

Birchwood: Neglected Asset - Prime Opportunity

Taylor Woodrow Property Company / British Nuclear Fuels Ltd / UKAEA

Brief

Warrington (and Birchwood) has been a significant growth point in the North West during the past two decades. This fact continues to be recognised by economic, planning, and development strategies and forecasts such as the North West Regional Economy Strategy, or The Henley Centre's 'Local Futures' report.

BE Group was commissioned to review the prospects for the future economic prosperity of Birchwood, identify matters of weakness or concern, and propose actions which would improve the competitiveness of the area.

The study was commissioned by Taylor Woodrow Property Company, British Nuclear Fuels Ltd and UKAEA.

Activities

- Consultations with all businesses in the Birchwood area of Warrington.
- All public and private sector organisations whose geographic sphere of influence covers Birchwood - or who have invested in the area - were interviewed.

Modern Birchwood



1940s Birchwood



Outcome

201 companies, 25 percent overseas owned, 11,500 employed. 51 overseas companies, four percent of North West total, 21 investors have UK HQ here. 338,000 sqm of built floorspace and £3 billion of private sector investment.

Recognition that Birchwood fulfils a flagship role for the North West. Creation of 'Birchwood Forum', a partnership of public and private sector organisations including UKAEA, Taylor Woodrow, Warrington Collegiate Institute, Normidtec, GA Properties, Libra Properties, CNT.

Three year funding put in place for action programme. Design consultants appointed to produce Birchwood branding.