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## *Cheshire West and Chester Council:*

*Committed to support  
businesses to  
start-up, thrive and grow  
in the Cheshire West area*



*working in partnership with*

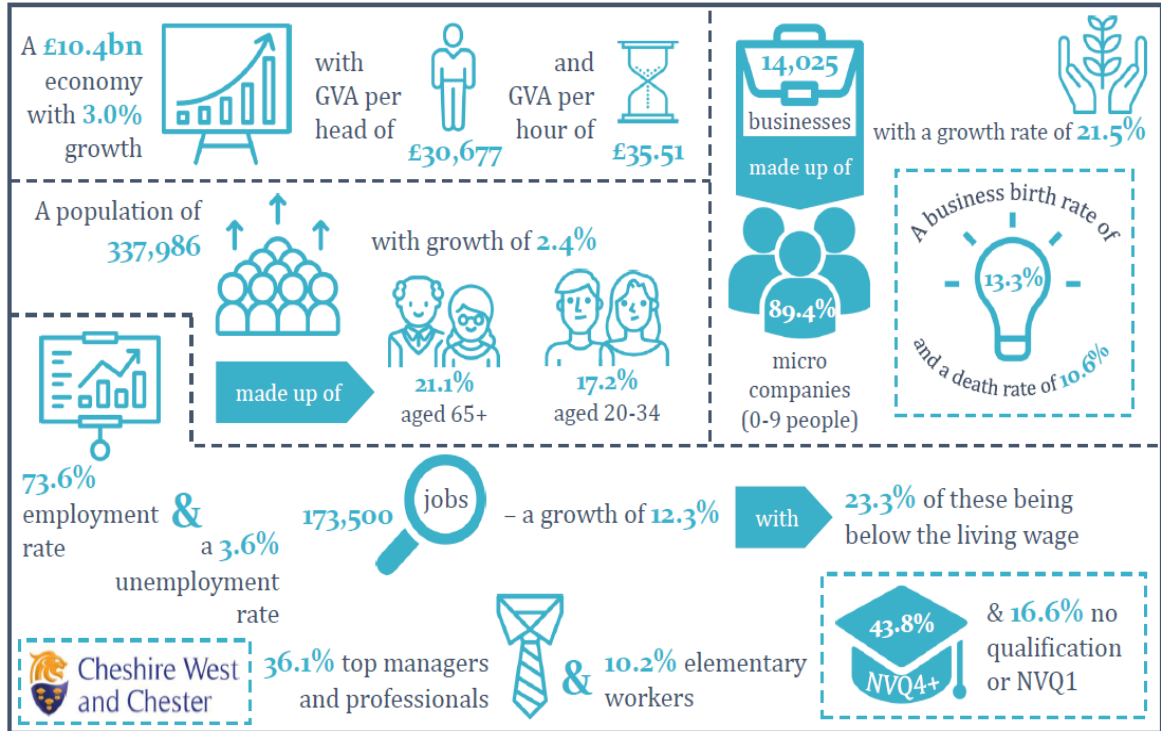


# Introduction to the Cheshire West and Chester Area

CW&C economy

Metro — Dynamics

## The Cheshire West and Chester economy



GVA and GVA per head – 2017 with average annual growth 2012-17; GVA per hour – 2017; businesses and micros – 2017 with growth 2012-17; business birth and deaths – 2016; population – 2017 with growth 2012-17; employment rate, occupations and qualifications – 2017; model based unemployment rate – 2018; jobs – 2017 with growth 2012-17; Living Wage – 2017.



The Roman city of **Chester** sits at the heart of the North West offering a compelling proposition for investors



Within an hour's drivetime of West Cheshire there is a total population of around **5.8 million**



**170,000+** degree educated working age people within 30 minutes of West Cheshire



**45.1%** in a 30 minute drive are employed in managerial/ professional/ associated technical roles



Average wages are **6% lower** than Manchester



**180,000** annual student population of from universities within a 1 hour drivetime of West Cheshire



**Under an hour** to the UK's third busiest airport at Manchester



**2 hours** by direct train to London



**Superb housing stock** at below average prices



Home to several **leading financial institutions**, including Bank of America, Lloyds Banking Group, Virgin Money and M&S Bank



30 min catchment has significant **manufacturing strengths** inc. chemicals, pharma, food and transport



**<1 hour to Manchester and Liverpool** city region economies

3

Cheshire West is ideally positioned in North West of England: sitting between Manchester and Liverpool with excellent connectivity, strategic highway networks and national rail links, as well as close to Manchester and Liverpool airports.



- Cheshire West covers an area of 136.6 sq miles
- Population of 338,000
- Home to around 14,000+ businesses
- A diverse economy including aerospace, automotive, chemicals, financial services, food, engineering and tourism/retail

The borough sits within the Cheshire & Warrington sub-region which is the best performing economy in the North of England and one of the most successful and fastest growing economies in the county.

### A diverse area

CW&C is diverse with a mixture of urban, industrial and rural areas. Within CW&C there are some areas of high employment based on the spatial distribution of jobs. This includes urban centres such as Chester, but also business parks including Chester Business Park and Gadbrook Park, and industrial areas like Ellesmere Port and Ince.

The economy in rural areas is important with a range of sectors, including agri-food, retail and professional services, and key employment sites such as Chowley Oak and Clayhill Business Parks. With a strong visitor economy, rural tourism attracts visitors through attractions such as Delamere Forest, Ness Gardens, Sandstone Ridge and Cheshire Ice Cream Farm.

The area is one of the most sought-after locations in the UK. This is demonstrated by the presence of major national and international companies including Essar, Tata Chemicals, Vauxhall Motors, Jiffy Packaging, and Ecolab.



working in partnership with



## Travel and Connectivity

West Cheshire is less than hour to the UK's third busiest airport at Manchester. The nearby Port of Liverpool is the largest west coast port in the UK and one of the world's most modern shipping terminals.

West Cheshire boasts excellent road and rail links with regular direct train services to major UK cities and sits at the heart of the North West's motorway network.

### Journey Times by Road and Rail from West Cheshire to Major UK destinations

City	West Cheshire		
	Distance	Drive	Rail
Liverpool	20 miles	40 mins	45 mins
Manchester	40 miles	1hr	1hr
Edinburgh	240 miles	4hr 20	4hr 01
London	200 miles	3hr 55	2hr 09
Birmingham	78 miles	1hr 48	1hr 22



	Manchester	Liverpool
London Heathrow	53	-
Paris	61	4
Amsterdam	87	17
Dublin	82	23
Dubai	22	-

## House Prices

A range of housing is available in West Cheshire and its surroundings, from period town house properties, suburban affordable new build and rural character cottages.

House prices in West Cheshire are below the UK average and growing at a slower rate, making it an affordable city in which to live.

5 Bedroom Detached, Upton, Chester  
£800,000



2 Bedroom city centre apartment, Chester  
£395,950



**Average house prices, UK House Price Index, June 2020**

	Average Price	Annual Change %
Cheshire West & Chester	£209,341	1.9
North West	£170,939	4.4
UK	£237,834	3.4

4 Bedroom Detached, Ellesmere Port  
£395,000



## Skills and Recruitment

**A working age population of nearly half a million accessible within a 30 minute drive of West Cheshire enables businesses to tap into a large and sustainable pool of labour.**

Within a 30 minute drive of West Cheshire there are over 460,000 people of working age (16-64). This, along with the wider working age population of over c3.6 million within a 60 minutes drive time of West Cheshire, provides employers locating to the area with access to a large pool of labour.

A 60 minute drive time is well within the realm of a day visit, meaning there is a sizeable population to tap into for promotion of West Cheshire's significant tourist economy assets.

Unemployment levels in West Cheshire and surrounding locations (within a 30 minute drive time) are substantially lower than both the average for the North West and England as a whole.

**Population Estimates, West Cheshire Drive Dives, 2018 (ONS)**

	<b>W. Cheshire 30 mins Drivetime</b>	<b>W. Cheshire 60 mins Drivetime</b>
Total Population	760,758	5,803,591
Working Age Population (16-64)	460,078	3,640,472

**Unemployment Rate (16-64), West Cheshire drive times & Comparators, 2019, Annual Population Survey, (ONS)**

<b>Cheshire West &amp; Chester</b>	<b>W. Cheshire 30 mins Drivetime</b>	<b>W. Cheshire 60 mins Drivetime</b>	<b>North West</b>	<b>England</b>
2.1%	2.9%	4.4%	4.2	4.0

Employers based in West Cheshire can access a highly qualified workforce as well as staff representing a wide range of occupations.

**Qualifications of Working Age Population (16-64), 2019, West Cheshire Drive Times and Comparators, Annual Population Survey, NOMIS**

Qualification	Cheshire West & Chester No. and %		West Cheshire 30 min drivetime No. & %		West Cheshire 60 mins drivetime No. & %		North West %	England %
	No.	%	No.	%	No.	%		
% with NVQ4+	87,400	43.0	171,200	36.9	1,322,400	36.9	36.1	40.0
% with NVQ3+	125,100	61.6	264,300	57.0	1,994,900	55.6	55.2	58.5
% with NVQ2+	165,000	81.2	353,300	76.1	2,685,300	74.8	74.5	75.7
% with NVQ1+	182,300	89.7	400,300	86.3	3,040,400	84.7	85.0	85.8
% with other qualifications (NVQ)	7,500	3.7	28,600	6.2	236,400	6.6	6.3	6.7
% with no qualifications (NVQ)	13,400	6.6	35,000	7.6	311,100	8.7	8.7	7.5

**Within a 60 minute drive time from West Cheshire there is access to a considerable workforce across all occupation types.**

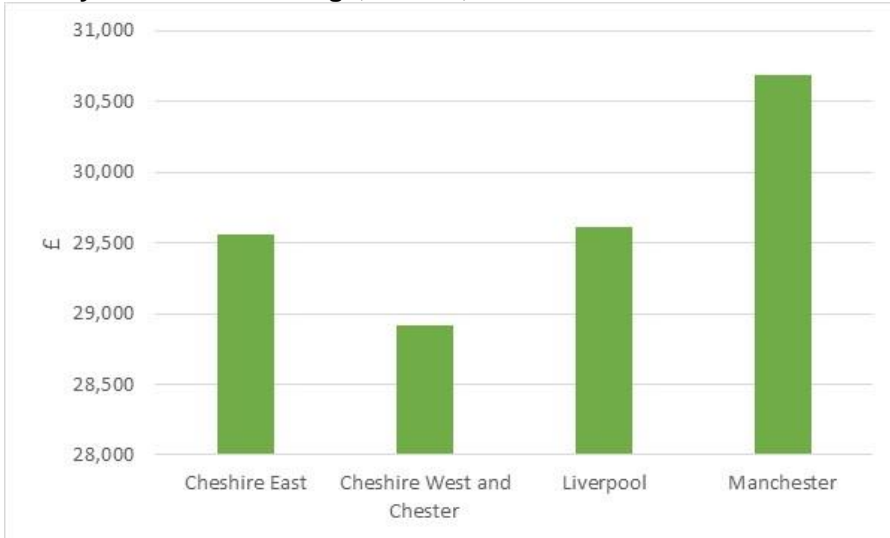
In Cheshire West & Chester as a whole, 16.3% of the workforce are employed in a senior managerial/leadership role; this is higher than the average for the country as a whole (11.7%). There are also at least 180,000 people employed in each main occupational category, providing employers with a large labour pool to draw upon.

**Selected Occupations, West Cheshire Drive Time & Comparators, 2019, Annual Population Survey, NOMIS**

Occupations	Cheshire West & Chester No. and %		West Cheshire 30 mins drivetime No. and %		West Cheshire 60 mins drivetime No. and %		North West %	England %
	No.	%	No.	%	No.	%		
managers, directors and senior officials	26,300	16.3	41,100	10.9	291,800	10.6	10.3	11.7
professional occupations	34,600	21.4	70,100	18.6	569,400	20.6	20.2	21.5
associate prof & tech occupations	25,400	15.6	58,700	15.6	379,100	13.7	13.3	14.7
administrative and secretarial occupations	18,400	11.3	45,100	12.0	284,600	10.3	10.2	9.6
skilled trades occupations	13,400	8.3	33,900	9.0	255,900	9.3	10.0	9.9
caring, leisure and other service occupations	14,000	8.6	34,500	9.2	260,100	9.4	9.7	8.9
sales and customer service occupations	9,000	5.5	31,400	8.4	222,900	8.1	8.3	7.0
process, plant and machine operatives	10,000	6.1	24,500	6.5	181,100	6.6	6.7	6.2
elementary occupations	10,600	6.5	34,700	9.2	305,000	11.1	11.1	10.2

**Wages are competitive in West Cheshire workplaces – with an average salary of £28,917 this represents a 6% lower than the average in Manchester**

**Annual Average Salaries, Cheshire West & Chester and Selected locations, Workplace Analysis, Annual Survey of Hours & Earnings, NOMIS, 2019**



**Selected Roles, West Cheshire, 2020, Indeed/Total Jobs**

Selected Roles
Maintenance Engineer
Senior NET Developer
Design Consultant
Accounts assistant
IT support consultant



## Recruitment and Training Support

Cheshire West and Chester Council work with a number of partners to support local people into local jobs and provide training support for employers.

- **Cheshire West and Chester Council Skill and Employment Team**  
Through the Work Zone service local businesses can be supported to source potential employees to meet business requirements.

[The Skills and Employment Team](#) also offer FLT training across the borough.

- **Accelerate Cheshire and Warrington**  
A £30m ESF programme that has been designed to support businesses to reskill and upskill their current workforce  
<https://candwgrowthhub.co.uk/accelerate/>
- **Kickstart Scheme**  
The Kickstart Scheme provides funding to employers to create job placements for 16 to 24 year olds on Universal Credit.  
<https://www.gov.uk/government/collections/kickstart-scheme>
- **Total People**  
Providing courses and apprenticeships with campuses in Chester, Ellesmere Port, Northwich and Winsford  
<https://www.totalpeople.co.uk/>
- **TTE**  
Providing courses and apprenticeships with a campus near Ellesmere Port  
<https://www.tteld.co.uk/>
- **Code Nation**  
Offering coding courses online and from their Chester campus  
<https://wearecodenation.com/>
- **NTG Training**  
Providing courses and apprenticeships with a campus near Chester  
<https://ntgtraining.co.uk/>
- **National Careers Service**  
Can be contacted by an employer or employee.  
<https://nationalcareers.service.gov.uk/>
- **Department of Works and Pensions (DWP)**  
The DWP helps employers recruiting or making redundancies.  
<https://www.gov.uk/government/topical-events/help-for-employers>

DWP have recently launched “A Good Place to Start” campaign which provides advice and information for jobseekers and businesses. The [Jobhelp website](#) provides information for individuals such as fact sheets and links to job search tools. The [Employerhelp website](#) provides information for employers looking to recruit and tips on remote interviewing.

DWP have recognised the huge growth in the logistics sector and are developing a programme to meet this demand. This is a key sector for their customers as 41% of the roles require level 2 (GCSE) skills.

DWP is leading this work locally and is currently working with Eddie Stobart and System Group (training provider) to develop a Sector Work-based Academy Programme (SWAP). Learners will gain training to achieve a LGV Cat C/Cat E licence. This is to support the planned expansion of Eddie Stobart in Warrington. Should this prove successful it will be used with other growing logistics companies.

### Education Provision

Cheshire West & Chester outperforms national and regional averages when it comes to GCSE and A level attainment.

#### Campuses in the Cheshire West area:

- University of Chester <https://www1.chester.ac.uk/> - annual student population of over 14,500
- Sir John Dean’s College <https://www.sjd.ac.uk/>
- Cheshire College South and West <https://www.ccswh.ac.uk/>
- Warrington and Vale Royal College <https://www.wvr.ac.uk/>

#### Others available:

- Reaseheath College (land-based) <https://www.reaseheath.ac.uk/>
- Coleg Cambria (general Welsh FE college) <https://www.cambria.ac.uk/>

#### Total Student Enrolment, HESA, 2018/2019

Universities Within an hour drive	Under graduates	Post graduates	Total
Chester	10,130	4440	14,570
Edge Hill	10,410	3420	13,830
Liverpool Hope	3865	1235	5100
Liverpool John Moores	19,465	4565	24,030
University of Liverpool	22,735	6960	29,695
Manchester Metropolitan	26,315	6735	33,050
University of Manchester	26,835	13,395	40,250
Salford	16,670	4145	20,815
<b>TOTAL</b>	<b>136,445</b>	<b>44,895</b>	<b>181,340</b>

#### GCSE and A level performance, 2018

GCSE Attainment 8		2018
England (All Schools)		44.5
Cheshire West and Chester		49.6
North West		45.4

A Levels, 2018	Average point score per entry	% achieving 2 or more A Levels
England (state sector)	34.01	81.4
North West	33.15	79.9
Cheshire West and Chester	35.66	84.5

## The Business Base

West Cheshire has a diverse business base. It boasts national tourist attractions such as Chester Zoo, several major high street retailers both in Chester and in nearby Cheshire Oaks as well as a thriving independent retail sector.

Chester is home to several leading financial institutions, including Bank of America, Lloyds Banking Group, Virgin Money and M&S Bank.

In Ellesmere Port there are a number of manufacturing businesses including Essar Oil, Encirc, Vauxhall Motors and Pro Packaging. The area is home to the fast growth Protos Energy Park.

Airbus, just outside the boundary, has a major UK manufacturing plant in nearby Broughton.

Company	Broad Sector
GB Group	Data Intelligence HQ
Lloyds Banking Group	Financial Services
Bank of America	Financial Services
M&S Bank	Financial Services
Urenco	Nuclear
EA Technology	Engineering
Essar Oil	Oil refining
Vauxhall Motors	Automotive
ProGroup Packaging	Packaging
Encirc	Packaging

## Sectors

**Within the 30 minute catchment of West Cheshire there are particular strengths in financial, manufacturing, professional/scientific/technical, health and arts/entertainment/recreation**

There are 53,000 people working in manufacturing within a 30 minute drive time from West Cheshire. This represents one of the largest industry sectors, second only to Health.

**Employment & Proportion of Employment by broad industrial grouping, Cheshire West & Chester, West Cheshire 30 and 60 mins drive time, North West and England, 2018, BRES from NOMIS**

Broad Industrial Group	Cheshire West & Chester No. and %		West Cheshire 30 min drivetime %		West Cheshire 60 min drivetime %		North West	England %
	No.	%	No.	%	No.	%		
Agriculture, forestry & fishing	1,500	0.9	400	0.1	2,750	0.1	0.4	0.6
Mining, quarrying & utilities	1,750	1.0	6,000	1.7	36,000	1.3	1.2	1.2
Manufacturing	14,000	8.3	53,000	14.6	244,500	9.0	9.6	8.0
Construction	6,500	3.8	15,000	4.1	127,000	4.7	4.7	4.6
Motor trades	4,250	2.5	6,500	1.8	46,000	1.7	1.8	1.8
Wholesale	6,000	3.5	13,500	3.7	121,500	4.5	4.5	4.2
Retail	22,000	13.0	35,500	9.8	279,500	10.3	10.5	9.4
Transport & storage (inc postal)	7,500	4.4	16,500	4.6	149,000	5.5	5.4	4.9
Accommodation & food services	13,000	7.7	23,000	6.4	185,000	6.8	7.1	7.5
Information & communication	4,000	2.4	7,500	2.1	80,500	3.0	2.7	4.4
Financial & insurance	10,000	5.9	10,000	2.8	80,500	3.0	2.6	3.5
Property	2,500	1.5	4,250	1.2	43,000	1.6	1.5	1.7
Professional, scientific & technical	16,500	9.7	31,500	8.7	227,000	8.3	8.3	9.0
Business administration & support services	14,000	8.3	30,000	8.3	249,500	9.2	9.0	9.2
Public administration & defence	6,000	3.5	13,500	3.7	129,000	4.7	4.4	4.0
Education	14,000	8.3	25,500	7.0	227,000	8.3	8.5	8.9
Health	17,000	10.0	54,000	14.9	376,000	13.8	13.4	12.7
Arts, entertainment, recreation & other services	8,500	5.0	16,000	4.4	118,500	4.4	4.3	4.5

**The West Cheshire catchment area has significant national strengths in various manufacturing specialisms.**

Location quotients compare the proportion of employment by sector in a location against the average proportion of that employment for the country as a whole.

A score of 2 suggests that the area has double the proportion of employment compared to the average for the country as a whole.

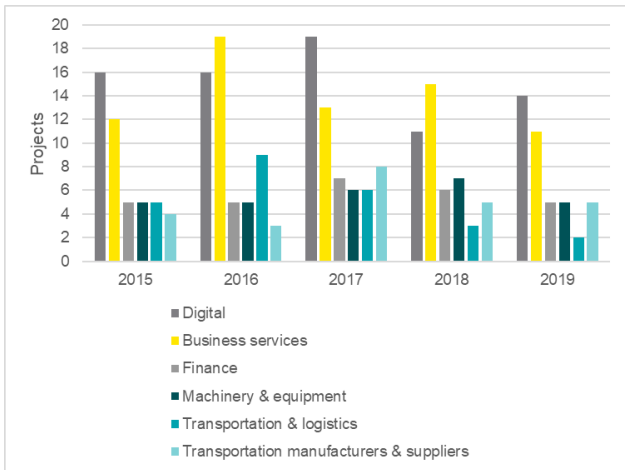
**Top Sectors by Location Quotients, West Cheshire 30 minute drive time, 2018, BRES from NOMIS**

2 digit SIC sector	Location Quotient
Manufacture of chemicals and chemical products	5.67
Manufacture of other transport equipment	5.25
Manufacture of basic pharmaceutical products and pharmaceutical preparations	4.00
Manufacture of basic metals	3.00
Manufacture of paper and paper products	2.50
Manufacture of other non-metallic mineral products	2.33
Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	2.00
Other manufacturing	2.00
Veterinary activities	2.00
Water collection, treatment and supply	2.00
Manufacture of food products	1.92
Manufacture of furniture	1.67
Waste collection, treatment and disposal activities; materials recovery	1.60
Manufacture of rubber and plastic products	1.60
Manufacture of motor vehicles, trailers and semi-trailers	1.50
Manufacture of electrical equipment	1.50
Human health activities	1.38
Libraries, archives, museums and other cultural activities	1.33
Financial service activities, except insurance and pension funding	1.29
Architectural and engineering activities; technical testing and analysis	1.29

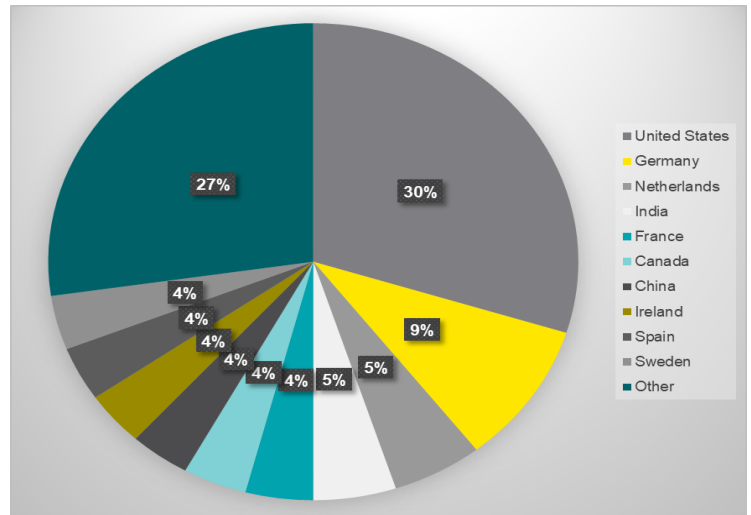
## Investment Trends

The North West of England, of which Cheshire West is an important economic location, consistently records over 75 foreign direct investments per annum. In common with the remainder of the UK, the sectors most likely to generate investments are digital and business services. The central position of the region also ensures that transport and logistics projects are important whilst from a manufacturing perspective transport equipment and machinery investments are also important to the region.

In common with the UK as a whole, the US and Germany are the most common origins of projects with the US accounting for almost a third of projects – and the most important source every year.



**Projects by sector into NW England 2015-2019**



**Origin of FDI into NW England 2015-2019**

## Cheshire West and Chester Council's Role

Cheshire West and Chester Council works with key organisations and stakeholders operating across the Cheshire West area to create a prosperous business environment. Our joint ambition is to:

- Encourage new start-up activity
- Reduce the barriers to growth
- Secure new inward investment
- Support residents into jobs; ensure they have the right skills

Key partners include:

- [Cheshire & Warrington Local Enterprise Partnership](#)
- [Cheshire & Warrington Growth Hub](#)
- [West Cheshire & North Wales Chamber of Commerce](#)
- [Federation of Small Business \(FSB\)](#)
- [Business Improvement Districts](#) (5 across the West Cheshire area)
- [Mersey Dee Alliance \(MDA\)](#)
- [Manufacturing Institute](#)
- [Innovation Agency](#)

### We can support businesses with:



Understanding, navigating and accessing appropriate [local and national support programmes](#)



Introductions to appropriate [supply chains and networks](#); introductions to appropriate [events and training opportunities](#)



[Commercial sites and premises search](#) – working closely with commercial agents



[Recruitment and apprenticeship](#) information and guidance



Familiarisation visits – particularly helpful for those [businesses relocating to the area](#)



Working with other [Council services](#): Business Rates; Planning and Building Control; Licensing; Environmental Health; etc.



Promote your business and your opportunities through the Council's Let's Talk Business digital platforms: [website](#); [twitter](#); [LinkedIn](#)

C H E S H I R E   W E S T

**Let's Talk**  
business

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*Cheshire West and Chester Council*



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