

Target Sectors Property and Development Study

Cheshire & Warrington Economic Alliance

Brief

The study looks at the spatial and property needs of firms in a number of high growth sectors.

It was prepared on behalf of Cheshire and Warrington Economic Alliance, the sub-regional partnership for the area, to consider how they might attract them to the sub-region.

The high growth sectors reviewed were:

- Life Sciences / Biotechnology
- Environmental Technology
- Information and Communication Technology
- Financial and Professional Services
- Creative Industries
- Advanced Engineering.



Activities

- Assessment of demand from each sector
- Examination of the characteristics of businesses in each sector
- Estimation of the size of each sector
- Review of the supply of land and premises, especially flagship schemes
- Quantification of high-tech business premises
- Appropriateness of the sectors to the sub-region assessed
- General property issues affecting all sectors researched.



Outcome

Study concluded that all sectors are worthy of support, however issue is not necessarily one of property, more skills, knowledge transfer and networking.

These industries are extremely difficult to define and measure, there are lots of intangible elements and overlap.

The correct portfolio of sites and premises is already in place, however there is scope to improve the supply of micro-business space, such as incubators and high-tech developments linked to Astra Zeneca in Macclesfield/Alderley Edge. Specialist creative industry workspace is also needed in Chester, Warrington and Macclesfield.

The report recommends the continued development of the sub-region's broadband network, improving specialist business support and raising the industries' profiles.

Spatial Employment Distribution in the Creative Industries Sector 2001
Cheshire and Warrington Sub-Region

