

Warrington Cluster Study

MEPC Birchwood Park

Brief

MEPC Birchwood Park, the developer behind Warrington's premier business park asked BE Group to investigate four industry clusters in the Borough. These clusters were

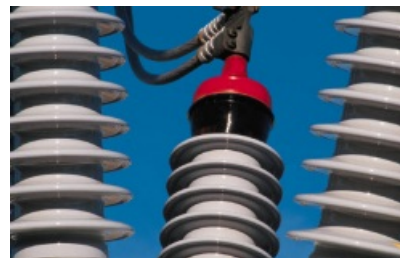
- Nuclear
- Engineering
- ICT
- Forensics

The client wanted to understand what the businesses in each cluster do, how they are interrelated and the trends that may affect them in the future. The other major aspect of the study was to understand the implications on Birchwood of the changing policy background affecting the nuclear industry.



Activities

- Desk-top research into the nuclear industry and emerging trends
- Interviews with over 50 companies in the four sectors
- Consultation with public sector agencies responsible for the nuclear industry



Outcome

The research found that although there are obviously clusters in Birchwood, companies involved in them found it difficult to explain the benefits of the clusters.

There is very little inter-trading between companies in each cluster or between clusters.

The legacy of the nuclear industry in Birchwood remains (the Atomic Energy Authority originally moved to the area in the 1940s). Nuclear businesses like the area because of the pool of skilled staff who live locally. Many of the engineering companies have spun out of former nuclear businesses.

Although nuclear activities and skills are changing, the labour is likely to remain in the area and so will businesses.

Other companies are based in Birchwood because the motorway network allows them to draw staff in from a large catchment area or they can service clients throughout the country easily.

