

Warrington

Cheshire

'Mark Three' New Town – Designated 26 April 1968

Initially designated with twin aims of accommodating Manchester overspill and revitalising industrial areas, Warrington's purpose soon became to provide a natural growth point for North West England. Warrington has evolved from a medium-sized industrial town to the home of major national and international companies, attracting workers from across the region. Following a period of constrained growth, the town is undertaking an ambitious economic growth and regeneration programme which seeks to regenerate the town centre and harness the town's natural locational advantage for major economic growth. A public-private sector partnership has been established to drive growth forward. Warrington is now nationally recognised as one of the most successful economic growth centres outside London.



Warrington Borough Council

Key facts:

- **Location:** 27 kilometres south west of Manchester, 26 kilometres east of Liverpool.
- **2011 Census population:** 171,840, in 73,411 households.¹
- **Local authority:** Warrington Borough Council.
- **Local Plan status:** Local Plan Core Strategy (adopted 2014).

New Town designation:

- **Designated:** 26 April 1968.
- **Designated area:** 7,535 hectares.
- **Intended population:** 210,000 (population at designation: 124,000).
- **Development Corporation:** Aimed to provide a wide range of opportunity and choice, make Warrington an attractive place in which to live and work, facilitate growth and change, and employ a rational use of resources in four district centres and a town centre. Development Corporation wound up 30 September 1989.

Housing, deprivation and health:

- 69.1% of homes in Warrington are owner-occupied. 19.9% of households are in social rent, and 11.4% of households are in private rent.
- Warrington has fewer deprived households than the English New Towns and England averages. 46.0% of households are not deprived in any dimension – around 3% higher than the English New Towns and England averages. 11 Super Output Areas (SOAs) fall into the 10% most deprived nationally, but 39 are ranked among the 20% most affluent nationally. A significant percentage of the Borough's SOAs (concentrated within the town centre and inner Warrington) rank among the worst nationally for health and disability deprivation.
- The 2011 Census reported that 49.5% of Warrington residents declared themselves to be in 'very good' health, 32.9% in 'good' health, 12.2% in 'fair' health, 4.25% in 'bad' health, and 1.2% in 'very bad' health.

Employment/economic profile:

- Traditionally, Warrington has benefited from a broadly based industrial structure, with manufacturing jobs in a wide range of industries.
- Warrington has a strong and resilient economy. Since the changes brought about by New Town growth (new workforce and employment opportunities), Warrington has developed a strong labour market. Current land take-up is good, and the Borough has a strong and diverse land and premises offer. Omega, Warrington is one of the largest employment sites in Western Europe.
- Within Cheshire and Warrington LEP.

Development Corporation legacy:

- Retailing has been decentralised to district centres in suburban locations and the Gemini out-of-centre retail park.
- The town's Sankey Valley Linear Park is characterised by 'New Town' ecology-led landscaping.
- Warrington is fairly car dependent as a result of dispersed development patterns.
- Warrington New Town's transportation infrastructure was only part-completed, resulting in significant congestion.
- There is a very strong and positive working relationship between the Council and the HCA (together the largest landowners in the town).

Key issues for the future:

- Delivering 'Warrington means Business', the town's economic growth and regeneration programme.
- Regenerating the town centre – focusing on getting more people living in the heart of the town.
- Regenerating Warrington's waterfront – a major large-scale development opportunity requiring significant infrastructure investment.
- Dealing with the success of growth, including tackling congestion and providing essential infrastructure.

¹ Totals for the following wards: Appleton, Bewsey and Whitecross, Birchwood, Fairfield and Howley, Grappenhall and Thelwall, Great Sankey North, Great Sankey South, Hatton, Stretton and Walton, Latchford East, Latchford West, Orford, Penketh and Cuedley, Poplars and Hulme, Poulton North, Poulton South, Rixton and Woolston, Stockton Heath, Westbrook, Whittle Hall

Did you know?

In 2014 Warrington was ranked the fastest growing 'region' in the North of England in the RBS Regional Growth Tracker, and scored highly in Grant Thornton's English cities economic growth (second) and dynamism (ninth) indices.