

Extra MSA Group

Warrington Motorway Service Area, J11 M62

Environmental Statement

Part 2 – Socio-Economic Technical Paper 6

Revision E 23rd August 2019



Revision Record

Revision Reference	Date of Revision	Nature of Revision	Author	Checked By
Revision A	18.04.2019	First Draft	SC	
Revision B	29.07.2019	Second Draft	SC	JR
Revision C	09.08.2019	JR comments	SC	
Revision D	14.08.2019	Finalisation	SC	
Revision E	23.08.2019	Finalisation	SC	

Report Author	Stephen Courcier
Report Date	August 2019
Project No.	4151
Document Ref.	P0-TP-SPA-RP-P3884-0016-E
Revision	E

Contents

1.	Introduction	6
	Overview	6
	Defining Socio-Economic	6
2.	Document Consulted.....	8
	Overview	8
3.	Consultations	15
	Pre-Application Consultation.....	15
4.	Methodology and Approach.....	17
	The Study Area	18
	Collation of Baseline Data	20
	Receptors	20
	Environmental Impacts.....	21
	Significance of Effects.....	27
	Impact Prediction Confidence.....	27
5.	Baseline Information.....	28
	Overview	28
	Population and Demographic Trends	28
	Population and Age	28
	Future Demographic Trends.....	31
	Ethnicity	32
	Migration.....	33
	Local Economy	36
	Employment.....	37
	Occupation.....	40
	Travel to Work	43
	Economically Active - Unemployed.....	45
	Community Infrastructure	50
	Quality of Life Indicators (Education & Skills, Health & Wellbeing, Deprivation and Crime)	52
	IMD 2015 – Education, Skills and Training	54
	IMD 2015 – Health Deprivation and Disability	56
	Crime and Disorder	57
	Evolution without the Development.....	61
6.	Alternatives Considered.....	62
7.	Potential Environmental Effects.....	63

8.	Proposed Mitigation.....	88
	Overview.....	88
	Construction Phase.....	88
	Operational Phase.....	90
9.	Potential Residual Effects.....	92
10.	Additive Impacts (Cumulative Impacts and their Effects).....	105
11.	Conclusion.....	109
	Reference List.....	115
	Appendices.....	116

Tables and Figures:

Table 3.1 – Summary of Consultations and Discussions
Table 4.1 – Receptors
Table 4.2 – Environmental Impacts
Table 4.3 – Confidence Levels
Table 5.1 – Study Area Ward Population
Table 5.2 – Age Structure: Number and % of Total Population
Table 5.3 – Population Projections
Table 5.4 – Internal Migration for Warrington by Age Group
Table 5.5 – Headline Gross Value Added
Table 5.6 – Gross Value Added by area £ per head
Table 5.7 – Gross Disposable Household Income by area
Table 5.8 – Total number of people economically active in employment
Table 5.9 – Economically Activity
Table 5.10 – Employment by Occupation
Table 5.11 – Economic Activity and Employment by Sector
Table 5.12 – Car Ownership in 2013
Table 5.13 – Method of Travel to Work
Table 5.14 – Job Seekers Allowance Claimant Rate
Table 5.15 – Qualification and Skills Levels
Table 5.16 – General Health
Table 7:1 - Table of Potential Impacts – Construction Phase
Table 7:2 – Table of Potential Impacts – Operational Phase
Table 8:1 – Table Summarising Proposed Mitigation – Construction Phase
Table 8:2 - Table Summarising Proposed Mitigation – Operational Phase
Table 9:1: Potential Residual Impact – Construction Phase
Table 9:2: Potential Residual Impact – Operational Phase
Table 10.1 – Cumulative Development

Figure 4.1 – Electoral Ward Boundaries

Figure 5.1 – IMD 2015 – Income Deprivation

Figure 5.2: IMD 2015 – Employment Deprivation

Figure 5.3: IMD 2015 – Education, Skills and Training

Figure 5.4: IMD 2015 – Health and Disability

Figure 5.5 – IMD 2015 – Crime and Disorder

Figure 5.6 – IMD 2015 – Deprivation

Appendices:

Appendix 6.1 – Amion Economic Impact Assessment Report

Appendix 6.2 – Amion Employability and Social Impact Strategy

Appendix 6.3 – Employment & Training Charter (Extra MSA Group, 2019)

Appendix 6.4 – Employment Strategy Overview (Extra MSA Group, 2019)

I. Introduction

Overview

- 1.1. Spawforths have been appointed by Extra MSA Group to undertake a socio-economic impact assessment of the proposals to bring forward the proposed Motorway Service Area (MSA) development at Junction 11 of the M62 Motorway known as Warrington Motorway Service Area, J11 M62. The assessment focuses upon a range of potential social and economic impacts and benefits which are likely to result from the proposed development of the site.
- 1.2. A number of economic, employment and training reports, and strategy papers have been prepared by Extra and Amion separately to the ES Socio-economic Technical Paper. These reports are referenced within the Technical Paper and appended to this document.

Defining Socio-Economic

- 1.3. For the reader of this report it is important to understand what is meant by the terms socio-economic and social and economic. The report seeks to understand and assess the social and economic impacts that the proposed development might have upon the wider area. For the purposes of this report the definitions of socio-economic, social and economic are discussed below:
- 1.4. Socio-economics is the study of the relationship between economic activity and social life and the understanding of how the combination of both influences something.
- 1.5. Social – relates to the elements of life which relate to the local population / community of an area. It is the intended and unintended social consequences, both positive and negative, of planned interventions (policies, programs, plans and projects) and any social change processes invoked by those interventions.
- 1.6. The social aspects of this report include:
- Population, Demographics and Migration
 - Quality of Life Indicators (Deprivation, Crime, Health, Education)

1.7. Economic – relates to the production, development, and management of material wealth, as of a country, household or business enterprise.

1.8. The economic aspects of this report include:

- Economic Growth
- Employment and Occupation
- Labour Force
- Employment Activity
- Unemployment and Economic Inactivity
- Retail and Leisure
- Travel to Work / Car Ownership

2. Document Consulted

Overview

- 2.1. This section examines policy and legislation specifically relevant to socio-economic issues which effect and impact upon the development proposals.

National Planning Policy Framework

- 2.2. The new National Planning Policy Framework (NPPF 19) was adopted in February 2019, superseding the previous Framework published in July 2018. The NPPF 19 is a key material consideration as the statement of national policy and should therefore be taken into account and given appropriate weight when assessing this application
- 2.3. At the centre of the NPPF 19 are the three strands of sustainable development; economic, social and environmental. Paragraph 8 of NPPF (19) sets out the three dimensions of sustainable development: economic, social, and environmental:

“an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure; a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities’ health, social and cultural well-being; an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy.”

- 2.4. Paragraph 8 explains that the planning system should play an active role in guiding development to sustainable solutions and in doing so should take local circumstances into account, to reflect the character, needs, and opportunities of each area. Paragraph 10 states that *“at the heart of the Framework is a presumption in favour of sustainable development”*.

- 2.5. Paragraph 38 that “*Local planning authorities should approach decisions on proposed development in a positive and creative way*”, and that “*decision makers at every level should seek to approve applications for sustainable development where possible*”. This includes working proactively with Applicants to “*secure developments that improve the economic, social, and environmental conditions of the area*”.

Department for Transport Circular 02/2013: The Strategic Road Network and the Delivery of Sustainable Development, September 2013

- 2.6. National Transport Policy relating to the Strategic Road Network is contained within Department for Transport (DfT) Circular 02/2013 ‘The Strategic Road Network and the Delivery of Sustainable Development’. The document was published on 10th September 2013 and replaces the previous DfT circulars on the issue (02/2007 and 01/2008).
- 2.7. Paragraph 8 of this document confirms that a well-functioning strategic road network enables growth by providing for safe and reliable journeys. Paragraph 7 also outlines that the Strategic Road Network plays a key role in enabling and sustaining economic prosperity and productivity, while also helping to support environmental and social aims and contributing to wider sustainability objectives and improved accessibility to key economic and social services.
- 2.8. Annex B of the Circular specifically relates to roadside facilities for road users on Motorways in England and sets out policy on the provision, standards and signage of roadside facilities on the Strategic Road Network. The Circular confirms that all such proposals will be considered in the context of the National Planning Policy Framework and, in particular, the statement that it includes regarding the primary function of roadside facilities being to support the safety and welfare of the road user.
- 2.9. In relation to spacing, paragraph B4 outlines that MSAs perform an important road safety function by providing opportunities for the travelling public to stop and take a break in the course of their journey. Paragraph B4 also confirms that motorists should stop and take a break of at least 15 minutes every two hours. Commercial and public service drivers are also required to take statutory breaks and are subject to working time limits and these MSA facilities assist in compliance with such requirements.
- 2.10. Paragraphs B5 and B6 set out that MSAs should be located at a maximum of 30 minutes travelling time. This can typically be a maximum distance of 28 miles, but on similarly busy and

congested sections of the Strategic Road Network, is an average of 15 to 20 miles. This distance can also be shorter, subject to compliance with the design requirements of the Design Manual for Roads and Bridges.

- 2.11. Paragraph B8 confirms that in determining applications for new MSAs, Local Planning Authorities should not need to consider the merits of spacing of sites beyond conformity with the maximum and minimum spacing criteria established for safety reasons. Nor should they seek to prevent competition between operators; rather they should determine applications on their own specific merits.
- 2.12. In terms of location, Paragraph B13 sets out that locations between junctions (On-line) should be considered first, followed by sites sharing a common boundary with the highway at a junction with the Strategic Road Network.
- 2.13. The Circular also contains detailed guidance on signing, parking charges, picnic areas, parking provision, access to the Strategic Road Network, retail activities, hotels, conference centres and business centres, coach interchanges, park and ride and park and share, facilities for low emission vehicles, driver and tourist information and on site power generation and other sustainability measures. Schedule I sets out parking requirements.

National Policy Statement for the National Networks, December 2014

- 2.14. Paragraph 1.4 of the National Planning Statement (NPS) confirms that *“this NPS may also be a material consideration in decision making on applications that fall under the Town and Country Planning Act 1990 or any successor legislation. Whether, and to what extent, this NPS is a material consideration, will be judged on a case by case basis.”*

The Warrington Local Plan Core Strategy

- 2.15. The Warrington Local Plan Core Strategy was adopted in July 2014 and provides the spatial context from which more detailed policies and site allocations should follow. Nevertheless, it should be noted that in October 2016 Warrington Council agreed to carry out a comprehensive review of the Local Plan Core Strategy in response to results of the High Court Challenge and the emerging evidence which set out the Borough’s growth ambitions as well as its housing and employment needs to reflect these aspirations. The revised evidence base and the commitment of the Council to review their Core Strategy are material

considerations in the context of this application, but the Core Strategy remains the statutory development plan in the context of Section 38 of the Act until such time as it is replaced.

2.16. The Core Strategy sets out the problems, issues and challenges facing Warrington in particular the high levels of deprivation in some parts of the borough. The Core Strategy highlights that the 2010 Indices of Multiple Deprivation (IMD) identifies that there are 11 Warrington Super Output Areas (SOAs) which fall into the 10% most deprived nationally - a figure which has not changed from 2007.

2.17. The Core Strategy also recognises that Warrington has a strong and resilient economy and it is a highly performing location on a national basis. The Vision states:

“The town continues to be a key economic driver for the surrounding area and its pivotal location within the 'Atlantic Gateway' is an advantage to residents and businesses and gives them unrivalled access to both the Manchester and Liverpool conurbations and national transport infrastructure...

Those who live and work within the borough enjoy access to an extensive network of Green Infrastructure, which is effective in fulfilling a wide range of functions at the heart of which is supporting a diverse range of flora and fauna and protecting against the impacts of climate change...

&

The borough is home to a highly skilled workforce that serves the local economy well and the town continues to be a focus for employment for a wide area - reinforced by the development of significant sites in and immediately surrounding the borough.”

Emerging Local Policy – Preferred Development Option Consultation, September 2017

2.18. Warrington Council consulted on their Local Plan Preferred Development Option Regulation 18 documents in September 2017.

2.19. This preferred development option sets out the Borough's growth ambitions as well as the housing and employment needs to reflect this aspiration. To achieve the growth ambitions and meet the need over the 20 year plan, the Council recognises that land will need to be released from the Green Belt to deliver at least 9,000 homes and 252 ha of new employment space. This is underpinned by a range of evidence which provides a robust case for housing need and economic growth to be aligned. The Council believes planning for this level of growth

provides a unique opportunity for Warrington to make the transition from a New Town into a New City.

- 2.20. The Preferred Development Options Document confirms that Warrington has significant ambitions for economic growth, as reflected in the Warrington Means Business regeneration programme, updated in December 2016 and in the scale of development proposed as part of the Cheshire and Warrington Devolution bid. The devolution bid figure has now been embedded in the Cheshire and Warrington Local Enterprise Partnership's (LEP) Strategic Economic Plan (SEP). The LEP has undertaken further work in preparing the SEP, working closely with the Council, to analyse the job growth figures across Cheshire and Warrington as a whole and specifically in respect of Warrington. The LEP and the Council are confident the level of growth proposed is achievable with the interventions set out in the SEP and the scale of public and private sector investment the LEP is seeking to secure. The Council is therefore making the positive decision to plan for this level of growth.

Atlantic Gateway – Strategic Plan, January 2018

- 2.21. The Atlantic Gateway (AG) is seeking to create a growth corridor within the North of England, which would cover the areas of Cheshire and Warrington, Greater Manchester and the Liverpool City Region. It broadly follows the Manchester Ship Canal and the M62/M56 Corridor which serve to connect the three LEP areas within the Atlantic Gateway. As such, Warrington is clearly both geographically and strategically at the heart of the initiative.
- 2.22. The AG is focused on infrastructure and the two high growth sectors of science and innovation and logistics. The aim is to accelerate growth by investment in infrastructure, especially transport. Fundamentally, Atlantic Gateway can be defined as a series of projects across the North West area that have regional, national and international significance
- 2.23. The AG identifies that the transport network in Cheshire and Warrington is strategically important to the growth of the North and the Atlantic Gateway.
- 2.24. One of the key areas that the Atlantic Gateway is focused on is the logistics sector, which it identifies as being world-class and a major driver of success for many of the area's key sectors. It acknowledges that an increasing number of businesses are choosing to locate in the Atlantic Gateway area due to its global and local connectivity, its skilled workforce and access to consumer markets. It identifies that Liverpool2 is a game-changer for the North's logistics sector and the surrounding rail and road links will provide UK-wide access.

- 2.25. It is considered that the proposed MSA would complement these proposals, especially in light of the potential increase in use of M62 for the transportation of freight associated with the Liverpool2 and Superport proposals.

Cheshire and Warrington Local Enterprise Partnership Strategic Economic Plan, July 2017

- 2.26. The Cheshire and Warrington Local Enterprise Partnership's (LEP) refreshed Strategic Economic Plan confirms the revised growth ambitions for the Cheshire and Warrington sub-region, which is to grow the economy's GVA by £50 billion per annum by 2040 and create 120,000 jobs (net additional). The Strategic Economic Plan sets a target of 31,000 jobs to be created in Warrington between 2015 and 2040.

Northern Powerhouse, November 2016

- 2.27. The Northern Powerhouse strategy explains how the Government will work with local stakeholders to address key barriers to productivity in the region. The Government will invest in transport infrastructure to improve connections between and within the North's towns, cities and counties; work with local areas to raise education and skills levels across the North; ensure the North is an excellent place to start and grow a business; and ensure the Northern Powerhouse is recognised worldwide as an excellent opportunity for trade and investment.

The Northern Powerhouse Independent Economic Review, June 2016

- 2.28. The Independent Economic Review (IER) focused on five clearly defined but interrelated work-streams which sought to understand the scale, nature and causes of the Northern England's 'performance gap', distinctive sectoral strengths and capabilities, and future growth prospects.
- 2.29. The IER identified that the 5 factors driving the 'productivity gap' were the skills gap; technology gap; investment gap, poor connectivity and transport, lack of agglomeration; and low enterprise rates. In contrast, it also identifies Northern England's four 'prime capabilities' are advanced manufacturing, health innovation, energy and digital. Crucially these 'prime capabilities' are supported by three 'enabling' capabilities which will play a critical role in supporting the growth and development of the 'Prime' capabilities. Together, the 'prime' and

'enabling' capabilities combine to create a complementary and distinctive offer for the North of England. The 'enabling capabilities' are:

- Financial and professional services;
- Logistics
- Education (primary higher education).

2.30. Clearly, Freight and Logistics are a key enabling capability to achieving transformational economic growth within Northern England and therefore the proposed MSA by providing lorry parking has an important role in supporting the objectives of IER.

The UK Industrial Strategy, November 2017

2.31. The UK Government has produced an Industrial Strategy that focusses on five foundations of productivity. These five foundations "*Ideas, People, Infrastructure, Business Environment and Places*". It promotes Local Industrial Strategies to meet local economic needs and priorities. It identifies the need to build on the strengths of the economy for longer term growth with shorter term benefits. It stresses the importance of logistics in positioning the UK at the forefront in the world economy. It also highlights the north-south divide with educational attainment in the northwest well below that of the south-east.

3. Consultations

3.1. In order to develop this ES Socio-economic Technical Paper, the following discussions have taken place:

- An ES Scoping Request was issued to Warrington Council on 20 December 2019 following which the Council responded with their formal scoping response on 13 February 2019.

3.2. The Council did not raise any objections to the approach set out within the methodology proposed for the ES Socio-economic Technical Paper and as such the principle of the methodology submitted has been carried through within this Technical Paper. The methodology has been expanded further to allow a more detailed assessment of socio-economic factors to take place.

Pre-Application Consultation

3.3. Extra MSA Group has undertaken an extensive programme of pre application consultation and has sought to engage with the Local Planning Authority, Local Councillors, key stakeholders, statutory consultees, Local Enterprise Partnership, local community interest groups, local businesses and local residents prior to the submission of this outline planning application.

3.4. This process has involved pre application meetings with Warrington Borough Council and Statutory Consultees; briefing letters, emails and meetings for Local Councillors; meetings with key stakeholders and local interest groups; the creation of a website providing details of the development and the opportunity to comment online; and the provision of brochures and free post return comments cards to 16,000 homes and businesses in the surrounding area. Three public consultation events were also held on 4th April 2019 at Croft Memorial Hall, Gorse Covert Primary School on 6th April 2019 and on 12th April at Pentahotel at Birchwood Business Park, providing the opportunity for the community to view the proposals, discuss the scheme with Extra MSA Group and their consultant team and comment on the development proposals.

3.5. Extra MSA Group has therefore involved the community and stakeholders in the development of the application proposals for the site at an early stage and in the formulation of the planning application proposals. The feedback received from the pre application programme has been considered in detail and the key outcomes of this process are outlined in the Statement of Community Involvement submitted to support the planning application along with a summary of any subsequent amendments that have been made to the scheme.

3.6. The main feedback relevant to this report was as follows:

- A number of respondents remarked that the employment opportunities associated with the proposed development would be a benefit for the local area - one resident commented 'any form of investment' cannot be ignored. Whilst the majority of comments suggested that there is a local need for lower paid, more flexible, part-time jobs, some disagreed with this need. There was a general consensus that any employment opportunities should be targeted at local people and that local businesses should be given the opportunity to bid for the construction work.
- A number of respondents supported the delivery of facilities that would be available for local residents to use, as well as the travelling public. A number of specific requests have also been received in regard to the usage of the facility. For example, a number of feedback forms have stated that they would like the proposed food outlets on site to be considered to be made Halal.

4. Methodology and Approach

- 4.1. Assessing the socio-economic impact of a development such as the development of Warrington MSA, J11 M62 is a subjective exercise. It is widely stated that there is no specific guidance which establishes a methodology to be followed when assessing the potential socio-economic impacts of a development. Spawforths, who hold the IEMA EIA Quality Mark, will adopt an approach in the ES which is based upon professional experience, discussions with stakeholders, previous consultation responses on a variety of ES related developments and consideration of relevant national and local policy and guidance.
- 4.2. The socio-economic report has been undertaken to facilitate the assessment of the proposed development by identifying the existing baseline position and comparing this with the socio-economic effects of the proposal.
- 4.3. This has included an analysis of the Proposed Developments expected quantifiable impacts, including employment opportunities generated, Gross Value Added as well as an assessment of a number of less tangible benefits and impacts. Consideration has been given to these benefits and impacts that the scheme is likely to have upon the local wards, the borough of Warrington and sub-regional area before and after proposed mitigation measures are introduced. The magnitude and significance of these impacts are then considered and subsequent consideration is given to whether mitigation is appropriate. The approach taken to assess the socio-economic impacts arising from the proposed development is considered in terms of the construction phase and the operational phase as well as proposed developments cumulative effects on the locality.
- 4.4. The methodology for considering the significance of effects and Impact Prediction Confidence of socio-economic factors within the ES will follow that outlined in Chapter 6 of the ES Part I.
- 4.5. A series of “scale of impacts” to assess the different socio-economic factors for the project are discussed in section 4.2. Section 4.4 sets out the receptors specific to the project and the area to which they relate. The significance of the effects is determined using the matrix in section 6.8.1 of the ES Part I.

The Study Area

- 4.6. The Site lies within the 'Culcheth, Glazebury and Croft' ward which is situated to the north east of Warrington Town Centre and includes the villages of Croft, Culcheth and Glazebury.
- 4.7. In addition, it is considered appropriate to include several surrounding wards to the Site which the Proposed Development will have a potential socio-economic impact upon. Given the nature of the Proposed Development and its potential socio-economic impacts, the principal focus has been on the more populated urban wards surrounding the Site. The other wards which will be included are as follows:
- Birchwood
- 4.8. Situated to the north east of Warrington Town Centre and includes the suburbs of Birchwood, Oakwood, Gorse Covert, and Risley as well as the Birchwood Business Park.
- Poulton North
- 4.9. Situated to the north of Warrington Town Centre and includes the residential suburbs of Houghton Green and Padgate.
- Poplars and Hulme
- 4.10. Situated in the north of Warrington Town Centre and includes part of the residential suburbs of Hulme and Cinnamon Brow as well as part of the Winwick Quay Employment Area.
- Rixton and Woolston
- 4.11. Situated to the east of Warrington Town Centre and includes the residential suburbs of Woolston and Martinscroft as well as the villages of Glazebrook and Hollinfare. It also includes a large employment area centred on Martinscroft.
- Cadishead
- 4.12. Situated in the neighbouring local authority of Salford City Council, the ward is located to the south west of the city of Salford and includes the residential suburb of Cadishead.

- 4.13. The relationship of the MSA, Junction 11, M62 Motorway Site (circled red) with the above wards is outlined in Figure 12.1 below and included at Appendix 6 (Socio-Economic Receptor Plan):

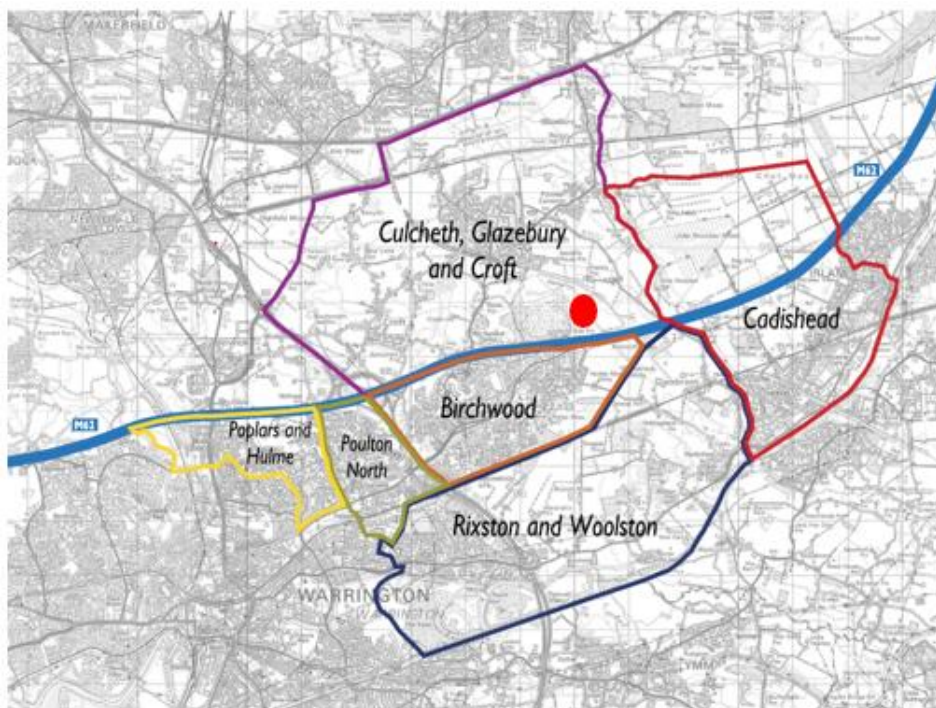


Figure 4.1: Electoral Ward Boundaries

[Source: Promap]

- 4.14. For wider comparative purposes, baseline information has also been utilised beyond the ward level for Warrington, Cheshire, Greater Manchester, North West and England or Great Britain. The County of Cheshire covers the local authority areas of Warrington, Halton, Cheshire West and Chester and Chester East. Whilst the Greater Manchester City Region covers the local authority areas of Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford, and Wigan. This will give a comprehensive baseline context to assess the application proposal against.
- 4.15. When assessing deprivation for the six wards, the Index of Multiple Deprivation (IMD) produced by the Department for Communities and Local Government produces data at middle level and lower super output area (LSOA) level has been utilised. There are 32,482 LSOA's in England and the socio-economic assessment will focus on the relevant LSOA's within the wards included in the socio-economic assessment.

Collation of Baseline Data

4.16. The baseline collation creates the baseline position of the study area and provides a platform in which to assess the socio-economic implications of the proposed development. Socio-economic issues comprise the social, economic and demographic characteristics of an area. The socio-economic assessment will consider population and demographic trends, transport trends, economic growth, employment figures and trends and quality of life indicators, including health, education, deprivation and crime. Data has been collated predominately from the following sources which are available for Spawforths to access:

- Ministry of Housing, Communities and Local Government (MHCLG) Policy and Guidance
- HCA Employment Densities Guide, 3rd Edition, 2015
- NOMIS - The Office for National Statistics
- NHS Website
- Police.co.uk Website
- Department of Education
- Office for National Statistics - Neighbourhood statistics
- Warrington Council Website Policy and Guidance
- Salford Council Website Policy and Guidance
- Greater Manchester Combined Authority website and documents

4.17. The baseline position is correct on 11 December 2018 when the data was collected. There could be anomalies between different data sets such as ONS Census figures and NOMIS: Official Labour Market Statistics. In our experience this can be down to different methods of data gathering, different geographical areas (including ward boundaries) and different release dates.

Receptors

4.18. The table below sets the definition of each of the Receptor Criteria and highlights the importance of the receptor as well as the area to which they relate.

Designation	Receptors
International	The Receptor is of international importance <ul style="list-style-type: none"> • It has transnational value European <ul style="list-style-type: none"> ○ European Community
National	The Receptor is of national importance <ul style="list-style-type: none"> • It has been identified as a key national policy, strategy or priority <ul style="list-style-type: none"> ○ United Kingdom
Regional	The Receptor is of regional importance <ul style="list-style-type: none"> • It has been identified as a key regional policy, strategy or priority <ul style="list-style-type: none"> ○ The North West
County	The Receptor is of importance at the county level <ul style="list-style-type: none"> • It has been identified as a key county policy, strategy or priority <ul style="list-style-type: none"> ○ Cheshire
Borough / District	The Receptor is of importance at the Borough level <ul style="list-style-type: none"> • It has been identified as a key Borough policy, strategy or priority <ul style="list-style-type: none"> ○ Warrington Metropolitan Borough Council
Local/Neighbourhood	The Receptor is of local importance <ul style="list-style-type: none"> • It has been identified as a key local policy, strategy or priority. <ul style="list-style-type: none"> • The Electoral Wards of Culcheth, Glazebury and Croft, Birchwood, Poulton North, Poplars and Hulme, Rixton and Woolston, and Cadishead.

Table 4.1: Receptors

4.19. The socio-economic receptor plan is identified below in Appendix II of the ES Part I Report. The Receptor Plan highlights the development receptors from the national to the local level.

Environmental Impacts

4.20. The magnitude (scale) of an impact is often difficult to define. Generally, terms substantial, high, moderate, minor, negligible, and neutral are adopted to describe magnitude. The table below provides clarity as to the scale of impact utilised within this technical report.

Scale of Impact	Topic	Criteria	Positive	Negative
Substantial	Population and Demographics	Results in Socio Economic major loss/major gain Regeneration of previously developed land > 50 hectares Regeneration of site of National Importance	Increase in population > 1000 (Local) Increase in population > 2000 (Borough/District) Increase in population > 3000 (County) Increase in population > 4000 (Regional)	Decrease in population > 1000 (Local) Decrease in population > 2000 (Borough/District) Decrease in population > 3000 (County) Decrease in population > 4000 (Regional)
	Transport		Improved connectivity to the National Road Network, public transport and cycling and walking networks.	Substantial construction traffic on local roads. Substantial increase in congestion on local roads impacting on drive time
	Economic Growth		Substantial increase in GVA within the locality	Substantial loss in GVA within the locality
	Employment		Employment generation of > 300 jobs Construction of new strategic site	Employment loss of > 300 jobs Closure of strategic employer
	Retail and Leisure		Reduced need to travel for retail and leisure opportunities <5min walk time. >1000 new homes and Significant employment creation results in increased trade for retailers	Proposal significantly undermines existing town centre policies or strategies. Significant trade lost from existing retailers.
	Community Infrastructure		Major gain of POS, sports and recreational facilities of Regional importance	Major loss of POS, sports and recreational facilities of Regional importance
	Quality of Life		Substantial impact on indicators of deprivation Significant reduction in crime which impacts at the regional level Significant security improvements at the regional level	Substantial increase in impacts leading to deprivation Increase in crime at regional level
	Image		Substantial improvements to the image of the Borough	Substantial harm to the image of the district

Scale of Impact	Topic	Criteria	Positive	Negative	
High	Population and Demographics	Results considerably noticeable loss or gain	Increase in population > 500 (Local) Increase in population > 1000 (Borough/District) Increase in population > 2000 (County) Increase in population > 3000 (Regional)	Decrease in population > 500 (Local) Decrease in population > 1000 (Borough/District) Decrease in population > 2000 (County) Decrease in population > 3000 (Regional)	
	Transport		Improved connectivity to the Regional Road Network, public transport and cycling and walking networks.	Major construction traffic on local roads. Major increase in congestion on local roads impacting on drive time	
	Economic Growth		Major increase in GVA within the locality	Major loss in GVA within the locality	
	Employment		Employment generation of > 200 jobs Construction of new major site	Employment loss of > 200 jobs Closure of major employer	
	Retail and Leisure		Regeneration of previously developed land 20 – 50 hectares Regeneration of site of County wide Importance	Reduced need to travel for retail and leisure opportunities <10 min walk time or residential / employment located within 5-minute walk of a bus stop offering a 15-minute frequency service to retail opportunities. >500 new homes and major employment creation results in increased trade for retailers	Proposal undermines existing town centre policies or strategies. Major loss of trade for existing retailers.
	Community Infrastructure		Major gain of POS, sports and recreational facilities of County-wide importance	Major loss of POS, sports and recreational facilities of County-wide importance	
	Quality of Life		Major impact on indicators of deprivation Significant reduction in crime which impacts at the county level Significant security improvements at the county level	Major increase in impacts leading to deprivation Increase in crime at county level	

Scale of Impact	Topic	Criteria	Positive	Negative	
High	Image		Major improvements to the image of the Borough	Major harm to the image of the Borough	
Moderate	Population and Demographics	Results in impact on Socio Economic issues -partial loss or gain	Increase in population > 300(Local) Increase in population > 500 (Borough/ District) Increase in population > 1000 (County) Increase in population > 2000 (Regional)	Decrease in population > 300 (Local) Decrease in population > 500 (Borough/ District) Decrease in population > 1000 (County) Decrease in population > 2000 (Regional)	
	Transport		Improved connectivity to the County Road Network, public transport and cycling and walking networks.	Moderate construction traffic on local roads. Moderate increase in congestion on local roads impacting on drive time	
	Economic Growth		Moderate increase in GVA within the locality	Moderate loss in GVA within the locality	
	Employment		Regeneration of previously developed land 10 - 20 hectares Regeneration of site of city-wide Importance	Employment generation of > 100 jobs Construction of employment site of Borough importance	Employment loss of > 100 jobs Closure of employer of Borough importance
	Retail and Leisure		Reduced need to travel for retail and leisure opportunities <10 min walk time or residential / employment located within 10-minute walk of a bus stop offering a 15-minute frequency service to retail opportunities. >100 new homes and major employment creation results in increased trade for retailers	Proposal undermines existing town centre policies or strategies. Moderate loss of trade for existing retailers.	
	Community Infrastructure		Moderate gain of POS, sports and recreational facilities of borough wide importance	Moderate loss of POS, sports and recreational facilities of borough wide importance	

Scale of Impact	Topic	Criteria	Positive	Negative
Moderate	Quality of Life		Moderate impact on indicators of deprivation	Moderate increase in impacts leading to deprivation Increase in crime at borough level
	Image		Significant reduction in crime which impacts at the borough level Significant security improvements at the borough level	
Minor	Population and Demographics	Results in minor socio-economic impacts	Increase in population > 100(Local) Increase in population > 300 (Borough/District) Increase in population > 500 (County) Increase in population > 1000 (Regional)	Decrease in population > 100 (Local) Decrease in population > 300 (Borough/District) Decrease in population > 500 (County) Decrease in population > 1000 (Regional)
	Transport	Regeneration of previously developed land < 10 hectares	Improved connectivity to the local Road Network, public transport and cycling and walking networks.	Minor construction traffic on local roads. Minor increase in congestion on local roads impacting on drive time
	Economic Growth	Regeneration of site of local Importance	Minor increase in GVA within the locality	Minor loss in GVA within the locality
	Employment		Employment generation of > 10 jobs Construction of employment site of local importance	Employment loss of > 10 jobs Closure of employer of local importance

Scale of Impact	Topic	Criteria	Positive	Negative
Minor	Retail and Leisure		Reduced need to travel for retail and leisure opportunities <10 min walk time or residential / employment located within 5-minute walk of a bus stop offering a 30-minute frequency service to retail opportunities.	Proposal undermines existing town centre policies or strategies.
	Community Infrastructure		>50 new homes and major employment creation results in increased trade for retailers	Some loss of trade for existing retailers.
	Quality of Life		Minor gain of POS, sports and recreational facilities of local importance	Minor loss of POS, sports and recreational facilities of local importance
			Minor impact on indicators of deprivation	Minor increase in impacts leading to deprivation
Image	Significant reduction in crime which impacts at the local level	Increase in crime at local level		
	Significant security improvements at the local level	Minor harm to the image of the borough or locality		
Negligible	All	Results in Socio Economic impact but of insufficient magnitude	Minimal change with measurable change difficult to ascertain	Minimal change with measurable change difficult to ascertain
			Neutral	All

Table 4.2: Environmental Impacts

Significance of Effects

- 4.21. The significance of effect is determined using the significance matrix in Section 6 of the Environmental Statement Part I Report. This identifies the receptor level across the top of the matrix and the magnitude of environmental impact down the side and where they meet within the matrix identifies the significance of the effect. It is considered that any effects above moderate as being significant.

Impact Prediction Confidence

- 4.22. It is also of value to attribute a level of confidence by which the predicted impact has been assessed. The criteria for these definitions are set out below:

Confidence Level	Description
High	The predicted impact is either certain i.e. a direct impact, or believed to be very likely to occur, based on reliable information or previous experience.
Low	The predicted impact and its levels are best estimates, generally derived from first principles of relevant theory and experience of the assessor. More information may be needed to improve confidence levels.

Table 4.3: Confidence Levels

5. Baseline Information

Overview

- 5.1. This section of the ES Socio-economic Technical Paper uses the baseline data sources outlined in Section 4 to derive the current socio-economic profile for the study area and formulate a baseline which the impacts of the proposed development can be assessed against.
- 5.2. As stated above, the site lies within the 'Culcheth, Glazebury and Croft' ward which is situated to the north east of Warrington Town Centre and includes the villages of Croft, Culcheth and Glazebury. It is considered appropriate to include several surrounding wards to the Site which the Proposed Development will have a potential socio-economic impact upon. The other wards which will be included are as follows:
- Birchwood
 - Poulton North
 - Poplars and Hulme
 - Rixton and Woolston
 - Cadishead
- 5.3. Ward based information is compared with the averages for the Study Area, Warrington, Cheshire, Greater Manchester Region, and England or the United Kingdom (as appropriate). This will provide a comprehensive socio-economic baseline context to assess the proposed development against.

Population and Demographic Trends

Population and Age

- 5.4. Table 5.1 outlines the population figures for the study area which consists of the six wards outlined in The Study Area section of this report.

Ward	Total
Culcheth, Glazebury and Croft	11,690
Birchwood	10,701
Poulton North	10,266
Poplars and Holme	10,528
Rixton and Woolston	9,116
Cadishead	10,264
Total Study Area Population	62,565

Table 5.1: Study Area Ward Population

[Source: ONS Census 2011]

- 5.5. The ONS Census (2011) illustrates that the population of the five wards in Study Area that fall within the Borough account for 26% of the total population of Warrington. Culcheth, Glazebury and Croft ward has the highest population of the five wards with 11,690 people, 2,574 more people than Rixton and Woolston the ward which has 9,116 people.
- 5.6. Table 5.2 sets out the age structure for the individual wards with comparison figures for Warrington, the Greater Manchester Region, North West Region, and England also provided.

	Total Population	0-9	10-17	18-24	25-59	60-74	75+
Culcheth, Glazebury, and Croft	11,690	874	1,155	893	5,411	2,035	1,086
		9.4%	9.9%	7.6%	46.2%	17.4%	9.3%
Birchwood	10,701	1,211	978	919	5,451	1,584	558
		11.4%	9.1%	8.6%	50.9%	14.8%	5.2%
Poulton North	10,266	1,225	944	1,243	4,598	1,693	563
		11.9%	9.2%	12.1%	44.8%	16.5%	5.6%
Poplars and Holme	10,528	1,549	1,098	1,087	4,927	1,197	673
		14.6%	10.5%	10.3%	46.9%	11.4%	6.4%
Rixton and Woolston	9,116	836	921	683	4,304	1,765	607
		9.2%	10.0%	7.4%	47.3%	19.4%	7.0%
Cadishead	10,264	1,383	1,062	927	4,842	1,384	666
		14.0%	10.0%	9.0%	47.0%	13.0%	7%
Study Area	62,565	7,311	6,158	5,752	29,533	9,658	4,153
		11.7%	9.8%	9.2%	47.2%	15.4%	6.6%
Warrington	202,228	23,864	20,146	16,745	96,818	30,639	14,016
		11.9%	10.0%	8.3%	47.9%	15.2%	6.9%
Greater Manchester Region	2,682,528	339,768	261,856	278,658	1,261,874	361,903	178,469
		13%	10%	10%	47%	14%	7%
North West	7,052,177	824,257	677,782	681,102	3,258,237	1,067,386	543,413
		12%	10%	10%	46%	15%	8%
England	53,012,456	6,291,081	5,045,879	4,970,636	24,872,054	7,724,560	4,108,246
		11.9%	9.5%	9.4%	46.9%	14.6%	8%

Table 5.2: Age Structure: Number and % of Total Population

[Source: ONS Census 2011: KS102EW]

- 5.7. Table 5.2 demonstrates that the Study Area is similar to the age structure figures of Warrington, however within the Study Area there are local differences to the age structure of the five wards.
- 5.8. There is a high percentage of the Poplars and Holme ward population, a ward located close to the City Centre which are under the age of 18 (25%) compared to Study Area (21.5%), regional (21%) and national (21.4%) figures. In the Cadishead ward, there is a significantly higher percentage of 18-24-year olds (24%) when compared to all other spatial indicators, 5% higher than in the wards of Rixton and Woolston as well as Culcheth, Glazebury and Croft. The high figures in Cadishead and Poplars and Holme could be explained by their more urban locale, which is attractive to younger families.

- 5.9. Birchwood hold a higher than average number of people aged 25-59 (approximately 51%) when compared to all other spatial indicators. The Poulton North has the lowest ward population aged 25-59 (44.8%) within the Study Area (47%), below the borough (48%), regional (46%) and national (47%) figures.
- 5.10. In comparison, Culcheth, Glazebury and Croft ward has the highest percentage of people aged 60 and over (27%) when compared to all other Study Area figure (22%). The more urban wards have the lowest figures for adults aged 60 and over. 18% of the Poplars and Hulme wards population are aged 60 and over, noticeably lower than the Study Area (22%), Warrington (22%), North West (23%) and England (22%) figures.

Future Demographic Trends

- 5.11. A key element in assessing the potential for new developments will be expectations of population and household numbers within the study area around the Development Site.
- 5.12. The population of Warrington Borough at the time of the ONS 2011 Census was 202,228. The most recent population figures estimate Warrington's population to be 209,704 according to the ONS Population Estimates for UK, Mid-2017 (25 October 2018), a 3.6% increase from the ONS Census 2011 figure.
- 5.13. Population figures available for Local Authority areas, which Local Authorities use as evidence are the 2016-based sub national population projections (24 May 2018) and take into account results from the ONS 2011 Census. These figures demonstrate that the North West is projected to grow at 3.11% over the next 10 years, the second lowest of all the regions in England.
- 5.14. The figures project that the population of Warrington will rise from the 2016 figure of 209,000 to 227,800 in 2041. This represents an increase of 9.0% over a 25-year timeframe which gives an average annual growth rate of 0.36%. This is the highest estimated growth for all of the Cheshire Authorities over the same time period. Table 5.3 demonstrates that the percentage population projections in Cheshire authorities (6.13%) are broadly in line with those in the North West (6.49%) but significantly lower than those of Greater Manchester (10.22%) and England (12.09%).

	2016	2021	2026	2031	2036	2041	% change from 2016 - 2041	Annual Growth Rates
Warrington	209,000	214,200	218,700	222,100	225,100	227,800	9.00%	0.36%
Cheshire East	377,300	383,100	388,700	393,000	396,400	399,500	5.88%	0.24%
Cheshire West and Chester	335,700	341,300	346,200	350,400	353,300	355,800	5.99%	0.24%
Halton	127,300	128,500	129,400	129,900	130,200	130,500	2.51%	0.10%
Cheshire	1,049,300	1,067,100	1,083,000	1,095,400	1,105,000	1,113,600	6.13%	0.25%
Greater Manchester (Met County)	2,780,800	2,861,100	2,922,900	2,975,100	3,021,000	3,064,900	10.22%	0.41%
North West	7,224,000	7,358,000	7,466,900	7,556,000	7,627,000	7,692,900	6.49%	0.26%
England	55,268,100	57,030,500	58,505,600	59,789,800	60,905,500	61,952,100	12.09%	0.48%

Table 5.3: Population Projections (2016 based Sub-National)

[Source: ONS: Subnational Population Projections, 2016-based projections (24 May 2018)]

- 5.15. The population of Warrington, as with broad national trends, shows the effect of baby-boom years of the 1950s and 1960s. The population of the area, as with broad national trends, is forecast to become older. By 2036, over half of local authorities are projected to have 25% or more of their local population aged 65 and over (ONS: Overview of the UK Population: July 2017).
- 5.16. Transport and employment demand will rise from existing residents and future residents (e.g. incoming migrants) as the North West but more specifically Warrington as the projected population growth figures have shown becomes a location of choice for people to live, work and commute within.

Ethnicity

- 5.17. According to the 2011 census, 7.1% of the Warrington's population are from an ethnic minority background, which is significantly less diverse than both the North West (12.9%) and England and Wales (19.5%). The key findings in respect to ethnicity from the 2011 Census are:
- The largest minority group in Warrington is 'Asian/Asian British' at 2.4% of the population, but they are closely followed by 'Other White', which includes Eastern Europeans estimated at 2.3%.

- English is overwhelmingly the main language used in Warrington with 97% of the population using it as their main language at home as well as at work (ONS 2011 Census).
- Warrington has lower percentages of pupils whose first language is other than English, being below England and the North West.

5.18. According to Warrington January 2017 School Census, the ward with the highest proportion of BME pupils is Bewsey and Whitecross with 30.8%. Other wards with relatively high proportions include Fairfield and Howley, Orford, Chapelford, Old Hall and Latchford East.

5.19. The School 2017 Census goes on to highlight that in Warrington, Polish and Urdu are the main languages spoken as a first language other than English. Chinese, Latvian, Kurdish and Hungarian also featured with 80 or more pupils having these as a first language other than English.

Migration

Internal Migration

5.20. The most recent data available relating to migration rates for the Warrington are the ONS 'Internal Migration by Local Authorities within England and Wales, Year Ending 2017' released on 28 June 2018. There were an estimated 3.03 million residents moving between local authorities in England and Wales between July 2016 and June 2017.

5.21. The data shows an inflow of 8,060 and an outflow of 7,490 for all ages within Warrington resulting in a positive net inflow. Looking more closely at the figures, there are positive inflows of population in the majority of age ranges, with the exception of a net outflow of 550 individuals in the 15 to 19 age range which is likely to be the result of young adults leaving for higher education. However, there is a noticeable peak of 580 of inflows of internal migrants within the age range of 20 to 34, which could be a result of people returning from higher education and migrating in to the Borough for work opportunities. In comparison, there was a 730 increase within the 15-19 age range for the North West and a 3,660 increase within the 20-34 age range. However, there is a noticeable outflow of residents in the age range of 65-90+ across the North West Region.

Age Range	0 to 9	10 to 19	20 to 34	35 to 59	60 plus	Total
Warrington	220	-520	580	130	140	550
North West	3,000	1,480	3,660	2,970	-420	7,030

Table 5.4: Internal Migration Rates for Warrington by Age Group

[Source: ONS Internal Migration by Local Authorities in England and Wales, Year Ending June 2017 (28 June 2018)]

International Migration

- 5.22. The ONS ‘Population of the UK by county of birth and nationality for the period July 2017 to June 2018’ (based on the Annual Population Survey) provides an indication of the levels of international migration in to Warrington.
- 5.23. From the 208,000 residents within Warrington, an estimated 189,000 were born in the UK and 19,000 born outside of the UK, which equates to 9.1% of the population. This is a significant rise in comparison with the 2011 census which indicated that the non-British born population comprised of 5.7% of the Warrington community. Nevertheless, it is still below the 2018 figure of 10.6% for the North West and 16.8% for the UK.
- 5.24. The majority of non-UK born residents, some 10,000, originate from the European Union with the remaining 9,000 from Non-European Union countries especially South Asia.
- 5.25. Between 2001 and 2011, the non-UK born population grew by 235,133 persons, accounting for 72.9% of the total population growth of 322,413 usual residents in the decade. While overall the population of the North West increased by just fewer than 5% between 2001 and 2011, the non-UK born resident population grew by 68.7% in the same period.

Population and Demographic Trends Summary Messages

- Warrington has the second smallest population of the Local Authorities within Cheshire.
- Warrington’s population is expected to increase at a significantly higher rate (9%) over the years 2016 to 2041 than the other Local Authorities within Cheshire and the wider North West Region (6.49%).
- The study area which includes six surrounding wards has a combined population of 62,565 people based on the ONS Census (2011) which accounts for 31% of the total population of Warrington.
- The Study Area has broadly a similar age structure to the population of Warrington.

- The more urban wards of Birchwood, Poulton North, Poplars and Holme and Cadishead have a higher percentage of people aged 18-59 than the two more rural wards of Culcheth, Glazebury and Croft and Rixton and Woolston.
- The Poplars and Holme has a higher than average percentage of people living in the ward aged 0-18.
- The two more rural wards of Culcheth, Glazebury and Croft & Rixton and Woolston have a higher figure of people aged 60 and over living, when compared to the other wards in the Study Area.
- The population of Warrington is expected to grow at a rate of 0.36% per year, the highest growth rate within Cheshire.
- 7.1% of the Warrington population identify themselves as from an ethnic minority background.
- There is a positive inflow of migrants in to Warrington.

Economic Growth

5.26. Gross Value Added (GVA) provides a good measure of the economic output of a region. According to figures released in December 2017 by the ONS the recession impacted on the regions of the UK to different degrees. Regional GVA measures the contribution of each region to the UK economy. The estimates show that both total GVA and GVA per head at current basic prices have been on an upward trajectory since 2009/2010.

5.27. Table 5.5 identifies the headline GVA by area indices at current basic prices by region and Local Authority.

	2007	2008	2009	2010	2011	2012	2013	2014	2015
England	1,161,811	1,192,177	1,169,559	1,199,998	1,231,242	1,274,646	1,323,340	1,391,837	1,433,165
North West	132,673	135,867	134,634	136,472	135,730	139,897	146,219	151,384	156,871
Cheshire	25,041	25,870	25,431	25,828	25,838	27,307	28,557	29,936	30,981
Warrington	5,414	5,422	5,337	5,592	5,520	6,038	5,942	6,411	6,505
Cheshire East	9,118	9,492	9,276	9,300	9,432	10,236	11,384	11,684	12,130
Cheshire West and Chester	8,014	8,269	8,202	8,053	7,880	8,175	8,181	8,575	8,966
Halton	2,495	2,687	2,616	2,883	3,006	2,858	3,050	3,266	3,380

Table 5.5: Headline Gross Value Added / £million

[Source: ONS headline GVA (2017)]

5.28. Table 5.6 highlights the headline Gross Value Added (GVA) by area £ per head indices at current basic prices by region.

	2007	2008	2009	2010	2011	2012	2013	2014	2015
England	22,738	23,148	22,581	22,889	23,239	23,927	24,700	25,772	26,365
North West	19,532	19,639	19,588	19,864	19,860	20,410	21,091	21,689	22,426
Cheshire	25,816	25,321	25,674	25,959	26,441	27,358	28,519	29,962	30,140
Warrington	28,414	27,028	26,698	27,785	28,144	29,439	29,362	30,864	29,690
Cheshire East	25,466	25,245	25,599	26,069	26,817	28,245	30,684	31,891	32,618
Cheshire West and Chester	24,654	24,380	25,136	24,719	24,970	25,076	25,558	27,228	27,634
Halton	20,447	21,858	21,160	23,103	23,911	22,738	24,214	25,846	26,717

Table 5.6: Gross Value Added (GVA) by area £ per head

[Source: ONS headline GVA per head (2017)]

5.29. In 2015 Warrington accounted for 21% of the GVA of Cheshire and 4% of the region. GVA per capita within Warrington was relatively high when compared with Cheshire West and Halton, but slightly below Cheshire East. In 2015, GVA per capita in Warrington stood at £29,690, higher than both the national and sub-regional averages of £26,365 and £22,426 respectively.

Local Economy

5.30. Regional and Sub Regional Gross Disposable Household Income (GDHI) estimates released on 24 May 2018 by the ONS highlighted that GDHI per head for the UK increased from 16,621 in 2011 to 19,432 in 2016 (16.9%).

5.31. GDHI for the North West was £121,079 million in 2016, an increase of 15.9% from the 2011 value, £104,485 million. GDHI per head in the region rose from £14,808 in 2011 to £16,761 in 2016, an increase of 13.2%.

5.32. GDHI for Warrington stood at £4,049 million in 2016 the second lowest of all the Cheshire Local Authorities. However, the figure is a significant increase of 2.2% from 2015, the highest increase within the sub-region. GDHI per head in Warrington (£19,377) is slightly below the national average of £19,878 but significantly higher than the region (£16,761). The GDHI per head in Warrington in 2016 increased by 1.6% on the 2015 figures compared to Cheshire West and Cheshire East, which declined 2.4% and 0.2% respectively. GDHI per head relative to the UK (where UK = 100) for Warrington in 2016 was 99.7, the second highest in the sub-region.

	Total GDHI 2016 £Million	Increase on 2015 %	GDHI Per Head £	Increase on 2015 %	Per Head Index UK = 100
England	1,098,599	1.5	19,878	0.6	102.3
North West	121,079	0.5	16,761	-0.2	86.3
Warrington	4,049	2.2	19,377	1.6	99.7
Cheshire East	8,310	0.2	22,025	-0.2	113.34
Cheshire West and Chester	6,504	-1.9	19,372	-2.4	99.69
Halton	1,960	1.0	15,396	0.5	79.23

Figure 5.7: Gross Disposable Household Income by area 19,432

[Source: 2018, ONS headline GVA million]

- 5.33. Data of earnings by workplace published by NOMIS (2018) identifies the average gross weekly pay and hourly pay for full time workers within Warrington and the region.
- 5.34. Within the North West male full-time workers earned £571.90 compared to £472.40 for full-time women workers giving a gross weekly pay of £529.60. This is lower than the Great Britain average of £571.10 (£612.20 for men and £510.00 for women).
- 5.35. The data reveals that on average for full-time workers within Warrington the gross average weekly pay was £569.50 (£632.40 for men and £515.70 for women) above the regional (£529.60) figure but slightly below the Great Britain (£571.10) average. The Warrington figure is a 14.6% increase on 2013 NOMIS figure and the second highest average within the Cheshire sub-region. The averages within the other sub-regional authorities are Cheshire East (£588.10), Cheshire West (£562.20), and Halton (£556.00).

Employment

Economically Active – In Employment

- 5.36. There have been consistently steady levels of job creation in Warrington with the number of residents who are in work remaining relatively steady even during the previous recession. According to NOMIS figures, before the economic downturn there were 79.5% of working age residents in employment in Warrington (June 2006-July 2007). The most up to date figures put 129,700 (79.0%) of Warrington residents aged 16-64 in employment (July 2017-June 2018), a small drop of 3.4% since July 2012-June 2013 when 82.4% of 16-64-year old were in employment.

5.37. The most recent figures mean that the employment rate of economically active residents aged 16-64 is 79.0%, which is above the regional (76.7%) and Greater Manchester (76.3%) averages and slightly above national (78.4%) rates. This is shown in Table 5.8 which identifies the percentage of economically active within the working age group (16 – 64) who were employed for each time period. In addition, this is shown relative to the comparative percentages for the other Cheshire Local Authorities, region and nationally. The figures demonstrate the strength of the employment opportunities within the Cheshire Authorities in comparison to other areas in the North West.

	In Employment (%) Jul 07 – Jun 08	In Employment (%) Jul 17 – Jun 18
Great Britain	76.7	78.4
North West	74.5	76.7
Greater Manchester	74.1	76.3
Warrington	78.5	79.0
Cheshire East	78.5	77.4
Cheshire West	76.6	77.7
Halton	73.9	77.9

Table 5.8: Total number of people economically active in employment (16-64)

[Source: UK National Statistics NOMIS official labour market statistics – All people – Economically active – In employment (website visited: 9 December 2018)]

Labour Force

5.38. Table 5.9 below provides the levels of economic activity and economic inactivity for people aged 16-74 in the individual wards, the socio-economic study area, Warrington and England.

	Birchwood	Culcheth, Glazebury and Croft	Poplars and Hulme	Poulton North	Rixton and Woolston	Cadishead	Study Area	Warrington	England
All categories: Economic activity 16 – 74	8,783	9,752	8,164	8,340	7,598	8,100	50,737	163,477	42,989,620

	Birchwood	Culcheth, Glazebury and Croft	Poplars and Hulme	Poulton North	Rixton and Woolston	Cadishead	Study Area	Warrington	England
Economically Active (%)									
In employment: Part-time	14.58	15.09	17.21	17.10	15.89	14.41	15.68	15.22	14.40
In employment: Full-time	42.49	30.60	36.00	35.52	40.39	41.41	37.53	39.49	35.41
Self-employed	6.32	8.95	5.17	5.47	8.16	6.40	6.79	7.22	9.06
Unemployed	4.63	3.16	7.17	5.83	3.04	4.54	4.70	4.23	4.71
Economically Inactive (%)									
Retired	18.41	26.00	18.02	20.58	23.77	18.41	21.18	21.55	21.20
Student	3.58	3.66	3.53	5.58	2.86	3.58	3.74	3.34	5.26
Looking after home or family	3.23	2.41	4.58	3.38	2.36	3.23	3.23	3.03	3.98
Long-term sick or disabled	5.16	2.68	5.90	5.00	2.59	5.16	4.40	3.88	3.81
Other	1.59	7.44	2.43	1.56	0.95	1.59	2.75	2.04	2.18

Table 5.9: Economic Activity (people aged 16-74)

[Source: ONS Census 2011]

5.39. The Study Area has a comparable economic active rate (65%) when compared with Warrington (66%) and England (63%) averages. Looking within the Study Area at the individual wards, they all have economic activity rates of a similar level and slightly above the National figures with the exception of Culcheth, Glazebury and Croft. The lower economic active rate in Culcheth, Glazebury and Croft can be attributed to the higher rate of those economically inactive especially those in the retired and 'economically inactive other' categories.

- 5.40. The Study Area (7%) has the same percentage of people who are self-employed than the Borough (7%), but slightly below the national average (9%). It is clear that there is a higher rate of self-employment in the more rural wards of Culcheth, Glazebury and Croft & Rixton and Woolston (9 and 8% respectively) than the more urban parts of the Study Area.
- 5.41. The average unemployment rate for people aged 16-74 who are economically active for the Study Area is 5%, which is slightly higher than the figure for the Borough (4%), but in line with the national average (5%). There are wide ranging unemployment figures within the Study Area. The more central ward of Poplars and Hulme has the highest proportion of the unemployed running at 7% compared to the more rural wards of Culcheth, Glazebury and Croft & Rixton and Woolston which have a relatively low level at 3%.
- 5.42. Within the majority of the wards within the Study Area, the rate of people aged 16-74, who classified as students is between 3 and 4%, which is in line with the average for the Borough, but below the national average (5%). The relatively low level of students within Warrington can be largely attributed to the lack of a university within the town.
- 5.43. With regard to economic inactivity, average figures for people who are retired in the Study Area (21%) are comparable with the borough (22%) and national (21%) figures. Again, the more rural wards of Culcheth, Glazebury and Croft & Rixton and Woolston have the highest rate of retirees (both at 26% and 24% respectively). There are lower rates in the more urban wards of Birchwood (18%), Poplars and Hulme (18%), Poulton North (15%), and Cadishead (20%).
- 5.44. The ward of Poplars and Hulme has the highest rate for the long-term sick or disabled (6%), compared to the national and Borough average of 4%. The other wards in the Study Areas are broadly in line with national exceptions.

Occupation

- 5.45. The occupational structure of those in employment is influenced by a number of factors such as the skill levels of the working age population and the type of employment opportunities available within the various spatial levels, such as the individual wards, the town and the wider sub-region. Table 15.10 outlines the differences in occupations amongst residents of the wards within the study area and those of Warrington and England.

	Birchwood	Culcheth, Glazebury and Croft	Poplars and Hulme	Poulton North	Rixton and Woolston	Cadishead	Study Area	Warrington	England
All categories: Economic activity 16 – 74	5,556	5,282	4,759	4,828	4,879	5,019	30,323	100,856	25,162,721
1. Managers, directors and senior officials	9.1%	16.0%	6.7%	9.1%	10.9%	7.4%	9.91%	11.1%	10.9%
2. Professional occupations	16.9%	22.7%	8.7%	14.1%	15.7%	11.3%	15.07%	18.1%	17.5%
3. Associate professional and technical occupations	14.2	13.8	8.7	11.5	11.6	10.6	11.81	13.0	12.8
4. Administrative and secretarial occupations	13.0	10.1	10.5	12.7	14.4	13.1	12.28	11.6	11.5
5. Skilled trades occupations	7.3	8.7	11.9	9.6	12.6	12.1	10.29	9.5	11.4
6. Caring, leisure and other service occupations	7.9	7.4	11.2	9.1	8.6	10.2	9.04	8.6	9.3
7. Sales and customer service occupations	11.8	6.5	13.5	12.7	8.9	10.7	10.64	9.8	8.4
8. Process plant and machine operatives	7.4	5.5	10.3	7.6	7.2	11.1	8.13	6.8	7.2
9. Elementary occupations	12.4	9.3	18.5	13.6	10.0	13.6	12.84	11.5	11.1

Table 5.10: Employment by Occupation (people aged 16-74 in employment)

[Source: ONS Census 2011]

- 5.46. The Study Area has a slightly lower than average number of people in managerial, professional and associate professional/technical occupations when compared with Borough and national figures. In comparison the Study Area has a higher than average number of people working in administration and secretarial occupations, skilled trader occupations, caring, leisure and other service occupations, sales and customer service occupations, process plant and machine operatives and elementary occupations.
- 5.47. Looking more closely at ward level, elementary occupations in Poplars and Hulme are almost double that for Culcheth, Glazebury and Croft. Equally in Birchwood there is noticeably higher proportion of workers in sales and customer services that in the Study Area and the Borough.

Employment by Industry

- 5.48. It is important to consider the various sectors and industries that employ residents in the individual wards, and compare the figures with those of the socio-economic study area, the Borough and England to reveal any trends and differences.

	Birchwood (%)	Culcheth, Glazebury and Croft (%)	Poplars and Hulme (%)	Poulton North (%)	Rixton and Woolston (%)	Cadishead (%)	Study Area	Warrington (%)	England (%)
All People (16-74 in employment)	5,568	5,329	4,766	4,844	4,896	5,039	30,442	101,235	25,308,888
Agriculture, energy and water	2.53	3.72	2.52	2.56	2.94	2.96	2.88	3.09	2.26
Manufacturing	8.44	8.14	9.11	8.57	10.36	10.02	9.08	8.76	8.86
Construction	5.80	7.62	7.70	6.71	8.64	8.16	7.41	7.20	7.67
Wholesale and retail trade; repair of motor vehicles and motor cycles	17.28	14.62	21.23	20.73	17.97	20.96	18.70	17.50	15.93
Transport and storage	7.15	4.45	8.39	7.04	5.86	7.24	6.66	6.11	5.01
Accommodation and food service activities	4.31	4.82	5.98	4.89	4.21	4.56	4.78	4.70	5.56
Information and communication	6.63	4.32	4.03	4.91	4.82	4.35	4.87	5.07	4.06
Financial and insurance activities	3.04	3.08	2.37	2.56	3.70	2.92	2.95	3.30	4.38
Real estate activities	0.86	1.28	0.88	0.99	0.96	0.95	0.99	1.21	1.46
Professional, scientific and technical activities	8.19	8.74	3.67	5.97	6.39	5.42	6.48	6.77	6.71
Administrative and support service activities	6.59	4.75	6.55	5.28	4.82	6.43	5.74	5.20	4.92
Public administration and defence; compulsory social security	6.36	8.89	4.24	5.02	5.19	4.27	5.72	5.64	5.89
Education	8.66	10.92	5.98	8.71	8.58	6.51	8.27	8.60	9.89
Human health and social work activities	9.45	10.77	12.74	11.33	11.52	11.29	11.13	12.50	12.40
Other	4.72	3.88	4.62	4.73	4.04	3.97	4.33	4.36	5.01

Table 5.11: Economic Activity and Employment by Sector (people aged 16-74)

[Source: ONS Census 2011: KS601EW – last updated January 2013]

5.49. The figures for the Study Area outlined in Table 5.11 are broadly similar to those of the city and England. However, there is noticeably a higher proportion of the economically active in the Study Area being involved in ‘wholesale and retail trade; repair of motor vehicles and motorcycles’ as well as ‘transport and storage’. This is largely due to the strength of the logistics sector in the northern part of Warrington.

- 5.50. The number of people employed in construction is above the national average in Poplars and Hulme, Rixton and Woolston and Cadishead, but lower in the remaining three wards in the Study Area. Rixton and Woolston and Cadishead also have a relatively high proportion of workers involved in the manufacturing sector. Whilst Birchwood has a particular strength in the information and communication sector.

Travel to Work

- 5.51. There are six rail stations within the Borough of Warrington providing services across the North West and nationally. Warrington Bank Quay Station is located on the West Coast Main Line which provides a frequent service to London and Edinburgh, which currently takes less than two hours to the Capital. Furthermore, the arrival of HS2 services at Warrington Bank Quay station will provide new opportunities to reinforce the town's status as a transport hub and will potentially cut the travel time to London in slightly more than one hour. The local stations of Sankey-for-Penketh, Warrington Central, Padgate, Birchwood and Glazebrook stations all lie on the Trans-Pennine line between Manchester and Liverpool.
- 5.52. There is a comprehensive network of local bus services, providing extensive coverage of the urban areas of the Borough. The provision of bus services in the rural fringes is less comprehensive. The network is strongly focused on the town centre where most bus services terminate in the bus interchange which opened in 2006. The principal bus operator is the Council-owned Warrington Own Buses which operates around 90% of local bus mileage in the Borough. Other services and services to further afield destinations are provided by Arriva, First Manchester and Halton Transport.
- 5.53. Warrington lies at the centre of the region's communications network. The M6, M56 and M62 motorways intersect within the Borough, providing good access to all parts of the region and beyond.
- 5.54. Table 5.12 sets out the level of car ownership in the individual wards and compares the information with those of the socio-economic study area, Warrington, and England to reveal where there are high and low levels of car ownership.

	All Households	No cars or vans in household	1 car or van in household	2 cars or vans in household
England	22,063,368	5,691,251	9,301,776	5,441,593
Warrington	85,140	16,409	35,587	26,623
Poplars and Hulme	4,559	1,574	1,921	859
Birchwood	4,839	985	2,296	1,263
Culcheth, Glazebury and Croft	4,457	510	1,736	1,735
Poulton North	4,304	998	1,902	1,116
Rixton and Woolston	3,702	364	1,445	1,463
Cadishead	4,381	1,149	2,032	952
Study Area	26,242	5,580	11,332	7,388

Table 5.12: Car Ownership in 2013
[Source: ONS - Census 2011]

5.55. Table 5.13 illustrates the most popular travel to work method for residents in employment within each ward and compares the figures with the study area, Warrington and England figures.

	Birchwood	Culcheth, Glazebury and Croft	Poplars and Hulme	Poulton North	Rixton and Woolston	Cadishead	Study Area	Warrington	England
All People (16- 74)	8,225	8,666	7,491	7,777	6,991	7,434	46,584	149,461	38,881,374
Work mainly at or from home	2.49%	4.98%	1.98%	2.22%	3.18%	2.18%	2.88%	3.11%	3.47%
Underground, metro, light rail, tram	0.09%	0.09%	0.00%	0.09%	0.04%	0.20%	0.09%	0.10%	2.64%
Train	2.58%	0.92%	0.67%	1.20%	1.27%	2.54%	1.53%	1.44%	3.46%
Bus, minibus or coach	2.65%	1.89%	6.57%	3.96%	2.17%	4.25%	3.54%	3.37%	4.85%
Taxi	0.21%	0.15%	0.43%	0.40%	0.21%	0.62%	0.33%	0.27%	0.34%
Motorcycle, scooter or moped	0.43%	0.36%	0.64%	0.59%	0.46%	0.71%	0.53%	0.46%	0.53%
Driving a car or van	45.18%	42.91%	40.64%	43.42%	53.13%	42.99%	44.58%	47.65%	36.90%

	Birchwood	Culcheth, Glazebury and Croft	Poplars and Hulme	Poulton North	Rixton and Woolston	Cadishead	Study Area	Warrington	England
Passenger in a car or van	3.70%	2.33%	5.57%	4.29%	3.86%	4.44%	3.99%	3.88%	3.25%
Bicycle	1.93%	0.68%	2.60%	1.74%	1.72%	2.14%	1.78%	1.75%	1.91%
On foot	8.10%	5.87%	4.23%	3.92%	3.53%	7.09%	5.52%	5.10%	6.95%
Other method of travel to work	0.21%	0.75%	0.21%	0.24%	0.21%	0.35%	0.34%	0.35%	0.42%
Not in employment	32.45%	39.05%	36.47%	37.92%	30.21%	32.49%	34.91%	32.52%	35.28%
	2,669	3,384	2,732	2,949	2,112	2,415	16,261	48,605	13,718,653

Table 5.13: Method of Travel to Work
 [Source: ONS Census 2011]

5.56. When comparing the Study Area with the national averages, Table 5:13 demonstrates that the most popular travel to work method is via car or van. The majority of the wards in the study area have broadly similar proportion of workers travelling by car or van with the exception of Rixton and Woolston which has a significantly higher rate than the borough average, which is most likely due to its rural nature.

5.57. It also noticeable that there are relatively low levels of commuting to work by 'bus, minibus or coach' across the whole of the study area with the exception of Poplars and Holme (6.57%), which is slightly above the national average (4.85%). In addition, there is low levels of walking to work within the Study Area (5.52%) and the wider Borough (5.10%). However, are relatively high levels of commuting on foot within Birchwood (8.10%), which could be due to relative accessibility to nearby employment opportunities at Birchwood Business Park.

Economically Active - Unemployed

5.58. The most up to date figures relating to unemployment are dated October 2018 sourced from the Office for National Statistics - NOMIS. The claimant count is the number of people who are receiving out of work benefits. Given that official unemployment figures are partially based on the number of Job Seekers Allowance claimants it is important to also consider these rates in detail for the study area. However, the claimant count may not reflect the true level of unemployment, given that on all the unemployed will not

claim welfare benefits, some are deterred because they cannot prove they are looking for work and some cannot claim while on relatively low earnings from part time work or on 'zero hour' contracts.

- 5.59. Table 5.14 provides information on the percentage of people aged 16-64 who are claiming Job Seekers Allowance. The information is provided for the individual wards, the socio-economic study area and wider spatial indicators including Warrington and Region.

	JSA Claimants (October 2018)
Great Britain	2.2%
North West	3.6%
Warrington	2.4%
Birchwood	3.3%
Culcheth, Glazebury and Croft	1.3%
Poplars and Hulme	4.9%
Poulton North	3.7%
Rixton and Woolston	1.4%
Cadishead	2.0%
Study Area	2.76%

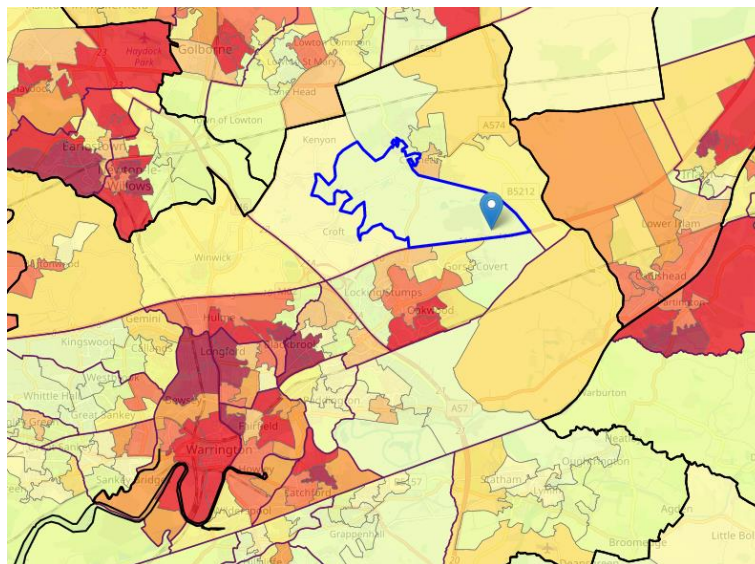
Table 5.14: Job Seekers Allowance Claimant Rate (% of the resident population aged 16 to 64) (October 2018)
 [Source –NOMIS official labour market statistics – Claimant Count (16-64) - Data Set (October 2018)]

- 5.60. Significantly higher unemployment figures are recorded in the more urban wards of Birchwood (3.3%), Poplars and Hulme (4.9%) and Poulton North (3.7%) when compared with the Borough (2.4%) and Great Britain (2.2%) figures. The unemployment rate in the Study Area (2.76%) and the Borough (2.4%) are marginally above the national average, but significantly below the Regional average (3.6%).

IMD 2015 – Income & Employment Deprivation

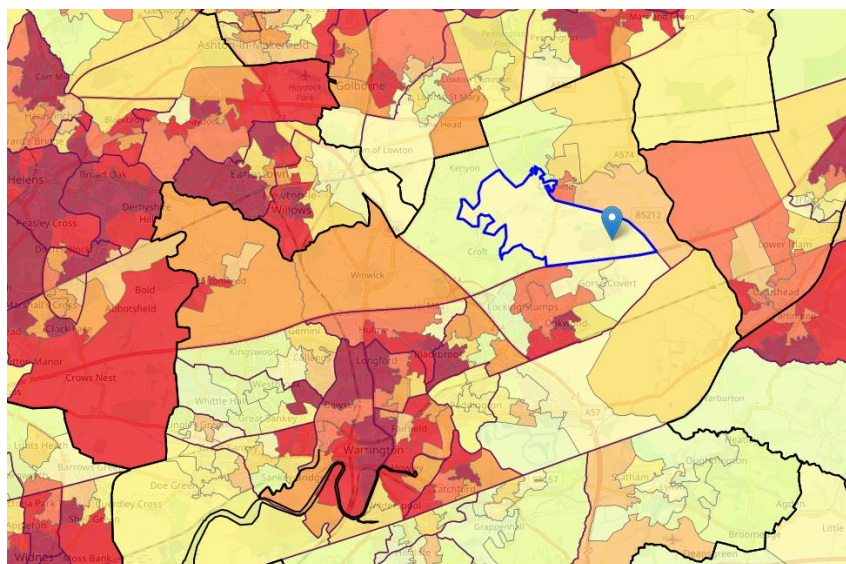
- 5.61. The IMD 2015 provides indices in respect of income and employment deprivation. The income index measures the proportion of the population in an area who experience low income deprivation. The employment index measures deprivation in the form of involuntary exclusion of the working age population from employment. Figure 5.1 and Figure 5.2 below maps the levels of income deprivation and employment deprivation and indicates where the development site is located.

Figure 5.1: IMD 2015 – Income Deprivation



[Source: Department for Communities and Local Government, IMD 2015]

Figure 5.2: IMD 2015 – Employment Deprivation



[Source: Department for Communities and Local Government, IMD 2015]

5.62. Families experiencing employment deprivation are very likely to also experience income deprivation; therefore, the LSOA’s that are ranked as most deprived on the Income Deprivation Domain are also ranked as most deprived on the Employment Deprivation

Domain. Levels of income deprivation and employment deprivation vary widely between neighbourhoods.

- 5.63. Within Warrington, 28 out of 127 LSOA (22%) are within the worst quintile nationally. These 28 LSOAs range from having between 18% and 30% of their working age population suffering worklessness. 12 of these 28 LSOAs fall within the most deprived 10% of neighbourhoods nationally. In respect to the Study Area, the three urban wards of Birchwood (1 LSOA), Poulton North (1 LSOA) and Poplars and Hulme (2 LSOAs) contain neighbourhoods within the most deprived 10% of neighbourhoods nationally in respect to employment. Cadishead contains no LSOAs within the worst quintile, but does contain a LSOA within the 20% most employment deprived neighbourhoods.
- 5.64. Nineteen of Warrington's 127 LSOAs (15%) are ranked within the 20% most income deprived neighbourhoods in the country. Whilst 9 neighbourhoods in Warrington fall within the 10% most income deprived nationally. In respect to the Study Area, Poulton North (2 LSOA) and Poplars and Hulme (1 LSOAs) contain neighbourhoods within the most deprived 10% of neighbourhoods nationally in respect to income. Cadishead contains no LSOAs within the worst quintile, but does contain a LSOA within the 30% most income deprived neighbourhoods.

Economy, Employment and Unemployment Summary Messages

Local Economy

- In 2015 Warrington accounted for 20% of the **GVA** of North West, which is an increase of 1.1% on the 2010 figure.
- In 2015, **GVA per capita** in Warrington stood at £30,140, higher than both the national and regional averages of £26,365 and £22,426.
- **GDHI per head** in Warrington (£19,377) is below the national average of £19,878 but higher than the region (£16,761) average.
- On average for full time workers within Warrington the **gross weekly pay** is £569.50 (£632.40 for men and £515.70 for women), above the regional figure but below the Great Britain (£571.10) average.

Employment

- The **employment rate** of economically active residents of Warrington aged 16-64 is 79.0%, which is above the regional (76.7%) and the national (79.4%) rates.
- The wards in the Study Area also experience a relatively high economic activity rates in line with the national figure.
- The **unemployment rate** in the Study Area is slightly above the borough average, but below the national figure. The more central wards of Poplars and Hulme and Poulton North have above national average unemployment rates of 7% and 5.8% respectively compared to the other wards in the Study Area and national average figure of 4.71%.
- The wards of Poplars and Hulme and Poulton North have high rates for the long-term sick or disabled (7.9 and 5.0%), when compared to the Borough (2.04%) and national (2.18%) figures.
- **Employment by occupation** information demonstrates that in the wards of Poplars and Hulme, Poulton North, Birchwood and Cadishead there are high levels of people employed in elementary occupations. There are also higher number of people working in administrative and secretarial occupations, sales and customer service occupations across the Study Area.
- **Employment by industry** data shows that there is a relatively high proportion of people employed in the wholesale and retail trade; repair of motor vehicles and motorcycles' as well as 'transport and storage' sectors. In addition, the number of people employed in construction is above the national average in Poplars and Hulme, Rixton and Woolston and Cadishead, but lower in the remaining three wards in the Study Area. Rixton and Woolston and Cadishead also have a relatively high proportion of workers involved in the manufacturing sector. Whilst Birchwood has a particular strength in the information and communication sector
- **Travel to work** figures shows the majority of people in the Study Ward travel to work via car or van, but there was also a high proportion of people in the

Poplars and Hulme ward who use a bus / minibus / coach. Whilst Birchwood has a relatively high proportion of workers who travel to work by foot. These figures correspond with car ownership figures with the highest percentage of households who do not have access to a car or van being located within Poplars and Hulme.

Unemployment

- The **unemployment rate** in Warrington is slightly above the national average with three out of the six wards within the Study Area having a higher than national average unemployment rate.
- The more central wards recorded higher unemployment figures compared to the rural wards of Culcheth and Rixton, with Poplars and Hulme (4.9%). The **JSA claimant figure** for Poplars and Hulme is nearly four times that of Culcheth, Glazebury, and Croft (1.3%) and significantly higher than the national average (2.2%).

Community Infrastructure

5.65. Access to greenspace and open space within communities can impact people's lives. Warrington Council's Open Space Audit 2015 (published July 2016) identified that the following amounts of public open space in each of the five wards in the Study Area that fall within its administrative area:

- Birchwood – 201.47 ha
- Culcheth, Glazebury and Croft – 97.83 ha
- Poplars and Hulme – 58.48 ha
- Poulton North – 87.58 ha
- Rixton and Woolston – 76.70 ha

5.66. The Open Space Audit goes on to identify the deficiencies in the different types of POS within the individual wards. In summary, it identifies the following:

- Equipped Play – deficit across all five wards;
- Informal Play – deficit in all wards except Rixton and Woolston;
- Outdoor Sports - no deficit in any of the wards;
- Parks and gardens – only identified a deficit in Culcheth, Glazebury and Croft;
- Natural/Semi Natural Greenspace – identified a deficit in Culcheth, Glazebury and Croft, Poulton North, and Poplars and Hulme.

5.67. The Salford City Council Infrastructure Delivery Plan (January 2019) does not identify the specific quantum of public open space within Cadishead or a specific deficit of public open space in the ward. However, it did identify that Princess Park provides a wide range of facilities including grass pitches, skate park, bowling green, tennis courts, outdoor gym, play areas and local green space. It also identified a number of other areas of provision such as Cadishead Park.

5.68. It considered that the following areas comprise of main areas of community infrastructure within the local area:

- Gorse Covert Mounds is located to the south of the site in Birchwood. It covers an area of 19.56 ha (48.41 acres) and includes a mosaic of habitats including woodland, scrub and open space. There are a number of permissive footpaths across the site.
- Risley Country Park and Local Nature Reserve is located to the south of the Application Site and to the west of Birchwood. It comprises of 83 ha of peat bog which is open to the public and provides woodland walks, picnic areas and a visitor centre.
- Culcheth Linear Park is a 2.5 km linear walking route, which stretches from the A 574 Warrington Rd to the Liverpool to Manchester railway line. It was created from a disused railway cutting that once carried the Lowton – Manchester branch line. The linear Park provides a level walk that is accessible to families and those with poor mobility.

- Rixton Claypit Nature Reserve comprises of a former brick quarry and is also a Special Area for Conservation because of the presence of Great Crested Newts. The site covers approximately 80 acres and provides a visitor centre and a number of walking routes by ponds, pits, wildflower meadows and woodland.
- Birchwood Forest Park covers an area formerly occupied by Royal Ordnance Factory ROF Risley. It covers an area of 500 acres and stretches from the M6 in the West and the M6 to the east. The park comprises of mainly grassland and woodland and provides a range of facilities including play areas, skate park, playing pictures and car parking.

Quality of Life Indicators (Education & Skills, Health & Wellbeing, Deprivation and Crime)

Education and Skills

- 5.69. Education is important and there is little doubt that skills are vital to sustainable economic growth and stronger communities. It improves career prospects; financial power and the education profile of the area will be a key determinant for employers. A local population with a higher level of skills will support the needs of the local economy by being work ready, will strengthen economic growth and reduce the skills gap and shortages. People living in the most deprived neighbourhoods are less likely to access higher education and training opportunities due a number of constraints.
- 5.70. Table 5.15 provides a breakdown of the qualifications achieved by residents aged 16-74 in the individual wards and compares this information with wider spatial indicators.

	Birchwood	Culcheth, Glazebury and Croft	Poplars and Hulme	Poulton North	Rixton and Woolston	Cadishead	Study Area	Warrington	England
All People Aged 16 and over Highest Level of Qualification (16-74)	8,783	9,752	8,164	8,340	7,598	8,100	50,737	163,477	42,989,620
No qualifications	19.6%	19.2%	31.0%	22.3%	19.9%	27.5%	23.09%	20.7%	22.5%
Level I qualifications	14.7%	12.8%	19.4%	15.2%	15.4%	18.4%	15.85%	14.6%	13.3%

	Birchwood	Culcheth, Glazebury and Croft	Poplars and Hulme	Poulton North	Rixton and Woolston	Cadishead	Study Area	Warrington	England
Level 2 qualifications	18.0%	15.5%	17.4%	18.0%	17.1%	18.0%	17.29%	16.5%	15.2%
Apprenticeship	3.4%	3.7%	3.5%	4.0%	5.2%	4.0%	3.96%	4.1%	3.6%
Level 3 qualifications	12.9%	11.0%	11.8%	15.2%	12.8%	12.5%	12.65%	12.6%	12.4%
Level 4 qualifications and above	27.1%	34.4%	12.7%	21.3%	25.4%	15.9%	23.18%	27.4%	27.4%
Other qualifications	4.3%	3.5%	4.2%	4.0%	4.1%	3.8%	3.98%	4.1%	5.7%

Table 5.15: Qualification and Skills Levels, 2013
 [Source: ONS Census 2011]

- 5.71. When comparing the Study Area with the Borough and national figures, Table 5.15 demonstrates that there is a slightly higher proportion of the Study Area's population with no qualifications (23.09%) (0.9% above the national average). Of the six wards within the Study Area, Poplars and Hulme and Cadishead have higher than average figures for their population with no qualification (31% and 27.5%). However, all the wards, with the exception of Culcheth, Glazebury and Croft, have higher proportion of adult residents with Level 1 Qualifications when compared to the national average (13.3%).
- 5.72. Looking at apprenticeships, the Study Area (3.96%) has a below average figure when compared with the Borough (4.1%), but higher than the national (3.6%) figure. The figures for apprenticeships are broadly similar across the Study Area, but with Rixton and Woolston (5.2%) having the highest proportion compared to Birchwood (3.4%) having the lowest.
- 5.73. The most common qualifications in the Study Area are Level 4 and above (23.8%), which is below the Borough (27.4%) and national (27.4%) figures. The Culcheth, Glazebury, and Croft (34.4%) and Rixton and Woolston (25.4%) wards have the highest proportion of the population with Level 4 qualifications and above when compared to the other wards within the Study Area (23.18%), the Borough (27.4%) and national (27.4%) figures.

- 5.74. 2.3% of young people aged 16-18 are not engaged in employment, education or training (NEET), the second lowest figure of all Local Authorities in the region (Department for Education: NEET data by Local Authority, October 2016).
- 5.75. There is little doubt that skills are vital to sustainable economic growth and stronger communities. People, especially younger people living in the most deprived neighbourhoods in Warrington are less likely to access higher education, training, apprenticeships and employment opportunities and are likely to face further financial barriers.

IMD 2015 – Education, Skills and Training

- 5.76. The IMD 2015 provides indices in respect of education, skills and training deprivation. The domain measures the lack of attainment and skills in the local population. The indicators fall into two sub-domains: one relating to children and young people and one relating to adult skills. Figure 5.3 below maps the levels of income deprivation and employment deprivation and indicates where the development site is located.

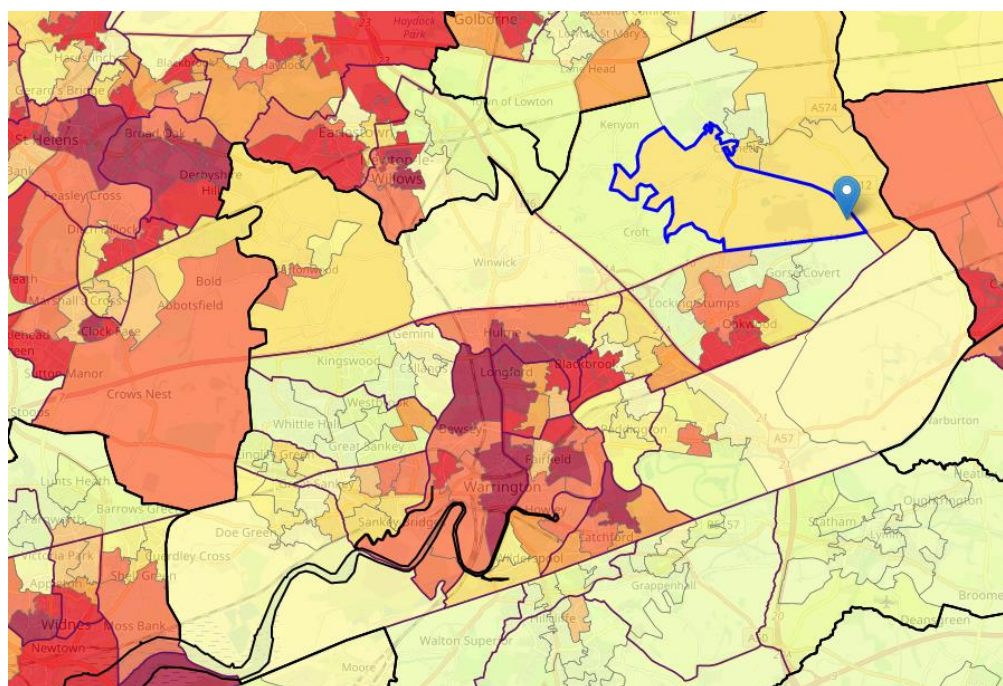


Figure 5.3: IMD 2015: Education, Skills and Training

[Source: Department for Communities and Local Government, IMD 2015]

- 5.77. Figure 5.3 demonstrate that the more central wards of Poplars and Hulme, Poulton North and Birchwood are facing much higher levels of education, skills and training deprivation than the more rural wards of Culcheth, Glazebury, and Croft and Rixton and Woolston.
- 5.78. The ward Poplars and Hulme contains four LSOAs within the 10% most deprived neighbourhoods in the country in respect to education, skills and training. Whilst all the Wards in the Study Area, with the exception of Culcheth, Glazebury and Croft, have neighbourhoods that fall within the 30% most deprived LSOAs for education, skills and training.

Health and Wellbeing

- 5.79. The health of people in Warrington Borough is similar to the England average. However, the residents in a number of wards within the study area have marginally poorer health than the national average especially those classed as being in ‘bad’ and ‘very bad’ health. Child poverty is at the roots of many poor outcomes for children and young people and for their families, not only in terms of health but also educational attainment and employment prospects. There are links between economic disadvantage and poverty, in terms of labour market barriers, financial exclusion, unemployment and worklessness.
- 5.80. Table 5.16 provides the general health of the population of the wards with the Warrington and national averages.

	Birchwood	Culcheth, Glazebury and Croft	Poplars and Hulme	Poulton North	Rixton and Woolston	Cadishead	Study Area	Warrington	England
All People aged 16 -74 who are of	10,701	11,690	10,528	10,266	9,116	10,264	62,565	202,228	53,012,456
Very Good Heath	45.96%	48.53%	45.95%	46.90%	49.57%	45.07%	46.97%	49.81%	47.17%
Good Health	34.57%	33.66%	33.20%	33.43%	33.92%	34.28%	33.84%	32.75%	34.22%
Fair Health	12.97%	12.41%	13.73%	13.31%	12.13%	14.28%	13.14%	12.09%	13.12%
Bad Health	4.96%	4.20%	5.71%	5.07%	3.41%	5.15%	4.77%	4.19%	4.25%
Very Bad Health	1.54%	1.20%	1.41%	1.30%	0.97%	1.21%	1.28%	1.17%	1.25%

Table 5.16: General Health
 [Source: ONS Census 2011]

- 5.81. The health of the population of the Study Area is generally similar to the Borough and national averages. However, the figures for the wards of Birchwood, Poplars and Hulme, Poulton North and Cadishead show an increase in those people stating 'bad' and 'very bad' health when compared to the other wards within the Study Area, Borough and nationally.
- 5.82. At 77.6 years, life expectancy for males in Warrington is lower than the England average of 78.3 years. Female life expectancy is also lower; 81.2 years locally compared to 82.3 years for England. However, there are substantial differences in life expectancy within the Borough with the pattern following the pattern of deprivation. For males there is a difference of 9.9 years between the most and least deprived areas within Warrington. For females, the difference is slightly less at 7.4 years (NHS: Summary of Joint Strategic Needs Assessment for Warrington).

IMD 2015 – Health Deprivation and Disability

- 5.83. The IMD 2015 assess health deprivation and disability. This identified high rates of people who die prematurely, whose quality of life is impaired by poor health or who are disabled. The domain measures morbidity, disability and premature mortality but not aspects of behaviour or environment that may be predictive of future health deprivation. Figure 5.4 below maps the IMD 2015 information with the development site indicated.

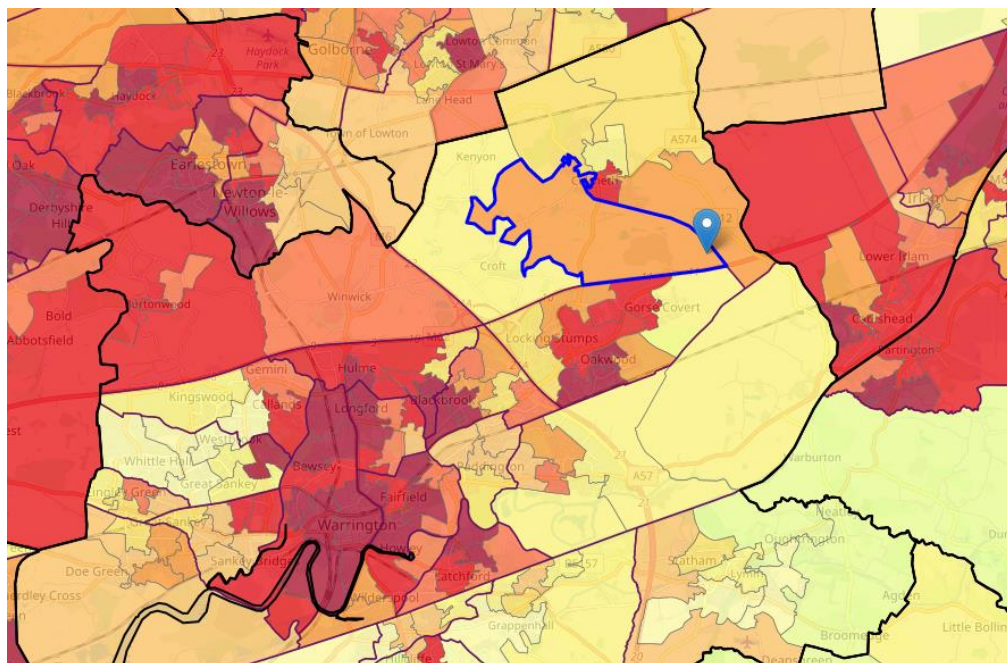


Figure 5.4: IMD 2015 – Health and Disability

[Source: Department for Communities and Local Government, IMD 2015]

- 5.84. Figure 6.5 demonstrate that the more urban wards of Poplars and Hulme, Poulton North, Birchwood and Cadishead are facing higher levels of health and disability deprivation than the more rural wards of Culcheth, Glazebury and Croft and Rixton and Woolston.
- 5.85. It is evident that there are significant areas of deprivation associated with health and disability within the Study Area. The wards of Poplars and Hulme (3), Poulton North (2), Birchwood (2) and Cadishead (1) contain neighbourhoods that fall within the 10% most deprived for health and disability within the country. Whilst there are significant number of neighbourhoods within all the wards within the Study Area that fall within the 30% most deprived LSOAs for health and disability. Therefore, it is evident that health in the Study Area is generally worse than many parts of the country.

Crime and Disorder

- 5.86. Crime is associated with social disorganisation, low social capital, relative deprivation and health inequalities, and can have an impact on people's choice to move to an area.

IMD 2015 – Crime and Disorder

- 5.87. The crime and disorder index measure the rate of recorded crime for four major crime themes representing the occurrence of personal and material victimisation. Figure 5.5 show the indices of deprivation relating to crime and disorder for the Study Area.

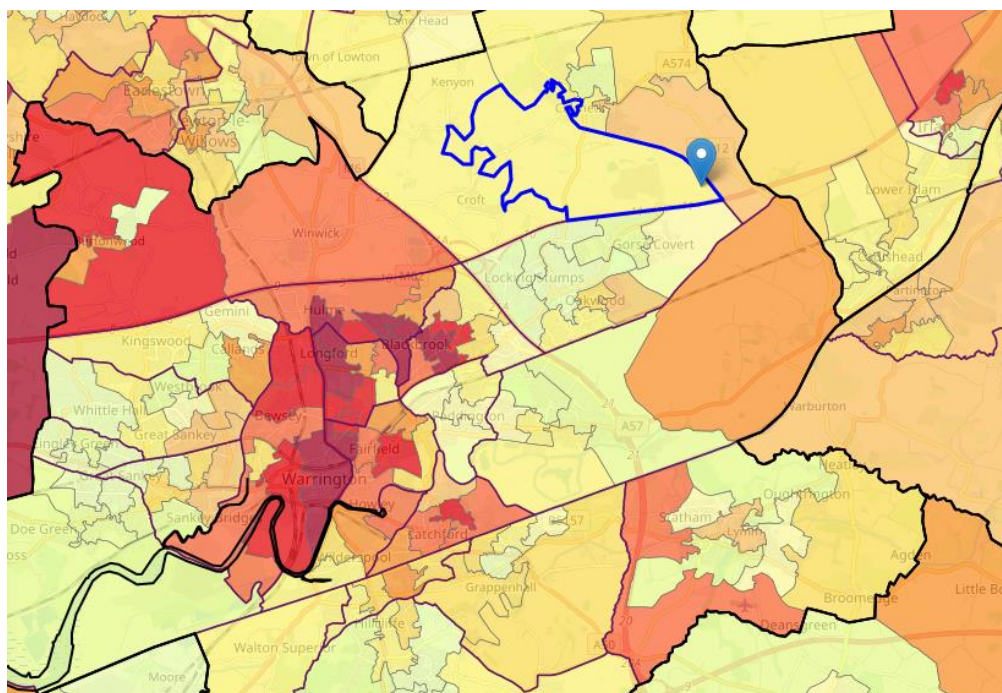


Figure 5.5: IMD 2015 – Crime and Disorder

Source: Department for Communities and Local Government, [IMD 2015]

- 5.88. Figure 5.5 demonstrate that the wards of Poplars and Hulme and Poulton North are facing higher levels of crime and disorder deprivation compared to the other four wards in the Study Area. LSOA's within Poplars and Hulme (4) and Poulton North (1) are amongst the 10% most deprived neighbourhoods in the country for crime and disorder deprivation.

Deprivation

- 5.89. The Index of Multiple Deprivation (IMD) is the Government's official measure of multiple deprivation at a small area level. The IMD is used as an objective measure of quality of life as it can be used to compare and rank deprivation between different places with

reasonable confidence. The IMD data can be used to pinpoint pockets of deprivation or highlight variations within a wider geographical area.

5.90. The IMD 2015 is an overall measure of conditions in every neighbourhood in England. It is important to note that these statistics are a measure of relative deprivation, not affluence, and to recognise that not every person in a highly deprived area will themselves be deprived. Likewise, there will be some deprived people living in the least deprived areas.

5.91. The IMD 2015 provides an update on the 2010 English Indices of Deprivation and uses where possible similar but updated indicators and the same methodology. The Index of Multiple Deprivation 2015 (IMD 2015) is a Lower layer Super Output Area (LSOA) level measure of multiple deprivation, and combines information from the seven LSOA level domain indices to produce an overall relative measure of deprivation. These domains are combined using the following weights:

1. Income (22.5%)
2. Employment (22.5%)
3. Health deprivation and disability (13.5%)
4. Education skills and training (13.5%)
5. Barriers to housing and services (9.3)
6. Crime (9.3%)
7. Living Environment (9.3%)

5.92. Warrington is ranked as 176 (rank of average score) out of 326 Local Authorities within the English Indices of Deprivation 2015. Deprivation levels have increased slightly since 2010 with the authority score of 19.3% compared with 18.5% in 2010. Warrington is ranked 90th worst (out of 326 authorities) on the percentage of LSOAs falling into the most deprived 10% nationally. At the LSOA level, 12 of Warrington's neighbourhoods (9.4%) fall within 10% most deprived nationally.

5.93. The fact that rural areas rank as less deprived does not mean that they are also wealthier. The Index is designed using indicators that only measure individuals' deprivation, not their

affluence. Therefore, it does not rank places from poorest to richest, but rather from highest concentration of deprived people to lowest.

- 5.94. Each LSOA is ranked in relation to how it scores in each area. These combine to give each area a 'national ranking', with the LSOA ranking 1 the most deprived and alternatively the LSOA ranking 32,482 as the least deprived in England
- 5.95. Analysis of the IMD 2015 at ward level highlights the concentration and location of deprivation across the Borough.
- 5.96. Figure 5.6 illustrates the pattern of geographic concentration of deprivation in the communities in the Study Area. It identifies that there are three neighbourhoods within the Study Area that fall within the 10% most deprived in the country, which are located in the wards of Poplars and Hulme and Poulton North. Whilst the wards of Poplars and Hulme, Poulton North, Cadishead and Birchwood contain a total of six neighbourhoods that fall within the 20% most deprived nationally.

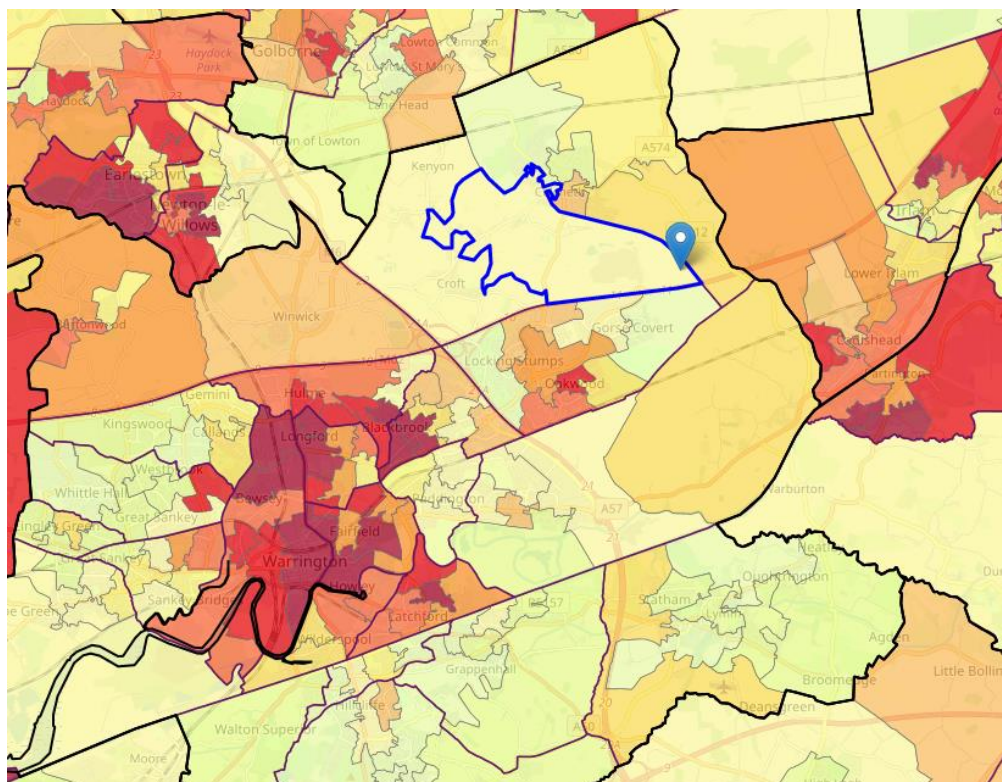


Figure 5.6: IMD 2015 – Deprivation

[Source: Department for Communities and Local Government, IMD 2015]

- 5.97. The application site is located within LSOA Warrington 001A, which is ranked 23,029 out of 32,844 neighbourhoods in England, which is amongst the 30% least deprived neighbourhoods in the country.

Evolution without the Development

- 5.98. It is evident that where the development to not come forward, the Site would remain within agricultural use and would have negligible impact on the baseline information. There are currently no alternative proposals for the Site. Therefore, the continued use of the Site for agriculture would mean that there would be no new investment and no changes to levels of employment, deprivation, crime, health, community infrastructure, education etc.

6. Alternatives Considered

- 6.1. Whilst a number of alternatives have been considered as part of the evolution of the proposals, these have not been influenced by the need to address socio-economic impacts. As a result, they are not discussed within this Technical Paper.

7. Potential Environmental Effects

Overview

- 7.1. This section identifies the economic and socio effects of the proposal and goes on to assess whether these socio-economic effects are negative or positive and establishes whether there is a need to propose mitigation measures.

Construction Phase

Population and Demographic Impacts

- 7.2. There will be no permanent increases in population during the construction phase of development and hence this will be a **negligible** impact on the population of the Study Area wards.
- 7.3. Although there will be bespoke employment strategies and charters seeking to maximise the employment benefits for the Study Area and surrounding wards, during the construction phase there may be a need for specific skills and technical expertise to be sourced from outside the Study Area, which may result in a temporary increase in people migrating into the Study Area for construction related employment opportunities. This will have a **minor positive** impact on the local wards within the Study Area and Warrington.

Economic Growth and Employment

- 7.4. It is estimated that the construction phase of the development has the potential to generate £24.8 million in cumulative GVA for Warrington and the North West economy. This will have a **substantial positive** impact on Warrington and the Regional economy.
- 7.5. It is difficult to predict the impact upon the economy during the construction phase. Extra MSA Group are investing circa £75 million to deliver the development, which will create a significant number of short-term jobs in the economy. It is estimated that this investment in construction-related activities for the development will support 970 gross construction-related direct jobs years' worth of employment in the labour market between 2021 and 2022. It equates to 97 gross Full Time Equivalent jobs (Economic

Impact Assessment, Amion 2019). This will have a **minor / moderate positive** impact on the job opportunities for the Study Area and Warrington.

7.6. Temporary construction jobs will include site remediation, construction, engineering, surveyors and infrastructure jobs associated with the expenditure incurred in constructing the Warrington MSA Junction 11 M62 development. New employment opportunities would be created in the construction, engineering and elementary sectors of employment in the Study Area and Warrington.

7.7. The investment by Extra MSA Group will have consequent job boosting ripple effect which will have a high positive impact on the Study Area and Warrington. There will be approximately 320 indirect and induced job years (equating to 32 FTE) created within the wider local economy during the construction phase (Economic Impact Assessment, Amion 2019). These additional indirect jobs are likely to be created through the suppliers to the construction of the development, the service industry such as legal, administrative and professional staff tasked with taking the scheme forward. For example:

- Supply chain workforce
- Generation of spend on local services and facilities such as catering, public transport, public houses and accommodation.
- Employment associated with the overall maintenance, security and landscaping of the development.

7.8. Given the strategic nature of the project and the length of the construction period (approximately 12 months) it is anticipated that during the short term, a variety of employment opportunities inevitably linked to the Warrington MSA Junction 11 M62 development will create accessible skilled employment jobs for local people within the Study Area benefiting the local economy.

7.9. Extra MSA Group have produced an Employment and Training Charter to ensure that construction of the development delivers real and lasting positive social and economic benefits, such as promoting employment and training opportunities which are readily accessible to the local communities within the Study Area and Warrington. Extra MSA Group will expect the main contractor to endorse this commitment to support local employment opportunities by signing up to the Charters which are outlined in more detail in the Employment and Training Charter report.

- 7.10. Extra MSA Group will work in partnership with Warrington Borough Council and its Agent Warrington & Co, other Council services and partners in the wider Employment and Skills service to deliver the Construction Skills Programme and Job Centre Plus, to deliver employability programmes that will specifically target the unemployed and maximise the number of people who feel able to access the opportunities available.
- 7.11. The baseline review demonstrated a below average number of apprenticeship qualifications in the Study Area, when compared to the Borough average. Extra MSA Group will work in partnership with Warrington & Co and local training providers such as Warrington Vale Royal College and Priestly College, also the University Technical Warrington to deliver a significant number of Apprenticeship opportunities. Extra MSA Group will engage with Warrington & Co and target 8 Construction Apprentices and 4 Professional Services Apprentices. Extra MSA Group will also work with organisations such as CITB to help ensure Apprentices are able to secure places over the full duration of the Apprenticeship Contract. Further information is within the Employment Strategy Overview Report prepared by Extra MSA Group and M.T.Dawe Projects Limited.
- 7.12. This would increase the general employment provision within the area during this period of the development helping to address communities which suffer from high rates of income and employment deprivation and high unemployment rates for those aged 16-74 who are economically active, such as in Poplar and Hulme and Poulton North wards. A potential increase in job, training and skills, mentoring and apprenticeships opportunities may have an impact on unemployment in the Study Area which remains a significant local issue in the majority of the wards in the Study Area.
- 7.13. Businesses within the supply chain and their employees will generate spend within the local economy which has a multiplier effect as further rounds of additional spend occur. Therefore, there will be induced employment effects arising from construction activities in the short term which is likely to have a minor positive impact on local businesses, services and facilities within the Study Area and surrounding wards.
- 7.14. For those recruited locally, the ability to travel to and from the site by means other than single occupancy private cars are important. Many of the residents in communities within the Study Area wards which will be targeted for employability and training programmes and subsequent employment opportunities will not have access to a car; 20% of residents in Birchwood, 23% in Poulton North, 26% in Cadishead and 35% in Poplars and Hulme

have no car ownership. It is therefore important for the development to provide and promote sustainable transport opportunities.

- 7.15. The Framework Travel Plan (I-Transport) includes commitments to the use of sustainable travel and achieving a reduction in employee single occupancy car trips. Increases in car sharing, walking and cycling will be encouraged.

Retail and Leisure

- 7.16. During the construction phase of development there is likely to be an increase in the demand for retail and leisure services within the Study Area and surrounding wards. Workers associated with the construction of the Warrington MSA Junction 11 M62 development are likely generate spend within the local economy and use local services during their break periods and own time to carry out a range of activities including eating, drinking, paying bills, banking and shopping. This has a multiplier effect as further rounds of additional spend occur. This is likely to have a **minor positive** impact on services and businesses within the Study Area and surrounding wards.

Community Infrastructure

- 7.17. There is the potential for disruption on public rights of way adjacent to the site during the construction phase of the Warrington MSA Junction 11 M62 development. Hence this will be a **minor negative** impact.

Quality of Life Indicators (Education & Skills, Health & Wellbeing, Deprivation, Crime)

Education, Training & Skills

- 7.18. It is anticipated that, through bespoke employment strategies and charters, the majority of workers employed in the construction phase will already reside in the Study Area and surrounding wards and therefore children of these workers will already be accounted for in respect of their education provision. Those construction workers from outside the Study Area who are temporarily employed on the site are not expected to bring dependent children with them into the Study Area. There will be no permanent changes in education places or increased demand on educational services during the construction phase of development and hence this will be a **negligible impact**.

- 7.19. The baseline assessment establishes that wards and neighbourhoods within the Study Area are generally characterised by slightly lower educational performance and skills sets compared to the borough and national figures. Education and skills are vital to sustainable economic growth and stronger communities reducing the skills gap and shortages whilst improving career prospects, financial power which is a key determinant for employers.
- 7.20. There will be opportunities for skills training and employability programmes and apprenticeships on the site for local people through local procurement, supply chain opportunities and links with public and private training and education providers.
- 7.21. The Employment and Training Charter will enable Extra MSA Group and its contractors to develop and co-ordinate relationships with key employment recruitment organisations and training providers. Extra MSA Group will work in partnership with Warrington & Co, other Council services and partners in the wider Employment and Skill service, to identify the appropriate training providers for the development. Details of the Voluntary Construction Charter which includes opportunities for local residents to learn new skills required for construction of the development are outlined in more detail in the Employment and Training Charter Report (Extra MSA Group).
- 7.22. Many of these training and skill development opportunities will be for young people within the Study Area which will help address education, skills and training deprivation, youth unemployment and 16-18-year old's who are NEET, especially in the more central ward where some communities are within the top 10% most deprived in the country.
- 7.23. This could provide a minor positive impact on economic growth and employment levels locally.

Health & Wellbeing

- 7.24. It is anticipated through bespoke employment strategies and charters that the majority of workers employed in the construction phase will already reside in the Study Area and surrounding wards and therefore these construction workers will already be registered for health care services in the Study Area and surrounding wards. Those construction workers who are temporarily employed on the site are not expected to transfer to health care services within the Study Area. There will be no permanent changes or additional demand for health care services in the Study Area during the construction phase of development and hence this will be a **negligible** impact.

7.25. During the construction phase of development there will potentially be a negative impact on the local population's amenity with regard to air quality and noise. Construction vehicles and construction operations such as cutting and grinding and long-term stockpiles are some of the activities which will have a **minor negative** impact on members of the public who come into close contact with the site. There will be adverse air quality and noise impacts for construction workers on site and members of the public.

Crime

7.26. Whilst development of the site will reduce the level of risk on the site during the construction phase it is envisaged that there will be a perception that the site could be a target of crime, vandalism and anti-social behaviour which could impact on surrounding communities. This would have a **minor negative** impact and could result in the need for additional security measures being put into place on the site.

Deprivation

7.27. Substantial investment in construction of the Warrington MSA Junction 11 M62 development will maximise the local economic and employment benefits of the development and through employment and training strategies seek to retain a high proportion of the benefits of the investment within the Study Area and surrounding wards. Therefore, the construction phase of the scheme will improve levels of income and employment deprivation domain, education, skills and training deprivation domain indices of communities within the Study Area, particularly those within the City Centre wards, including two identified within the top 100 most deprived in the country. This is likely to have a **moderate positive** impact on the Study Area.

Non-Quantifiable Impacts

Image

7.28. During the construction phase of development there could be a **minor negative impact** on the local image of some of the wards in the Study Area. Members of the public who come into close proximity with the site including walkers, road users and cyclists may have concerns regarding the hours of operation during construction and the visual and noise impacts caused during construction.

7.29. However, there is likely to be a **high positive** impact on the image of the Study Area as a whole as significant investment and development within the Study Area and Warrington

will demonstrate a growing and successful local and regional economy. It may also have a positive image on the business economy with investors and occupiers attracted to the strategic key gateway location and choosing to locate within the Study Area and Warrington.

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level
Population and Demographic				
Population – Permanent increase in population within the Study Area.	Local / Neighbourhood	Negligible	Negligible	High
Population - Future changes	Local / Neighbourhood	Negligible	Negligible	High
Migration - Less out migration and more temporary in migration for employment opportunities in the Study Area	Local / Neighbourhood	Minor Positive	Minor Beneficial	High
Economic Growth and Employment				
Economy - Creation of £28.4 m net additional GVA within Warrington Area and the North West through construction of the scheme	Borough / Region	Substantial Positive	Substantial / Moderate Beneficial	High
Employment - Creation of 97 gross direct full-time-equivalent jobs – temporary construction within the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High
Employment - Creation of 15 FTE indirect / induced jobs – temporary construction within the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High
Employment – Direct employee training and skills development opportunities through Employment and Training Charters	Local / Borough	Minor Positive	Minor Beneficial	High

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level
Employment - Creation of 8 construction apprentices within the Study Area	Local / Neighbourhood	Minor Positive	Minor Beneficial	High
Employment - Creation of 4 professional services apprentices within the Study Area	Local / Neighbourhood	Minor Positive	Minor Beneficial	High
Employment - Increase of the general employment provision and opportunities within the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High
Economy - Increased expenditure on local services and facilities within the Study Area and Warrington (impact on existing facilities)	Local / Borough	Minor Positive	Minor Beneficial	High
Transport				
Increased opportunities to use sustainable transport methods across the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High
Retail and Leisure				
Increased demand for retail and leisure services within the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High
Community Infrastructure				
Disruption on definitive public bridleways and public rights of way	Local / Neighbourhood	Minor Negative	Minor Adverse	High
Quality of Life Indicators				
Education – Increased demand on education services	Local / Neighbourhood	Negligible	Negligible	High
Education, Skills & Training – Employment and Training Charters	Local / Neighbourhood	Minor Positive	Minor Beneficial	High

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level
Education, Skills & Training – Employee training, increased skills training, mentoring and employability programmes and apprenticeships within the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High
Health & Wellbeing – Increased demand on health services	Local / Neighbourhood	Negligible	Negligible	High
Health & Wellbeing - Impact on members of the public during the construction period – Noise	Local / Neighbourhood	Minor Negative	Minor Adverse	High
Health & Wellbeing- Impact on workers during the construction period – Noise	Local / Neighbourhood	Minor Negative	Minor Adverse	High
Health & Wellbeing - Impact on members of the public during the construction period – Air Quality	Local / Neighbourhood	Minor Negative	Minor Adverse	High
Health & Wellbeing - Impact on workers during the construction period – Air Quality	Local / Neighbourhood	Minor Negative	Minor Adverse	High
Crime - Increased opportunity for vandalism, crime and anti-social behaviour	Local / Neighbourhood	Minor Negative	Minor Adverse	High
Deprivation – local economic growth, increased employment opportunities and jobs, training, mentoring and apprenticeships opportunities within the Study Area and Warrington	Local / Borough	Moderate Positive	Minor Beneficial	High
Non-Quantifiable Impacts				
Image - Impact on members of the public during construction – visual	Local / Neighbourhood	Minor Negative	Minor Adverse	Low

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level
Image - development seen as positive for the local economy and attract potential future investors and occupiers to the Study Area and Warrington	Local / Borough	High Positive	Moderate / Minor Beneficial	Low

Table 7.1: Table of Potential Impacts – Construction Phase

Summary of potential environmental effects – Construction Phase

- 7.30. It is evident that the Warrington MSA will have a **substantial positive** environmental impact due to in the increase in the GVA during the construction phase. Equally, the additional temporary employment and apprenticeships created during the construction phase will also have a **minor** positive impact. However it is anticipated that some 300 construction workers will be working on the site and there would be a significant number of training and mentoring opportunities created provided during this phase of the development. As a result, it considered that the construction stage will have a significant short term positive impact at the local and borough level, which is not fully reflected in the above assessment. However it is recognised that there will be **minor negative** impact on health and wellbeing (crime, noise and air quality) and the image of the immediate area due to the temporary disturbance caused by construction work.

Operational Phase

Population and Demographic Impacts

- 7.31. There will be no permanent increases in population as a result of the Warrington MSA Junction 11 M62 development and hence this will be a **negligible** impact on the population of the Study Area and surrounding wards.
- 7.32. Once the Warrington MSA Junction 11 M62 development is complete, there may be a temporary increase in people migrating into the Study Area to take advantage of the employment, leisure, hospitality, recreational and community offer of the development. The provision of the MSA will encourage; road users who would otherwise have

traversed through the local area to stop-off, take a break and take advantage of the food and beverage, retail, business centre and hotel offers; and for walkers and cyclists to enjoy the outdoor recreational facilities and adjacent green infrastructure network. The temporary increase in population within the Study Area and Warrington will have a **substantial - high positive** impact.

Economic Growth and Employment

7.33. The site provides no employment opportunities at present.

Economic Growth

7.34. It is estimated that the operational phase of the development has the potential to generate **£39 million** in cumulative GVA for Warrington and the North West economy over a 10 year period. This will have a **substantial positive** impact on Warrington and the North West economy.

7.35. The presence of new business operating from the development will generate approximately £1.05m in Annual Business Rates. Under the Business Rate Retention Scheme, up to 50% of rates collected can be retained by the Council, thereby helping to ensure that ongoing public services are maintained.

7.36. Motorway Service Areas are a key component of this national infrastructure network and are essential for the welfare and safety of users. The Warrington MSA Junction 11 M62 development will help address the 'need' for a Motorway Service Area on this section of the M58, M6, M62, M60, M62 and M67 Motorway Network.

7.37. The availability of attractive, easy to access and convenient opportunities to stop on the motorway network can contribute to combating driver fatigue ("falling asleep at the wheel") which, according to research by The Royal Society for the Prevention of Accidents (2001), "is a major cause of road accidents, accounting for up to 20% of accidents on motorways and monotonous roads in Britain." The development will encourage road users to take breaks more frequently and therefore reduce opportunities for road traffic accidents to take place as a result of fatigue and tiredness and keep traffic flowing.

7.38. Accidents on the motorway network result in congestion and delay which in turn has an economic impact on all 'users' of the motorway. Whilst delays are primarily a result of

demand exceeding capacity, accidents on the network are also a contributing factor and can take many hours to resolve, depending upon their severity. A recent government report ‘Review of Investigation and Closure Procedures for Motorway Incidents – preliminary Report’ (May 2011) found that the economic costs of disruption caused by incidents is high and the study estimated that for a “three lane carriageway closure, on a busy motorway, the economic impact can be more than £500,000”.

- 7.39. The provision of convenient and accessible Motorway Service Areas, where drivers can take a rest break when needed, plays a key role in the efficient and safe running of the national road network. Drivers of commercial vehicles are subject to strict working hours requirements. Rest breaks must be taken regularly. The logistics industry is therefore heavily reliant on MSAs as places where drivers can take a rest break, have a shower, and a meal. MSAs are the ‘ultimate refuge’ for many drivers, who struggling with mechanical problems will try to reach the next MSA where they can safely stop and call for help.
- 7.40. The development will assist in the safe and efficient use of the Region’s Strategic Road Network. The development will encourage road users to take breaks more frequently and therefore reduce opportunities for road traffic accidents to take place as a result of fatigue and tiredness and keep traffic flowing whilst reducing journey times and therefore has the potential to increase regional and local economic activity and efficiency. The scheme can deliver improvement to the national economy and more jobs may become available, which would increase economic activity. This will provide a **substantial – high positive impact** to the regional transport network and economic activity in the region.
- 7.41. The development will form part of a strategic ‘gateway’ for the Borough. When operational the development will act as a catalyst for the wider regeneration and economic development contributing to the area achieving its economic potential by attracting new investors and occupiers to Warrington.

Employment and Training

- 7.42. The Warrington MSA Junction 11 M62 development will deliver much needed direct and accessible jobs within the Study Area and Warrington. When fully operational, it is anticipated that there will be 228 gross FTE direct jobs created ‘on site’. The Economic Impact Assessment (2019) prepared by Amion outlines the breakdown of where these jobs will be created within the development.

- 7.43. In reality, these positions will be filled by a mix of “full time” and part time” roles, meaning that the actual number of individuals receiving the benefits of employment at the development may be significantly higher than these estimates (approximately 300 full time and part time workers). These jobs will be working on shifts on a 24/7 basis. Based on evidence from other MSAs operated by the MSA Extra Group, leading national and popular tenant operating companies will be accommodated on long-term leases; this will ensure that the operational jobs will be roles that will persist for at least 50 years, providing a longer-term major benefit to the local labour market within the Study Area and Warrington.
- 7.44. Referring to the and Social Impact Strategy Report (2019) prepared by Amion, the MSA itself will provide a range of job opportunities can be broken down as follows:
- Around 5% of job opportunities will be in middle and high-order managerial and administrative roles among the tenant occupiers, including the Business Centre;
 - Around 80% of job opportunities will be in entry level service roles, comprising sales, customers service, catering, hospitality and leisure positions; and
 - Around 15% of jobs will be in lower order managerial and administrative jobs.
- 7.45. The majority of job roles will be in the low-mid level occupations but this does not make them less important or less needed. Many of those who are out of work lack the skills to secure higher paid employment. However, once in employment, workers will quickly gain a full range of work-related skills, which will assist in the personal progression of each individual.
- 7.46. The Economic Impact Assessment (2019) prepared by Amion highlights research which outlines that lower-middle order occupations (with lower wage rates) typically attract workers from the immediate area. The Employability and Social Impact Strategy (Amion, 2019) states that the most of the jobs will be filled by residents of Warrington and wider labour market area.
- 7.47. Therefore, it is anticipated that the majority of the operational jobs for the Warrington MSA Junction 11 M62 development will be accessible to residents within the Study Area. The Employability and Social Impact Strategy Report (Amion, 2019) outlines how the wards of Birchwood, Poplars and Hulme and Poulton North are the main focus areas to resource operational staff for the development due to the ward’s persistent socio-

economic challenges. Residents within these three wards, some of whom live in the top 10% most deprived communities in the country would benefit most from the range of job and training opportunities made available through the development. The significant opportunity and provision of a number of suitable and accessible long-term job opportunities will help to address communities, which suffer from high rates of income and employment deprivation and high unemployment rates for those aged 16-74 who are economically active, such as in the Poplars and Hulme, Poulton North, Birchwood and Cadishead. This could provide a **high positive** impact on employment levels locally.

7.48. Extra MSA Group is determined to ensure that employment and training opportunities are readily accessible to local people within the Study Area, thus maximising the local employment benefits of the scheme and retaining a high proportion of the benefits of the significant investment within the Study Area and Warrington. The range of employment choices for local people will complement the employment offer of the City Centre, Birchwood and other employment areas along the M62 corridor.

7.49. According to the Employability and Social Impact Strategy Report (Amion, 2019), the development has the potential to bring employment and training opportunities to the following target groups:

- People looking for entry level or flexible positions into the workforce and to gain in-work training;
- People looking to re-enter the workforce following a prolonged period of absence or longer-term unemployment;
- People looking to advance a career in the retail, catering and hospitality sectors; and;
- People skilled or looking for skills in sales and/or customer service type occupations.

7.50. Accordingly, Extra MSA Group will work in partnership with Warrington Borough Council, and its Agent Warrington and Co, and other Council services, who help deliver the Construction Skills Programme and Job Centre Plus, to deliver employability programmes that will specifically target the long-term unemployed, particularly those within the more deprived wards and maximise the number of people who feel able to access the opportunities available.

- 7.51. Extra MSA Group have prepared an Employment Strategy and an Employment and Training Charter to help focus and direct its ongoing activities for the development. A summary of the main commitments is outlined below.
- 7.52. Extra MSA Group have produced an Employment and Training Charter to ensure that operation of the development delivers real and lasting positive social and economic benefits, such as promoting employment and training opportunities which are readily accessible to the local communities within the Study Area and Warrington. Many of the leading national and popular tenant operating companies which will be accommodated in the MSA have strong and proven track record for employee training and development. Extra MSA Group will commit to working with its Tenant Partners and encourage them to sign up to Voluntary Charters such as the 'Hospitality and Retail' Charter which will promote local jobs and training opportunities as set out in the Employment and Training Charter report.
- 7.53. The baseline review demonstrated a below average number of apprenticeship qualifications in the Study Area compared to the average for the Borough, specifically in the wards of Birchwood and Poplars and Hulme. Extra MSA Group will work in partnership with the Warrington and Co and local training providers such as Warrington Vale Royal College and Priestly College to deliver a significant number of Apprenticeship opportunities. Extra MSA Group will target 4 – 5 Hospitality Apprentices. Extra MSA Group will work collaboratively with Warrington and Co and with key Tenant Operating partners and to develop a framework that encourage the various Tenant Partners to adopt a pro-active, locally focused employment strategy.
- 7.54. Through its bespoke Employment Strategy and Charters, Extra MSA Group has also outlined its commitment to working with and fostering links with local employment and training organisations.
- 7.55. The links will target recruitment and skill development activities ensuring that the majority of employees at the development are sourced from local communities, many of whom will be from the two City Centre wards with higher levels of economic inactivity, unemployment and income deprivation. Therefore, the development will maximise the potential for the new facilities to create direct, accessible and suitable job opportunities for target communities in the Study Area and Warrington.

- 7.56. The Warrington MSA Junction 11 M62 development will deliver 80 (need to check with Amion) indirect and induced FTE employment opportunities with companies off site that will serve the site and the business located in the development.
- 7.57. Businesses within the supply chain and their employees will generate spend within the local economy which has a multiplier effect as further rounds of additional spend occur. In addition, the developments role in providing a safe and attractive stop-off point to use the facilities, such as the business amenities and a ‘gateway’ to the town means there is also the potential for the Study Area and Warrington to secure additional business, leisure, tourist, retail spending locally, which otherwise would not have been captured in the local area. This is likely to have a moderate positive impact on local businesses, services and facilities within the Study Area and Warrington.
- 7.58. For those recruited locally, the ability to travel to and from the site by means other than single occupancy private cars is important. Many of the residents in communities within the Study Area which will be targeted for employability and training programmes and subsequent employment opportunities will not have access to a car; 20% of residents in Birchwood, 23% in Poulton North, 26% in Cadishead and 35% in Poplars and Hulme have no car ownership. It is therefore important for the development to provide and promote sustainable transport opportunities.
- 7.59. The Framework Travel Plan (I-Transport) includes commitments to the use of sustainable travel and achieving a reduction in employee single occupancy car use. These include a number of physical measures including the provision of cycle and pedestrian access, off-site pedestrian improvements, providing showers and changing facilities for workers and secure cycle parking. The Travel Plan also outlines a number of other actions such as promoting car sharing, access potentially to an employee’s mini-bus service during train operating hours, preferential taxi fare rates outside of train operating times, travel information packs, which the developer and the tenants of the development will be responsible for implementing.

Retail and Leisure

- 7.60. The development will accommodate a complementary range of nationally branded and popular restaurant, fast food, ancillary retail operators as well as a (up to 100 bedroom) budget hotel. The Warrington MSA Junction 11 M62 development will provide the opportunity for road users who would otherwise have traversed through the local area

to stop off and take advantage of the retail and leisure offer. With an increase in the temporary population in the Study Area, there is the potential that additional spend may occur in the Study Area and Warrington on local retail and leisure services. This may result in existing retail and leisure services within the Study Area expanding in order to cope with additional retail and leisure demands.

- 7.61. The new retail and leisure offer including up to a 100-bedroom budget hotel which will enhance the locational appeal and attractiveness of Warrington as a key business, retail and leisure growth location in the Region. New retail and leisure services may seek to locate within the Study Area and Warrington to take advantage of the temporary increase in people travelling into the Study Area. With regard to indirect employment, the additional demand for local retail and leisure services would have a potential minor beneficial impact from the employment of additional staff by existing and new businesses in the locality. This is likely to have a **moderate positive** impact on retail and leisure services within the Study Area and surrounding wards.

Community Green Infrastructure

- 7.62. The Warrington MSA Junction 11 M62 development will enhance the local leisure, tourist and recreational infrastructure within the Study Area. The development will provide structured and natural landscaping with outside amenity spaces for picnic and children spaces, dog walking facilities and pedestrian and cycle links. The external amenity space will enhance the appearance of the public right of way which currently runs through the site. These will be available for use by local communities and visitors alike, providing new green infrastructure assets for local recreation.
- 7.63. The development will form part of the town's tourism infrastructure, providing opportunities to promote visits to Warrington and acting as an important new gateway and visitor 'signposting' facility.
- 7.64. Links will be provided to the definitive footpath network that currently exist within and around the site. The development will enhance the local green infrastructure in the Study Area through maintaining and enhancing the visual and physical connections to the Restored Risley Landfill Site and Goose Covert Mounds and will increase the biodiversity value of the site. This is likely to have a **moderate positive** impact on community green infrastructure within the Study Area and surrounding wards.

Quality of Life Indicators (Education & Skills, Health & Wellbeing, Deprivation, Crime)

Education, Training & Skills

- 7.65. It is anticipated through bespoke Employment Strategies and Charters that the majority of workers employed in the operational phase will already reside in the Study Area and surrounding wards and therefore children of these workers will already be accounted for in respect of their education provision. There may be some workers employed at the development that relocates from outside the area with children, but the impact of these would be small. There will be no significant changes in education places or increased demand on educational services during the operational phase of development and hence this will be a **negligible** impact.
- 7.66. The baseline assessment establishes that wards and neighbourhoods within the Study Area are generally characterised by lower educational performance and lower skills sets compared to the borough and national figures. Education and skills are vital to sustainable economic growth and stronger communities reducing the skills gap and shortages whilst improving career prospects, financial power which is a key determinant for employers. There is a higher proportion of the Study Area's population with no qualifications (23.9%) compared to the borough and national figures.
- 7.67. The development offers, through the tenants that will occupy the majority of the floorspace within the development, the opportunity for developing education and skills through staff learning, skills and development training, and apprenticeships.
- 7.68. The Employment and Training Charter will enable Extra MSA Group and its tenants to develop and co-ordinate relationships with key employment recruitment organisations and training providers. Extra MSA Group, working jointly with Warrington and Co, will identify the appropriate training providers for the development to deliver training opportunities. Details of the Voluntary 'Hospitality and Retail' Charter and Extra MSA Group's Charter which includes opportunities for local residents to learn and gain new skills necessary to benefit from the job opportunities created are outlined in more detail in the Employment and Training Charter prepared by Extra MSA Group and M.T.Dawe Project Limited.

- 7.69. Many of these training and skill development opportunities will be for young people within the Study Area which will help address education, skills and training deprivation, youth unemployment and 16-18-year olds who are NEET, especially in Poplars and Hulme where some communities are within the top 10% most deprived in the country.
- 7.70. The provision of opportunities for improvement to education and skills of those employed in the Study Area is a **high positive** impact of the proposed development.

Health & Wellbeing

- 7.71. It is anticipated through bespoke Employment Strategies and Charters that the majority of workers employed in the operational phase will already reside in the Study Area and surrounding wards and therefore these workers will already be registered for health care services in the Study Area and surrounding wards. There may be some workers employed at the development that relocate from outside the area, but the impact of these workers registering with local health care services would be small. There will be no significant changes or demand for health care services during the operational phase of development and hence this will be a **negligible** impact.
- 7.72. The site is currently within private ownership and does not offer any opportunities for children's play or areas of amenity open space.
- 7.73. The development will provide walking and cycling route and outdoor landscaped amenity areas for members of the public to use. The development will provide links to the non-definitive footpath networks that currently exist within and around the site, thereby allowing linkages to the wider non-definitive and definitive footpath network. This will enhance the local green infrastructure in the Study Area through maintaining physical connections and linkages to the Restored Risley Landfill Site and Gorse Covert Mounds. Whilst this provision alone will not reduce health issues, they will assist in encouraging more people to become active within the local area, use sustainable transport modes and subsequently improve environmental, social and health wellbeing. This could have associated health and wellbeing benefits and improve health deprivation for the Study Area, in particular those communities which suffer from health problems i.e. Birchwood, Poplars and Hulme, Poulton North and Cadishead.

Crime

- 7.74. LSOA's within the wards of Poulton North and Poplars and Hulme are amongst the 10% most deprived neighbourhoods in the country for crime and disorder deprivation. The development has the potential to contribute towards the improvement of crime rates and disorder deprivation in the Study Area by improving the provision of local employment opportunities in the Study Area which may reduce levels of criminal activity and anti-social behaviour.
- 7.75. However there is the potentially risk of a rise of a rise in relatively minor crime associated in relations to shop lifting, anti-social behaviour etc. This would have a **minor negative** impact and could result in the need for additional security measures being put into place on the site particularly around the perimeter.

Deprivation

- 7.76. The Warrington MSA Junction 11 M62 development has the potential to improve levels of income and employment deprivation domain, education, skills and training deprivation domain, health deprivation and disability, and crime domain indices which may reduce the number of communities in the Study Area which are severely deprived. There are three neighbourhoods within the Study Area that fall within the 10% most deprived in the country, which are located in the wards of Poplars and Hulme and Poulton North. Whilst the wards of Poplars and Hulme, Poulton North, Cadishead and Birchwood contain a total of six neighbourhoods that fall within the 20% most deprived nationally. The benefits and positive impacts of the development outlined in this paper will significantly improve the Study Area and the Borough which over time can assist in altering the position of the Study Area and Warrington within the deprivation index. The development will have a **moderate positive** impact upon the locality in terms of deprivation.

Non-Quantifiable Impacts

Image

- 7.77. The development has the potential to raise the image of the Study Area to assist with the economic regeneration of the wider Warrington area. The MSA development has the potential to form a strategic 'gateway' to the town, which could contribute to attracting investors and occupiers to Warrington.

- 7.78. The development will provide significant inward investment and a quality standard for future development within the area which may influence perceptions and confidence in the local area, Warrington and the wider North West Region for investment, businesses to locate and as a place to live and work.
- 7.79. The improvements to the image and design of the built environment can also lead to a range of social benefits including improved community safety, public health benefits, increased place vitality and greater community participation. Economic benefits can also be realised through increased market attractiveness and improved business performance. These cannot be quantified in this assessment.

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level
Population and Demographics				
Population – Permanent increase in population within the Study Area.	Local / Neighbourhood	Negligible	Negligible	High
Population - Future changes	Local / Neighbourhood	Negligible	Negligible	High
Migration – Increase in temporary migration within the Study Area	Local / Neighbourhood	Substantial Positive	Moderate Beneficial	High
Migration – Increase in temporary migration within Warrington	Borough	High Positive	Minor Beneficial	High
Migration – Increase in temporary migration within Warrington	County	Minor Positive	Minor Beneficial	High
Transport				
Increased opportunities to use sustainable transport methods across the Study Area and Warrington	Local / Borough	Moderate Positive	Minor Beneficial	High
Address need for an MSA on Region Strategic Road Network	County / Region	Substantial Positive	Substantial - High Beneficial	High
Improve road safety and help reduce road accidents on Region Strategic Road Network	County / Region	High Positive	High - Moderate Beneficial	High

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level
Economic Growth and Employment				
Economy – Increased economic activity through safe and efficient Region’s Strategic Road Network	County / Region	High Positive	High - Moderate Beneficial	High
Economy – The development will generate approximately £1.05m in Annual Business Rates with 50% to be retained.	Borough	High Positive	Moderate Beneficial	High
Economy - Enhance the locational appeal and attractiveness of the Study Area to investors and future occupiers.	Local / Neighbourhood	High Positive	Minor Beneficial	High
Economy - Enhance the locational appeal and attractiveness of Warrington	Borough	High Positive	Moderate Beneficial	High
Economy - Creation of £39m net additional GVA within Warrington and Cheshire through operation of scheme	Borough / County	Substantial Positive	High - Moderate Beneficial	High
Employment - Creation of 228 gross direct long-term accessible FTE jobs –within the Study Area and Warrington	Local / Borough	High Positive	Minor Beneficial	High
Employment – Direct employee training and skills development opportunities through Employment and Training Charters	Local / Borough	Moderate Positive	Minor Beneficial	High
Employment - Creation of 5 hospitality apprentices within the Study Area	Local / Neighbourhood	Minor Positive	Minor Beneficial	High
Employment - Creation of 45 indirect /induced long term accessible FTE jobs –within the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level
Employment - Increase of the general employment provision and opportunities within the Study Area and Warrington	Local / Borough	Moderate Positive	Minor Beneficial	High
Economy - Increased additional spend on local services and facilities within the Study Area and Warrington (impact on existing facilities)	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High
Retail and Leisure				
Increased provision of retail and leisure facilities within the Study Area and Warrington.	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High
Increased additional spend on local retail and leisure services and facilities within the Study Area and Warrington (impact on existing facilities)	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High
Increased demand for retail and leisure within the Study Area and Warrington	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High
Potential increase in retail and local services and expansion of existing retail and leisure services within the Study Area and Warrington	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High
Community Infrastructure				
Provision of landscaped amenity spaces and pedestrian and cycle links in the Study Area	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High
Provision of links and enhance connections to wider local green network in the Study Area	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level
Quality of Life Indicators				
Education – Increased demand on education services	Local / Neighbourhood	Negligible	Negligible	High
Education, Skills & Training – Employment and Training Charters	Local / Neighbourhood	High Positive	Minor Beneficial	High
Education, Skills & Training – Employee training, increased skills training, mentoring and employability programmes and apprenticeships within the Study Area and Warrington	Local / Neighbourhood	High Positive	Minor Beneficial	High
Health & Wellbeing – Increased demand on health services in the Study Area	Local / Neighbourhood	Negligible	Negligible	High
Health & Wellbeing - Provision of walking and cycling routes and enhancing green infrastructure links for members of the local community reducing health deprivation in the Study Area and Warrington	Local / Neighbourhood	High Positive	Minor Beneficial	High
Crime – Reduced crime rates and crime related deprivation in the Study Area and Warrington	Local / Neighbourhood	Minor Positive	Minor Beneficial	High
Crime - Potential increase in crime on the site	Local / Neighbourhood	Minor Negative	Minor Adverse	High
Deprivation – Improved levels of income and employment deprivation domain, education, skills and training deprivation domain, health deprivation and disability, and crime domain indices in the Study Area and Warrington	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High
Non-Quantifiable Impacts				
Image - Improved image of the Study Area	Local / Neighbourhood	Substantial Positive	Moderate Beneficial	low

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level
Image - Improved image of Warrington	Borough	High Positive	Moderate Beneficial	low
Image - Improved image of the North West	County	High Positive	Moderate Beneficial	low

Table 7.2: Table of Potential Impacts – Operational Phase

Summary of potential environmental effects – Operational Phase

- 7.80. In summary it is considered that the operational phase of the MSA will have a **substantial / high** positive impact on highway safety. It will also have a **moderate to minor** positive impact on economic growth and employment at the regional, county, and local level. Across the other considerations, it is noted that there will be either **high, moderate, or negligible** environment impacts in the majority of cases. However there is potential for minor adverse effects as a result of potential crime on the Site, which will need to be mitigated against.

8. Proposed Mitigation

Overview

- 8.1. The scheme proposes to offer a significant range of contributions which in turn will assist in mitigating potential adverse impacts. For the purposes of this report these have been split into a Construction Phase and Operational Phase.

Construction Phase

Community Infrastructure

- 8.2. It is anticipated that there could be a disruption to the definitive public footpath that crosses the site and potentially other public rights of way during the construction phases of development. In order to mitigate against this, the scheme seeks to provide a Construction Environmental Management Plan (CEMP) which will seek to minimise disruption on these public rights of way for members of the public.

Quality of Life Indicators

Health

- 8.3. The Air Quality Technical Paper identifies that in terms of air quality a range of measures and good site practice would be adopted as part of the Construction Environmental Management Plan. These measures include avoiding long term stockpiles of materials, and wheel washing facilities. The full details are covered within the Air Quality Technical Paper.
- 8.4. The scheme will include procedures to control noise during the construction period and these measures would be included within a Construction Environmental Management Plan. The Noise Technical paper provides more detailed information regarding the measures that will be employed to minimise impacts.

Crime

- 8.5. It is anticipated that there could be a perception of increased anti-social behaviour and crime on the site during the construction phases of development. In order to mitigate

against this the scheme seeks to provide a Construction Environmental Management Plan which will address on site management and security, particularly round the perimeter.

Non-Quantifiable Impacts

Image

- 8.6. During the construction phase of development, the image of the site from a visual aspect could be unsightly for people coming into close proximity with the site. This impact will be temporary in nature. The introduction of screening and landscaping during the construction phase can assist in mitigating the visual impact of the site

Table 8.1: Table Summarising Propose Mitigation – Construction Phase

Potential Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Proposed Mitigation
Disruption on definitive public rights of way	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Provision of a Construction Environmental Management Plan
Health & Wellbeing - Impact on members of the public during the construction period – Noise	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Provision of a Construction Environmental Management Plan
Health & Wellbeing- Impact on workers during the construction period – Noise	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Provision of a Construction Environmental Management Plan
Health & Wellbeing - Impact on members of the public during the construction period – Air Quality	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Series of mitigation measures as identified within the Air Quality Paper – Wheel washing etc
Health & Wellbeing - Impact on workers during the construction period – Air Quality	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Provision of a Construction Environmental Management Plan
Crime - Increased opportunity for vandalism, crime and anti-social behaviour	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Construction Management Strategy to include on site management and security

Potential Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Proposed Mitigation
Image - Impact on local residents during construction – visual	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Provision of a Construction Environmental Management Plan.

Table 8.1: Table Summarising Propose Mitigation – Construction Phase

- 8.7. **In conclusion**, the minor negative environmental impacts during the operational stage can be appropriately mitigated through good construction practices

Operational Phase

Quality of Life Indicators

Crime

- 8.8. The improvements to the image and design of the built environment can lead to a range of social benefits including improved community safety. The scheme has been designed to ensure maximum overlooking by users of the development, those using the walking and cycling routes and outdoor landscaped amenity area, thereby reducing opportunities for anti-social behaviour and criminal activity. The development will be monitored by a CCTV system combined with 24-hour on-site security. The design of the site will ensure that it does not increase the existing crime rates and criminal deprivation within the area.
- 8.9. Crime Prevention through Environmental Design measures are to be incorporated into the scheme to reduce the opportunity for crime and anti-social behaviour.

Potential Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Proposed Mitigation
Crime - Potential increase in crime on the site	Local / Neighbourhood	Minor Negative	Minor Adverse	High	<p>The scheme has been designed to ensure maximum overlooking of users of the development, those using the walking and cycling routes and outdoor landscaped amenity areas, thus reducing opportunities for anti-social behaviour and criminal activity.</p> <p>The development will be monitored by a CCTV system combined with 24-hour on-site security.</p>

Table 8.2: Table Summarising Propose Mitigation – Operational Phase

9. Potential Residual Effects

Overview

- 9.1. The overall impact of the proposal in terms of socio-economic issues is considered to be negligible to substantial benefit due to the development and regeneration potential of the proposals and the positive effects that the development will have to local communities and economy. These impacts have been split into Construction Phase and Operational Phase for the purpose of this assessment.

Potential Residual Impact – Construction Phase

- 9.2. The overall impact of the proposal in terms of socio-economic issues during the construction phase is highlighted in the table below:

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Population and Demographics						
Population – Permanent increase in population within the Study Area.	Local / Neighbourhood	Negligible	Negligible	High	None Required	Negligible
Population - Future changes	Local / Neighbourhood	Negligible	Negligible	High	None Required	Negligible
Migration - Less out migration and more temporary in migration for employment opportunities in the Study Area	Local / Neighbourhood	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Economic Growth and Employment						
Economy - Creation of £24.6m net additional GVA within Warrington and Cheshire through construction of the scheme	Borough / County	Substantial Positive	High - Moderate Beneficial	High	None Required	High - Moderate Beneficial
Employment - Creation of 97 gross direct full-time jobs – temporary construction within the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Employment - Creation of 15 FTE indirect / induced jobs – temporary construction within the Study Area and Borough	Local / Borough	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Employment – Direct employee training and skills development opportunities through Employment and Training Charters	Local / Borough	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Employment - Creation of 8 construction apprentices within the Study Area	Local / Neighbourhood	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Employment - Creation of 4 professional services apprentices within the Study Area	Local / Neighbourhood	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Employment - Increase of the general employment provision and opportunities within the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Economy - Increased expenditure on local services and facilities within the Study Area and Warrington (impact on existing facilities)	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial
Transport						
Increased opportunities to use sustainable transport methods across the Study Area and Warrington	Local / Neighbourhood	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Retail and Leisure						
Increased demand for retail and leisure services within the Study Area and Warrington	Local / Neighbourhood	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Community Infrastructure						
Disruption on definitive public bridleways and public rights of way	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Provision of a Construction Environmental Management Plan	Negligible
Quality of Life Indicators						
Education – Increased demand on education services	Local / Neighbourhood	Negligible	Negligible	High	None Required	Negligible
Education, Skills & Training – Employment and Training Charters	Local / Neighbourhood	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Education, Skills & Training – Employee training / increased skills training, mentoring and employability programmes and apprenticeships within the Study Area and Warrington	Local / Neighbourhood	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Health & Wellbeing – Increased demand on health services	Local / Neighbourhood	Negligible	Negligible	High	None Required	Negligible
Health & Wellbeing - Impact on members of the public during the construction period – Noise	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Provision of a Construction Environmental Management Plan	Negligible

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Health & Wellbeing- Impact on workers during the construction period – Noise	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Provision of a Construction Environmental Management Plan	Negligible
Health & Wellbeing - Impact on members of the public during the construction period – Air Quality	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Series of mitigation measures as identified within the Air Quality Paper – Wheel washing etc	Negligible
Health & Wellbeing - Impact on workers during the construction period – Air Quality	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Provision of a Construction Environmental Management Plan	Negligible
Crime - Increased opportunity for vandalism, crime and anti-social behaviour	Local / Neighbourhood	Minor Negative	Minor Adverse	High	Construction Management Strategy to include on site management and security	Negligible
Deprivation – local economic growth, increased employment opportunities and jobs, training, mentoring and apprenticeships opportunities within the Study Area and Warrington	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Non-Quantifiable Impacts						
Image - Impact on members of the public during construction – visual	Local / Neighbourhood	Minor Negative	Minor Adverse	Low	Provision of a Construction Environmental Management Plan.	Negligible
Image - development seen as positive for the local economy and attract potential future investors and occupiers to the Study Area and Warrington	Local / District	High Positive	Moderate / Minor Beneficial	Low	None Required	Moderate / Minor Beneficial

Table 9.1: Potential Residual Impact – Construction Phase

Potential Residual Impact – Operational Phase

9.3. The overall impact of the proposal in terms of socio-economic issues during the operational phase is highlighted in the table below:

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Population and Demographics						
Population – Permanent increase in population within the Study Area.	Local / Neighbourhood	Negligible	Negligible	High	None Required	Negligible
Population - Future changes	Local / Neighbourhood	Negligible	Negligible	High	None Required	Negligible
Migration – Increase in temporary migration within the Study Area	Local / Neighbourhood	Substantial Positive	Moderate Beneficial	High	None Required	Moderate Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Migration – Increase in temporary migration within Warrington	Borough	High Positive	Minor Beneficial	High	None Required	Minor Beneficial
Migration – Increase in temporary migration within Cheshire	County	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Transport						
Increased opportunities to use sustainable transport methods across the Study Area and Warrington	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial
Address need for an MSA on Region Strategic Road Network	County / Region	Substantial Positive	Substantial - High Beneficial	High	None Required	Substantial - High Beneficial
Improve road safety and help reduce road accidents on Region Strategic Road Network	County / Region	High Positive	Substantial – High Beneficial	High	None Required	Substantial - High Beneficial
Economic Growth and Employment						
Economy – Increased economic activity through safe and efficient Region’s Strategic Road Network	County / Region	High Positive	High - Moderate Beneficial	High	None Required	High - Moderate Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Economy – The development will generate approximately £1.05m in Annual Business Rates with 50% to be retained.	District	High Positive	Moderate Beneficial	High	None Required	Moderate Beneficial
Economy - Enhance the locational appeal and attractiveness of the Study Area to investors and future occupiers.	Local / Neighbourhood	High Positive	Minor Beneficial	High	None Required	Minor Beneficial
Economy - Enhance the locational appeal and attractiveness of Warrington	Borough	High Positive	Moderate Beneficial	High	None Required	Moderate Beneficial
Economy - Creation of £39m net additional GVA within Warrington and Cheshire through operation of scheme	Borough / County	Substantial Positive	High - Moderate Beneficial	High	None Required	High - Moderate Beneficial
Employment - Creation of 228 gross direct long-term accessible FTE jobs –within the Study Area and Warrington	Local / Borough	High Positive	Minor Beneficial	High	None Required	Minor Beneficial
Employment – Direct employee training and skills development opportunities through Employment and Training Charters	Local / Borough	High Positive	Minor Beneficial	High	None Required	Minor Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Employment – Creation of 4 - 5 hospitality apprentices within the Study Area	Local / Neighbourhood	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Employment - Creation of 45 indirect /induced long term accessible FTE jobs –within the Study Area and Warrington	Local / Borough	Minor Positive	Minor Beneficial	High	None Required	Minor Beneficial
Employment - Increase of the general employment provision and opportunities within the Study Area and Warrington	Local / Borough	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial
Economy - Increased additional spend on local services and facilities within the Study Area and Warrington (impact on existing facilities)	Local / Neighbourhood	Moderate Positive	Moderate Beneficial	High	None Required	Minor Beneficial
Retail and Leisure						
Increased provision of retail and leisure facilities within the Study Area and Warrington.	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Increased additional spend on local retail and leisure services and facilities within the Study Area and Warrington (impact on existing facilities)	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial
Increased demand for retail and leisure within the Study Area and Warrington	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial
Potential increase in retail and local services and expansion of existing retail and leisure services within the Study Area and Warrington	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial
Community Infrastructure						
Provision of landscaped amenity spaces and pedestrian and cycle links in the Study Area	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial
Provision of links and enhance connections to wider local green network in the Study Area	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Quality of Life Indicators						
Education – Increased demand on education services	Local / Neighbourhood	Negligible	Negligible	High	None Required	Negligible
Education, Skills & Training – Employment and Training Charters	Local / Neighbourhood	High Positive	Minor Beneficial	High	None Required	Minor Beneficial
Education, Skills & Training – Employee training, increased skills training, mentoring and employability programmes and apprenticeships within the Study Area and Warrington	Local / Neighbourhood	High Positive	Minor Beneficial	High	None Required	Minor Beneficial
Health & Wellbeing – Increased demand on health services in the Study Area	Local / Neighbourhood	Negligible	Negligible	High	None Required	Negligible
Health & Wellbeing - Provision of walking and cycling routes and enhancing green infrastructure links for members of the local community reducing health deprivation in the Study Area and Warrington	Local / Neighbourhood	High Positive	Minor Beneficial	Low	None Required	Minor Beneficial

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Crime – Reduced crime rates and crime related deprivation in the Study Area and Warrington	Local / Neighbourhood	Minor Positive	Minor Beneficial	Low	None Required	Minor Beneficial
Crime - Potential increase in crime on the site	Local / Neighbourhood	Minor Negative	Minor Adverse	High	<p>The scheme has been designed to ensure maximum overlooking of users of the development, those using the walking and cycling routes and outdoor landscaped amenity areas, thus reducing opportunities for anti-social behaviour and criminal activity.</p> <p>The development will be monitored by a CCTV system combined with 24-hour on-site security.</p>	Negligible

Nature of Impact	Receptor	Environmental Impact	Significance of Effect	Confidence Level	Mitigation	Residual Impact Significance
Deprivation – Improved levels of income and employment deprivation domain, education, skills and training deprivation domain, health deprivation and disability, and crime domain indices in the Study Area and Warrington	Local / Neighbourhood	Moderate Positive	Minor Beneficial	High	None Required	Minor Beneficial
Non-Quantifiable Impacts						
Image - Improved image of the Study Area and Warrington	Local / Neighbourhood	Substantial Positive	Moderate Beneficial	Low	None Required	Moderate Beneficial
Image - Improved image of Warrington	Warrington	High Positive	Moderate Beneficial	Low	None Required	Moderate Beneficial
Image - Improved image of Cheshire	County	High Positive	Moderate Beneficial	Low	None Required	Moderate Beneficial

Table 9.2: Potential Residual Impact – Operational Phase

Summary of potential residual impacts of construction and operational phase

- 9.4. In conclusion, it is considered that there is minimal requirement for mitigation for the Proposed Development in terms of socio-economic effects, the residual effects during the Construction and Operational Phases would remain the same for the vast majority of the environmental impacts. The only minor adverse impacts would be effectively mitigated by the design and management of the construction and operational phases of the MSA.

10. Additive Impacts (Cumulative Impacts and their Effects)

10.1. For the purposes of this ES we define the additive cumulative effects as:

‘Those that result from additive impacts (cumulative) caused by other existing and/or approved projects together with the project itself

10.2. The developments that are likely to have a cumulative impact when considered with the proposed development have been scoped with the Local Authority and Key Consultees during the preparation of this ES (a full list is included within Section 9 of the ES Part One Report). The following table includes the agreed list of cumulative developments that have been assessed in respect of the socio-economic impacts. These are also shown geographically on the plan included at **Appendix 14 of the ES Part I** of the ES Part One Report.

No.	Cumulative Development	Details	Status	Justification for Inclusion in Cumulative Assessment
I	The Quadrant, Cavendish Avenue, Birchwood Park, Warrington, WA3 6AE Application Ref: 2014/23358	Full Planning Application for seven units for general industry and/or warehouse/distribution (Use Class B2 and/or B8) The proposal comprises of 12,000 sq. m of B2/B8 floorspace The site comprises of area of land previously granted outline permission 12-08-2014.	Planning permission granted by WMDC 12-08- 2014	Expected to generate socio-economic effects including further job creation through construction and operation.

2	Eastern Edge of Birchwood Park Plots 107, 300, 501-502, 611-612, 701-702 and Quadrant, Birchwood Park, Warrington, WA3 6AE	Planning permission granted for demolition of existing buildings and erection of new buildings for a combination of offices (B1); light and general industrial (B1/B2); warehousing development (B8) and ancillary retail/ financial & professional services/ non-residential institutions/ assembly and leisure (A1/A2/D1/D2) floor space.	Outline Planning Permission Granted by WMBC on 29-10-2015 (10-year permission). Part developed.	Expected to generate socio-economic effects including further job creation through construction expenditure and operation
3	HS2 (adjacent to the Site)	Land safeguarded for the HS2 route	Government consultation. Current programme: Advanced works Q4 2022 Development Q4 2024 Commissioning Q4 2031 – Q3 2033	Expected to generate socio-economic effects including further job creation through construction expenditure and operation.

Table 10.1: Cumulative Development

- 10.3. Both Construction and Operational phases will be considered and the short, medium- and long-term impacts assessed.

Construction Phase

- 10.4. The anticipated cumulative effects of these schemes would be to generate temporary short-term construction employment and an increase in economic output. The construction activities would also provide additional training and apprenticeship opportunities, which would be a further positive impact in terms of the socio-economic benefits. Should Schemes 1 and 2 come forward at the same time as Warrington MSA Junction 1 | M62 development and have overlapping construction periods, the cumulative impact would still be positive.
- 10.5. The cumulative impact of HS2 (3) at the construction phase would also likely to generate short to medium term construction employment and an increase in economic output as

well as training and apprenticeship opportunities. However, given the published timetable for HS2, it is not anticipated that the construction phase will overlap with the Warrington MSA Junction 11 development.

- 10.6. Quantitative assessments have not been carried out of the schemes due to the difficulties of predicting their impacts by virtue of the limited information available.

Operational Phase

- 10.7. Schemes 1 and 2 would bring forward new commercial floorspace and associated ancillary development. Once occupied, these developments would cumulatively create additional jobs and GVA within the economy, thereby having a positive impact. The scale of the cumulative impact is considered to be significant at the local and borough level. However, a quantitative assessment has not been carried out due to the limited information available on these schemes.

- 10.8. The arrival of HS2 services (3) at Warrington Bank Quay station will provide new opportunities to reinforce the town's status as a transport hub and its reputation as a business and commercial centre, thereby attracting significant new investment in to the Borough. It is considered that it will have a positive impact and the scale of cumulative impact is considered to be significant at the local, borough and regional level. However, a quantitative assessment has not been carried out due to the difficulties of calculating the socio-economic impact.

Short Term

- 10.9. The short-term impacts (0 – 5 years) of the cumulative schemes will be in respect to schemes 1, 2 and 3 which are considered likely to come forward during this period. It is understood that there is currently a shortage of employment floorspace to meet the current level of demand within the Borough and therefore it is anticipated that schemes 1 and 2 will be built out and secure occupiers relatively quickly. Therefore, it is considered that the schemes will generate a significant amount of additional employment within the Study Area and Borough, both at the construction and operational stages. Therefore, is considered to have a significant positive short-term impact.

- 10.10. In respect to HS2 (3), the advanced works are scheduled to start during this period. Therefore, it is considered that the scheme will generate a significant amount of additional employment and investment within the Study Area, Borough and Region. Therefore, is considered to have a significant positive short-term impact.

Medium Term

- 10.11. It is assumed that the medium-term (6 -10 years) cumulative impacts will be generated by the construction of HS2. It is considered that the scheme will generate a significant amount of additional employment and investment within the Study Area, Borough and Region. Therefore, is considered to have a significant positive medium-term impact.

Long Term

- 10.12. It is assumed that the long-term (11 years plus) cumulative impacts will be associated with Scheme 3 (HS2), which is anticipating to be in the commissioning stage during this period. It is considered that the scheme will generate a significant amount of additional employment and investment within the Study Area, Borough and Region. Therefore, is considered to have a significant positive long-term impact.

11. Conclusion

- 11.1. The Study Area for the socio-economic baseline assessment (correct on 11 December 2018) is the five wards within Warrington Borough Council's administration; Poplars and Hulme; Poulton North; Culcheth, Glazebury and Croft; Birchwood; and Rixton and Woolston as well as one ward in Salford City Council administration's; Cadishead. For wider comparative purposes, baseline information has been utilised beyond the ward level for Warrington, Cheshire, the North West Region and England or Great Britain (as appropriate) which has given a comprehensive baseline context to assess the application proposal against.
- 11.2. The baseline assessment has demonstrated that the more rural wards of Culcheth, Glazebury and Croft and Rixton and Woolston perform comparatively better than the more urban and central wards of Poplars and Hulme; Poulton North, Birchwood and Cadishead against majority of the key socio-economic baseline indicators. The two most central wards of Poplars and Hulme and Poulton North contain communities which suffer from high levels of deprivation with particularly low levels of employment, high levels of unemployment, high levels of residents claiming out of work benefits, and relatively lower levels of education attainment, skills and training.
- 11.3. Based on the findings of this report with considerations to noise, air quality and transport impacts it is concluded there are no known socio-economic impacts which will adversely impact upon the Study Area, or wider Warrington area post mitigation. The proposed development does however deliver a series of significant positive benefits to the Study Area, Warrington, Cheshire and the North West region. The development is also likely to have a significant positive cumulative impact when assessed against the identified cumulative developments in the locality.
- 11.4. We therefore conclude that the following beneficial socio-economic impacts will arise as a result of the proposed application.

Construction Phase

- A temporary increase in people migrating into the Study Area for construction related employment opportunities will result in an increase in the demand for retail and leisure services within the Study Area, generating spend within the

local economy which has a multiplier effect as further rounds of additional spend occur.

- Estimated that the construction phase of the development has the potential to generate £28.4m in cumulative GVA for the Warrington and Cheshire economy.
- Estimated that the £75m investment in construction-related activities for the development will support 970 gross years of temporary construction employment in the labour market. This equates to 97 Full Time Equivalent jobs.
- There will be approximately 320 indirect and induced job years (32 FTE) created within the wider local economy during the construction phase.
- New employment opportunities would be created in the construction, engineering, professional, legal, administrative and elementary sectors of employment in the Study Area and Warrington.
- The development will create accessible skilled employment jobs for local people for the length of the construction period within the Study Area benefiting the local economy.
- Extra MSA Group have produced an Employment and Training Charter for the development which ensures that construction of the development delivers real and lasting positive social and economic benefits, such as promoting employment and training opportunities which are readily accessible to the most deprived communities within the Study Area and Warrington.
- Extra MSA Group will work in partnership with Warrington Borough Council, and it's Agent Warrington & Co, other Council services in the wider employment and skills team, to deliver employability programmes that will specifically target the long-term unemployed and maximise the number of people who feel able to access the opportunities available.
- Extra MSA Group will engage with Warrington and Co and target 8 Construction Apprentices and 4 Professional Services Apprentices. Extra MSA Group will also work with organisations such as CITB and Calico Enterprises to help ensure Apprentices are able to secure places over the full duration of the Apprenticeship Contract.

- Businesses within the supply chain and their employees will generate spend within the local economy which has a multiplier effect as further rounds of additional spend occur.
- The Framework Travel Plan (I-Transport) includes commitments to the use of sustainable travel modes and achieving a reduction in employee single occupancy car use.
- The construction phase of the scheme will improve levels of income and employment deprivation domain, education, skills and training deprivation domain indices of communities within the Study Area, particularly those within Poplars and Hulme and Poulton North, including those identified as 10% most deprived nationally;
- Significant investment and development within the Study Area and Warrington will demonstrate a growing and successful local and regional economy, which will attract investors and occupiers to locate within the Study Area.

Operational Phase

- The provision of the MSA will encourage; road users who would otherwise have traversed through the local area to stop-off, take a break and take advantage of the food and beverage, retail, business lounge and hotel offers; and for walkers and cyclists to enjoy the outdoor recreational facilities and adjacent green infrastructure network.
- It is estimated that the operational phase of the development has the potential to generate approximately £39.39 million in cumulative GVA for Warrington's over a 10 year period.
- The presence of new business operating from the development will generate approximately £1.05m in Annual Business Rates. Under the Business Rate Retention Scheme, up to 50% of rates collected can be retained by the Council, thereby helping to ensure that ongoing public services are maintained.
- The development will assist in the safe and efficient use of the Region's Strategic Road Network. The development will encourage road users to take breaks more frequently, reducing opportunities for road traffic accidents to take place

as a result of fatigue and tiredness and keep traffic flowing whilst reducing journey times and therefore has the potential to increase regional and local economic activity and efficiency. The scheme can deliver improvement to the national economy and more jobs may become available, which would increase economic activity.

- The development will form a strategic ‘gateway’ for Warrington enhancing its locational appeal and attractiveness. When operational the development will act as a catalyst for the wider regeneration and economic development for the Borough by helping to attracting investors and occupiers.
- The Warrington MSA Junction 11 M62 development will deliver much needed direct and accessible jobs within the Study Area and Warrington. When fully operational, it is anticipated that the proposed facilities could accommodate some 228 gross FTE jobs, which would opportunities for in the order of 300 employees (on a part and full time basis).
- The Warrington MSA Junction 11 M62 development will deliver 45 indirect and induced FTE employment opportunities with companies off site that will serve the site and the business located in the development.
- The Employability and Social Impact Strategy (Amion, 2019) states that the most of the jobs which will be majority low-middle level occupations will be filled by residents of Warrington, with a high share of the operational job opportunities taken by the residents within the Study Area (Workforce Catchment Area). The significant opportunity and provision of a number of suitable and accessible long-term job opportunities will help to address communities which suffer from high rates of income and employment deprivation and high unemployment rates for those aged 16-74 who are economically active, such as Birchwood, Poplars and Hulme, and Poulton North.
- Extra MSA Group have prepared an Employment and Training Charter for tenants of the development to sign which ensures that operation of the development delivers real and lasting positive social and economic benefits, such as promoting employment and training opportunities which are readily accessible to the local communities within the Study Area and Warrington.

- Extra MSA Group will work in partnership with Warrington Borough Council and its Agent Warrington & Co, other Council services and partners in the wider Employment and Skills service to deliver employability programmes that will specifically target the long-term unemployed, particularly those within the more central wards with higher levels of economic inactivity, unemployment and income deprivation. Therefore, the development will maximise the potential for the new facilities to create direct, accessible and suitable job opportunities for target communities in the Study Area and Warrington.
- Extra MSA Group will commit to working with its Tenant Partners and encourage them to sign up to Voluntary Charters such as the 'Hospitality and Retail' Charter which will promote local jobs and training opportunities and develop education and skills through staff learning, skills and development training.
- Extra MSA Group will engage with Warrington and Co and target 4 – 5 Hospitality Apprentices. Extra MSA Group will work with key Tenant Operating partners and Warrington and Co to develop a framework that encourage the various Tenant Partners to adopt a pro-active, locally focused employment strategy.
- Businesses within the supply chain and their employees will generate spend within the local economy which has a multiplier effect as further rounds of additional spend occur. In addition, the developments role as a 'gateway' to the town and in providing a safe and attractive stop-off point to use facilities means there is also the potential for the Study Area and Warrington to secure additional business, leisure, tourist, retail spending locally, which otherwise would not have been captured in the local area.
- The new retail and leisure offer which includes a complementary range of nationally branded and popular restaurant, fast food, ancillary retail and leisure operators as well as a (up to 100 bedroom) budget hotel will enhance the locational appeal and attractiveness of the Warrington as a key business, retail and leisure growth location in the North West. New retail and leisure services may seek to locate within the Study Area and Warrington to take advantage of the temporary increase in people travelling into the Study Area for employment, leisure, tourist, retail and community related activities.

- The development will form an important part of the city's tourism infrastructure, providing opportunities to promote visits to the Study Area and Warrington and act as an important new gateway and visitor 'signposting' facility.
- The development will enhance the local leisure, tourist and recreational infrastructure within the Study Area through the provision of structured and natural landscaping with outside amenity spaces for picnic and children play spaces, dog walking facilities and pedestrian and cycle links. Links will be provided to the non-definitive footpath and cycle path networks allowing linkages to the wider footpath network.
- The development will enhance the local green infrastructure and promote physical activity through maintaining visual and physical connections to the Restored Risley Landfill Site, Goose Covert Mounds and Pestfurlong Moss and Hill, and will increase the biodiversity of the site.
- The Warrington MSA Junction 11 M62 development has the potential to improve levels of income and employment deprivation domain, education, skills and training deprivation domain, health deprivation and disability, and crime domain indices which may reduce the number of communities in the Study Area which are severely deprived.
- The development has the potential to raise the image of the Study Area to assist with the economic regeneration of Warrington. The MSA development would form part of a strategic 'gateway' for the town. The development will provide significant inward investment and a quality standard for future development within the area which may influence perceptions and confidence in the study area, Warrington and Region for investment, businesses to locate and as a place to live and work.

Reference List

HCA Employment Densities Guide, 3rd Edition, 2015

NOMIS - The Office for National Statistics

NHS Website

Police.co.uk Website

Gov.uk Website

Office for National Statistics - Neighbourhood statistics

Warrington Council Website Policy and Guidance

Salford Council Website Policy and Guidance

Greater Manchester Combined Authority website and documents

Appendices

Appendix 6.1 – Amion Economic Impact Assessment Report



Extra MSA Group

Warrington Motorway Service Area, Junction 11 M62

Economic Impact Assessment Report

August 2019

LIVERPOOL Winslow House • Rumford Court • 16 Rumford Place • Liverpool L3 9DG

T: 0151 227 5563

LONDON 78 York Street • London W1H 1DP T: 0207 183 6790

www.amion.co.uk

AMION Consulting is the trading name of AMION Consulting Limited.

Registered Office: Langtons, The Plaza, 100 Old Hall Street, Liverpool L3 9QJ. Company No: 3909897

Extra MSA Group

Warrington Motorway Service Area, Junction 11 M62

Economic Impact Assessment Report

August 2019

Reviewed and approved by: Signature(s):	
Name(s):	Graham Russell
Job Title(s):	Chief Executive
Date:	July 2019

AMION Consulting is the trading name of AMION Consulting Limited
Registered Office: Langtons, The Plaza, 100 Old Hall Street, Liverpool L3 9QJ
Company No: 3909897
Tel: 0151 227 5563

This document including appendices contains 22 pages
Ref: K:\CLIENTS\Spawforths\Extra MSA Warrington\Final\July\Warrington MSA J11 M62 -
Economic Impact Assessment.docx

Contents

- 1 Introduction 1**
 - 1.1 Overview 1
- 2 Project Description 2**
 - 2.1 Introduction 2
 - 2.2 Site location 2
 - 2.3 Project description 3
 - 2.4 Project need and demand 5
- 3 Economic Impact Assessment - Approach 7**
 - 3.1 Overview 7
 - 3.2 Assessment of benefits 8
- 4 Economic Impacts and Benefits 11**
 - 4.1 Introduction 11
 - 4.2 Temporary construction employment 11
 - 4.3 Permanent employment effect 13
 - 4.4 Gross Value Added (GVA) 17
 - 4.5 Wider Benefits 18
- 5 Conclusions 19**

1 Introduction

1.1 Overview

AMION has been commissioned by the applicant, Extra MSA Group, to undertake an economic impact assessment of proposals for a new Motorway Service Area (MSA) at Junction 11 of the M62 Motorway. The development will seek to provide a new concept MSA, delivering a mix of retail, hotel, business space, alongside key amenities including parking and a fuel filling station. The proposed scheme is being brought forward in response to an assessment of need, undertaken by the applicant in accordance with the Department for Transport (Circular 02/13).

The impact assessment has focused upon the possible economic and wider benefits that may arise from the scheme. The benefits are expected to include on-site employment and associated GVA impacts. Consideration has also been given to potential wider strategic benefits as well as the fiscal impact of the scheme in terms of business rates.

The approach to the economic impact assessment is broadly consistent with guidance published by HM Treasury, Government Departments and Homes England. While the assessment represents an initial analysis of the schemes potential economic impact, it has had regard to investigations undertaken by Extra MSA Group in relation to the economic benefits associated with existing facilities in Beaconsfield, Cambridge and Baldock. Alongside this direct evidence, it draws on best practice in relation to the calculation of potential employment benefits and the assessment of additionality. The assessment focuses upon the local impact of the scheme and has not considered the impact on the strategic highway network.

The site of the proposed Warrington MSA, J11 M62 scheme is currently greenfield land allocated within the greenbelt. It is located approximately five miles north east of Warrington town centre. The centre of Manchester is located some 11 miles to the east and Liverpool is 20 miles to the west.

This report provides a brief description of the scheme as proposed, forming the basis of the economic impact assessment. It set out an overview of the approach to assessing economic impact. Key assumptions and the results of the assessment are then detailed within the assessment.

The economic impact assessment has informed the preparation of an Employability Strategy, highlighting the extent to which employment opportunities created through the scheme will respond to the needs of the local workforce. This Strategy, which also details the commitments of Extra MSA Group to promoting local opportunities, should be read in tandem with this Economic Impact Assessment report.

2 Project Description

2.1 Introduction

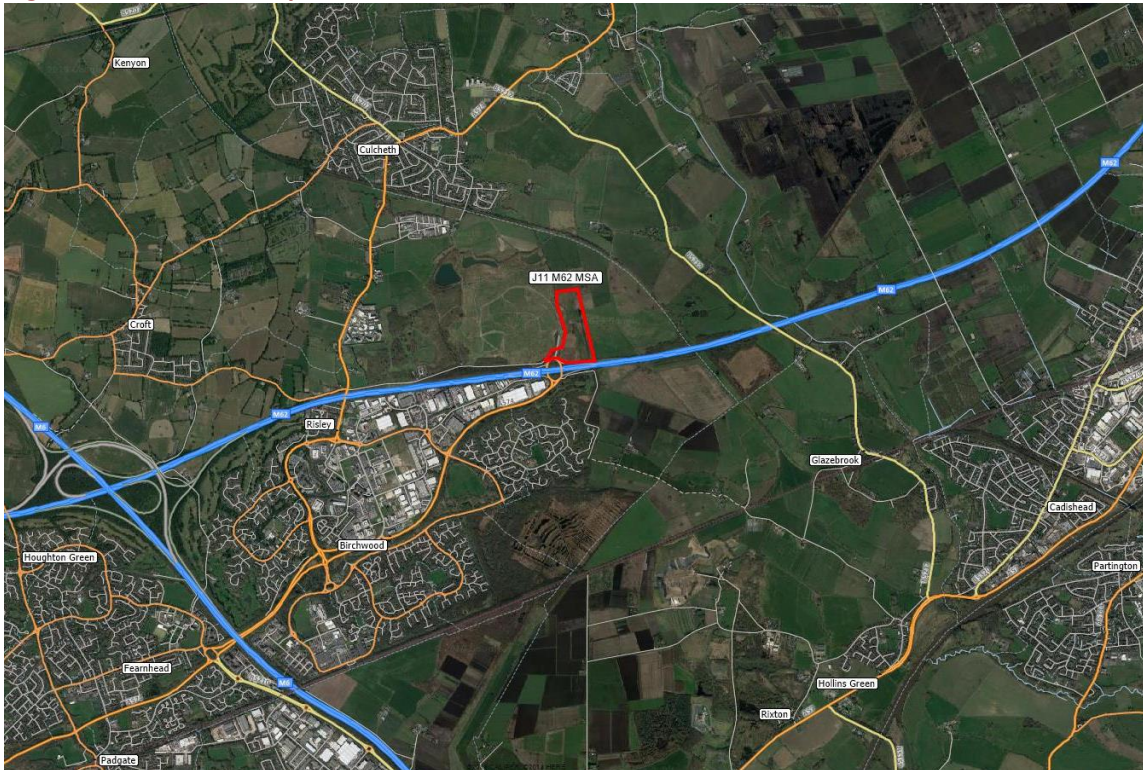
This section briefly sets out a description of the proposed Warrington MSA, J11 M62. It details the location of the site and provides an overview of a needs assessment which underpins the rationale for the proposed scheme.

2.2 Site location

The application site for the new facility is land located at Junction 11 of the M62 Motorway to the north of the existing carriageway off Birchwood Way. The site is located immediately adjacent to the restored Risley Land Fill Site.

The site is located approximately five miles to the north east of the centre of Warrington. The communities of Birchwood and Risley are located approximately one mile to the south. The town of Culcheth is located around one mile to the north. The M62 provides access between Liverpool (22 miles to the west) and Manchester (14 miles to the east). The Junction with the M6 lies approximately two miles to the west of Junction 11, providing access north and south. The location of the site is shown in Figure 2.1.

Figure 2.1: Location map



The site comprises an area of 15.2 ha of greenfield land, currently in agricultural use. It is envisaged that the MSA would utilise the existing Junction 11, subject to necessary enhancement works, minimising the potential for disruption associated with construction and highway modification. Junction 11 currently provides immediate access to Birchwood Park and adjacent residential areas to the south of the motorway. Birchwood Way provides an access to the site from the north. Existing infrastructure would be significantly upgraded as part of the proposed scheme.

2.3 Project description

2.3.1 *Warrington MSA, Junction 11 M62*

The proposed scheme will deliver a new MSA facility at land at Junction 11 of the M62 Motorway. The design of the scheme will have due regard to the requirements of Highways England as detailed within Department for Transport Circulars 01/2008 and 02/2013.

The proposals for the scheme continue to be refined, based on evidence of likely need and demand. As proposed, the Warrington MSA will comprise of a facility building of no larger than 5,000 sq. m, which will include public amenities, retail, food and beverage and business lounge uses. In addition to these commercial uses, the facility building will also accommodate storage and management functions. The hotel element of the proposal will be no larger than 100 beds. The final element of the built-out scheme is the fuel filling station, which will be no larger than 500 sq. m and will include public amenity, retail and food and beverage uses. The remainder of the site will provide car parking facilities and soft landscaping.

The design of the scheme will be consistent with other facilities delivered by Extra MSA Group, embedding sustainability features within a high-quality setting. In addition, the proposed scheme will seek to enhance the setting of the adjacent Risley site which has been extensively landscaped for public benefit.

2.3.2 *Extra Motorway Service Area Group*

The Extra MSA Group is a leading developer, investor and experienced operator of high-quality MSA properties across the Strategic Road Network. Extra MSA Group's newest MSA on the Motorway Network is being developed at M1 J45 Leeds Skelton Lake. Since deregulation of MSAs in 1992, Extra has directly or indirectly successfully delivered ten MSAs, significantly more than any other party involved in the MSA sector over this period.

Extra is the largest freehold investment owner of MSAs in the UK and has 18 MSA 'quasi-infrastructure' property assets with an aggregate gross capital value in excess of £1.1 billion (inclusive of Leeds Skelton Lake MSA). Rental income amounts to approximately £58 million per annum, secured on primarily long-term leases. In terms of geography, Extra has a portfolio of MSAs in strategic locations across the Motorway Network, attracting in excess of 1.2 million vehicles per week (circa 60 million vehicles each year).

Alongside the proposed facility at M62 J11 Warrington, Extra MSA Group is currently promoting other new MSA developments at M42 J5-J6 Solihull, M1 J35 Sheffield and M25 West MSA in the Chilterns. In total, and inclusive of Leeds Skelton Lake, these MSA developments have the potential to promote additional investment by Extra MSA Group in the UK MSA sector of approximately £500 million.

Additional information in relation to Extra MSA Group’s existing portfolio is outlined in Box 2.1, demonstrating a very high level of commercial expertise in relation to the planning, delivery and operation of MSA facilities in the UK.

Box 2.1: Extra MSA Group Portfolio

Typical MSA facilities

MSAs typically comprise a fuel filling Station, facilities building and usually a ‘budget style’ Hotel, together with parking spaces to location specific requirements for all categories of vehicle. Extra MSA Group’s facilities buildings are designed to offer a spacious and attractive ‘open plan’ central food court seating area with a carefully selected and complimentary range of established national ‘brands’. The overall portfolio comprises two sub-portfolios, each distinct for their operating style and tenant profile:

- **Abraham Portfolio** - this portfolio includes the ‘new concept’ Extra MSA Group ‘umbrella branded’ MSAs, together with two pairs of MSA Filling Stations as leased to Shell/BP. The average estate age is approximately 12.5 years, being some of the most modern portfolios on the UK Motorway Network. The Abraham Portfolio operates under a ‘multi-let’ property rental model unique to the UK MSA sector;
- **Ulysses Portfolio** - The acquisition of this portfolio represents a long-term strategic decision complimentary to Extra MSA Group’s ‘umbrella branded’ investment portfolio. It includes high-quality MSA locations, but with mixed asset age and design, let on ‘single tenant’ leases to Welcome Break (UK’s second largest MSA operator), with key franchise brands such as Starbucks, KFC, Burger King, Pizza Express, Waitrose and Days Inn/Ramada.

Extra MSA Group have successfully delivered and continue to operate a number of other “new concept” MSAs in England and have formed long standing contractual relationships with an extensive range of leading national and popular tenant operating companies. Extra ‘umbrella branded’ MSAs directly support over 1,900 FTE jobs in the UK economy.

M1 Leeds Skelton Lake – Extra’s newest MSA

Extra’s most recent MSA development at M1 J45 Leeds Skelton Lake is a ‘new concept’ in MSAs, combining world-class design with a new range of popular food & beverage, ancillary retail and leisure ‘brands’. Leeds Skelton Lake Services will form part of a strategic eastern ‘gateway’ for the City and contribute to attracting investors and occupiers to the Leeds City Region Enterprise Zone, the Aire Valley Corridor and the wider East Leeds area. The range of proposed facilities and services are also designed to complement future planned housing (up to 1,800 new homes) forming the Skelton Gate development as to be situated adjacent to the MSA.

The development of the MSA represents a £60 million investment and it will create more than 300 full-time equivalent (FTE) jobs as well as significant Business Rates Revenue and other significant economic and social benefits. As now under construction, the targeted opening date is early November 2019.

Extra MSA Group operate in partnership with Regus, providers of serviced offices and meeting rooms for business use. Regus Business Centres currently operate at Extra’s M42 J2 Beaconsfield, A14(M11) J28 Cambridge and M5 J9-J10 Cobham MSAs, with a similar new facility also now proposed for M1 J45 Leeds Skelton Lake MSA. This includes a Business Lounge, individual work stations and a range of different size meeting rooms, together with other ancillary services such as secure business-class Wi-Fi, printing and administrative support.

2.4 Project need and demand

Pre-deregulation in 1992, the Government primarily owned MSAs and granted 50-year Ground Leases to operators. Deregulation permitted private sector freehold MSA ownership and has in subsequent years significantly improved the range of MSA facilities. There are currently 109 Motorway Service Areas in operation across the UK, just under 100 of which are controlled by the four major operators (Moto, Welcome Break, RoadChef and Extra) and with 11 MSAs controlled by other operators.

All MSAs developed since Deregulation in 1992 are privately owned and operated. They exist to meet a public need on the Motorway Network – the need being to provide facilities which support the safety and welfare of the travelling public. The absence of such facilities in areas where there is a need places the safety and welfare of the travelling public at risk and increases the chances of accidents. However, the choice of how that need is met within an identified area will largely be driven by commercial concerns. If a potential location is not commercially viable, it will not be delivered.

The provision of MSAs is dependant entirely upon private sector funding. The decision to invest is a commercial one and represents a major capital investment within Warrington. Once operational, the ongoing management and maintenance costs remain with the MSA operator, except those elements that may be covered by a commuted lump sum, for example highways maintenance.

Current policy (Circular 02/2013) leaves it to the commercial operator to determine the minimum spacing between MSAs. In 2018, Transport Minister Jesse Norman stated that the Department for Transport has abandoned the requirement for minimum intervals between Motorway Service Areas altogether. This means that an operator must make a judgement based upon the potential number of travellers on the Motorway Network who might choose to stop at any particular location and make use of the facilities on offer. This decision is a factor of the following:

- the volume of traffic which flows past a particular location;
- traffic speeds and the potential for delays and interrupted flows;
- the nature of the traffic on that stretch of the Motorway, as high volumes of local traffic would be expected to contribute lower numbers of potential visitors, whilst longer distance travellers have a greater propensity to stop;
- the distance from the nearest existing MSA, having regard to traffic flows and potential demand;
- availability of a suitable site adjacent to the motorway network;

- the nature and age of facilities offered at the nearest MSAs – although these could potentially be improved subject to the constraints of the respective site; and
- the extent to which the site is convenient in respect of ease of ingress and egress – road users will not want to use a MSA which is inconvenient to use at a congested junction or other inappropriate locations.

An assessment of needs and demand has been carried out by Extra MSA Group and its appointed consultants. A summary note outlining the results forms part of the overall planning submission. Key conclusions from the summary paper are outlined as follows:

“The application of policy tests set out in the Framework and Circular 02/2013 clearly and unequivocally demonstrates that a ‘need’ exists for a new MSA located along the M62 corridor north of Warrington, between the M67 Terminus and Birch Services to the east and Charnock Richard Services and the Terminus of the M58 to the north west to address the ‘need’ that exists between these locations.

Based on extensive research and specialist MSA knowledge, Extra and its Consultants have identified M62 J11 as the optimal location for satisfying this unmet ‘need’.

A clear understanding of the latest Circular 02/2013 (The Strategic Road Network and the Delivery of Sustainable Development, Annex B) and the new Framework demonstrates beyond doubt that a new additional MSA is required on the M62 corridor within Warrington Borough Council’s administrative area.”

3 Economic Impact Assessment - Approach

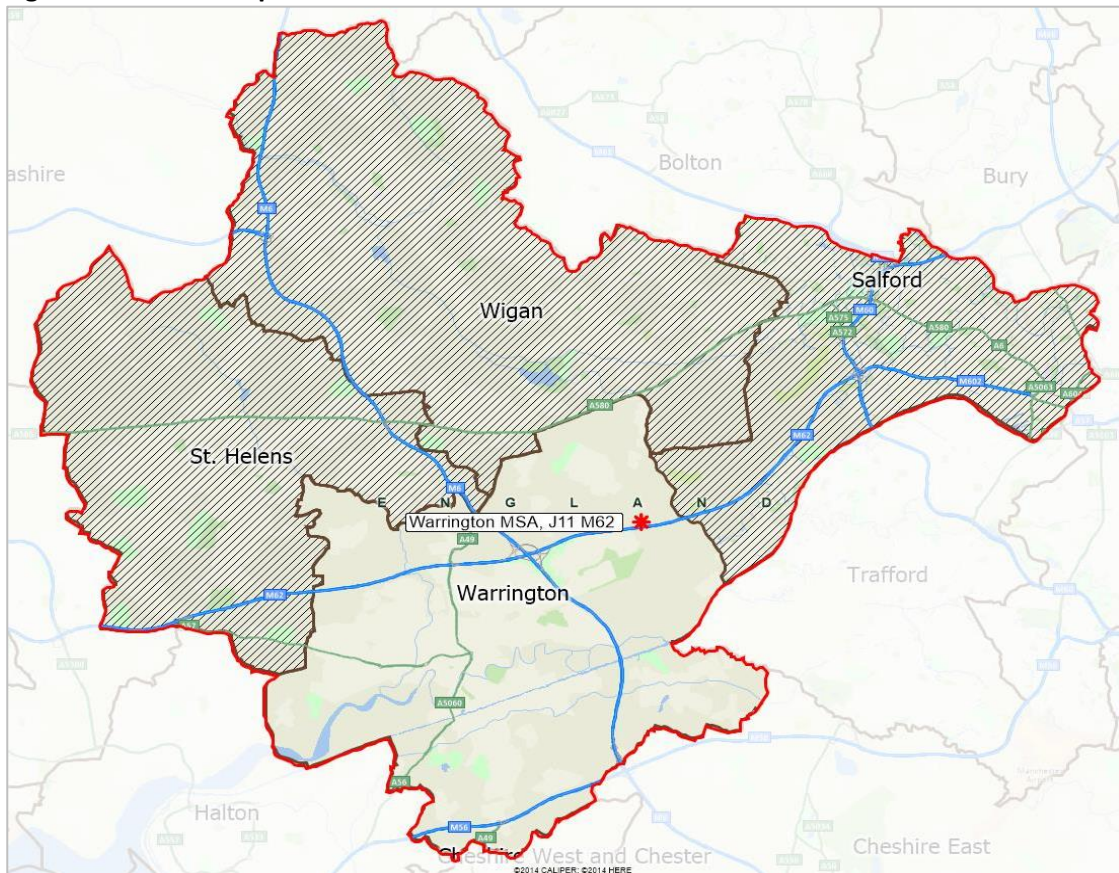
3.1 Overview

An economic impact model has been developed for the Warrington MSA, J11 M62, the proposals for which are expected to generate a range of benefits for the local and wider economy.

The assessment has been undertaken at both the local level, with the majority of benefits expected to accrue to Warrington (which is the largest conurbation within the vicinity of the proposed facility) and across a wider labour market catchment area.

The wider area of impact has been determined having regard to the location of the proposed scheme relative to neighbouring local authority areas. In particular, it is within one mile of Salford and approximately four miles from both Wigan and St Helens. This area is broadly supported by travel to work data derived from the 2011 Census, which indicates that Warrington, St Helens and Wigan account for the largest share of employees in the Warrington M62 corridor area.¹ Salford is also included, reflecting the proximity of the local authority boundary to the site.

Figure 3.1 Area of Impact



¹ Comprising the following LSOA areas: E01012471; E01012472; E01012468; E01012469; E01012462; E01012463; E01012464; E01012461; E01012539; E01012538; E01012541; E01012561; E01012562

The economic impact assessment has estimated both the gross and net additional impact in the construction and operational phases. In assessing net additional impact, consideration has been given to who is likely to secure the benefits generated, the level of activity that might be displaced and potential multiplier effects. The approach to calculating additionality is described below.

The key economic benefits are expected to include:

- employment and GVA created during both the construction phase and operational phases of the proposed development;
- additional economic activity resulting from supply linkage and income multiplier effects (secondary effects); and
- a range of wider economic and social impacts arising from the delivery of the scheme.

This section outlines the approach and assumptions used to assess the primary and secondary impacts of the scheme. As part of the economic impact assessment, consideration has also been given to wider benefits associated with the development. These wider benefits are difficult to quantify but are nevertheless important in understanding the overall socio-economic contribution of the Warrington MSA, J11 M62 scheme.

3.2 Assessment of benefits

3.2.1 Construction Jobs and GVA

The total number of construction jobs has been estimated based on the indicative capital costs of the scheme. At the time of preparing the report, detailed cost assessment was ongoing. The cost estimate applied has been benchmarked against other MSA schemes delivered by Extra Group and will continue to be refined as design and development progresses.

The average turnover per employee ratio from Cost per Job Guidance published by the former Homes and Communities Agency (HCA)² has been applied to the estimated construction expenditure figure (including fees) to derive an estimate of the gross number of person years of employment supported during construction phase. A benchmark turnover per employee for the construction sector of £77,500 has been applied based on coefficients for commercial development (adjusted to 2019 prices using GDP Deflators published by HM Treasury). This is a relative measure of impact that provides an estimate of the total person years of temporary construction employment – the number of jobs that could be supported for one full year by the level of expenditure proposed. There is a convention that ten years of temporary employment is equivalent to one permanent job.

GVA benefits in the construction phase have been estimated on the basis of a turnover to GVA ratio of 0.38, derived from Annual Business Survey statistics for the construction sector published by the ONS.

² HCA (2015), *Calculating Cost Per Job, Best Practice Note*

3.2.2 Operational Jobs

(i) Direct jobs

Extra MSA have provided a breakdown of the management structure to inform the estimate of direct jobs associated with operating the facility, including centre management and maintenance.

The number of direct operational jobs within the facilities building and hotel has been estimated having regard to employment density benchmarks, sourced from guidance published by the former HCA.

The use of employment densities provides an estimate of the number of full-time equivalent (FTE) jobs created. A shift pattern multiplier has been applied to determine the number of jobs that will be required to provide an operational MSA 24/7.

The assessment based on employment density has been further refined having regard to previous research undertaken by Extra MSA Group, estimating total on-site and FTE employment across a number of their existing facilities.

It is noted that the number of actual jobs created will be higher once part-time workers are taken into account – for example, one FTE job may actually support, say, two part-time workers. On this basis the assessment also provides an estimate of total employees having regard to evidence from existing facilities and data derived from the Business Register and Employment Survey.

(ii) Indirect and induced multiplier effects

Alongside directly supporting the creation of new jobs, the proposed development will also lead to additional employment opportunities (and GVA) through supply chain expenditure (indirect effects) and employee spend on goods and services (induced effects) within the area of impact. In order to take into account both the indirect and induced effects associated with the scheme, a composite multiplier has been applied. The choice of multiplier has taken into account national guidance and benchmarks, including the HCA's Additionality Guide and guidance on additionality produced by the then Department for Business, Innovation and Skills (BIS)³.

(iii) Net additional impact

In determining the net additional impact, the key issue to be addressed is the additionality of the scheme under consideration – or in other words, the extent to which activity takes place at all, on a larger scale, earlier or within a specific designated area or target group as a result of the intervention. In order to assess the additionality of the proposal, the following factors, have, therefore been considered:

- Leakage – the proportion of outputs that benefit those outside of the schemes target area or group;
- Displacement – the proportion of scheme outputs accounted for by reduced outputs elsewhere in the target area. Displacement may occur in both the factor and product markets;

³ BIS, Occasional Paper 1 – Research to improve the assessment of additionality

- Multiplier effects – further economic activity associated with additional local income and local supplier purchases (as discussed above); and
- Deadweight – outputs which would have occurred without the scheme.

The approach to assessing the net additional impact of a scheme, taking into account the above adjustments, is shown diagrammatically in Figure 3.2. For the purposes of this assessment – additionality has been considered at the local level focusing upon effects within the local authority area of Warrington, as well as across a wider catchment area.

Figure 3.2: Net additional impact



(iv) Gross Value Added (GVA)

The GVA generated has been calculated using average GVA per FTE job figures for the relevant sectors derived from Experian Regional Planning Service forecasts (September 2018). The estimated GVA impact for the scheme has been calculated in terms of both a per annum figure and a cumulative total, based on a ten-year persistence, decaying to zero over the period. In accordance with the HM Treasury Green Book, GVA has been discounted at a rate of 3.5% per annum.

4 Economic Impacts and Benefits

4.1 Introduction

This section sets out the results of the economic impact modelling of the proposed Warrington MSA, J11 M62 scheme.

4.2 Temporary construction employment

Overall, it is estimated that the development proposals could involve up to £75 million of construction related expenditure (2019 prices). This level of expenditure would directly support approximately 970 gross person years of temporary construction employment. On the basis of the convention that ten person-years of employment equates to one permanent job, it is estimated that the overall construction phase will result in 97 FTE gross jobs.

Based on ongoing project planning, it is estimated that in the order of 300 construction workers will be on-site over the phased build period. Over a two year build programme, and allowing for associated professional services (which will be supported off-site), this is considered to be consistent with the assessment outlined above.

Alongside directly supporting employment through the design and delivery of construction works, the expenditure will also result in supply side (indirect) benefits, including through, for example, the purchase of construction equipment and supplies. In addition, the redevelopment proposals will lead to induced effects through construction employee spend on goods and services within the area of impact.

In order to take into account both the indirect and induced multiplier effects associated with the construction phase, reference has been made to benchmarks outlined within additionality guidance produced by the former Department for Business, Innovation and Skills (BIS) and HCA (now Homes England). Assuming a composite multiplier of 1.33 at the Area of Impact level, scheme expenditure could support an additional 320 person years of indirect employment (equating to 32 FTE). At the Warrington level, a multiplier of 1.15 would support 145 person years through supply chain and employee expenditure effects, equating to 15 FTE.

In determining the net additional jobs generated through the construction phase, each of the additionality factors has been assessed.

- *Leakage* - in terms of the nature of the proposed scheme, specialist construction activities relating to non-standard activities or the installation of specific plant and other equipment are more likely to be carried out by expert contractors, operating at a regional or national level. The level of leakage associated with such employment is likely to be higher. It is expected that locally procured labour will be involved in more general activity. In particular, there is likely to be demand within the following trades:
 - ground workers;
 - concrete frame workers;

- steel erectors;
- cladding and roofing workers;
- bricklayers;
- finishing tradespersons;
- fitters;
- welders;
- electricians; and
- mechanical workers.

Overall, there were 8,000 construction sector jobs based within Warrington in 2017 (accounting for 5.8% of total employment)⁴, increasing to 27,000 (6.2% of total employment) across the wider catchment. Given the level of local sector employment and the nature of activity in the construction sector, a leakage rate of 40% has been assumed at the Warrington level. This also takes into account the procurement approach adopted by Extra MSA Group, which recognises measures aimed at promoting local recruitment. A rate of 25% has been applied across the wider catchment. These rates have regard to the commitments of Extra MSA Group, as outlined within the Employability Strategy report.

- **Displacement** - At the national level, the construction sector continues to be affected by significant skills shortages, particularly in high growth locations. Despite this, analysis of the local labour market indicates that, once combined with local training, there is an available pool of skilled construction labour and professional skills within Warrington and across the wider catchment. On the basis of the above, it has been assumed that displacement will be relatively low at 15% at the Warrington level and 30% across the wider area.
- **Multiplier effects** - Alongside directly supporting employment through the design and delivery of infrastructure and construction works, the expenditure will also result in supply side benefits. Standard requirements associated with major construction processes include:
 - construction equipment including mobile and tower cranes, scaffolding, access equipment, hand tools, generators, welding rigs, earth moving equipment, temporary electric installations and site cabins; and
 - supplies including concrete, fill materials, drainage products, steel, bricks, blocks, and mortar, paving and tarmac, cabling, pipe work, ductwork, fittings, cladding materials and consumables such as lime.

There is capacity within the target area to service a significant proportion of this demand locally, including from within Warrington. Reflecting the scale and duration of the construction process, alongside a potential requirement to import some specialist labour into the area, demand for other goods and services will also be generated, including hotel and other accommodation, transportation, catering, cleaning and security. These goods and services are available within the local area. Opportunities therefore exist to establish

⁴ Business Register and Employment Survey, 2017 (Nomis)

relationships with suppliers to ensure that the local benefits arising from the capital investment are realised, subject to achieving value through the procurement process.

In addition to the indirect effects arising from supply chain expenditure, the development scheme will also result in induced effects through construction employee spend on goods and services within Warrington.

In order to take into account of both the indirect and induced multiplier effects associated with the construction phase, reference has been made to benchmarks outlined within additionality guidance produced for the then BIS and research commissioned by the UK Contractors Group (UKCG)⁵. As outlined above, a composite multiplier of 1.33 has been adopted across the wider catchment area, with a rate of 1.15 applied at the Warrington level.

- **Deadweight** - in the absence of the proposed scheme it is anticipated that no comprehensive alternative would come forward in the foreseeable future. Therefore, a deadweight level of nil has been assumed.

A summary of the additionality factors applied at the Warrington and the wider labour catchment area are summarised in Table 4.1.

Table 4.1: Construction Phase additionality adjustments at alternative spatial levels		
	Warrington level	Wider Catchment
Leakage	40%	25%
Displacement	15%	30%
Multiplier	1.15	1.33
Deadweight	0	0

If adjustments are made for leakage, deadweight, displacement and multiplier effects, it is estimated that the scheme would create 570 net additional person years of construction employment at the Warrington level, equivalent to 57 FTE jobs. Targeted procurement and local supplier measures could further enhance the economic impact in the construction phase.

Across the wider catchment area, construction expenditure could result in 675 net additional person years of temporary employment, equating to 68 FTE jobs.

It is estimated that construction phase investment could generate a net additional GVA impact of £24.6 million at the Warrington level and £28.4 million across the wider catchment area.

4.3 Permanent employment effect

(i) Gross direct permanent employment

The number of gross direct permanent jobs generated has been estimated using a combination of:

⁵ UKCG (2011) *Making the economic case for construction*

- benchmarks for employment density, derived from published guidance; and
- Comparable evidence from other MSA facilities operated by Extra MSA Group.

This has been supplemented by advice from the operator in relation to the ongoing management of the facility.

The scheme proposes to bring forward in the order of 5,500 sq.m (GIA) of employment floorspace (including a facility building of up to 5,000 sq.m). Employment density ratios consistent with those set out in the HCA Employment Floorspace Guidance (allowing for converting gross to net internal areas) have been used to estimate the gross direct employment effect for the development scheme. The HCA Guidance sets out a range for each of the identified component activities, allowing for variations in the nature of the activities accommodated. The guidance outlined in relation to each of the identified uses is as follows:

- **Hotel** – the density ranges from 1 FTE per 5 bedrooms for budget hotels to 1 FTE per bedroom for luxury establishments.
- **Retail** – the guidance identifies a range of between 15-20 sq m (NIA) per FTE job for high street retail. It confirms that within this range, the level of employment is likely to be more aligned to turnover;
- **Restaurants and cafés** – a range of 15-20 sq m (NIA) per FTE job is also identified for food and beverage uses, consistent with guidance for high street retail; and
- **Office** – A density of 12 sq m (NIA per FTE job is identified for professional services and public sector uses.

Table 4.2 sets out the results of a central case estimate of the gross direct jobs that will be created as a result of delivering the MSA scheme. The assessment for retail, food and drink and office uses assumes a gross to net floorspace ratio of 85% and makes provision for an ongoing vacancy rate of 10% to allow for take-up and churn. No allowance is made for vacancy associated with the hotel, assuming that this will be developed to meet the specification of an identified operator. An overnight multiplier of 1.25 has been applied for the fuel filling station and facilities building, allowing for a proportion of the activities to be open on a 24 hour basis.

Table 4. 2: Gross employment figures					
Use	Gross: Net Ratio (%)	Employment density/sqm	Occupancy (%)	Overnight Multiplier	Total Jobs
Hotel	100	1 FTE / 5 bed	100	1	10
Fuel Filling Station	90	17.5	100	1.25	32
Facilities building*	80	17.5	100	1.25	146
Facilities building - Kiosks	80	8	100	1	14
Business space	85	12	80	1	14
Management Suite**	100	8	100	1	12
Total					228

* Fast food, restaurant and ancillary retail units

** As advised by Extra MSA Group

On this basis, it is estimated that the proposed facilities could accommodate some 228 gross FTE jobs.

Extra MSA Group have undertaken a review of employment across their portfolio of managed MSA's, where the services and facilities provided are of a similar nature to those proposed for the Warrington MSA, J11 M62. Table 4.3 below shows the identified levels of gross operational employment across a number of similar facilities developed and operated by Extra MSA Group.

Table 4.3: Gross operational employment (FTEs)			
Cobham	Peterborough	Beaconsfield	Baldock
362 Gross FTE Jobs	170 Gross FTE Jobs	356 Gross FTE Jobs	187 Gross FTE Jobs

Source: Extra MSA Group

Based on the information relating to existing MSA operations, the estimate of gross employment is considered to be reasonable given the scale of the proposal, which will lie between Baldock and Beaconsfield.

Taking into account the indirect and induced jobs⁶ created as a result of the scheme, this could support an additional 45 FTEs at the Warrington level and 75 FTEs across the wider catchment.

Overall, it is estimated that total on-site employment at the Warrington J11 MSA will be higher, reflecting patterns of part-time working. Based on existing ratios for full-time and part-time employment for the proposed sectors within Warrington, it is estimated that the scheme could provide opportunities for in the order of 300 employees.

(ii) Net additional permanent employment

In order to calculate the number of net additional permanent jobs created as a result of the proposed MSA scheme, adjustments have been made in relation to leakage, displacement, multiplier effects and deadweight. The following assumptions have been applied in relation to each additionality factor:

- **Leakage** – according to 2011 Census UK travel to work flows, around 51% of people working across all sectors in Warrington also reside in the local authority area, increasing to around 66% across the wider catchment area. However, based on sectoral evidence from the 2001 Census, it is likely that a greater proportion of employees in customer service sectors (including the retail and food and beverage sectors) would reside within the local authority area. This reflects the lower wage nature of this employment, which would be less attractive for residents of neighbouring areas.

While noting that the scheme is on located adjacent to the boundary with Salford local authority area, with excellent links to the strategic road network, the closest area of significant populous (and labour market) is Warrington. Based on a review of data from the Annual Population Survey, there were 5,000 economically inactive residents of Warrington currently seeking employment. This indicates a significant pool of available labour. Further to this, Extra MSA Group has outlined a range of commitments to support local employment

⁶ Indirect relates to employment supported by supply chain expenditure. Induced relates to employment supported by employee spend.

(as detailed within the Employability Strategy). On this basis, a leakage rate of 33% has been assumed at the Warrington level.

Across the wider catchment, it is anticipated that levels of leakage will be relatively low. A rate of 25% has been applied, having regard to guidance published by the former HCA. Subject to the effective implementation of the Employability Strategy, actual rates of leakage could be substantially lower;

- **Displacement** – in order to calculate the expected level of displacement, reference has been made to benchmarks set out within Additionality Guide published by the former HCA (2015), alongside supplementary guidance published by the then BIS. At the sub-regional level, the mean displacement rate for physical regeneration schemes is 38.7%.

Displacement rates vary by use and in relation to local market conditions. While there is an established MSA located at Burtonwood (approximately 8km to the west of the proposed scheme), a needs assessment has identified a requirement for further provision to satisfy need relating to the M6, M62 and M58. The proposed site is identified as being the most suitable to satisfy this requirement. On this basis, there is judged to be sufficient and growing demand for MSA provision within the vicinity, building upon major strategic traffic flows. On this basis, displacement rate of 25% has been assumed at the Warrington level.

At the level of the wider labour market catchment, levels of displacement are expected to remain relatively low. Based on a high level review of existing facilities and labour market activity rates, allowance has been made for displacement at 33%.

- **Multiplier effects** – potential multiplier effects associated with localised supply chain and employment expenditure have been estimated, having regards to additionality guidance produced for the HCA and research published by the former BIS. Based on this guidance, a composite multiplier of 1.2 has been applied at the Warrington level, while a rate of 1.33 has been adopted for the wider catchment area
- **Deadweight** – deadweight has been assumed to be nil. The site is located within the Green Belt and in the absence of the proposed scheme would not be expected to come forward for development.

Table 4.4 summarises the adjustments applied in assessing impact across Warrington and the wider labour market catchment area.

Table 4.4: Operational Phase additionality adjustments at alternative spatial levels		
	Warrington level	Wider Catchment
Leakage	33%	25%
Displacement	25%	33%
Multiplier	1.20	1.33
Deadweight	0	0

Table 4.5 summarises the estimated net additional permanent employment effect after allowing for leakage, displacement, multiplier effects and deadweight. It is estimated that, once fully

occupied, the Warrington MSA, J11 M62 would generate some 137 net additional jobs for local residents of Warrington, increasing to 152 gross FTE jobs across a wider catchment.

Table 4.5: Net additional permanent employment effect (FTE)		
	Warrington Level	Wider Catchment
Gross employment	228	228
Less leakage	75	57
Gross local direct jobs	114	171
Less displacement	38	56
Net local direct jobs	114	114
Plus, multiplier effects	32	38
Total net local effects	137	152
Less deadweight	0	0
Total net additional jobs (FTE)	137	152

4.4 Gross Value Added (GVA)

The GVA generated as a result of the additional permanent jobs created has also been estimated. The assessment of net additional GVA reflects the following assumptions:

- the net additional job estimates have been adjusted to no longer account for leakage, as GVA is a work-placed based measure; and
- an average GVA per head figure for each sector has been applied to the adjusted estimates of net additional employment based on national data derived from the ONS Annual Business Survey. Based on data for GVA per filled job⁷ levels of productivity across CW&C are broadly consistent with the national average.

Table 4.6 sets out the annual net additional GVA impact once the MSA scheme is complete, alongside the estimated cumulative GVA impact. The calculation of the cumulative impact allows for the persistence of the employment benefits for a period of 10 years, with an allowance for a decay of 10% per annum. The cumulative GVA impact is discounted at 3.5%.

Table 4.6: Net additional GVA (£m, 2017 prices)		
	Warrington level	Wider Catchment
Annual GVA*	£8.47	£8.39
Cumulative GVA**	£39.39	£39.00

* Per annum once development complete, undiscounted

** Discounted at 3.5%

⁷ ONS Sub-regional Productivity (2015)

4.5 Wider Benefits

Alongside the identified employment and GVA benefits, the Warrington MSA will also deliver a number of wider benefits which are not captured in the preceding analysis.

Of particular importance, the facility will contribute to the effectiveness of the motorway network as a whole, with the level of benefit reflecting the status of this infrastructure and its importance to the functioning of the national economy. In particular, this reflects their importance in promoting safety by providing an opportunity for motorists to stop and take a break in accordance with Government guidance. They enable commercial drivers to comply with statutory requirements in relation to working time restrictions.

The provision of a new MSA will contribute to a safer motorway network through addressing driver fatigue, which is recognized as a major factor in up to 20% of road accidents on the motorway network. Guidance recognizes the important role of MSA facilities, indicating the fatigue is best addressed through rest breaks and access to refreshment. The absence of such facilities can lead to accidents or the inappropriate use of the hard shoulder (where available). Accidents have a significant economic (and potentially financial) cost implication, particularly where they result in long delays or the need for repairs. A study in 2011 estimated that the economic cost of the closure of a three lane carriageway on a busy motorway could be more than £500,000.

Alongside this, accidents result in significant wider costs in relation to emergency health, while the impact on victims can also have substantial economic implications. The Government has set a target to reduce the number of people killed or seriously injured on the motorway network by 40% by 2020. Minimising driver fatigue is a key element in this.

Having reference to the need and demand assessment, there is a requirement for an MSA at Junction 11 of the M62, which will service the M62, M6 and M58 motorways. The Warrington MSA will meet the demonstratable need and significantly improve road safety within this section of the motorway network.

Alongside this significant benefit, other wider benefits are expected to include:

- *Providing local jobs* – A large number of jobs at the MSA will be in entry level positions, specifically in the accommodation and hospitality, retail and food and beverage. Extra MSA Group have set out a range of commitments to prioritise employment opportunities in the local communities. The Employability Strategy, which should be read in conjunction with this assessment, outlines measures aimed at maximising the benefit of the scheme for the local labour market through creating pathways to employment for local communities.
- *Business rates income* – The delivery of new employment floorspace will result in an increase in business rates, it is envisaged the MSA will generate in the region of £1.05 million in annual business rates. Through the Business Rates Retention Scheme, up to 50% of rates collected can be retained by Warrington Borough Council.

5 Conclusions

The economic impact assessment report highlights the potentially significant economic benefits arising as a result of Extra MSA Group’s proposed investment at Junction 11 of the M62 in Warrington. The report has been prepared to support a planning application to Warrington Council.

The assessment has been undertaken at both the local level, with the majority of benefits expected to accrue to Warrington (which is the largest conurbation within the vicinity of the proposed facility) and across a wider labour market catchment area.

Investment is expected to support economic activity in the construction and ongoing operation of the new facility, including:

- **Construction employment** - based on construction expenditure of around £75 million, some 970 person years of temporary employment – the equivalent of 97 FTE gross – could be supported. Allowing for supply chain and employee expenditure effects, this could increase to more than 1,290 person years of employment across the wider labour market catchment area. Based on further adjustments for leakage, displacement and deadweight, it is estimated that construction phase investment could result in almost 57 FTE net additional jobs at the Warrington level and 67 net additional jobs across a wider catchment area;
- **Operational employment** – gross employment has been estimated having regard to benchmark evidence including employment density guidance and evidence from existing Extra MSA Group facilities. In total, it is estimated that the facility could support 228 gross jobs. Based on employment patterns, the facility could provide opportunities for almost 300 employees. Allowing for additionality adjustments, it is estimated that the scheme could directly result in the creation of 137 net additional jobs at the Warrington level and 152 jobs across the wider labour market catchment area;
- **Net additional GVA** – based on benchmarks for GVA per employee, it is estimated that the net additional GVA impact could amount to more than £39 million in the operational phase. This allows for the accumulation of benefits over a ten year period, subject to decay and discounting;

In addition to the quantified benefits outlined above, Investment is expected to result in a range of wider benefits. While these impacts have not been quantified, they remain fundamental to the rationale for investment. In particular, these relate to supporting the efficient running of the motorway network through providing motorists with opportunities to rest. This contributes to a safer network, with significant economic benefits arising from reduced accidents (and associated congestion).

In addition, the scheme will result in important local employment effects. As detailed within the Employability Strategy, these will be enhanced through the commitments of Extra MSA Group.

Finally, it is estimated that the proposed scheme could potentially generate business rates revenue of more than £1 million per annum. The direct local retention of a portion of this revenue will contribute to supporting the activity of the local authority in delivering key services for residents of Warrington.

Appendix 6.2 – Employability and Social Impact Strategy



Extra MSA Group

Warrington Motorway Service Area, Junction 11 M62

Employability and Social Impact Strategy
Report

July 2019

LIVERPOOL Winslow House • Rumford Court • 16 Rumford Place • Liverpool L3 9DG

T: 0151 227 5563

LONDON 78 York Street • London W1H 1DP T: 0207 183 6790

www.amion.co.uk

AMION Consulting is the trading name of AMION Consulting Limited.


Registered Office: Langtons, The Plaza, 100 Old Hall Street, Liverpool L3 9QJ. Company No: 3909897

Extra MSA Group

Warrington Motorway Service Area, Junction 11 M62

Employability and Social Impact Strategy Report

July 2019

Reviewed and approved by: Signature(s):	
Name(s):	Graham Russell
Job Title(s):	Chief Executive
Date:	July 2019

AMION Consulting is the trading name of AMION Consulting Limited
Registered Office: Langtons, The Plaza, 100 Old Hall Street, Liverpool L3 9QJ
Company No: 3909897
Tel: 0151 227 5563
This document including appendices contains 23 pages
Ref: K:\CLIENTS\Spawforths\Extra MSA Warrington\Final\July\Warrington
MSA J11 M62 - Employability and Social Impact Strategy Final.docx

Contents

- 1 Introduction 1**
 - 1.1 Overview 1
 - 1.2 Purpose of the Strategy 1
- 2 Warrington MSA employment profile 3**
 - 2.1 Introduction 3
 - 2.2 Warrington MSA proposal 3
 - 2.3 Construction phase employment..... 3
 - 2.4 Operational phase employment 5
- 3 Local Labour Market 7**
 - 3.1 Introduction 7
 - 3.2 Labour market..... 7
 - 3.3 Localised effects..... 10
- 4 Maximising MSA Benefits Locally 15**
 - 4.1 Introduction 15
 - 4.2 Extra MSA Group’s Commitment to maximising benefits locally 15
 - 4.3 A commitment to local workforce development planning..... 15
 - 4.4 A commitment to ensuring sustainable transport..... 16
 - 4.5 A commitment to leading and facilitating employment opportunities..... 17
 - 4.6 A commitment to workforce upskilling and careers education 17

Appendix A – Standard Occupational Classification 2010
 Appendix B – Index of Multiple Deprivation Maps

1 Introduction

1.1 Overview

AMION Consulting have produced this Employability Strategy on behalf of Extra MSA Group in respect of proposals for the development of a new Motorway Service Area (MSA) at Junction 11 of the M62 Motorway. The scheme is being actively promoted by Extra MSA Group in response to an assessment of need and demand upon the strategic highway network. The Strategy sets out the commitment of Extra MSA Group to ensuring that the construction and operation of the proposed Warrington MSA delivers tangible and lasting benefits for local communities.

Extra MSA Group currently manages and operates nine MSAs across England including facilities in Cobham, Beaconsfield and Chesterfield. A new facility at Leeds Skelton Lake is currently nearing completion. As an experienced developer and operator, the Group fully recognises the importance of positive engagement with communities and stakeholders in relation to establishing and meeting shared goals for fulfilling the employment requirements of MSAs. This is reflected in the economic and social benefits that accrue to local communities, as well as real commercial benefits for the Extra MSA Group.

There is significant evidence that through the adoption of effective practices, employers benefit from reduced employee turnover and associated costs, lower levels of absenteeism and access to a local labour market that has appropriate skills.

The previous experience of Extra MSA Group in relation to the delivery of existing facilities fully supports this position. The Extra MSA Group will therefore adopt a proactive, strategy led approach to ensuring that the economic opportunities arising from the delivery of a new MSA within Warrington are available to local communities.

The strategy has been prepared in tandem with an assessment of the potential economic impact of the facility. The assessment acknowledges the importance of the commitments outlined within this strategy in estimating local economic effects, particularly in terms of creating employment opportunities for residents.

1.2 Purpose of the Strategy

This Strategy has been prepared to outline the proposed commitments of Extra MSA Group to promoting the maximisation of employment benefits for local communities, particularly where these serve to respond to labour market need. Extra MSA Group has established an Employment and Training Charter which underpins the commitments outlined within this Strategy.

This builds upon an analysis of socio-economic conditions within the local labour market. This analysis has been carried out at a range of spatial levels. In particular, it considers opportunities to engage with communities immediately surrounding the facility. It also considers the potential to engage with the wider area based on a review of need and demand.

The Strategy continues in three further sections as follows:

- Section 2 provides an overview of the proposed Warrington MSA, J11 M62 and profile of employment opportunities;
- Section 3 sets out a review of existing labour market characteristics, with specific consideration of the localised effects of new provision; and
- Section 4 outlines the commitments of Extra MSA Group to ensuring that the local benefits associated with the proposal can be maximised.

2 Warrington MSA employment profile

2.1 Introduction

This section provides an overview of the potential employment characteristics generated through the proposed scheme in both the construction and the operational phases. Drawing upon the analysis within the Economic Impact Assessment Report, the profile draws upon industry and other statistical detail.

2.2 Warrington MSA proposal

The proposed site for the new facility is located on Land at Junction 11 of the M62 Motorway, to the north of the existing carriageway off Birchwood Way. The site is located immediately adjacent to the restored Risley Land Fill Site.

The site is located approximately five miles to the north East of the centre of Warrington. The communities of Birchwood and Risley are located approximately one mile to the south. While, the town of Culcheth is around one mile to the north. The M62 provides access between Liverpool (22 miles to the west) and Manchester (14 miles to the east). The Junction of the M62 and the M6 lies approximately two miles to the west of Junction 11, providing strategic access north and south.

The proposed scheme will deliver a new MSA facility. The design has been developed having due regard to the requirements of Highways England as detailed within Department for Transport Circulars 01/2008 and 02/2013.

The proposals for the scheme continue to be refined, based on evidence of likely need and demand. At this stage, the floorspaces have been given on an indicative basis, with a proposal to include a facility building of up to 5,000 sq. m, which will include public amenity facilities, retail, food and beverage and business lounge uses. In addition to these commercial uses, there will also be then inclusion of storage and management uses within the building. The hotel element of the proposal is to be no larger than 100 beds. The final element of the built-out scheme is the fuel filling station, which will be no larger than 500 sq. m and will include public amenity, retail and food and beverage uses. The remainder of the site is to include car parking facilities and soft landscaping.

A needs assessment and vision document has been prepared to demonstrate the need and demand for a motorway services at the proposed Warrington M62, J11 M62 site. This need has been demonstrated based on Highways England recommendations. The proposed location has the potential to service demand arising from the M62 alongside other strategic routes including the M6 and M58.

2.3 Construction phase employment

The delivery of the Warrington MSA, J11 M62 will be brought forward through an investment of around £75 million. It is estimated that this will generate 970 gross person years of construction

employment between 2021-2022. As indicated in the Economic Impact Assessment Report, this will create opportunities for local suppliers and workers, particularly in relation to more general roles including:

- ground workers;
- concrete frame workers;
- steel erectors;
- cladding and roofing workers;
- bricklayers;
- finishing tradespersons;
- professional services
- fitters;
- welders;
- electricians; and
- mechanical workers.

Having regard to these roles, there may be potential for collaboration between the contractor and local skills suppliers to fulfil a number of these roles with trainees and apprentices directly from the local labour market. The delivery of the Warrington MSA will generate approximately 300 on-site jobs in the construction phase, of which at least 60 will be new opportunities targeted to unemployed, underemployed and hard to reach residents of the local communities.

At a national level, there are recognised skills shortages in relation to key trades, notably bricklayers and carpenters. Construction sector firms have also reported difficulties in hiring electricians, plumbers, plasterers and floorers. As a consequence of supply constraints, wages in these and other construction sectors have increased rapidly over recent years, with median earnings now exceeding the national average. On this basis, the scheme has the potential to support high value employment opportunities within the construction and related sectors.

Alongside direct employment associated with the construction of new facilities, expenditure within the supply chain will also create significant opportunities. In particular, bulk materials (including concrete and aggregates) are likely to be sourced relatively locally to minimise transport costs. Plant and machinery may also be sourced within the local area. This will be of benefit to firms within the supply chain. Based on UK Business Counts, there were estimated to be 2,525 existing firms in related supply chain sectors (including construction, architectural and engineering activities and related technical consultancy and the renting and leasing of machinery and equipment) within Warrington.

Further local expenditure by residents will support employment across a range of retail and wider customer service-based activities. Given the relatively high value nature of much of this employment (as outlined above), the induced multiplier effects have the potential to be relatively significant within the local area.

2.4 Operational phase employment

Upon practical completion of the development phase, Extra MSA Group is confident that 100% occupancy will be achievable from day one of operation (expected 2022). Once operational, it is expected that a core staff of around 12 (FTE) will be directly employed to service the MSA, involved in the ongoing management and maintenance of the facilities. Alongside this, it is expected that tenants of the facility (including retail, food and drink and hotel operators) will contribute to supporting a total of 228 FTE jobs on-site.

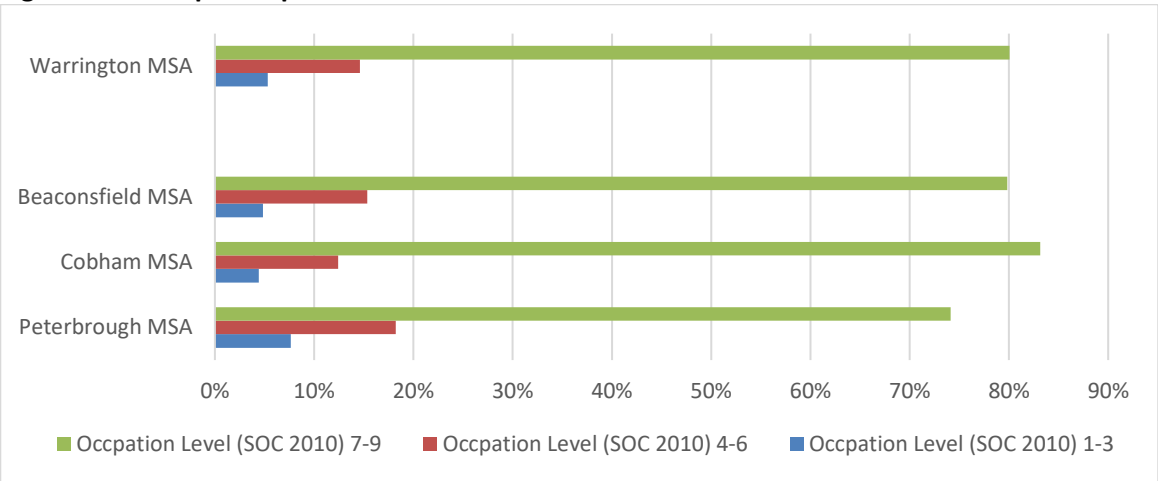
Reflecting flexible patterns of working, the MSA could support employment (on a full-time or part-time basis) for around 300 workers. In particular, retail activities support very high levels of flexible working. Evidence from the Annual Survey of Hours and Earnings (2018) indicates that nationally, more than 50% of retail employment is classified as being part-time.

Evidence from other MSAs operated by Extra MSA Group (at Beaconsfield, Cobham and Peterborough) suggests that:

- 5% of job opportunities will be in middle and higher-order managerial and administrative roles among the tenant occupiers;
- 15% of jobs involve lower order management or administrative roles; and
- 80% of job opportunities will be in entry-level service roles, comprising sales, customer service, catering, hospitality and leisure positions.

This profile has been translated into a schedule of occupations using SOC 2010 codes 1-3, 4-6 and 7-9 (as defined in Appendix A). As illustrated in Figure 2.1, it is envisaged that the MSA would see the creation of 181 FTE jobs in entry-level service positions, with 35 FTE jobs in more administrative roles. A high proportion of the workforce will be employed by national operators (restaurants, fast food and ancillary retail tenants, potentially within a franchise arrangement), with 12 FTE employees in senior management roles.

Figure 2.1: Occupation profile



Source: Extra MSA Group

Based on data from the Annual Survey of Hours and Earnings, mean earnings for retail managers (on a full time basis) amount to £34,400. Across the retail sector as a whole, mean earnings of £26,500 were recorded in 2018.

AMION have used 2011 Census data to estimate the level of qualification by occupation within the proposed Warrington MSA, J11 M62. Across the employment profile (seen above) it is estimated that 14% or 33 employees will have no qualifications, 23% or 52 employees will be educated to NVQ level 1 and an equal amount to NVQ level 2. It is envisaged that those roles defined within the SOC codes 4-6 will be educated to NVQ level 3 (15% or 35 employee) as a minimum. Finally, those with NVQ level 4 and above are likely to account for 14% or 33 employees at the MSA, these are likely to account for the majority of SOC 4-6 occupations and all SOC 1-3 occupations.

The breakdown of qualifications builds into the Employment Training Charter adopted by Extra MSA Group on other MSA schemes. Based on the analysis of the above qualification and employment breakdown, the MSA has the potential to bring employment and training opportunities to a range of groups:

- people looking to advance career in the retail, catering or hospitality sectors;
- people skilled or looking for skills in sales and/or customer service type occupations;
- people looking for entry level or flexible positions and to gain in-work training; and
- people looking to re-enter the workforce following a prolonged period of absence or longer term unemployment.

3 Local Labour Market

3.1 Introduction

This section provides an overview of the existing labour market characteristics within the local area. The analysis has been carried out at a range of spatial levels. Reflecting the scope of the Economic Impact Assessment, a profile of conditions is presented for Warrington Borough Council and a wider labour catchment area extending across the local authority areas of Warrington, Salford, Wigan and St Helens.

A further analysis has been carried out at the local level, informing consideration of need and opportunity within communities immediately surrounding the proposed facility.

3.2 Labour market

3.2.1 Current characteristics

Analysis of the local labour market has been undertaken to establish the position of Warrington and the wider labour market catchment area in comparison with England as a whole. A summary of key indicators is outlined in Table 3.1.

Table 3.1 Labour Market Profile			
	Warrington	Wider Catchment¹	England
Economic activity²			
Economic Activity Rate	79.0%	78.5%	78.7%
Employment Rate	76.0%	75.0%	75.4%
Occupation Profile²			
SOC 1-3	48.0%	40.0%	47.0%
SOC 4-6	27.0%	30.8%	29.0%
SOC 7-9	25.0%	28.6%	24.0%
Qualifications²			
NVQ level 4+	40.5%	32.0%	39.0%
No Qualification	8.0%	10.0%	7.6%
Earnings⁴			
Resident gross weekly	£569.50	£500.30 - £569.50	£574.90
Workplace gross weekly	£546.30	£488.30 - £546.30	£574.90
Unemployment			
Unemployment rate (ILO definition) ²	3.8%	4.4%	4.2%
Claimant count (% of working age population) ⁵	2.4%	3.0%	2.3%

Table 3.1 Labour Market Profile			
	Warrington	Wider Catchment¹	England
Employment Sectors³			
Agriculture, Mining, quarrying & utilities	2%	1%	2%
Manufacturing	5%	8%	8%
Construction	6%	6%	5%
Motor trades, Wholesale and Retail	16%	16%	15%
Transport & storage	6%	5%	5%
Accommodation & food services	5%	5%	7%
Information & communication	3%	4%	4%
Financial & insurance; Property	3%	4%	5%
Professional and business admin services	31%	17%	18%
Public administration, education and health	20%	27%	26%
Arts, entertainment, recreation & other services	3%	4%	5%

¹ Local authority areas of Warrington, Salford, St Helens and Wigan

² Source: Annual Population Survey, NOMIS

³ Source: Business Register and Employment Survey, NOMIS

⁴ Annual Survey of Hours and Earnings, NOMIS

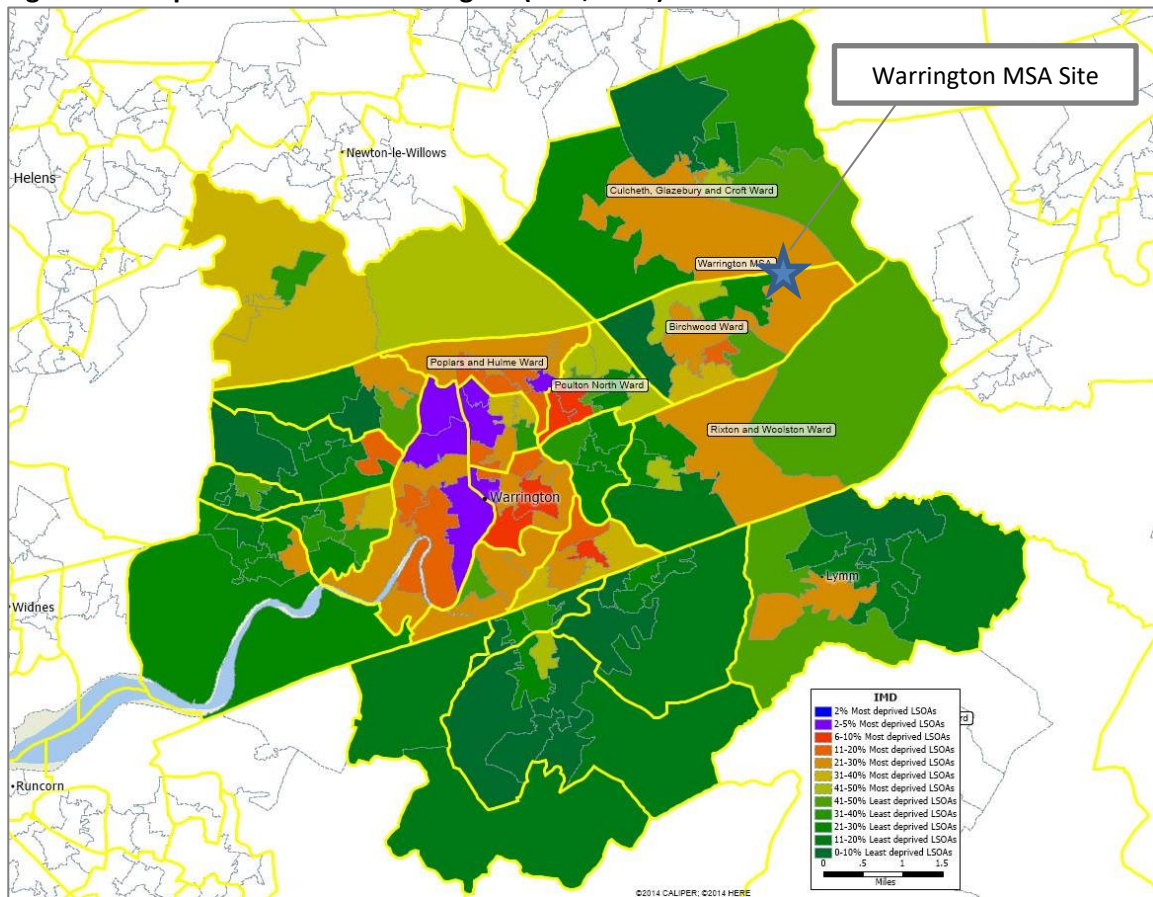
⁵ Claimant Count, NOMIS

The analysis outlined above demonstrates the status of Warrington as a key focus for economic activity within the Northern Gateway area, building in part upon its location relative to the strategic highway network.

The characteristics of the local labour market are consistent with the Borough's growth status, with relatively high levels of economic activity and employment. A high proportion of the residential population are qualified to NVQ level 4+ and are employed in managerial or professional roles. This is reflected in local earnings, which are broadly equivalent to the national average (and substantially above the regional average). Local employment is heavily skewed towards office based activities, with extensive business parks including Birchwood Park providing accommodation for a wide range of professional and business service sector employers.

In spite of this, a significant proportion of the working age population (8%) have no qualifications, while employment in customer service and process related occupations (SOC 7-9) remains above the national average. Further analysis of IMD data (2015) indicates that significant pockets of deprivation remain within the Borough, particularly within and around the town centre (Figure 3.1).

Figure 3.1: Deprivation within Warrington (IMD, 2015)



Across the wider labour market catchment area, rates of employment and economic activity are lower. A greater proportion of residents in employment work in non-managerial and professional occupations (SOC 4-9), and particularly within customer service and process based roles, while a lower proportion of residents are qualified to NVQ level 4+. Economic performance is more mixed and overall earnings (on both a resident and workplace) basis are lower in neighbouring areas (from £488 per week on a workspace basis and £500 per week on a resident basis more than 10% below the national average).

Based on data from the ONS Annual Population Survey, there were estimated to be 3,900 unemployed residents aged 16-64 in Warrington for the period January to December 2018, equating to 3.8% of the working age population (below the average of 4.4% across the wider catchment area). Data from the Claimant Count indicates that there were 3,200 claimants, with a claimant rate of 2.4% slightly above the national average. Further analysis indicated that around 75% of job seekers within Warrington (for whom data is available) were seeking employment in sales and customer service occupations. Across the wider catchment area, this increases to 80%. This suggests that from the existing pool of claimants, there would be potential opportunities for employment at the proposed MSA.

3.2.2 Future projections

As part of the assessment of labour market conditions, consideration has been given to projections for future change in the demographic and employment structure to inform the consideration of need. A summary of Experian forecasts for the period to 2030 is outlined in Table 3.2.

Table 3.2 Population and employment forecasts**				
	2025		2030	
	Total	Change (2019 – 2025)	Total	Change (2019 – 2030)
Warrington				
Population	218,700	3.0%	223,300	4.7%
Working Age population	132,800	0.6%	131,500	-0.4%
Employment	111,600	2.3%	112,900	3.5%
Wider labour market catchment				
Population	999,100	2.6%	1,014,000	4.1%
Working Age population	609,800	0.9%	612,600	0.5%
Employment	481,500	1.6%	486,500	2.7%

** Source: Experian (September 2018)

The ten year forecasts for working age population and employment point to a further tightening of the labour market within Warrington. This clearly demonstrates the need for targeted measures to ensure that the available labour market has the capacity to respond to future requirements. In particular, this will involve engaging with target groups to provide suitably skilled workers, including long-term unemployed.

At the wider catchment level (Warrington, Wigan, Salford and St Helens), employment growth rates are expected to lag behind Warrington. However, this is nevertheless expected to exceed the rate of growth in the working age population. It is envisaged that this wider catchment will continue to provide sufficient capacity to meet the full labour market requirements of employers at Warrington MSA.

3.3 Localised effects

The proposed MSA will benefit from excellent connectivity to the wider motorway network, thus increasing the accessibility of employment opportunities to be extended. Despite this, it is anticipated that the majority of job and training opportunities at the Warrington MSA will be taken by residents living in the Warrington and the wider labour market catchment area. This reflects the profile of employment, with a significant proportion of the opportunities comprising customer service and other process related activities. As highlighted above, the relatively low skilled and flexible nature of this employment is likely to predominantly attract local residents.

The analysis of localised effects focuses upon the statistical ward of Birchwood, within which the proposed site is located, and those immediately adjacent. This area extends across the five wards within Warrington and Salford:

- Birchwood – The MSA sits within this ward, which also includes the major employment location of Birchwood Park;
- Culcheth, Glazebury and Croft – The ward is made up of the villages of Culcheth, Glazebury and Croft;
- Poplars and Hulme – Situated to the north of Warrington Town Centre, this comprises the most populous ward in the Borough;
- Poulton North – To the north east of Warrington Town Centre, the ward is mostly residential with limited employment zones;
- Rixton and Woolston – Directly to the east of Warrington, this ward includes extensive areas of employment alongside residential communities; and
- Cadishead (Salford) – The most southerly ward in Salford, comprising a predominant rural area though with some business zones at Northbank Industrial Park.

The local area is illustrated in Figure 3.2.

Figure 3.2: Map outlining area of local analysis

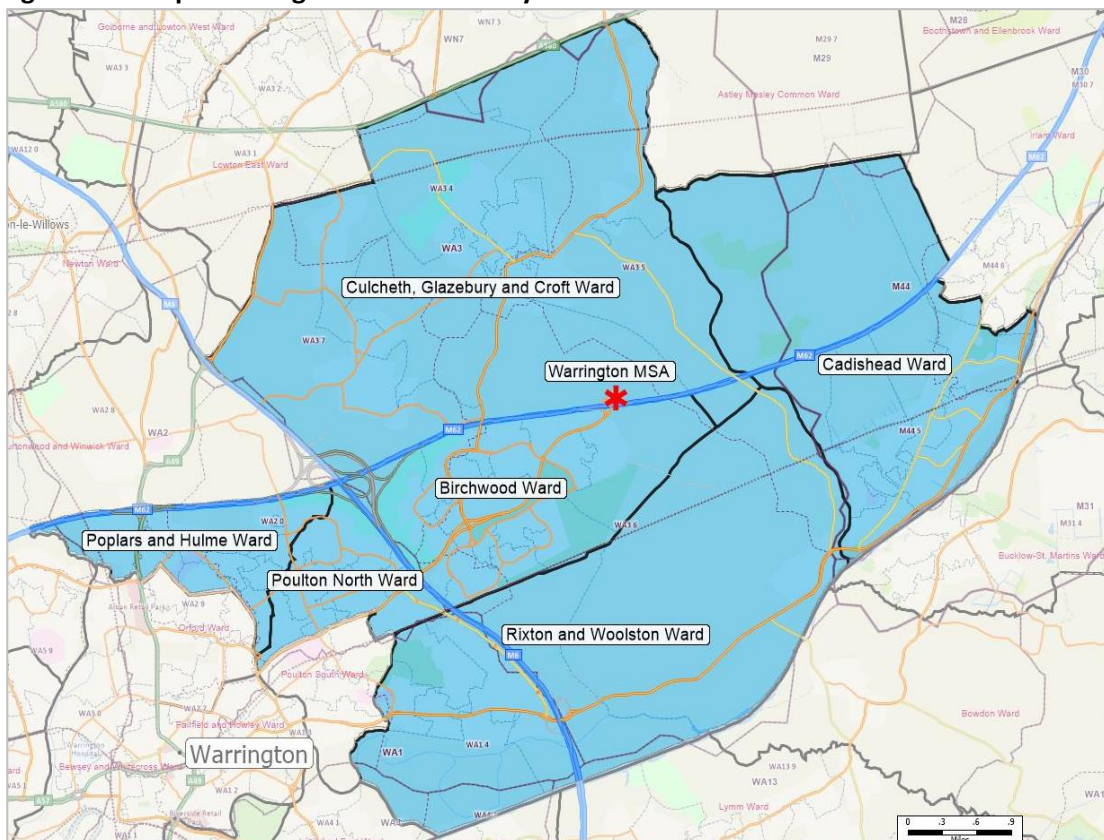


Table 3.3 provides an overview of key indicators for these areas. Overall, the area is home to around 65,000 residents and accommodates some 39,250 jobs, with a job density ratio (relative to total population) of 0.60. For individual wards, the job density ranges from 1.78 in Birchwood, reflecting the presence of Birchwood Park, to 0.25 in Poplars and Hulme.

Table 3.3 Warrington Motorway Service Area – Local Area					
Wards	Residents¹		Jobs²	Claimant Count³	
	Total	16-64		Total	% w/a pop
Birchwood	10,430	6,679	18,550	230	3.4%
Culcheth, Glazebury & Croft	11,790	7,239	5,230	75	1.0%
Poplars and Hulme	12,670	8,010	3,115	405	5.1%
Poulton North	10,100	6,220	3,650	220	3.5%
Rixton and Woolston	9,220	5,532	8,025	75	1.4%
Cadishead (Salford)	10,740	6,854	6,900	185	2.7%
Total	64,950	40,534	39,260	1,190	2.9%

Across this area, claimant count data indicates that in March 2019 there were almost 1,200 claimants of Job-seekers Allowance and Universal Credit, providing a proxy for unemployment. This equates to 2.9% of the work-age population, compared to an average of 2.4% or Warrington and 3.0% for the wider labour market catchment. There is evidence of particularly high rates within Poplars and Hulme (5.1%), Poulton North (3.5%) and Birchwood (3.4%), where the site is located.

Based on the statistical evidence for the local area, there could be sufficient available capacity to meet the full labour requirements of employers within the Warrington MSA J11 M62, particularly for lower skilled, customer service roles. While it is recognised that labour will be drawn from a wider pool (both spatially and in terms of claimant status), measures proposed by Extra MSA Group will contribute to ensuring that these groups have the opportunity to secure appropriate employment as a result of the scheme.

Analysis across a range of socio-economic indicators has highlighted the challenges faced by communities in and around the town centre. There are three wards in which there are a number of factors which would indicate the capacity to fulfil the MSA employment profile.

- Poplars and Hulme – has a high number of claimants (5.1% of the working age population) and displays pockets of deprivation throughout the ward, including across, employment deprivation and income domains, highlighting a need for employment and an uplift in level of income.
- Poulton North – Is the most deprived ward within the local area, with a number of LSOAs ranked in the most 10% deprived in the country, specifically highlighting the need for

¹ ONS, Small Area Population Estimates Mid-2017

² ONS, Business Register and Employment Survey 2017

³ Jobseekers allowance

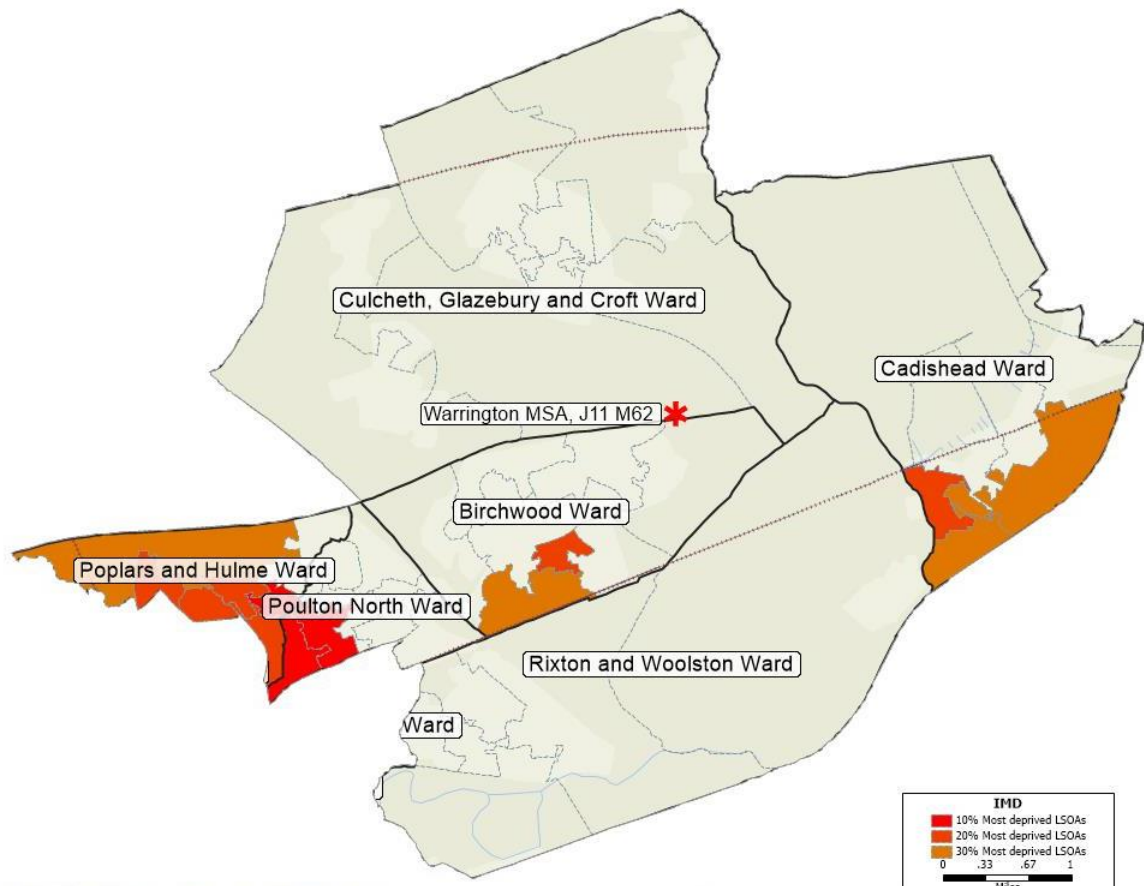
employment and income. There is also a high number of claimants (3.5% of the working age population), demonstrating a potentially sizeable pool of labour within the ward.

- Birchwood – Despite showing lower levels of overall deprivation, the IMD identifies LSOAs which perform poorly on key employment indicators. With the site of the Warrington MSA, J11 M62 being on the ward boundary, this highlights opportunities to encourage people from Birchwood to seek employment opportunities, with a claimant count of 230 or 3.4% of working age population.

The Index of Multiple Deprivation (IMD) has been mapped to show performance across key domains of deprivation across local area. This focuses on overall deprivation, alongside markers for employment and income deprivation (see maps in Appendix B). The analysis has been undertaken to show the most 10%, 20% and 30% deprived wards.

Across all indicators, there are pockets of deprivation spread throughout the local area. Within Cadishead and Birchwood, there is evidence of communities ranked within the 20% and 30% most deprived nationally. Within the more urban wards of Poplars and Hulme and Poulton North, close to Warrington Town Centre, there are more severe pockets of deprivation, including communities ranked within the 10% most deprived in the country (Figure 3.3).

Figure 3.3: Overall deprivation within wards adjacent to the MSA site



The employment deprivation domain measures the proportion of the working-age population that are involuntarily excluded from the labour market. This includes those who would like to work but are unable to do so. There is severe employment deprivation in Birchwood, Poulton North and Poplars and Hulme, with some communities ranked within the most 10% deprived LSOAs in the country. Alongside this, there is extensive deprivation in the Cadishead ward, with the majority of small areas ranked in the most 30% deprived. There are also pockets of employment deprivation in Culcheth, Glazebury and Croft.

The income deprivation domain measures those who are out of work and those in work but have low earnings. Again, while pockets of deprivation are evident in Birchwood and Cadishead, communities within the wards of Poulton North and Poplars and Hulme display severe more income deprivation.

Based on this analysis, there is evidence of employment need within wards surrounding the proposed Warrington MSA, J11 M62 site. This includes the wards of Birchwood and Cadishead, which are immediately adjacent and have a combined working age population of more than 13,000, with evidence of 415 claimants seeking employment. There is also evidence of acute need within the Wards of Poulton North and Poplars and Hulme, located closer to Warrington town centre. These wards experience more severe and extensive incidence of deprivation, with an estimated 625 residents in receipt of benefits and seeking new employment.

Extra MSA Group will work to encourage job applications from local residents within both the workforce catchment area and the wider catchment areas. In order to maximise the local benefits of the Warrington MSA, Extra MSA Group will seek to focus recruitment activities in the following areas:

- groups that would benefit from entry level job provision, including those with lower skill levels and residents seeking flexible opportunities;
- areas which contain the higher proportions of individuals that are best suited to the MSA workforce demographic, as set out in section 2.2; and
- areas of employment need, particularly within the immediate locality, based on an assessment of unemployment rates and deprivation.

Reflecting this criteria, it is envisaged that recruitment will be focused towards the prospective candidates within local wards, particularly those of Birchwood, Poplars and Hulme and Poulton North.

4 Maximising MSA Benefits Locally

4.1 Introduction

This section provides an overview of the commitments of Extra MSA Group to ensuring that the benefits of delivering a new MSA facility for local communities are maximised. The measures outlined are drawn from the Extra MSA Group Employment and Training Charter.

4.2 Extra MSA Group’s Commitment to maximising benefits locally

The delivery and operation of the Warrington MSA will bring substantial new training and employment opportunities to Warrington – at least 645 person years of employment during the construction phase and around 228 long-terms FTE jobs once operational.

Extra MSA Group is committed to ensuring that the benefits of its investment are retained locally, and it is anticipated that the majority of job and training opportunities arising from the Warrington MSA are likely to be taken up by residents within the six wards surrounding the Warrington MSA site at J11 M62. There is also a recognised opportunity to promote employment and training towards groups that would benefit the most from increased provision.

Extra MSA Group will not be a major employer at the Warrington MSA and it recognises that the main contractor and each of the various tenants will have their own preferred recruitment and training approach. However, in its capacity as developer, landlord and operator, Extra MSA Group will encourage contractors and tenants to sign up to a Voluntary Charter Scheme. Extra MSA Group will commit to its own Charter to promote local jobs and training opportunities.

Extra MSA design, implement and monitor bespoke Social Value Strategies that:

- generate new sustainable employment and apprenticeships for new entrants and underrepresented groups in the construction industry;
- organise curriculum led educational engagement and work experience placements to enthuse the industry’s future workforce;
- deliver relevant training to upskill the current industry workforce and provide routes into the industry for local young, unemployed and underemployed people; and
- support local SME and Social Enterprise business to grow through training, business support and supply chain opportunities.

Extra MSA Group will work collaboratively with its partners to ensure that measures put in place are complementary and assist in supporting overarching objectives, to promote local benefit. A summary of the main commitments are outlined below.

4.3 A commitment to local workforce development planning

Extra MSA Group is determined to ensure that employment and training opportunities in construction, retail and hospitality are readily accessible to target groups within the local area.

To do this, Extra MSA Group will look to work in partnership with Warrington Borough Council and its partner – including the Cheshire and Warrington Local Enterprise Partnership and Growth Hub - to deliver employability programmes that will specifically target the long term unemployed.

Opportunities to build upon established training mechanisms and employability programmes will be explored in discussion with local stakeholders. It is envisaged that this will involve working with the Employment Development Team at Warrington & Co.

Extra MSA will develop a Social Impact Plan that outlines Key Performance Indicators (KPIs) for new local employment, apprenticeships, work experience, qualifications, educational engagement, community support and spend with the local businesses.

Extra’s newest MSA, Leeds Skelton Lake Services, has delivered a Social Value Strategy that has already delivered tangible social benefits to Leeds and the surrounding Yorkshire region. Five months prior to completion of the capital works, the scheme has already generated:

- 24 new construction jobs, 18 of which were secured by unemployed and underemployed Leeds residents;
- 12 apprentices training on site for over 351 weeks, four of which were created specifically for the project;
- 47 weeks of meaningful, managed work experience for local students, pupils and the long term unemployed; and
- 20 education workshops delivered on and off-site for local schools on subjects to support the STEM curriculum including sustainability, design and the “world of work”.

4.4 A commitment to ensuring sustainable transport

Extra MSA Group will work with partners to ensure adequate transport provision which reflects the nature of the activity and the circumstances of target groups. The Staff Travel Plan, which has been prepared by i-Transport, recognises that the overall Travel Plan Strategy will include physical measures which have been designed to enhance sustainable transport linkages at the site, contribute to improved pedestrian connections, implementation of a taxi/bus service, travel awareness initiatives and other measures to assist in achieving the objectives of the Travel Plan.

These measures are to be implemented through a Travel Plan Co-ordinator role, appointed by Extra MSA Group. This role will:

- co-ordinate delivery of the travel measures;
- raise awareness of the Travel Plan amongst staff (employed by Extra MSA Group and its tenants);
- oversee staff travel surveys in line with the agreed monitoring framework;
- monitor progress of the Travel Plan including reviewing measures and targets as necessary;
- provide monitoring feedback to management, tenants, staff and the Local Highways Authority (LHA); and
- liaise with LHA as necessary.

Improvements to pedestrian and cycle routes, as well as a shuttle bus service offer, will improve the overall accessibility of the site for its employees.

4.5 A commitment to leading and facilitating employment opportunities

Extra MSA Group commits to put in place a structure that ensures there is pre-recruitment engagement with local people who wish to pursue job opportunities at Warrington MSA, in order to improve their chances of a successful job application. This can be effectively undertaken through Extra MSA Group engaging with agencies with a local presence and an understanding of local employment need. In particular, this will include Warrington & Co and the Growth Hub. Consideration will also be given to partnering with other appropriate local agencies that Warrington Borough Council may suggest, where this clearly enhances access to employment for target groups.

As part of the facilitation role offered by Extra MSA Group, the Warrington MSA Area Manager (a direct employee of Extra MSA Group) will be appointed as the Extra Employment Co-ordinator (EEC) and main point of contact with the Council and other employment organisations. The EEC will be recruited at an early stage and will work with Extra MSA Group’s tenant operating partners to ensure that local job seekers have easy access to current information on job opportunities. Early pre-recruitment engagement will take place between the EEC, tenants, the Council and designated agencies to ensure that local employment is properly targeted towards areas of need.

The Social Impact Plan is embedded within our procurement process of the Main Contractor. Support is put in place to facilitate the delivery of all social impact KPIs aligned with local organisations, which are regularly monitored, reported and reviewed throughout the duration of the construction phase.

Extra MSA social value reporting processes include quantitative and qualitative information to ensure that employment, skills and business KPIs are delivering outcomes and adding social and economic value within the local community.

4.6 A commitment to workforce upskilling and careers education

Extra MSA Group is fully committed to raising awareness of the funding opportunities for skills and training which is likely to be made available at a Local Enterprise Partnership level. Extra MSA Group will work with local stakeholders to explore the availability of this support and encourage occupiers and tenants to take up any potential upskilling funding opportunities.

Where feasible, Extra MSA Group will also encourage the take up of these upskilling funding opportunities in the construction phase through its structuring of the various Building Contracts and Forms of Appointment.

In the delivery of a new concept MSA that requires input from various multi-disciplinary technical professional teams, Extra MSA Group will work with local partners to explore the potential for a Careers Fair to be organised. The Career Fair would provide a forum for industrial professionals appointed by Extra MSA Group in the delivery of the MSA to engage, guide and inspire students on their paths into prospective careers. This could lead to potential further Apprenticeships and Work Placement opportunities.

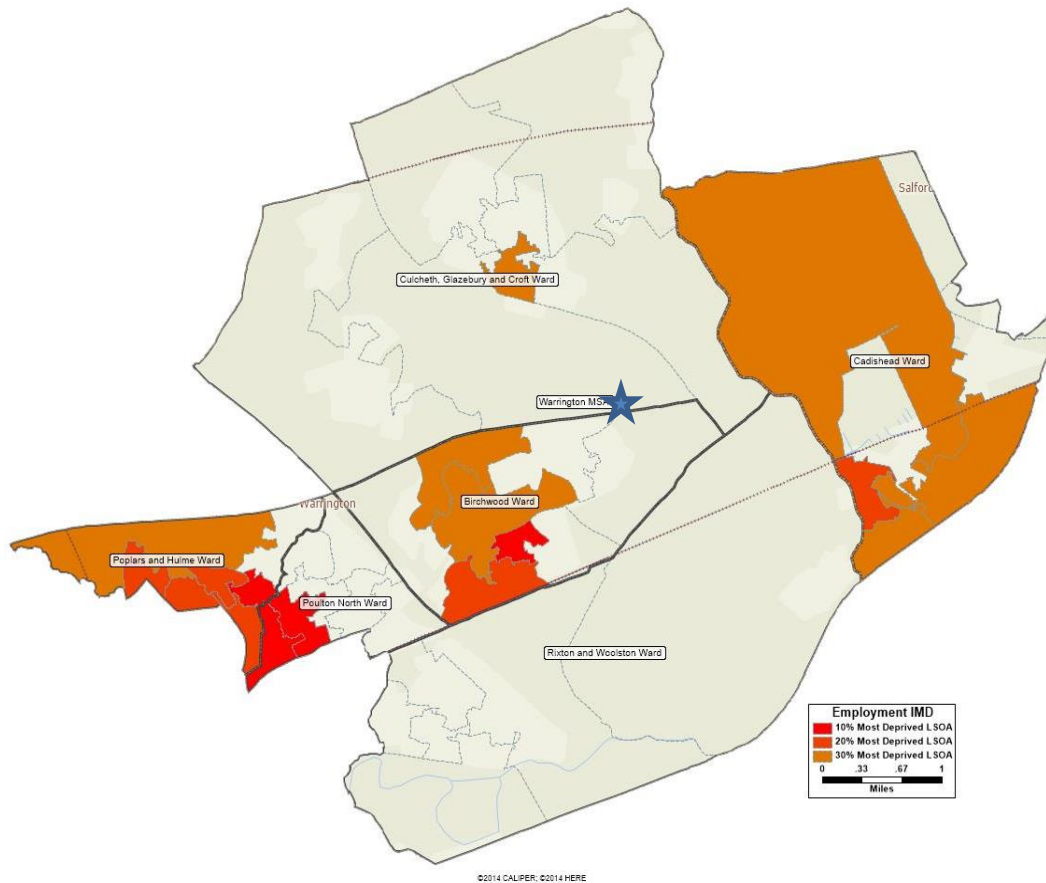
Appendix A – Standard Occupational Classification 2010

Major group	General nature of qualifications, training and experience for occupations in the major group
Managers, directors and senior officials	A significant amount of knowledge and experience of the production processes and service requirements associated with the efficient functioning of organisations and businesses.
Professional occupations	A degree or equivalent qualification, with some occupations requiring postgraduate qualifications and/or a formal period of experience-related training.
Associate professional and technical occupations	An associated high-level vocational qualification, often involving a substantial period of full-time training or further study. Some additional task-related training is usually provided through a formal period of induction.
Administrative and secretarial occupations	A good standard of general education. Certain occupations will require further additional vocational training to a well-defined standard (e.g. office skills).
Skilled trades occupations	A substantial period of training, often provided by means of a work based training programme.
Caring, leisure and other service occupations	A good standard of general education. Certain occupations will require further additional vocational training, often provided by means of a work-based training programme.
Sales and customer service occupations	A general education and a programme of work-based training related to sales procedures. Some occupations require additional specific technical knowledge but are included in this major group because the primary task involves selling.
Process, plant and machine operatives	The knowledge and experience necessary to operate vehicles and other mobile and stationary machinery, to operate and monitor industrial plant and equipment, to assemble products from component parts according to strict rules and procedures and subject assembled parts to routine tests. Most occupations in this major group will specify a minimum standard of competence for associated tasks and will have a related period of formal training.
Elementary occupations	Occupations classified at this level will usually require a minimum general level of education (i.e. that which is acquired by the end of the period of compulsory education). Some occupations at this level will also have short periods of work-related training in areas such as health and safety, food hygiene, and customer service requirements.

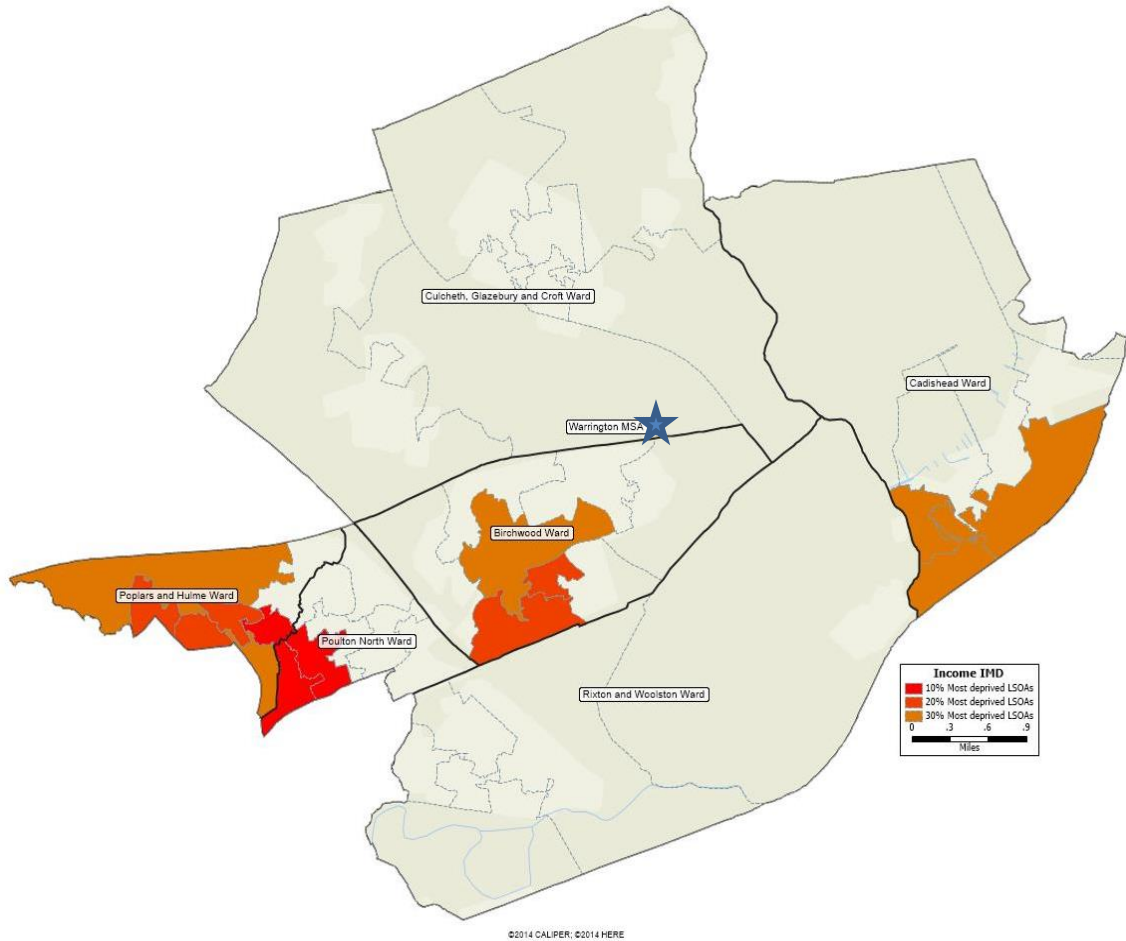
Source: ONS, Standard Occupational Classification 2010; Volume 1 Structure and descriptions of unit groups.

Appendix B – Index of Multiple Deprivation Maps

Employment Deprivation within local wards



Income Deprivation within local wards



Appendix 6.3 – Employability and Training Charter (Extra MSA Group, 2019)

Appendix 6.3

Employment & Training Charter (Extra MSA Group, 2019)

Extra Motorway Service Area Group

Land at Junction 11 of the M62 Motorway – Warrington MSA

Employment & Training Charter

Introduction

The proposed Motorway Service Area (MSA) Warrington, represents a major private sector funded capital investment of some £75M, into the local Warrington and neighbouring economy and brings with it substantial new employment opportunities.

Employment opportunities will be created in two phases – firstly the construction phase (lasting for circa 18 months) during which period a substantial number of direct job opportunities will be created, along with indirect and induced jobs in the wider supply chain economy. The delivery of the Warrington MSA will generate approximately 300 construction workers over the phased build period and maximise new opportunities targeted to unemployed, underemployed and hard to reach residents of the local communities.

Secondly during the operational phase, it is expected that a core staff of around 12 full time employees (FTE) will be directly employed to service the MSA, involved in the ongoing management and maintenance of the facilities. Alongside this, it is expected that Tenants of the facility (including retail, food and drink and hotel operators) will contribute to supporting a total of 216 full time jobs on-site. This means in total a figure of 228 full time equivalent jobs will be created at the MSA. Reflecting flexible patterns of working, the Warrington MSA could support employment (on a full-time and or part-time basis) for around 300 workers.

An Employment & Training Voluntary Chartered Scheme has been produced by Extra MSA Group (Extra) in order to state their commitment as Developer, Landlord and Operator, to ensure that construction and operation of the proposed Warrington Services delivers real and lasting positive social and economic benefits to the local communities.

In producing this Voluntary Chartered Scheme, it is acknowledged that Extra MSA Group will not be the direct recruiter or employer of all the individuals for the construction part of the project or for the majority of the completed development, albeit Extra MSA Group will employ a small proportion. Extra MSA Group is however, committed to working with its Contractors and Tenant Partners, to develop and co-ordinate relationships with key employment recruitment organisations and training providers. The sole intention being, to ensure that the employment and training opportunities created by the Warrington Services are readily accessible to local people.

Extra MSA Group has in this regard already commenced discussions with the following providers:

- Warrington Borough Council
- Warrington & Co – Employment Development and Engagement Team

Extra MSA Group has already commenced working with Warrington & Co as part of the planning pre-application process.

Extra MSA Group will seek to incorporate Employment and Skills output requirements into the main construction tender documents and there will be an expectation that the successful Main Contractors will sign up to the Voluntary Chartered Scheme.

A copy of the Employment Warrington business support offer of the Voluntary Chartered Scheme will be issued to each Tenant Partner prior to completion of the respective leases.

Extra MSA Group working jointly with Warrington Borough Council and Warrington & Co, will identify the appropriate training providers for Warrington Services. Extra MSA Group will encourage its Contractors and Tenant Partners to work with such training providers to deliver both pre and post-employment training opportunities. This will progress alongside Extra's commitment to raise awareness of the Cheshire and Warrington Region Local Enterprise Partnership funding regime for training costs.

Particular emphasis will be placed on creating opportunities for residents within the Wards of Birchwood, Gorse Covert, Risley, Fearnhead, Padgate, Woolston, Cinnamon Brow, Culcheth, Glazebury, Croft, Poplars & Hulme, Poulton North, Rixton and beyond to the neighbouring Wards of Salford, such as Cadishead.

Extra MSA Group's Voluntary Chartered Scheme

Extra MSA Group recognises that the Main Contractor and each of the various Tenants will have their own preferred recruitment and training approach. However, Extra will use its role as Employer of the Main Contractor and Landlord of the various Tenants and overall Operator of Warrington Services to encourage them to sign up to Voluntary Chartered Schemes. Extra MSA Group is also able to commit to its own Charter with regards to promoting local jobs and training opportunities as set out further in this document.

Extra MSA Group will identify an Extra Employment Coordinator (EEC), this is normally a role fulfilled by Extra's Site Manager, with responsibility to meet with Warrington Borough Council and Warrington & Co as early as possible and prior to completion of construction to discuss likely post-construction occupier skills requirements and how Extra MSA Group can help local potential candidates to gain the skills necessary to benefit from the job opportunities created. This will also inform the approach to be adopted by training providers.

Following the completion of tenant leases, the EEC will ensure that the Human Resources Team from Extra's Tenants are put into contact with an identified individual(s) at Warrington Borough Council and Warrington & Co (W&Co). Extra MSA Group will encourage each occupier to engage with Warrington Borough Council and Warrington & Co to discuss skills needs, well in advance of commencing recruitment.

During the construction period with the assistance of the EEC, Extra MSA Group will, subject to feedback from advertisements, organise 'Meet the Buyer / Employer / Training' days at a local venue(s) to enable local people to engage directly with Tenants about their business and likely employee requirements.

Through the EEC, Extra MSA Group will encourage Tenants to make use of existing Warrington Borough Council and Warrington & Co networks to publicise vacancies to local people.

Extra MSA Group have undertaken discussions in May and June 2019 with key representatives of both the Construction Industry Training Board (CITB) North West Office and Calico Enterprise, who act for the CITB in respect of managing the North West Constructing the Future Shared Apprenticeship Scheme initiative. These discussions have led to Extra MSA Group's request for Calico Enterprise to prepare a proposal for the delivery of Shared Apprenticeship outputs for the Warrington MSA, as part of their 'gold level service'. This gold level service proposal will include, not only the pre-construction phases of the Warrington MSA development, but also to manage the post construction phase outputs, which will benefit future hospitality, catering and retail apprenticeship scheme proposals.

This scheme also ensures sustainability of the apprenticeship when the duration of the project is shorter than the apprenticeship framework, or were the organisation is not apprenticeship ready. The intended involvement of both the CITB / Calico Enterprise in the Constructing the Future Shared Apprenticeship Scheme may also help safeguard existing apprenticeships in instances where short project durations pose a threat to work continuity over a full apprenticeship duration.

Extra MSA Group will also work to the CITB's National Skills Academy for Construction (NSAFC) benchmarks and the proposal will manage the regeneration targets of Work Placement, Careers information, Advice & Guidance (CCIAG) Events, Case Studies and other target KPI's.

Extra MSA Group will explore with Warrington & Co's Employment and Skills service and the educational colleges in Warrington of Warrington Vale Royal College, Warrington Vocational College and Priestley College, the development of a hospitality and catering skills course initially to support the pre-recruitment training of local residents and to enable the ongoing development of skills once the Warrington MSA becomes operational.

The Extra MSA Group will via Warrington & Co work with the University Technical College in Warrington, which is an Engineering School / College for 14 – 19 year old students and to engage in their engineering focused curriculum, throughout the Warrington MSA construction phase.

Likewise, Extra MSA Group again via Warrington & Co will work closely with local high schools in their curriculums, particularly the following who W&Co informed are closest, such as Birchwood Community High School, Culcheth High School, Sir Thomas Boteler C of E High School, Padgate High School, Beamont Collegiate Academy and other local high schools identified through the planning process.

Topics of engagement to include:

- Careers talks
- Mock interviews

- Site visits
- Work placements
- Careers speed dating
- Employment sessions – e.g. CV writing, application form filling
- Meet the professional events
- Student project (design, environment etc)

Extra MSA Group will also create and deliver a secondary-level live brief that is designed around the site and which will involve students in aspects of planning, design, sustainability, engineering and customer experience. Extra will further deliver a suite of activities for chosen local primary school level students focused around ecology and the environment.

The above activities all form part of Extra MSA Group's Education Partnership approach which creates dedicated partnerships with a dedicated group of secondary schools and primary schools throughout the build period and beyond. This more focused approach allows students to benefit from multiple interventions with the site, the professionals involved and their roles, and to understand the jobs that will be created.

Voluntary Construction Chartered Scheme

Extra MSA Group will invite the successful main Contractor and key Sub-Contractors to demonstrate their own commitment to support local employment wherever possible. Extra MSA Group will expect the Main Contractor to endorse this commitment by signing-up to the Voluntary Construction Chartered Scheme (to be included in the construction contract) and build its principles into Sub-Contractor contracts that they may place.

The Voluntary Construction Chartered Scheme will ask the Main Contractor to:

- Identify a 'Construction Jobs Co-ordinator' and commit to delivering local employment opportunities wherever possible.
- Agree that the 'Construction Jobs Co-ordinator' will meet with Warrington & Co during the pre-commencement period to discuss likely skills requirements and how Warrington & Co can help the contractors to identify and access locally sourced candidates.
- Work with Warrington & Co in order that there is meaningful engagement with local communities to ensure that local residents are given the opportunity to learn new skills required on a construction site, are notified of potential vacancies and are given the opportunity to apply and train for construction jobs.
- Hold a series of 'Meet the Buyer / Contractor with training to upskill local businesses' events at local venues to encourage interaction with local businesses.
- Join with other Extra MSA Group partners to work with the partnership of schools and colleges to support students and their tutors, through the delivery of 'outreach' activities, workshops, projects and / or through site tours and visits.

- Wherever practical, the Main Contractor will be encouraged to offer site visits and work experience opportunities for local schools and young adults, including those who are unemployed, as a way of experiencing the world of work, with a route to employment / apprenticeships.
- Commit to signing up to the Considerate Contractors Scheme. This will include a level of community volunteering. The Main Contractor will also offer site visits to educate local people about the construction industry.
- Monitor local employment data and provide regular feedback to the EEC, who will then report in an agreed format regularly to Warrington & Co.

Voluntary Hospitality, Catering and Retail Chartered Scheme

Extra MSA Group will encourage Hospitality, Catering and Retail Tenant Partners to fully embrace the Voluntary Employment and Training Chartered Scheme.

The Voluntary Employment and Training Chartered Scheme will ask Hospitality, Catering and Retail Tenants at the new MSA to:

- Reflect Extra MSA Group's own commitment to support local employment wherever possible.
- Work with the EEC who will in turn foster links with Warrington & Co on an ongoing basis.
- Provide advance notice of likely skills requirements to ensure adequate time for the local employment providers to develop the skills offer accordingly.
- Promote job vacancies locally including through the Warrington Services website, Facebook and Twitter pages, as well as through the occupier's usual channels. Vacancies will also be promoted through other websites as required by Warrington & Co and to engage fully with Warrington & Co.
- To supply vacancies directly to Warrington & Co to promote locally through partner networks and the dedicated Warrington & Co webpage.
- Commit to undertaking outreach activities with local schools and colleges and to offer Work Experience to local students and young adults on benefits where practicable.
- Develop apprenticeship and advanced and / or higher apprenticeship schemes for the MSA, where possible.
- Participate in recruitment 'Jobs Fair' and similar events (including 'Meet the Buyer / Employer' events) during the construction period.
- Monitor local employment data and provide regular feedback to the EEC, who will then report to Warrington & Co.

Document Dated – 21st August 2019

Appendix 6.4 – Employment Strategy Overview (Extra MSA Group, 2019)

Appendix 6.4

Employment Strategy Overview (Extra MSA Group, 2019)

Extra Motorway Service Area Group

Land at Junction 11 of the M62 Motorway – Warrington MSA

Employment Strategy Overview

Introduction

The proposed Motorway Service Area (MSA) Warrington, represents a major private sector funded capital investment of some £75M, into the local Warrington and neighbouring economy and brings with it substantial new employment opportunities.

Employment opportunities will be created in two phases – firstly the construction phase (lasting for circa 18 months) during which period a substantial number of direct job opportunities will be created, along with indirect and induced jobs in the wider supply chain economy. The delivery of the Warrington MSA will generate approximately 300 construction workers over the phased build period and maximise new opportunities targeted to unemployed, underemployed and hard to reach residents of the local communities.

Secondly during the operational phase, it is expected that a core staff of around 12 full time employees (FTE) will be directly employed to service the MSA, involved in the ongoing management and maintenance of the facilities. Alongside this, it is expected that Tenants of the facility (including retail, food and drink and hotel operators) will contribute to supporting a total of 216 full time jobs on-site. This means in total a figure of 228 full time equivalent jobs will be created at the MSA.

Reflecting flexible patterns of working, the Warrington MSA could support employment (on a full-time and or part-time basis) for around 300 workers.

Local Workforce Development Planning

Extra MSA Group (Extra) start with the premise that there are significant social, economic and environmental benefits of employing local people. These factors are also commercially beneficial to Extra as they help to reduce employment turnover recruitment costs as well as establishing a locally available well-trained workforce pool for the Warrington services. Extra MSA Group is therefore, determined to ensure that employment and training opportunities in construction, hospitality, catering and retail are readily accessible to local people.

Extra MSA Group will work in partnership with Warrington Borough Council and its Agent Warrington & Co, other Council services and partners in the wider Employment and Skills service to deliver the Construction Skills Programme and Job Centre Plus, to deliver employability programmes that will specifically target the long-term unemployed. If required or deemed necessary through demand assessments, a dedicated centre will be established locally through the selected training provider offering potential job applicants the opportunity to access employability programmes.

Extra MSA Group has already commenced working with Warrington & Co as part of the planning pre-application process.

Leading and Facilitating Direct Employment Opportunities

Extra MSA Group will put in place a structure which ensures that there is pre-recruitment engagement with local people who wish to pursue the Warrington MSA job opportunities, in order to improve their chances of a successful job application. This can be effectively undertaken through Extra engaging with agencies who have a local presence and an understanding of local employment needs.

Extra MSA Group has already started engaging with Warrington & Co, who are able to draw on their wide network of agents and their candidates seeking work. Extra MSA Group will also consider partnering with other appropriate local agencies that Warrington & Co may suggest, all aimed at maximising the number of people who feel able to access the job opportunities available.

Extra MSA Group via its consultant Amion Consulting Limited, Liverpool Office has prepared an Economic Impact Assessment Report that sets out in detail the type of job opportunities that will become available during the operational phase of the Warrington Services.

In summary:

- Reflecting flexible patterns of working, the Warrington MSA could support employment (on a full-time and or part-time basis) for around 300 workers. There will be a mix of flexible job opportunities, consisting of temporary short term, permanent, full-time and part-time contracts. Extra MSA Group will work closely with its Tenant Partners and Warrington & Co, to identify a significant workforce pool, drawn from within East Warrington, with particular focus on the Wards close to the Warrington Services site namely Birchwood, Gorse Covert, Risley, Fearnhead, Padgate, Woolston, Cinnamon Brow, Culcheth, Glazebury, Croft, Poplars & Hulme, Poulton North, Rixton and beyond to the neighbouring Wards of Salford, such as Cadishead.

As part of the facilitation role offered by Extra MSA Group, the Warrington Services Area Manager (a direct employee of Extra MSA Group) will be appointed as the Extra MSA Employment Co-ordinator (EEC) and main point of contact with Warrington & Co and other employment organisations. The EEC will work with Extra MSA Group's Tenant Operating Partners to ensure that local job seekers have easy access to current information on job opportunities. Early pre-recruitment engagement will take place between the Extra MSA Group Co-ordinator, Extra MSA's Tenants and Warrington & Co to ensure that the need for local employment is properly and fully addressed.

Apprentice Advantage, Work Placements and Career Planning

In response to developments in Government Policy and the contingent drive to create Apprenticeship opportunities, Extra MSA Group will work in partnership with Warrington & Co and local training providers such as, Warrington Vale Royal College and Priestly College, also the University Technical College Warrington to deliver a significant number of Apprenticeship

opportunities. A project specific Apprenticeship Programme will be developed and directly linked to the relevant education curriculum giving students the opportunity to 'learn and earn'.

Specific commitments and targets to include:

- At least 4 – 5 Hospitality and Catering Apprentices directly linked to the hospitality and catering offerings from the new Warrington MSA. Extra MSA Group will focus its efforts on brokering relationships between Warrington & Co and the various Warrington MSA Tenant Partners. This will involve direct pre-recruitment discussions with Extra MSA Group's key Tenant Operating Partners in relation to Hospitality and Catering Management Apprenticeships led by the EEC. Amongst Extra MSA Group's current line of Hospitality and Catering operating Tenants are:

Nandos, Starbucks / Costa Coffee, McDonalds, KFC, Ramada / Ibis Hotels and a range of other well established 'branded' operating occupiers. Extra MSA Group will work collaboratively with Warrington & Co to develop a framework that encourages the various Tenant Partners (prior to occupation) to adopt a proactive, locally focused employment strategy that is in keeping with the objectives in this document.

- At least 4 Construction related Professional Services Apprentices linked to Extra MSA Group's wide range of consultants involved with the Warrington MSA project. Extra MSA Group will engage with Warrington & Co and also target at least 8 Construction Apprentices working via the appointed Main Contractor and its principle Sub-Contractors. Extra will also work with organisations such as the Construction Industry Training Board (CITB) to help ensure Apprentices are able to secure places over the full duration of the Apprenticeship Contract. Extra MSA Group will ensure its Main Contractor has a direct relationship with the CITB together with their regional construction sector recruitment Agents who can assist and manage the Apprenticeship provision process from feasibility, recruitment, appointment and with learning provider liaison through to pastoral care and on-going mentoring.

Workforce Upskilling

Extra MSA Group recognises the importance that the Cheshire and Warrington Local Enterprise Partnership (LEP) places on upskilling its local workforce. The LEP states in one of its Skills Service information leaflets that '**Investing in training increases productivity, supports business growth and increases profitability**'. It is understood the LEP runs a Skills Service Programme that provides funding support towards staff training, to small and medium-sized businesses based within the Warrington Region. Eligible businesses are able to receive grants of between £500 and £50,000. For businesses to qualify for support, they should be:

- Based in the Warrington or local area
- Employ fewer than 250 people and have an annual turnover not exceeding £50 million
- Able to contribute at least 50% of the cost of the training
- In one of the following LEP priority sectors overleaf:

1. Creative and digital
2. Finance and business
3. Hospitality and tourism
4. Low carbon and construction
5. Manufacturing and engineering
6. Transport and logistics
7. Medical technology

Priority sectors 3, 4, 5 and 6 are directly related to Extra MSA Group's supply chain mainly through property and construction related Professional Appointments, also that of Extra MSA's Hospitality and Catering Tenant Partners and Sub-Contractor Appointments, through the main Extra MSA Group procured Construction Contracts. Extra MSA Group will therefore endeavour to create an awareness of the LEP's upskilling funding opportunities and were possible encourage the take up of these through the way the various Building Contracts and Forms of Appointments for the Warrington MSA development are structured.

Opportunities for Local Schools

Development of the 'new concept' Warrington MSA proposed by Extra MSA Group, is a complex process and requires a multi-disciplinary approach. It therefore, draws on input from a substantial and varied range of professionals from the inception stage through to completion. Extra MSA Group has therefore, over the past 12 months made a variety of direct professional appointments. To date, this has involved the following professions:

- Ecologists
- Town Planning
- Geologists
- Archaeologists
- Geo-Environmental Engineers
- Public Relations Consultants
- Commercial Property Lawyers
- Transport & Highway Engineers
- Landscape Architects
- Building Architects
- Drainage Engineers
- Sustainability Consultants
- Economic Advisers
- Lighting Engineers

Extra MSA Group will continue to retain the services of the majority of professionals listed above, during the construction phase for the Warrington MSA development.

Upon commencement of the construction phase of the Warrington MSA development, a Main Contractor, Specialist Sub-Contractor and a range of Consultants forming the Professional, Construction and Project Management Team will also be appointed by Extra MSA Group.

This will also bring on board more professions such as:

- Structural Engineers
- Mechanical and Electrical Engineers
- Quantity Surveyors
- Geotechnical Engineers
- Project Managers
- Chartered Building Professionals

The above is by no means an exhaustive list, but mainly serves to give an indication of the wide breadth of professional and construction related consultancy services that emanates from the design and construction of an Extra MSA Group development from inception, through planning consent and on to post-planning delivery.

Extra MSA Group have engaged with Warrington & Co to explore the potential for a future Career Fair to be organised in order to create as a forum to facilitate direct engagement between pupils / students and industry professionals. The objective will be for the appropriate advisers from a variety of professional sectors and backgrounds, as indicated above to explain how the respective discipline's interface within the Warrington MSA project. They will also give talks to small groups of pupils / students, offer advice and guidance on their respective sectors, in response to the interest expressed by pupils / students. It is possible that this inter-action may lead to potential further Apprenticeships and Work placement opportunities.

Monitoring and Reporting

Extra MSA Group will work with Warrington Borough Council and Warrington & Co in establishing an agreed monitoring and reporting system for both the construction and operational stages of the development.

Document Dated – 21st August 2019