

APPENDIX 3

STRATEGY CONTEXT

Introduction

- A3.1 This appendix focuses on national, regional and local policies that have a relevance to the allocation of employment land and premises. An understanding of the strategies and reports contained within this review is needed to show strategic alignment and a holistic approach to promote sustainable development. BE Group's recommendations will follow the general principles set by them. These documents have a major influence on development decisions in each of the four local authority areas and include national, regional, county and local planning guidance together with the Regional Economic Strategy.
- A3.2 Although this study covers Sefton, Halton, Knowsley and West Lancashire many of the regional strategies focus generically on the Liverpool City Region, Merseyside and the North West. Where comment has been specifically made about the individual local authority areas this has been identified.

Planning Policy Statements/Guidance Notes

- A3.3 In respect of employment, national planning policy guidance points to six key areas, which will be considered in the conclusions and recommendations:
- PPS1: Delivering Sustainable Development including Economic Development (2005)
 - PPS3: Housing (2007)
 - PPS4: Planning for Sustainable Economic Growth (2009)
 - PPS7: Rural Areas (2004)
 - PPG13: Transport (2001).
- A3.4 These guidance notes and statements are intended to assist local authority policy makers. The following key factors are important in deciding on new employment land allocations in Local Development Frameworks:
- Provide sufficient land to meet future business and commercial requirements
 - Provide land readily capable of development i.e. minimal servicing and remediation costs
 - Provide sites well served by infrastructure i.e. services, communication and transport
 - Utilise sustainable locations i.e. do not perpetuate use of the motorcar, rather encourage the use of public transport, cycling and walking
 - Avoid locations that are not well served by public transport.

Northern Way Growth Strategy (NWDA, 2005)

- A3.5 The Northern Way places Halton, Knowsley, Sefton and West Lancashire in the Liverpool City Region. The Liverpool City Region Development Plan sets out key deliverable targets over the next 20 years, through four strategic themes. These include:
- A premier destination city-region driven by Liverpool Capital of Culture 2008; a revitalised Liverpool city centre with the Paradise Street retail development; the city region's outstanding sport and leisure facilities; the heritage attractions of the City of Chester; the Merseyside Waterfront Regional Park, including the classic resort of Southport, supported by a dynamic tourism strategy. Priorities for action include an international, national and North of England marketing strategy to promote the city region's world-class culture and leisure offer

- A connected city region whose role as a destination centre, the sea and air gateway to the North West and North Wales and fast growing economy, require enhanced transport infrastructure. Priorities for action include: the approval of the Mersey Gateway Bridge (the second river crossing); expansion of Liverpool John Lennon Airport (including trans-Atlantic connections) and the Port of Liverpool; improved road and rail connections with Manchester and Liverpool; and the multi-modal west-east axis through to Ireland and North America and via Hull to North Europe
- A creative and competitive city region, with priorities for action building on existing internationally significant knowledge economy assets to create a world class R&D and innovation base through the universities, Liverpool Science Park, National Bio manufacturing Centre in Speke and Daresbury Science and Research Park
- A city region of sustainable communities, with a diverse quality housing offer and thriving urban neighbourhoods with excellent schools and local amenities and a sustainable critical mass of population. Action priorities include housing market renewal, via the New Heartlands Pathfinder and measures to build socially and economically inclusive communities.

Regional Economic Strategy 2006-2020, (NWDA 2006)

- A3.6 The fundamental purpose of the Regional Economic Strategy (RES) is to improve economic performance and enhance the region's competitiveness.
- A3.7 The RES and RSS provide the context for economic and spatial development in the region. While the RSS focuses on spatial and land-use related issues, the RES provides the policy context for economic issues as they relate to development and regeneration.
- A3.8 The vision of the RES is to create a *“dynamic, sustainable international economy which competes on the basis of knowledge, advanced technology and an excellent quality of life for all where (inter alia):*
- *Productivity and enterprise levels are high, in a low carbon economy, driven by innovation, leadership excellence and high skills*
 - *Manchester and Liverpool are vibrant European cities, and key drivers of city-regional growth*
 - *Key growth assets are fully utilised (priority sectors, the higher education and science base, ports/airports, strategic regional sites, the natural environment and the rural economy)*
 - *Employment rates are high and concentrations of low employment are eliminated.”*
- A3.9 These major drivers are identified to achieve the strategy's vision:
- Improve productivity and grow the market.
 - Grow the size and capability of the workforce.
 - Create and maintain conditions for sustainable growth.
- A3.10 With regards to enterprise, the RES states the need to develop key internationally competitive sectors and sectors with large and widespread employment.
- A3.11 In order to develop key internationally competitive sectors, the RES recognizes the need to undertake cluster programmes in priority sectors to develop higher value activity, improve productivity and identify future growth opportunities from converging markets/technologies including:
- Biomedical - biotechnology, pharmaceuticals and medical devices

- Energy and Environmental Technologies
- Advanced Engineering and Materials - chemicals, aerospace, automotive, advanced flexible materials
- Food and Drink
- Digital and Creative Industries
- Business and Professional Services.

A3.12 In order to develop sectors with widespread employment, the RES recommends the need to develop skills and procurement initiatives, connect jobs with people and influence government policy to support:

- Maritime, Distribution, Aviation - logistics
- Construction - design, building construction, civil engineering and maintenance
- Visitor Economy
- Retail
- Public sector
- Care/Healthcare.

A3.13 The RES identifies 25 strategic regional sites across the region. These include:

- Ditton Strategic Rail Freight Park, Halton
- Daresbury Park, Halton
- Kings Business Park, Knowsley.

A3.14 With regards to employment land, the strategy refers to the need to deliver the designated strategic regional sites. The 25 designated sites are intended to:

- Encourage knowledge-based industry to develop within and close to areas of regeneration need
- Build on the region's existing 'knowledge' assets, including universities and clusters of knowledge-based industries
- Develop strategic distribution facilities, particularly rail and seaport related.

A3.15 The RES identifies the need for ensuring appropriate land use – both in terms of brownfield and new employment sites. The priorities for the use of land are shown in Table A3.1

Table A3.1 – RES Land Use Priorities

Action	Reason
Deliver high quality employment sites and premises:	
Deliver the designated strategic regional sites as regional investment sites, knowledge nuclei or inter-modal freight terminals	These sites provide a portfolio of opportunities to support knowledge-based growth, key sectors, sustainable freight distribution and economic restructuring
Identify and pursue reserve sites for major investment that would not otherwise take place in the North West in: - manufacturing - knowledge based industry, corporate headquarters and R&D	Evidence indicates potential future demand and a shortage of suitable sites
Develop a portfolio of sub-regionally important employment sites	Sub-regional sites will complement the existing regional sites to generate employment growth, especially where they are accessible to areas of worklessness

Action	Reason
Secure new uses for brownfield land:	
Invest in quality business accommodation/workspace focused on: - HMR/URC areas - rural areas	These areas need quality accommodation to stimulate demand/enable growth. In rural areas this includes examining the feasibility of establishing more co-located office hubs, which allow local access to multi-use workspace/hot-desks
Develop new uses for brownfield land – including housing and the creation of new strategic greenspace	The region has the largest stock of brownfield land of any English region. Much of it will not find employment use again so new uses are needed to turn it into an asset

Source: *Regional Economic Strategy, 2006*

A3.16 With regards to the Liverpool City Region Development Plan, the strategy provides a list of the key assets and opportunities:

- Strong concentrations of high added-value activity in life sciences, digital/media, advanced engineering (including automotive), and chemical sectors. Other key clusters including maritime and tourism
- Quality business locations
- Significant knowledge assets in life sciences and health research
- Key gateway for trade and people into the North through the Port of Liverpool, and Liverpool John Lennon Airport
- Mersey Rail network and inter-city rail and motorway connections
- Critical mass of culture, sporting, heritage, leisure, natural environment and retail assets
- European Capital of Culture 2008 status as a key catalyst for the region and UK
- Key business tourism destination.

A3.17 Conversely, the key challenges are:

- Need to continue to accelerate economic recovery and urban renaissance, given a continuing gap in underlying economic performance
- High concentrations of economically inactive people
- High concentrations of those with low levels of qualifications
- Delivery of major transport and infrastructure investments, including the Second Mersey Crossing
- Need to drive up productivity - including accelerated actions on skills and business formation
- Imperative of balancing growth with creation of sustainable communities.

North West of England Plan Regional Spatial Strategy to 2021 (4NW 2008)

A3.18 The Regional Spatial Strategy (RSS) was published at the end of September 2008. It provides a framework for development and investment in the North West over the next fifteen to twenty years.

A3.19 A separate Implementation Framework is being prepared by the Regional Planning Body to provide more detail on methods for the delivery of RSS; the agencies that will carry it out; targets to be met and arrangements for monitoring progress. This is likely to address how sub-regional employment land allocations are to be distributed at individual local authority levels.

A3.20 The RSS acknowledges that the strength of the regional economy is vital to the prosperity and quality of life of its residents. Therefore the following key objectives have been identified:

- Build on the region's economic strengths, particularly the opportunities which exist in the three city regions of Manchester, Liverpool and Central Lancashire
- Identify a range of significant investment opportunities for both existing and new inward and indigenous businesses and support important business sectors identified as transformational in the RES
- Ensure that a forward supply of business land is identified in each sub-region to ensure that growth of the economy is not constrained – but recognising that this should be an upper limit to encourage the best and most sustainable sites to be retained for employment uses, while at the same time allowing for less appropriate sites to be used for other land uses, both built and open
- Achieve wider social benefits, and more sustainable travel patterns, by linking new jobs opportunities with disadvantaged communities
- Make town and city centres the focus of retail, leisure and office development to underpin their vitality and viability and their role at the heart of sustainable communities.

A3.21 The RSS identifies five sub-area Priority Areas, one of which is the Liverpool City Region. Halton, Knowsley, Sefton and West Lancashire are all included in the Liverpool City Region sub-area.

A3.22 The key policies with relevance to employment land policy and provision are summarised.

Policy DP6 Marry Opportunity and Need

A3.23 DP6 states that priority should be given, in locational choices and investment decisions, to linking areas of economic opportunity with areas in greatest need of restructuring and regeneration. Proximity to, access via public transport from, such areas will be important considerations in the choice of employment locations and sites.

Policy RDF1 Spatial Properties

A3.24 This policy sets the regional centres of Manchester and Liverpool as the first priority for growth and development. Second priority is the inner areas surrounding them (with particular emphasis on Housing Market Renewal areas). The third priority is a listing of towns/cities in the Manchester, Liverpool and Central Lancashire city regions. Those included, of relevance to this study, are Runcorn, Skelmersdale, Southport and Widnes.

A3.25 This policy is the cornerstone of the RSS. It will guide decision-making and the targeting of resources in connection with the location of employment land.

Policy W1 Strengthening the Regional Economy

A3.26 RSS acknowledges the North West requires a range of sites with influences at different spatial levels:

- Regionally significant – a limited number as a result of the type of development accommodated and the location e.g. sites to meet key growth sectors, knowledge nuclei, inward investment and headquarters functions. It should be noted that inter-modal freight terminals, previously considered within the region's strategic employment sites are now excluded and dealt

with as part of transport policy, RT8. (for this study this applies to the 3MG project at Ditton, Halton)

- Sub-regional – sites, which sit below and play a complementary role to the regional significant employment sites. These have the potential to make a significant contribution to the growth of the sub-regional economy. The RSS does not specifically address the location of these sites, but the amount of land required is set out in Policy W3.
- Local – provision of a wide range of sites to support the development of a diversified local economy, ensuring there is access to a range of job opportunities for the local population. Policy W3 also covers the requirement for this local employment land.

Policy W2 Locations for Regionally Significant Economic Development

A3.27 Policy W2 addresses locations for regionally significant economic development. It states that sites will be identified in Local Development Documents, with the Regional Planning Body working with NWDA, GONW and partners to identify sites within the broad locations mentioned in Policy W2. The locations cited include the urban areas of Liverpool City Region.

A3.28 RSS acknowledges some of these sites will be new. Others may be the Strategic Regional Sites previously identified by NWDA as being critical to the delivery of the RES (for this study these include Daresbury Park, Halton and Kings Business Park, Knowsley).

A3.29 Policy W2 does state that sites for regionally significant office development should be located in accordance with the sequential approach in PPS6, focusing on the regional centres, towns and cities listed in RDF1 (for this study this relates to Runcorn, Skelmersdale, Southport and Widnes in addition to the inner areas around Liverpool)

Policy W3 Supply of Employment Land

A3.30 Policy W3 deals with the supply of employment land, although it sets supply requirements only at the level of the five sub regions. For this study it means there needs to be recognition of the figures for Merseyside and Halton, and Lancashire, as provision is not aligned to the Liverpool City Region.

A3.31 RSS states local planning authorities should undertake a comprehensive review of commitments, to secure a portfolio of sites that complies with the spatial development principles set out in Policy DP1-9, RDF1 and sub-regional policies. To this end, planning authorities should ensure:

- The most appropriate range of sites, in terms of market attractiveness (and social, environmental, economic sustainability) are safeguarded for employment use
- These sites can meet the full range of needs, and are actively marketed
- At least 30 percent of sites are available at any one time
- The amount of brownfield land uses is maximised, reflecting likely increases in supply available as a result of economic restructuring
- Consideration is given to mixed-use development, particularly within centres and on larger sites
- Appropriate provision is made in Key Service Centres and the re-use of agricultural buildings is fully considered to facilitate the growth and diversification of the rural economy
- The implications of home working on the scale and location of future employment land requirements are considered

- The portfolio should be reviewed every three years, to ensure there is not an over- or under-allocation of land in relation to the actual scale of economic growth.

A3.32 RSS Table 6.1 sets out the provision of employment land for the period 2005-2021. The figures for Merseyside and Halton and Lancashire have been extracted, and are detailed below.

Table A3.2 – RSS Employment Land Provision Extracts

	Merseyside & Halton	Lancashire
2005 Supply (ha)	1234	1069
Current take-up pa (ha)	76	68
Projected increase in take-up (%)	18.5	4.25
Projected take-up pa (ha)	90	71
Need 2005-2021 (ha)	1440	1136
Extra allocation required	206	67
Flexibility Factor (%)	20	20
Need 2005-2021 (incorporating flexibility factor) (ha)	1728	1363
Extra allocation required (incorporating flexibility factor) (ha)	494	294

Source: NW RSS, 4NW, 2008

A3.33 The following points need to be noted about Policy W3:

- It focuses only on B1, B2, B8 land use allocations
- The need figures include regionally significant economic development (but not inter-modal freight terminals); sub-regional and local sites
- 'Available' site is defined as fully serviced, actively marketed or likely to be fully serviced and actively marketed in the next three years
- Portfolios should reflect the continuing economic restructure, which is likely to result in declining need for B2 and significant increased demand for B1 uses
- The inclusion of a 20 percent flexibility factor for both Lancashire and Merseyside & Halton reflects the degree of uncertainty in establishing employment land requirements. It also recognises there may be, exceptionally, need to provide extra land to take account of special circumstances e.g. particular company expansion requirements, or the realisation of significant inward investment potential
- The split of figures for each sub-region, by local authority area, will require local authorities and other partners to work together to decide. The Regional Planning Body will facilitate this approach.

Policy W4 Release of Allocated Employment Land

A3.34 Policy W4 deals with the release of allocated employment land. RSS acknowledges the demand for employment land to be released for other uses is particularly strong in parts of the North West. The areas mentioned included the eastern parts of Liverpool City Region (St Helens and Knowsley).

A3.35 Policy W4 states that where sites are to be de-allocated, (following the review process defined in Policy W3) consideration should be given to a range of alternative

uses. These should including housing and soft end uses. And in de-allocating sites local authorities should consider the need to create and sustain mixed-use communities.

The Liverpool City Region: Transforming Our Economy – The Strategic Proposals. (The Mersey Partnership, 2005)

A3.36 The vision for the City Region Development Plan is to regain Liverpool's status as a premier European city region by 2025. It aims to secure an internationally competitive economy and cultural offer; an outstanding quality of life; and vibrant communities contributing to and sharing in sustainable wealth creation. Six strategic priority themes are identified for action:

- The city region as a premier destination centre with an exceptional critical mass of cultural, heritage, leisure and sports attractions
- The well connected city region – the sea gateway to the North West, connecting North America, Ireland and Northern Europe through the Liverpool to Hull Northern Way – and serving international, national and regional markets, investors and visitors through its ports and John Lennon Airport, road, rail and ICT connections. This includes developing the Port of Liverpool and The Mersey Gateway Bridge
- The creative and competitive city region, with a world class science, innovation and R&D base, 21st century sites and premises, and employment and productivity levels on a par with the UK
- A city region of talented and able people – with a highly skilled and flexible workforce and full employment in every community
- A city region of sustainable neighbourhoods and communities, with high quality housing, liveability and health standards, celebrating cultural diversity, excellent public services and social inclusion
- Delivering the city region strategy – with high quality foresight and intelligence, effective strategic leadership, governance, collaboration and deliver.

Action Plan for the Liverpool City Region (Merseyside Sub-Regional Partnership, 2007)

A3.37 The Action Plan sets out the investment framework to deliver economic growth over the period 2008 to 2011. Although referring to the Liverpool City Region it addresses only Halton, Knowsley and Sefton, of the four authorities the subject of the Employment Land Review.

A3.38 'Generating Enterprise' is the key priority, in order to make up an acute deficiency in the volume of high value businesses. It is estimated the LCR needs 11,000 new businesses to bring parity to the UK in terms of business density. The short-term challenge is to grow the business base through increased business start-ups and improved survival rates.

A3.39 Both have implications for employment premises provision, linking with priorities for business infrastructure in the form of suitable incubation and grow-on space.

A3.40 'Creating a Demand-led Infrastructure' is also an identified priority. Whilst it is noted substantial progress has been made over the past five years in bringing forward a suitable supply of 'investor –ready' sites and premises, there is still need to continue to provide the right conditions for further investment. This applies to new inward investors to strengthen the business base, and to speculative property developers.

A3.41 The Action Plan schedules investment requirements for sites seen as important to LCR. These include the following:

- Atlantic Park (Sefton)
- Ex Petrolite Site, Acornfield Road, Kirkby (Knowsley)
- Ex Prysman Industrial Complex, Prescott (Knowsley)
- Peerless Site (Sefton)
- Roscoe's Wood East, Huyton (Knowsley)
- Southport Commerce Park (Sefton)
- Web Complex, Admin Road, Knowsley Industrial Park (Knowsley)
- Widnes Waterfront ED2 (Halton)
- Heysham Road Estate Redevelopment (Sefton)
- Port Hinterland Strategic Site (Sefton)

A3.42 Daresbury Science Park (Halton) is also identified as part of the programme of increasing inward investment levels in the LCR target high value sectors.

**Lancashire Economic Strategy Sub-Regional Action Plan 2006-2009
(Lancashire Economic Partnership)**

A3.43 The Action Plan has been developed to demonstrate how the RES will be delivered in Lancashire, including West Lancashire district. It is recognised there are numerous key challenges to be overcome if Lancashire is to increase its contribution to the regional economy and narrow the GVA gap. These include, of relevance to the employment land review:

- Accelerating the transition to higher value added advanced manufacturing
- Stimulating enterprise growth
- Increasing economic activity rates
- Developing regionally significant, high quality sites and premises for business.

A3.44 The initial six priorities set out in the first draft of the Action Plan were expanded to set 12 thematic or spatial priorities. Priority 5 is a programme of intervention to further support in the West Lancashire sub-area economy. Amongst the related projects are:

- Inspire West Lancashire – a portfolio of economic regeneration initiatives; including town centre improvements; employment area initiatives; reclamation and redevelopment of brownfield sites in rural areas to provide employment premises
- Skelmersdale Town Centre – spatial regeneration initiative to include creation of new office development.

New Heartlands Urban Action Plan

A3.45 New Heartlands is one of the government's nine housing market renewal (HMR) pathfinders. It is charged with finding new ways to tackle the problems of low demand and housing market collapse in neighbourhoods across Merseyside. Established in 2003 and with a programme expected to last for 10 to 15 years, it covers around 130,000 properties in some of Merseyside's most disadvantaged communities across Liverpool, Wirral and Sefton.

A3.46 In Sefton, development is split into five neighbourhoods, Queens/Bedford, Klondyke, Linacre, Peel/Knowsley and Seaforth & Waterloo.

A3.47 The mission is to stabilise the NewHeartlands area with a diverse range of tenures, house values and household income groups. Every household will have access to a home of a high standard in neighbourhoods with high quality physical environments

that are provided with a range of employment opportunities and good quality health, education and other services.

A3.48 This may see outdated employment sites being replaced with new housing, as well as housing sites being redeveloped for employment uses.

The Mersey Ports Growth Strategy 2006 (Mersey Maritime, 2006)

A3.49 The strategy provides the following vision – “*for Merseyside to be the best business environment in the UK for the ports and maritime sector by 2020.*” The strategy states that the Mersey ports are a dynamic and growing sector of the region’s economy and the current climate for growth is set to continue. The following objectives are identified:

- Develop a world class maritime cluster
- Maximise growth of global traffic through the Mersey ports
- Grow market share for cargo and containers
- Develop the Mersey ports as the central hub for feeder services to the UK west coast and Ireland
- Increase scope and depth of Liverpool’s maritime services
- Develop Liverpool as a home port for cruise liners
- Identify key sites for expansion of value-added logistics services
- Develop a ‘super port’.

A3.50 The following threats are identified, which are relevant to this employment land review study:

- Insufficient available land for supply chain development
- Local road and rail network inadequate
- Lack of support for suitable supporting infrastructure.

A3.51 The strategy’s key priorities include addressing the above threats through obtaining suitable land for supply chain development and improving road and rail access infrastructure. It also seeks to accommodate post-panamax vessels – something only achievable within the Sefton part of the Port of Liverpool.

A3.52 Reference is made to a number of significant private sector investment and appropriate public sector intervention projects that will help safeguard existing business, and facilitate significant growth of the Port and related facilities. The following are included:

- Seaforth In-River Container Berth - £90million private sector investment to expand port capacity and accommodate
- Post-panamax container vessels
- Port Weston, Halton – new port development on the Manchester Ship Canal, involving £50 million of private and public sector funding
- Mersey Multi-modal Gateway, Halton – expansion of the Ditton inter-modal rail/road depot, requiring £79.7 million of private and public sector investment.

The Mersey Gateway Regeneration Strategy (Halton Borough Council 2008)

A3.53 The adopted vision for the Mersey Gateway is that it will be more than just a second Mersey bridge crossing. By unlocking economic regeneration it will provide the catalyst for change locally.

A3.54 The Regeneration Strategy’s range of outputs and outcomes include some that are relevant to the Employment Land Study:

- Create over 611,000 sqm of new local employment floorspace for local SME firms and new incoming businesses. This will help new formation, survival and growth of the local business base
- Develop new uses for previously developed land, including some of the most contaminated land in the country.

A3.55 The plans developed as part of the Strategy seek to retain existing employment areas wherever possible and practical. They include measures to rationalise the property offer where vacancy exists; bring forward new space attractive to the market; implement environmental and security enhancements.

A3.56 New employment zones such as Widnes South/Ashley Way, and the Station Quarter in Runcorn Old Town, are identified for the higher value uses in the office sector. The redevelopment proposals for Astmoor Industrial Estate are planned to introduce a more viable commercial product attractive to new occupiers and investors.

Halton Unitary Development Plan 2001-2016 (April 2005)

A3.57 The Halton UDP's strategic aim is to transform the quality of Halton's environment and improve economic prosperity and social progress through sustainable development. The economic development objectives include:

- Allocating sufficient supply of employment land for business use, general industry, warehousing and distribution uses, in a variety of marketable sites in sustainable locations. And in equal balance between Runcorn and Widnes
- Promoting schemes of economic importance including the Mersey Gateway; Widnes Waterfront Economic Development Zone; Ditton Strategic Rail Freight Park and Daresbury Park and Laboratory.

A3.58 As part of the process of developing the UDP, a study was undertaken to assess the real availability and deliverability of housing and employment land in the Borough (Urban Capacity Study 1997).

A3.59 The Urban Capacity Study concluded that:

- Demand for industrial and business land is concentrated amongst local companies. Land should be allocated to satisfy this
- The majority of demand is industrial related and is particularly concentrated within the manufacturing sector. Demand is less apparent in the service sector. Land allocations should therefore primarily seek to satisfy the location requirements of manufacturers
- Demand is greatest for sites of up to 4 ha – land use allocations should reflect this
- Widnes is disadvantaged in comparison to Runcorn due to an absence of attractive, readily available development land. Particular consideration needs to be given to addressing land supply deficiencies in Widnes.

A3.60 The Plan makes provision for approximately 208 ha of local employment land. 66 percent (142 ha) is greenfield land. Between May 1996 and May 2003 120 ha of employment land was completed, therefore the residual land to be allocated in the Plan for employment uses is 88 ha.

A3.61 In accordance with Part 1 Policy S19, Policy E1 addresses employment land provision. Land is allocated for around 88 ha on the local employment sites scheduled in Table A3.3.

Table A3.3 - Widnes & Runcorn Local Employment Sites

Widnes Sites	Site Ref	Area, ha	Greenfield/ Brownfield	Allocated Use Class
Ditton Road/Speke Road	142	1.44	B	1,2,8
Ex.Sleeper Depot, Ditton	242	17.24	B	1,2,8
Fieldgate	219	0.67	B	1,2,8
Foundary Lane	34/3	1.15	B	1,2,8
Johnsons Lane	49	8.66	G	1,2,8
Kingsway/Moor Lane Phase 2	209/1	0.49	G	1
Shell Green	28/0	6.02	G	1,2,8
Shell Green	28/3	5.95	G	1,2,8
Tanhouse Lane, Moss Bank Road	196	0.96	B	1,2,8
Mill Lane	294/0	1.51	B	1,2,8
Mill Lane	294/1	0.92	B	1,2,8
TOTAL – WIDNES		45.01		

Halton Sites	Site Ref	Area, ha	Greenfield/ Brownfield	Allocated Use Class
Adjacent Tannery Farm	249	2.47	G	1
Davey Road (Astmoor)	53/5	0.39	G	1,2,8
Fairoak Lane	8/2	0.96	G	1,2,8
Land at Chester Road, Whitehouse Vale	251	2.30	G	1
Land at Rock Savage, Clifton Leave	252	1.46	G	Roadside Uses
Manor Park II	236/1	1.11	G	1,2,8
Manor Park II	236/1	3.27	G	1,2,8
Manor Park II	236/4	1.04	G	1
Manor Park II	236/6	1.47	G	1,2,8
Manor Park II	236/8	1.09	G	1,2,8
Manor Park III	237/0	15.32	G	1,2,8
Manor Park III	237/2	0.41	G	1,2,8
Manor Park III	254	10.46	G	1,2,8
Rivington Road (Whitehouse Vale)	8/1	1.57	G	1,2,8
TOTAL – RUNCORN		43.32		
TOTAL – WIDNES & RUNCORN		88.33		

Source: Halton UDP, 2005

A3.62 In accordance with Part 1 Policy S20, Policy E1 also allocates some 126 ha of land on Regional Investment Sites within the borough. These sites are identified in Table A3.4

Table A3.4 - Widnes & Runcorn Regional Investment Sites

Site	Site Ref	Area, ha	Greenfield/ Brownfield	Allocated Use Class
Daresbury Park	241	29.65	G	Growth Target Sectors within B1(a) and (b)
Daresbury Park	240/0	4.52	G	Growth Target Sectors within B1(a) and (b)
Daresbury Park	240/7	7.64	G	Growth Target Sectors within B1(a) and (b)
Ditton Strategic Rail Freight Park Site 1	255	45.70	B	Strategic Rail Freight Park
Ditton Strategic Rail Freight Park Site 2	256	2.10	B	Strategic Rail Freight Park
North of Hale Bank Road	253	22.80	G	Strategic Rail Freight Park
North of Daresbury Laboratory	225	5.22	G	Growth Target Sectors in B1
West of Daresbury Laboratory	246	3.34	G	Growth Target Sectors in B1
East of Daresbury Laboratory	247	2.70	G	Growth Target Sectors in B1
South of Daresbury Laboratory	250	2.34	G	Growth Target Sectors in B1
TOTAL		126.01		

Source: Halton UDP, 2005

A3.63 UDP Policy E2 deals with Priority Employment Redevelopment Areas. These are considered suitable for employment re-development as and when they became vacant, are fully reclaimed and when land assembly takes place.

A3.64 Policy E3 refers to Primarily Employment Areas, where employment is and will continue to be the predominant land use. They differ from the Action Areas, which promote a mix of uses in a regeneration context. Daresbury Laboratories is identified in Policy E6 as one of the Primarily Employment Areas, with development restricted to Use Class B1(a) and (b).

Knowsley Replacement Unitary Development Plan 2001-2016 (June 2006)

A3.65 The UDP's strategic objectives for economic development are:

- To provide a comprehensive range of employment sites and premises of different sizes, types and locations, and to safeguard existing employment land and buildings that are needed
- To facilitate development that safeguards or creates employment, particularly in the NWDA's target growth sectors.

A3.66 The provision of employment land is seen as being primarily located within eight Strategic Employment Locations:

- Huyton Business Park
- Roscoe's Wood
- South Prescot Action Area (Areas A and C)
- Halewood
- Knowsley Business Park
- Knowsley Industrial Park
- Kings Business Park
- Kirby, Prescot, Huyton Town Centres.

A3.67 Smaller scale employment development is to be allowed in the North Huyton and Ravenscourt Action Areas.

A3.68 Policy EC2 allocates a total of 105.2 ha for B1, B2 and B8 uses for new development up to 2016. This figure represents 35 individual sites, with all but 5 either located at Knowsley Industrial or Business Park. The schedule sites are identified in Table A3.5. It should be noted these are additional to those sites that already had planning permission.

Table A3.5 – Knowsley Allocated Employment Sites

Site	Site Ref	Area, ha
Eastern Compound, Speke Boulevard, Halewood	E1	18.5
Plot 5, Whiston Enterprise Park	E4	1.1
Land, junction Wilson Road/Stretton Way	E30	0.7
Land adjacent BASF, Ellis Ashton Street	E41	0.9
Perimeter Road/Acornfield Road, KIP	E6	18.5
Depot Road, KIP	E7	3.2
Marl Road, KIP	E8	0.5
Arbour Lane, KIP	E9	1.4
Hornhouse Lane, KIP	E10	3.0
Britonwood, KIP	E12	6.6
Moss End Way, East, KIP	E13	2.1
Moss End Way, West, KIP	E14	4.2
North Perimeter Road/Moss End Way, KIP	E15	5.3
Part of Dairy Crest/Kraft, KIP	E25	3.6
Land off Arbour Lane, KIP	E26	1.2
Land, junction Gores Road/Acornfield Road, KIP	E28	0.7
Land, Webber Road, KIP	E29	1.1
Land adjacent Rail freight terminal, Depot Road, KIP	E31	1.0
Land, A580/Moorgate Lane, KIP	E33	3.3
Land adjacent Delphi Delco, Hornhouse Lane, KIP	E35	1.9
Land, north of Kodak, Acornfield Road, KIP	E38	3.3
Part of Yorkshire Imperial Metals, Coopers Lane, KP	E40	1.5

Site	Site Ref	Area, ha
Land adjacent 2 Gladeswood Road, KIP	E42	0.5
School Boys Plantation, KBP	E17	0.5
Ainsworth Lane/Penrhyn Road, KBP	E18	2.9
Gellings Lane/Randles Road, KBP	E19	0.9
Davis' Pits, Randles Road, KBP	E20	0.7
Land junction Penrhyn Road/School Lane, KBP	E23	0.6
Land Randles Road/School Lane, KBP	E24	1.2
Penrhyn/Villiers Road, KBP	E27	2.1
Land adjacent Ethel Austin, KBP	E32	2.3
Land, Villiers Court/Overbrook Lane, KBP	E36	0.5
Land, East of Cross Huller, KBP	E37	1.0
Land adjacent News International, KBP	E39	0.6
Land east of Roscoe's Wood, Huyton	E2	7.9
TOTAL		105.2

Source: Knowsley Replacement UDP, 2006

A3.69 The UDP identifies a further 59.6 ha with existing planning permissions at 30 June 2005. These are set out in Table A3.6

Table A3.6 – Knowsley Additional Employment Sites with Planning

Site	Area, ha	Use
South Prescott Action Area, Site A	7.8	B1,2,8
South Prescott Action Area, Site C	8.8	Residential consent granted
Kings Business Park	9.0	B1,2
Ex-Pre-Treatment Works, Arbour Road, KIP	2.3	B1,2,8
Deltic Way	0.5	B1,2,8
Kraft Meadow (part of Alchemy site)	7.0	B1,2,8; A3
School Lane, KBP	7.5	B1,2,8
School Lane, Junction 4 M57, KBP	0.9	B2,8
Rear of Moorgate Point, Moorgate Road	2.6	B1,2,8
Ex-Sports Ground (part of Alchemy site)	4.0	B1,2,8
News International Expansion Land	3.0	B1,2,8
Plot 6a, Kings Business Park	0.8	B1,2
Wilson Road, Site 3, Huyton	3.5	B2,8
Brickfields/Ellis Ashton Street, Huyton	1.9	Waste Transfer
TOTAL	59.6	

Source: Knowsley Replacement UDP, 2006

A3.70 Policy EC3 defines the Primarily Industrial Areas (PIAs). PIAs are where industrial, business or warehousing uses are the predominant existing land uses. Other uses

can be appropriately located provided they are complementary in scale and nature and address identified needs of the area.

Knowsley Economic Regeneration Strategy (Knowsley MBC 2008)

A3.71 The Economic Regeneration Strategy (ERS) sits alongside the Local Development Framework and Sustainable Community Strategy as the three key strategies being developed for Knowsley borough.

A3.72 Knowsley is recognised as offering several key assets to Liverpool City Region. These include its substantial employment role for manufacturing, distribution and Services; its growing business base, reflecting in a more than double the national rise in business density (2000-2005) and a 46 percent increase in new VAT registrations since 2002; recent employment growth (up by 20 percent since 1998); and businesses in regional target growth sectors such as automotive.

A3.73 Nevertheless the borough still faces a number of economic challenges. These are:

- A falling working age population
- Economic inactivity amongst residents
- An enterprise gap, with performance lagging the UK and North West
- Low self-employment rates
- Lower than average incomes
- Need to improve educational attainment.

A3.74 The ERS action plan sets out a series of short, medium and long terms actions. Some aim to position the borough in the City Region; some relate to the delivery of key projects in Knowsley. Positioning the borough includes working with the NWDA to allocate more regional strategic employment sites.

A3.75 Delivering key projects includes support action to raise the quality of business parks; to expand the provision of start-up and grow-on space and offices; to expand enterprise start-up support.

Sefton 2000+ Unitary Development Plan 2001-2016 (1998)

A3.76 Core Strategy Policy CS1 states that development, between 2001 and 2016, should be consistent with priorities that include:

- The implementation of regeneration programmes in defined urban priority areas
- Safeguarding existing employment
- Ensuring a choice of employment sites and premises to meet the needs of existing businesses and maximise inward investment.

A3.77 Policy EDT1 identifies six Strategic Employment Locations that are priority areas for development and regeneration funding to support key economic sectors and safeguard local employment. The following four are relevant to employment land use:

- Port and Maritime Zone, Bootle – port linked development in distribution and manufacturing
- Dunnings Bridge Corridor/Netherton Industrial Areas – priority for large-scale light and general industrial and office development
- Central Bootle – office development
- Southport Commerce Park – small and medium sized light industrial, office and business development.

- A3.78 Policy EDT2 sets the framework for employment land provision (both strategic and local employment) for the period 2002-2017. Within the Strategic Employment Locations provision is made for up to 83 ha of land plus sites within Bootle Office Quarter that would generate up to 65,650 sqm of office floorspace. A further 5.1 ha of land is allocated in Primarily Industrial Areas.
- A3.79 42.7 ha of land represent three sites in the Atlantic Gateway Strategic Investment Area. All three are in the Dunnings Bridge Corridor (former Peerless Refinery; Atlantic Park; Senate Business Park/Girobank). Although the gross area of these three sites total 42.6 ha, this is netted down in Policy EDT2 to 30.8 ha to reflect areas currently occupied. The fourth site is Southport Commerce Park, comprising 11.9 ha.
- A3.80 Policy EDTII specifically refers to land adjacent to St John's House, Merton Road, as being allocated to deliver up to 35,000 sqm of office space. There is no specific description to show where the remaining proposed 30,650 sqm will be provided, although reference is made in Policy EDT12 to two mixed-use sites. One adjoins The New Strand Shopping Centre; the other is described as land at Strand Road/East of Stanley Road.
- A3.81 Policy EDT2 refers to 28.3 ha of allocated sites within the Primarily Industrial Areas identified in Policy EDT6. Eight of these sites also fall within the Dunnings Bridge/Netherton Industrial Areas, which form part of the Atlantic Gateway Strategic Investment Area. These are included in Table A3.7, which sets out the Strategic Employment Locations' sites.

Table A3.7 - Sefton Strategic Employment Locations Sites

Site	Site Ref	Area, ha
Former Peerless Refinery, Dunnings Bridge Road	EDT3.1	6.8*
Atlantic Park, Dunnings Bridge Road	EDT3.2	18.2*
Senate Business Park/Girobank	EDT3.3	15.6*
Southport Commerce Park	EDT4	11.9
Land South of Deltic Way, Aintree	EDT6.3	0.9
Former Vestey site, Netherton	EDT6.4	6.8
Rear, Atlantic Industrial Estate, Netherton	EDT6.5	2.6
Farriers Way, Netherton	EDT6.7	0.5
Norwest Holst, Netherton	EDT6.8	5.3
Land, South of Heysham Road, Netherton	EDT6.9	1.8
Linacre Bridge, Bootle	EDT6.10	0.9
Former Parcel Force Site, Netherton Way	EDT6.11	9.5
Land Within Port & Maritime Zone		12.0
TOTAL		82.0

Source: Sefton UDP, 2006.

* These areas netted down to total of 30.8 ha for inclusion in 82.0 ha total

- A3.82 Policy EDT5 refers to designated Primary Industrial Areas, which are seen to be continuing as the main focus for new business, light and general industry in Sefton. They include the Strategic Employment Locations. Many are in need of comprehensive redevelopment, playing a key role in aiding regeneration, particularly

in the south of the borough. Table A3.8 schedules the eight sites identified in Policy EDT6 that do not fall within a Strategic Employment Location.

**Table A3.8 – Sefton – Primarily Industrial Area Site Allocations
(Excluding Strategic Employment Locations)**

Site	Site Ref	Area, ha
Land east of Brasenose Road, Bootle	EDT6.1	0.2
Units 1-6 Pacific Road, Bootle	EDT6.2	0.2
Rear, South Sefton Business Centre, Bootle	EDT6.6	0.7
Former Sewage Works, Maghull	EDT6.12	0.6
Stephenson's Way, Formby	EDT6.13	0.4
Crossens Way, Southport	EDT6.14	1.5
Butt Lane/Foul Lane, Southport	EDT6.15	1.0
Cobden Road, Southport	EDT6.16	0.5
TOTAL		5.1

Source: Sefton UDP 2005

A3.83 Policy EDT17 identifies three 'Employment Opportunity Sites' suitable in whole or in part for B1, 2 and 8 uses:

- Land south of Aintree Curve, Netherton (3.8 ha), seen as suitable for employment uses – but also for housing
- Linacre Lane Gasworks, Bootle (4.7 ha) – but also seen as suitable for residential use to help facilitate clearance in the nearby HMR Pathfinder Area
- Land bounded by Hawthorne Road/Linacre Lane/Aintree Road/Vaux Crescent (10.5 ha) – also HMR Pathfinder Area linked possible residential site.

West Lancashire Replacement Local Plan 2001-2016 (July 2006)

A3.84 The Plan states that the majority of new employment development, other than that required to meet purely local needs, will be expected to be located in the regeneration priority area of Skelmersdale. Development will also be located in Burscough and Ormskirk/Aughton. Preference will be given to development on brownfield sites that are easily accessible to the town centres by public transport, cycling or walking.

A3.85 The Plan sets a requirement for employment land provision totalling 125.96 ha for the period 2001-2016. It acknowledges that between 2001 and 2003, over 14 percent (18.42 ha) had been developed. Another 26 percent (33.07 ha) has planning permission. Approximately 17 percent (20.98 ha) of the total supply is noted to either be affected by constraints, or is being held by existing companies.

A3.86 The role Skelmersdale plays within the District is demonstrated by the fact that three quarters of the supply is located in the town.

A3.87 Policy DE5 notes the Joint Lancashire Structure Plan (JLSP) states 145 ha of employment land should be provided in the District between 2001 and 2016. The JLSP seeks a targeted relative shift towards Regeneration Priority Areas such as Skelmersdale. This is given extra weight because of Skelmersdale role within the North West Metropolitan Area and Liverpool City Region.

A3.88 The Plan notes the Inspector's binding recommendation that proposed extensions into the Green Belt of Pimbo and White Moss employment areas are not accepted.

A3.89 The composition of the 125.96 ha supply is set out in Table A3.9

Table A3.9 – West Lancashire Employment Land Supply 2001-2016

Site	Ref DE5	Total Area, ha	Developed 2001-3, ha	Planning Consent, ha	Residual, ha
Pimbo Road, Pimbo	1.1	2.03*			2.03
Pimbo Road, Pimbo	1.2	3.50*			3.50
Priorswood Place, Pimbo	1.5	0.71*			0.71
Prescott Road, Pimbo	1.3	2.55*			2.55
Land to rear of Snack Factory, Pimbo	1.4	0.86*			0.86
Selby Place, Stanley	1.12	0.47		0.47	
Staveley Road, Stanley	1.7	3.81*		3.81	
Staveley Road, Stanley	1.6/9/10	12.10		12.10	
Seddon Place, Stanley	1.11	1.31*	0.20		1.11
Selby Place, Stanley	1.13	0.84*			0.84
Part of Stanley	-	0.80	0.80		
Stanley Extension	1.14	37.00	12.62		24.38
Gardiners Place, Gillibrands	1.15	1.78		1.78	
Gardiners Place, Gillibrands	1.16	1.27			1.27
Glebe Road, Gillibrands	-	0.28*			0.28
Whitemoss Business Park, Skelmersdale	1.17	11.23	1.80	3.63	5.80
Cobbs Clough Road, Skelmersdale	1.18	9.82			9.82
Tollgate Road, Burscough	1.20	7.47		7.47	
Freshpack, Burscough	1.21	3.11		3.11	
Ringtail Road, Burscough	1.22	0.27			0.27
North Quarry, Appley Bridge	1.23	1.38	0.30	0.70	0.38
Simonswood 1	1.24	5.02			5.02
Simonswood 2	1.25	2.70	2.70		
Greaves Hall Business Park, Banks	1.26	5.21			5.21
Ormskirk Hospital	1.27	0.24			0.24
Skelmersdale Town Centre Regeneration	DE11	2.00			2.00
Development Opportunity Sites	DE14/15	2.00			2.00
Vacant Premises		6.20			6.20
TOTAL		1125.96	18.42	33.07	74.47

Source: West Lancashire Local Plan – July 2006

* Site affected by constraints, or held by existing companies