-year scheme to **transform a semi-derelict area** of the docks in Birkenhead

The largest regeneration project in the UK.

Forms part of the Mersey Waters Enterprise Zone, **one of the 1st four Enterprise Zones** in the UK created in 2011

Total **development value of £5 billion**

5,900,000 sq ft commercial space expected to **attract over 1,000 businesses**

Will deliver improved infrastructure, transport routes and public realm

Triggering regeneration both in Wirral and across the Mersey Dee area

Commitment to the project from Department for Communities & Local Government and Homes & Communities Agency as well as the private sector

Birkenhead Town Centre



Exciting proposals to **regenerate the Town Centre** and re-position Birkenhead as a **prime destination for retail, employment and leisure**



Opportunities to **restore Birkenhead to be a key sub-regional asset** which increases **connectivity to Wirral Waters, Hamilton Square and strategic employment corridors**

Using the waterfront as a **catalyst for change and regeneration**

Creating a vibrant, **first-class public space at Hamilton Square**, making it people friendly and bringing the space to life through events

Exploiting the growing appeal of farmer's and artisan markets to **reinvent Birkenhead market**

Woodside Waterfront

Opportunity to create between **3,000 and 5,000 new jobs**

Linking to the waterfront and strengthening links with a regenerated Birkenhead



Exciting opportunity for developers to maximise the potential of the waterfront and grow the retail, commercial and leisure offer

Woodside area benefits from **strategic transport connections** to Liverpool City Centre and the wider motorway network

Potential for **130 new homes**

Wirral International Business Park

Recognised as a key economic opportunity by both the private and public sectors; **£7 million public sector funding commitment**

Comprising a mixture of newly built as well as established industrial/warehouse units and office buildings

Seeking to deliver over **1,000 new jobs** and 50,000 sq ft new commercial space

One of the region's most successful business parks



Hoylake Golf Resort

Creating a new **international golf destination**, helping to establish Hoylake as the capital of England's Golf Coast

A **globally recognised brand** behind the course, the Jack Nicklaus Group

Total **£120 million new investment**, delivering a total of **180 jobs**

Up to **160 luxury homes** around the perimeter of the course alongside a Marriott Resort Hotel and Spa, supporting the local housing need and Wirral's **vibrant tourism economy**

An integral component of the Wirral Growth Plan, which aims **to increase visitor spend in Wirral to £450m by 2020**



Ellesmere Port Central



Opportunities for growth in the retail and leisure sectors as well as to reinforce the strength of industry, manufacturing and distribution

Vision to establish the waterfront as a leisure **destination of regional significance** and a **catalyst for regeneration** of the whole town

The **most complete inland dock complex in the UK** and an active historic canal side dock in a conservation area

Major growth opportunities in the retail, leisure and construction sectors.

Potential to deliver over **2,100 new jobs** and around 50ha new **commercial space**

Opportunity to deliver close to **2,500 new homes**

Key organisations and individuals from the public and private sector driving regeneration through the **Ellesmere Port Development Board**

Number of **internationally recognised businesses** established in the area including GM Vauxhall and URENCO

A **Shared Public Services Hub** will help transform the town centre.

Cheshire Science Corridor Enterprise Zone

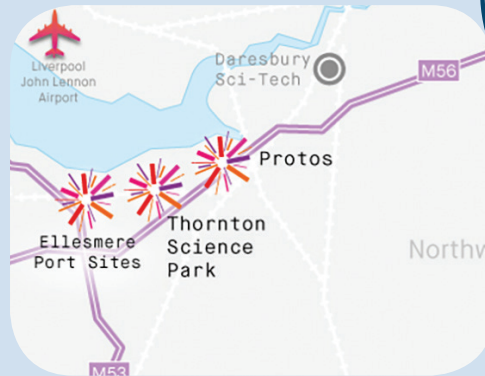
Research, development and industry collaboration to achieve high productivity.

57 ha across 10 sites in Ellesmere Port with potential to create **4,000 jobs**.

Also included in Science Corridor EZ are Birchwood, Warrington & Alderley Park

Plans at Protos to create a **Strategic Energy Hub** on over 20.8ha land with a focus on energy generation, storage and shale.

Over 1 million sq ft of industrial laboratories, workshops and office space for new and existing companies at Thornton Science Park



Number of sites within Ellesmere Port which will benefit from either **Enhanced Capital Allowances** or **business rate discounts**

Warren Hall

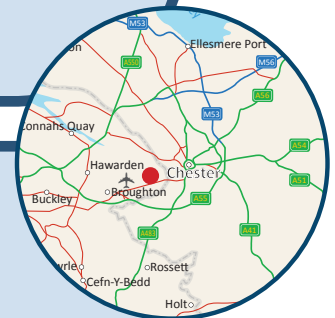


3,900,000 sq ft new commercial space and **300 new homes**

Opportunity to deliver a new local medical centre, restaurants and a hotel

A major contributor to the **regeneration** and future prosperity of the region

Providing **3,000 new jobs**, with the construction of the site representing a significant boost to the local construction industry



Chester Central



£300m investment in retail, leisure and residential opportunities through the **Chester Northgate** project

Up to **5,100** new jobs

Over **500,000 sq ft** new Grade A office space and **200 new homes** within the **Chester Central Business Quarter**

£37m additional spending each year in the local economy

Replacing the Crowne Plaza with a new **fit-for-purpose hotel** with spa and conference facilities

Chester's flagship regeneration schemes.

Integrating new shopping streets, cafes, bars and restaurants within the historic city setting

350,000 sq ft leisure and retail space with **increased prime frontage**, ensuring Chester's retail offer remains competitive with nearby cities

3.5 acre City Place development has already attracted **several major employers** including RSM UK

Wrexham Industrial Estate



Expansion of the site is central to the economic strategy of the new Local Development Plan and will provide an **additional high quality employment site** in proximity and accessible to Wrexham Town centre

Home to **large, high profile businesses** including Kellogg's and JCB

One of the largest industrial estates in Europe

20 - 30 ha new commercial space

3,100 new jobs once the expansion is complete

Delivering 2,900 **jobs in construction**

Over **10,000 employees** across over 360 businesses

A **sustainable opportunity** for people to live and work in the same area, reducing the need to travel and commute

Wrexham Town Centre

Town Centre Masterplan adopted in April 2016, the stimulus for **high economic growth and investment** in the area

Almost **£11 million funding** awarded to the town through the Vibrant and Viable Places scheme Investment in a package of measures that will provide the catalyst for long term **sustainable economic growth and regeneration** including a Creative Industries and Arts Hub

Potential to deliver **1,000 new homes** in the town



Opportunities to enhance the use and benefits of **attractive town centre assets** including the historic core and the markets



Wrexham Technology Park/Western Gateway

A **pioneering business park** in the region, with a focus on sustainability and high environmental credentials

Attracting hi-tech manufacturing, the service industry and financial services to the region, bringing **high quality employment opportunities** and driving economic growth

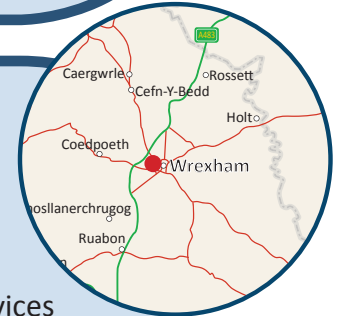
161 ha new commercial and residential space, including **1,500 new homes**



Delivering local benefits:

1,140 new jobs

1,840 construction jobs



Deeside - Northern Gateway



Jobs centred around an **Advanced Manufacturing Institute**, delivering growth in Research & Development and driving skills development and the commercialisation of technology within Deeside Northern Gateway Enterprise Zone

Up to **1,200 new homes** including affordable housing

Local centre to provide for the resident and working population

The largest private sector-led development in North Wales.

Phase One underway to construct the main highway across the site

Up to **7,000 jobs** created once operational

1,000 jobs in construction

85,500,000 sq ft new commercial space

Number of **world-leading manufacturers** with premises in the area including Airbus and Tata Steel

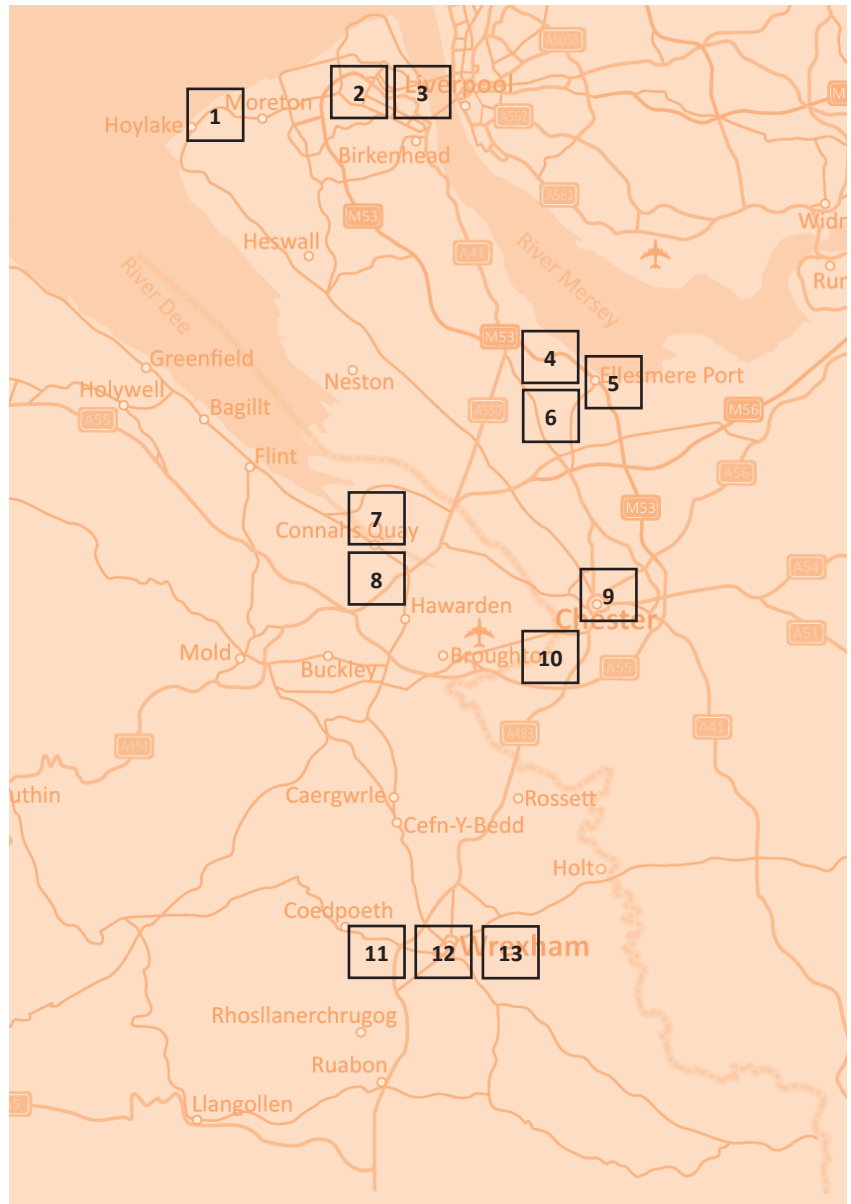
Access to **£70m** Enhanced Capital Allowances (ECAs)

Our Major Housing Development Sites

We're exceeding our housing delivery targets across the Mersey Dee, and with up to 25,000 homes anticipated to be developed by 2040, this pace of delivery must continue. We will continue to work with the private sector and help deliver, and can offer powers to assist this.

A number of major housing development sites have already been identified:

1	Hoylake Golf Resort	150 homes
2	Wirral Waters	13,500 homes
3	Woodside Waterfront	130 homes
4	Ellesmere Port Central	2,500 homes
5	Rossett Park	790 homes
6	Ledsham Road	1,500 homes
7	Deeside – Northern Gateway	1,200 homes
8	Warren Hall	300 homes
9	Chester Central	200 homes
10	Wrexham Road	1,450 homes
11	Cefn Road / Holt Road	600 homes
12	Wrexham Town	1,000 homes
13	Wrexham Technology Park / Western Gateway	1,500 homes

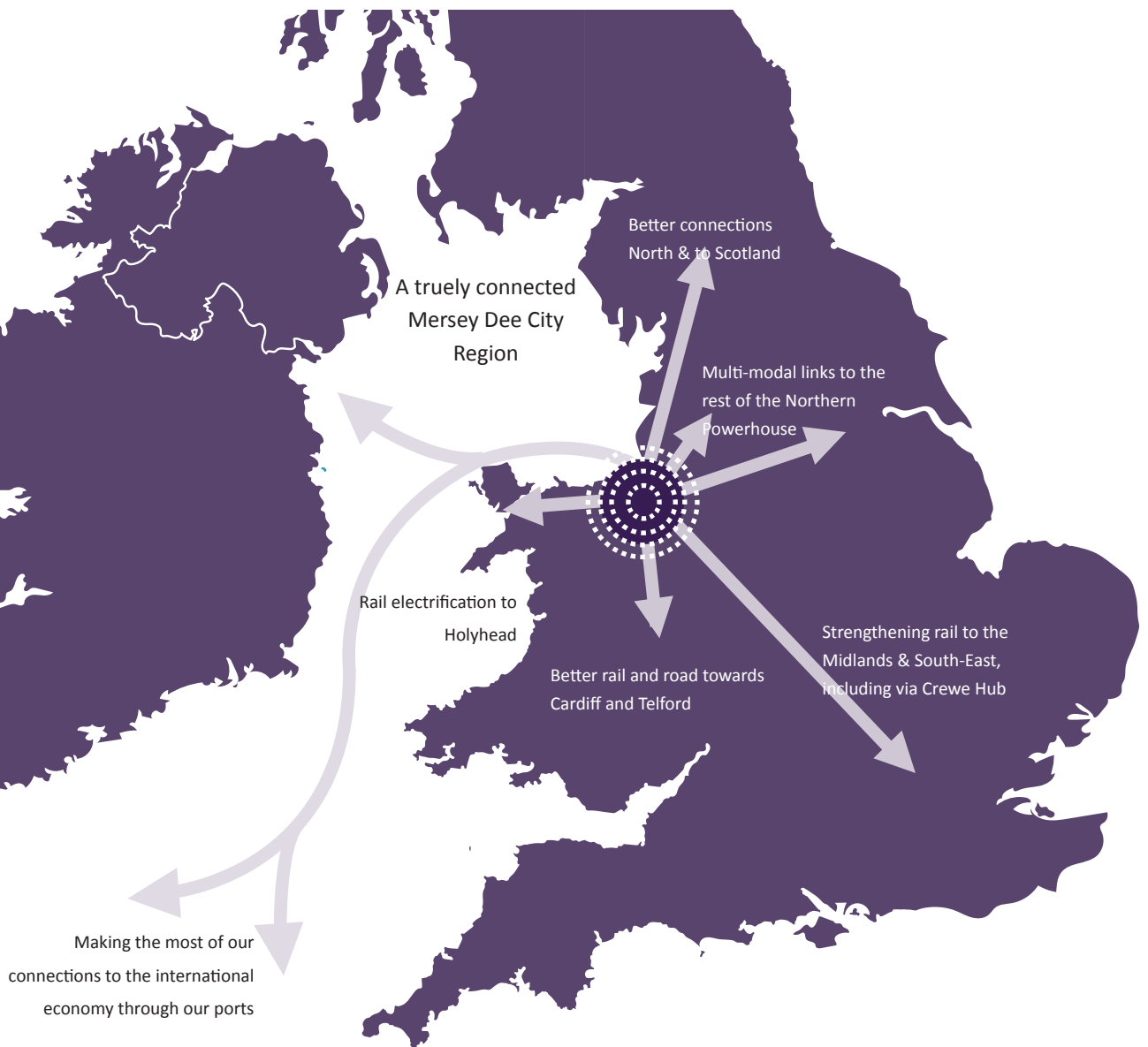


04 Our Vision for Infrastructure

The Strategic Vision

Improved connectivity between the Mersey Dee and the rest of the UK will allow the area to fully unlock its economic potential – allowing us to take full advantage of our strategic position between the Northern Powerhouse and North Wales.

Connectivity to the powerhouse economies of Liverpool and Manchester are becoming increasingly important, and complement the economic geography of the Mersey Dee. Strong links to Crewe Hub will also become progressively more vital; as the implementation of HS2 draws closer. These outward links require a complementary package of both road and rail enhancements.

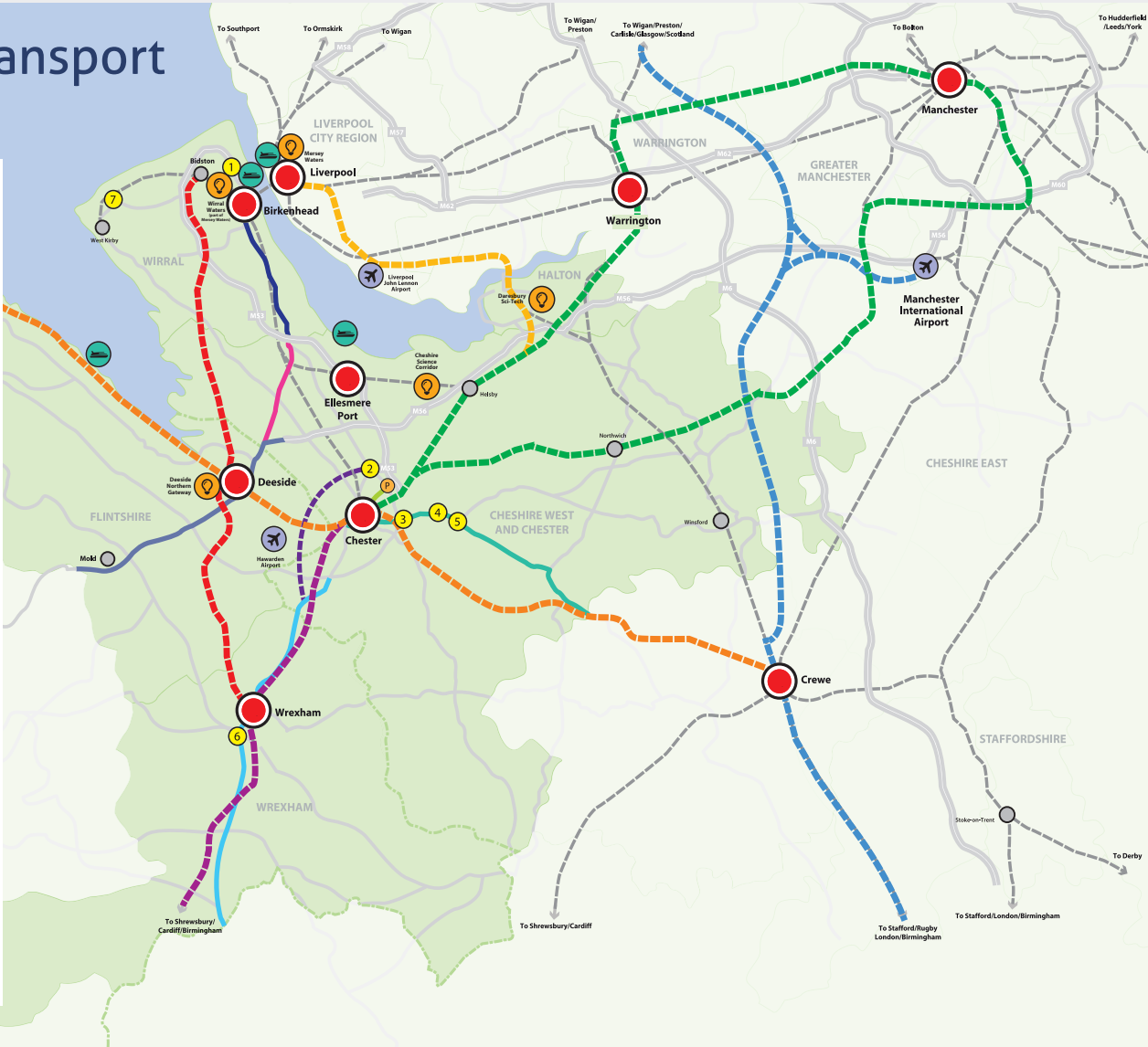


The Schemes

Connectivity between urban cores is vital for polycentric cities - efficiency of movement defines our economy. Enhanced transport infrastructure will help to reduce congestion and improve journey time reliability, both of which are recognised as being fundamental to prosperous economies and sustainable environments.

Strategic Transport Schemes

- M56 and M53 Smart Motorways
 - Chester Western relief road
 - A51 upgrade
 - A56 Hoole Road corridor
 - A41 corridor improvements
 - A550 dualling
 - A494 corridor improvements
 - A483 upgrade
 - Chester fifth Park & Ride
 - Wirral Waters Gateways
 - A41/A5116 pinch point
 - A55/A51 pinch point
 - A51/B5132 pinch point
 - A51/A54 pinch point
 - A483 J4 pinch point/Halton roundabout improvements
 - Saughall Massie link road
 - Wrexham/Bidston enhanced services
 - Chester/Manchester/Warrington enhanced services
 - Crewe/Chester/Holyhead electrification and enhanced services
 - Halton Curve enhanced services
 - Chester/Wrexham capacity
 - HS2 route
 - Main towns/cities
 - Enterprise Zones
 - Airport
 - Port
 - Roads
 - Rail lines
 - England/Wales border
- 0 1 2 3 4 5 6 7 8 Miles
0 1 2 3 4 5 6 7 8 Kilometres



The Schemes

Connectivity between urban cores is vital for polycentric cities - efficiency of movement defines our economy. Enhanced transport infrastructure will help to reduce congestion and improve journey times, both of which are recognised as being fundamental to prosperous economies and sustainable environments.

M56 Smart Motorway

This vital link for towards Manchester is considered one of the most congested stretches in the North, with little resilience to traffic swells or incidents. This significantly hinders the transition of both goods and people, which has a clear economic impact. A Smart Motorway upgrade should be delivered soon after 2020, with particular focus between J12- 14.

M53 Smart Motorway

The M53 connects the Mersey Dee to Liverpool, as well as providing strategic links for 'intra-Mersey Dee' flows. As such, it is imperative that this stretch is effectively managed - Smart Motorway upgrades are already scheduled to be undertaken by 2020.

A51 Upgrade

The A51 is already one of the most important external links for the Mersey Dee, connecting to Cheshire East and Staffordshire. Demand on this route is likely to intensify significantly with the arrival of HS2 at Crewe in 2027. Improvements along this route would not only support the economy of the Mersey Dee, but also help ensure that Crewe takes full advantage of its strategic position.

A550 Dualling

Likewise, the A550 links the M53 and South Wirral to the highway network between England and Wales. It also caters for strategically important sites at Capenhurst and Hooton park and ride. As such demand on this link is diverse, and improvement would have multiple benefits.

A494 Corridor Improvement

Welsh Government is planning a major upgrade to the strategic link between the A494 and the A55. The route is still to be determined but the improvement will facilitate movement across the region, improve access to employment, and unlock wider improvements to the local transport network.

Chester Western Relief Road

Much of Chester's historic road network is oriented to the east of the settlement, with north-south capacity non-existent to the west. This puts great pressure on the historic core as local movement is forced through central areas. CWRR would remove significant volumes of traffic from the centre, benefiting the environment in terms of both traffic, road safety and air quality. Furthermore, this would clearly support sustainable economic growth of the wider Mersey Dee.

A41 Corridor Improvements

The A41 is a key strategic route and experiences heavy traffic congestion and delays during peak periods. The A41 Corridor Improvement Package includes various projects to improve movement and journey time reliability on the A41, in order to provide accessibility to a number of key employment sites across the area including Wirral Waters, Wirral International Business Park, the Twelve Quays terminal and Cammell Laird.

Ports Access Programme

Recognising the opportunities that Liverpool Superport brings to our smaller ports, we want to improve road access to our ports so they can play a pivotal role in the global marine transport market.

Rail Improvements

The Mersey Dee and North Wales Growth Track 360 Rail Prospectus gives more detail on our ask for rail improvements in the area, but clearly enhanced connectivity to Liverpool, Manchester & to HS2 will be paramount to increasing the region's productivity. In particular, the re-construction of Hoole Road bridge in Chester will be essential to unlocking electrification between Crewe and Holyhead. Internal movement between urban cores is often difficult by rail, largely owing to infrequency and the requirement to multiple changes. Our vision is for a truly integrated transport network, where rail is the preferred mode of travel between our urban cores.

Hawarden Airport

This is presently an important asset to Airbus and other corporate and private uses. The use of Hawarden Airport for commercial flights to major UK cities could significantly strengthen links for businesses located in this area.

A483 Upgrade (including J4 J5 and Halton Roundabout)

Enhancement to the route that links Chester and Wrexham to Shropshire and Mid-Wales (including the A5 and M54 issue areas) would have significant and multiple benefits. Junctions 4 and 5 are the principal gateways to Wrexham. During peak hours traffic can queue for a significant period. This area is a major barrier to new development in Wrexham.

A56 Hoole Road Corridor

Hoole Road is the principal link into Chester from the north. As with any major city arterial route, it is in high demand and there is scope for capacity improvements. Realignment of Hoole Road bridge also holds the key to rail electrification between Crewe-Holyhead, as it is presently too low for overhead wires to pass beneath. This scheme would also include new development and parking expansion at Chester Station.

A41 / A55 / A51 / A54 Pinchpoints

This area represents the convergence of several regionally significant primary routes. It is not just the gateway to Chester, but also a hub of movement towards Wales, Cheshire East, Shropshire and Wirral. As such each are often a source of major delay on the network, with improvement carrying the potential for widespread economic benefits.

Chester 5th Park & Ride

Park and Ride is a critical element of Chester's transport strategy, helping reduce congestion and environmental impacts in the historic city centre.

Wirral Waters Gateways

Capacity improvements are required around five key junctions that together act as a gateway to the Wirral Waters site. The scheme will reduce congestion and enable the network (including the M53), to meet current and future travel demands to facilitate growth and additional development in and around Wirral Waters.

Saughall Massie Link Road

A significant feature of the Hoylake Golf Resort Master Plan is to create a new road through the site referred to as the Saughall Massie Link Road. The new road would enable access to the Golf Resort and other development land, which will in turn act as a catalyst to the regeneration of the area through the development of a high quality tourism and leisure destination.

Infrastructure Unlocks Development

Infrastructure and development come hand-in-hand, and infrastructure is often the single most critical enabler of economic growth. To unlock the true potential of the Mersey Dee we must be proactive in matching new infrastructure to the development it unlocks. Planning contributions provide a useful mechanism for achieving this at the local level, but we must think bigger than this and collectively prioritise schemes of regional significance that the private sector cannot fund, and which strengthen multiple strategic developments.

The Key to Development in Wrexham: Upgrade of A483 J4 and J5

Congestion at the A483 J4 and J5 has long constrained development in Wrexham, particularly in the town centre and the western Wrexham area, with developers unable to be relied upon to pay for such a major infrastructure scheme. Removing this pinch point on the network would release significant development land for up to 2,500 homes, create 1,135 jobs for the local area and strongly support the regeneration of Wrexham Town Centre.

Moving Chester towards Core City status: Chester Western Relief Road

If Chester is to move up in the UK city hierarchy and accomplish levels of sustainable economic growth comparable to that of the Core Cities, additional north-south highways capacity is required to the west in order to reduce pressure on the historic core and support major strategic developments.

Maximising the Impact of Crewe Hub: North Wales Coast Electrification and A51 Pinch Points

Rail electrification between Holyhead and Crewe will improve journey times and spread the benefits of Crewe Hub's 'turn up and go' HS2 frequency across the Mersey Dee area. This, together with the improvement of existing pinch points on the A51 to Crewe will better link the Mersey Dee with HS2.

Growth in Wirral: Wirral Waters Gateways

Improvements to key gateways around the Wirral Docklands are required to support Wirral Waters, one of the largest regeneration projects in the UK and support the wider regeneration of Birkenhead Town Centre, creating over 20,000 new jobs, delivering 13,500 homes and supporting the transformation of the area.

Capitalising on Superport: Mersey Dee Port Upgrades

Superport is the only container terminal in the north of England that can service 95% of the world's largest container ships, opening up immeasurable opportunities for the Mersey Dee ports to act as key dispersal/feeder ports. Improving highway access to these smaller ports will strengthen their role in the marine transport economy and will opening significant opportunities to the surrounding areas.

Connecting Deeside: A494, A550 and Borderlands Line Enhancements

If Chester is to move up in the UK city hierarchy and accomplish levels of sustainable economic growth comparable to that of the Core Cities, additional north-south highways capacity is required to the west in order to reduce pressure on the historic core and support major strategic developments.

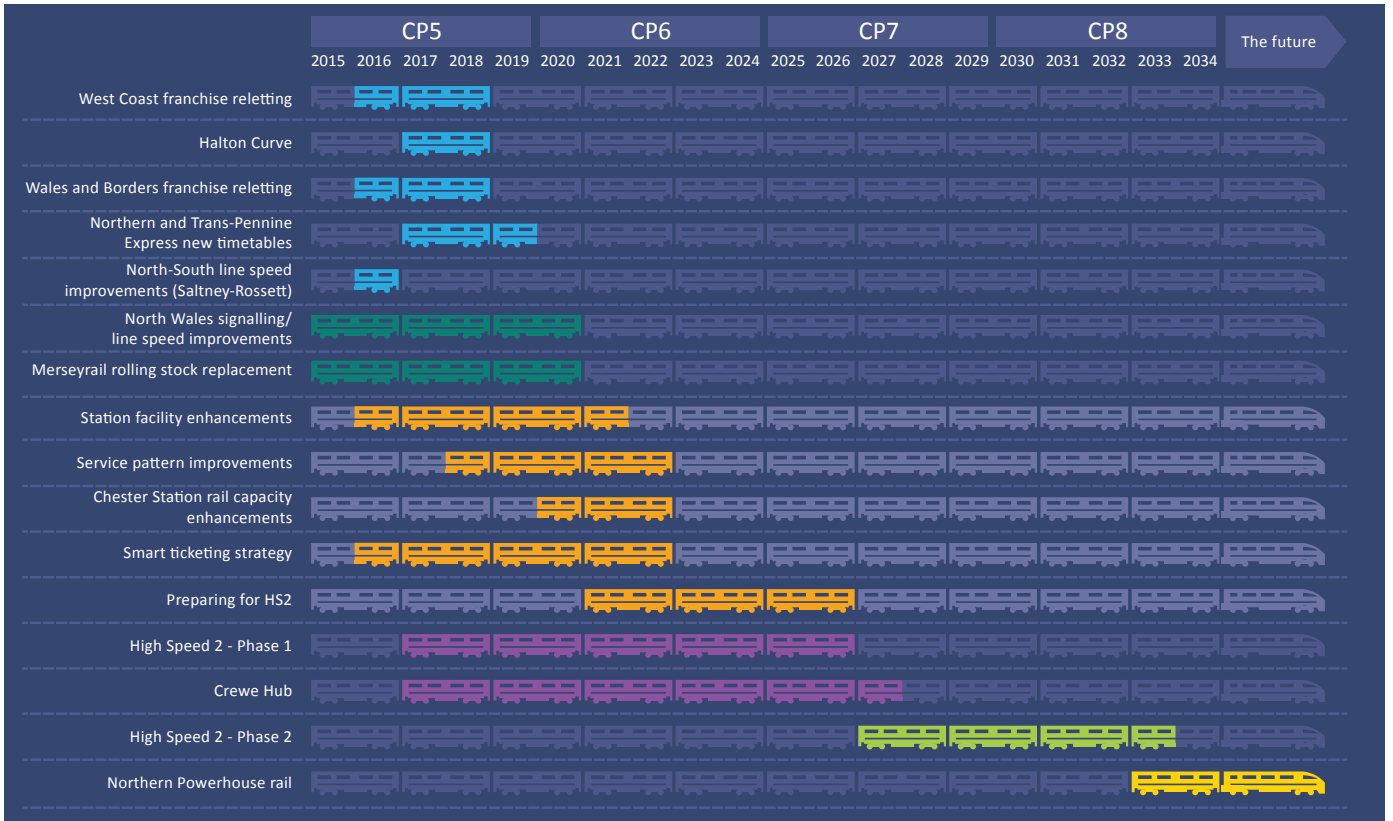
Supporting Tourism in the Mersey Dee: Hoylake Golf Resort

New road infrastructure is required to open up land to facilitate the development of a world class international golf resort in Hoylake which will provide far reaching economic benefits to the wider sub-region in terms of tourism and employment.

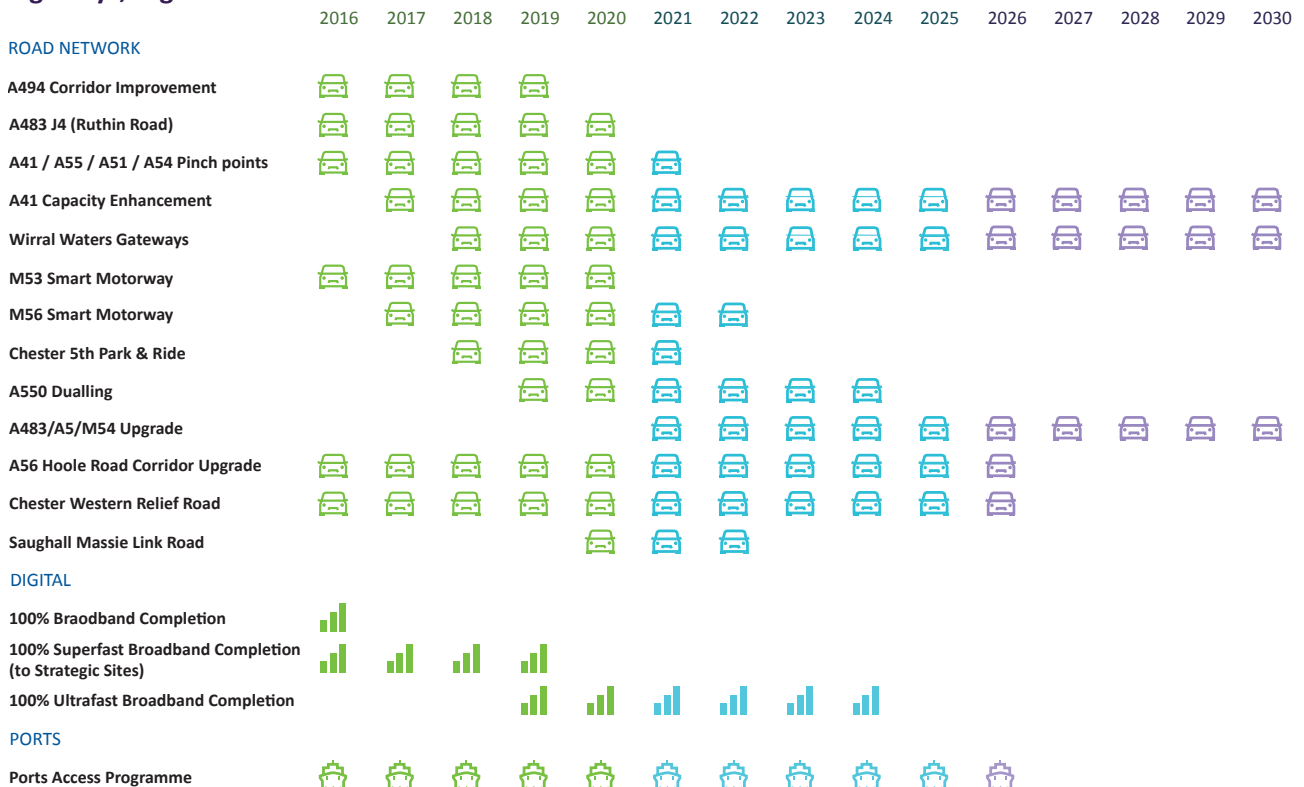
Timetable

We have set out a pragmatic programme of priority infrastructure, which we believe is both realistic and achievable. Many of these projects have slipped in priority over recent years, to slip further is unacceptable.

Rail Schemes



Highways, Digital & Ports Schemes





^ Flint Castle

A city in scale...

With a population of almost 1 million people, a GVA of £22billion, and some of the biggest names in several industry sectors, the Mersey Dee is well placed to compete with the best.

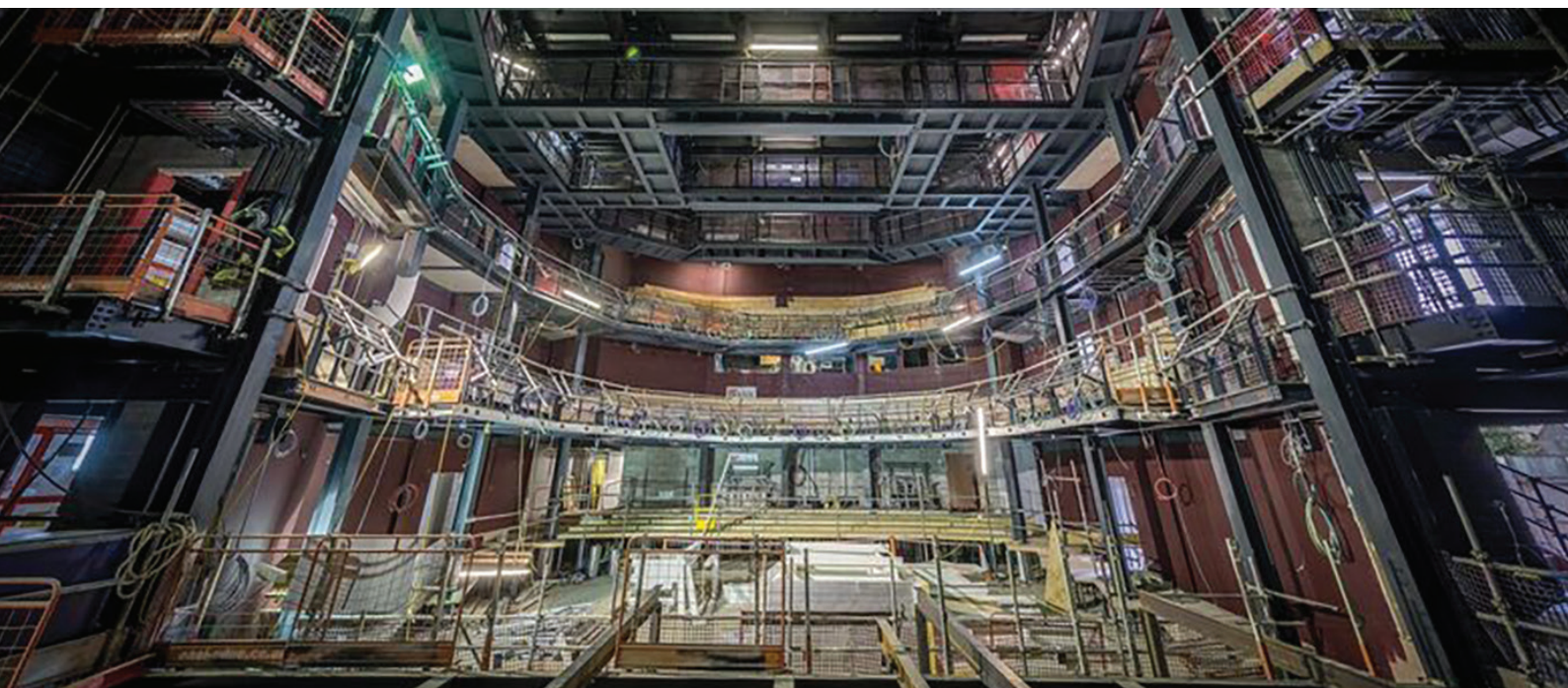
with opportunities abound...

We know where our opportunities lie within the region, and we understand the infrastructure required to unlock new development of significant scale. We believe that for a relatively modest cost, we could realise stronger economic growth that would far recoup initial outlay.

and a vision to deliver.

We have an aligned, shared vision between partners - and the collective capacity to help deliver.

v Storyhouse Theatre under construction, Chester





SEE AN OPPORTUNITY?

E: mda@cheshirewestandchester.gov.uk

T: 0151 356 6567

W: merseydealliance.org.uk



Llywodraeth Cymru
Welsh Government

In partnership with

