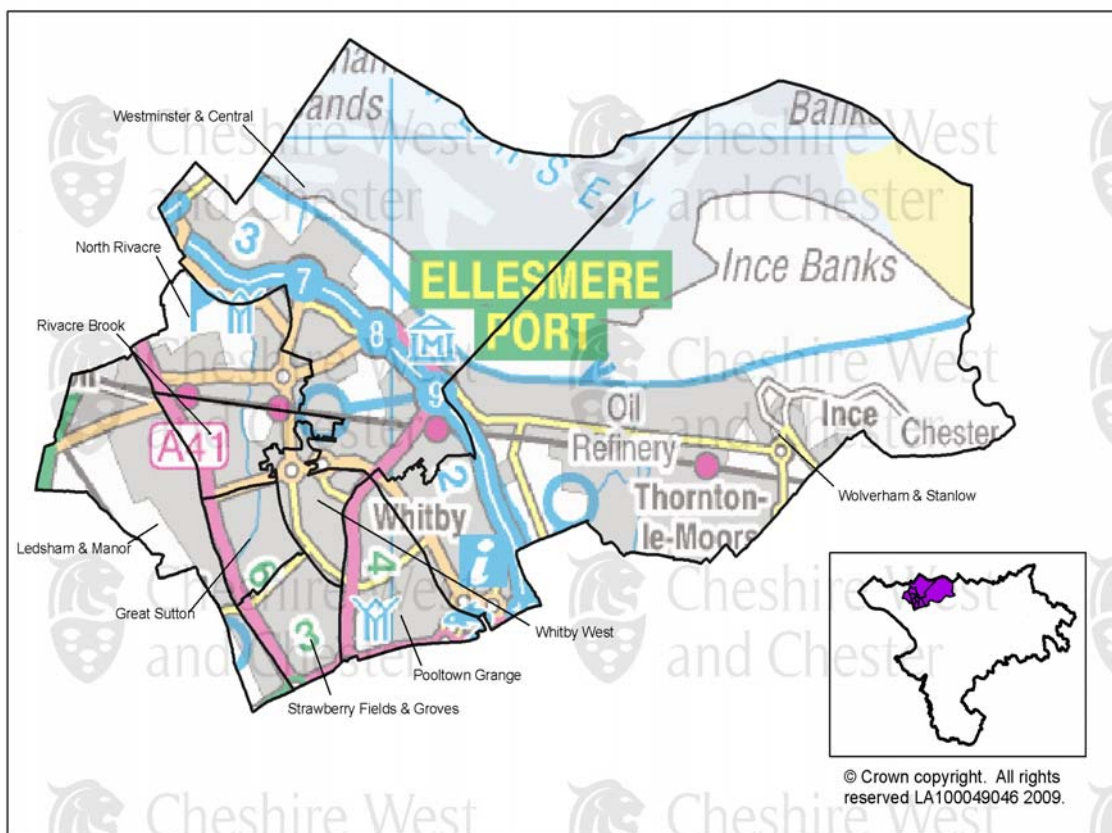


# Strategic Area Asset Management Plan Ellesmere Port Area 2010 - 11

## Ellesmere Port Area Map



## Background

The area covered by the Ellesmere Port Area Partnership Board (APB) is situated on the estuary of the River Mersey on the Wirral peninsula.

The town has an industrial heritage, being dominated by the Shell Petrochemical Refinery at Stanlow and is home to the Vauxhall Motors car factory, the largest employer in Ellesmere Port. There are many smaller industrial outlets in this area.

Retail also plays a significant part in the town's economy most notably with Cheshire Oaks Designer Outlet. Contemporary Ellesmere Port has a main shopping centre, the Port Arcades, as well as its busy market. Attractions outside the centre include the Blue Planet Aquarium, the Coliseum leisure and retail park and Rivacre Valley Local Nature Reserve.

The town's canal heritage is reflected with the National Waterways Museum, a major tourist attraction in the region.

The second largest Marks and Spencer store in the country will be located in the area in the future.

### **Area Partnership Board Priorities**

The top 3 priorities for improvement in Ellesmere Port APB in recent years have been activities for teenagers, the level of crime, and road and pavement repairs. This links with the perceptions that teenagers hanging around on the streets and vandalism were big problems in local areas.

### **Ellesmere Port's APB's People**

The area covered by the Ellesmere Port APB contained about a fifth of the population of Cheshire West and Chester in 2007, and the age distribution was similar to that for England and Wales. At the time of the 2001 Census there was a high proportion of households with dependent children, and Ellesmere Port APB had the highest proportion of lone parent households of all APB's.

There are significant pockets of social and economic disadvantage in the areas of Westminster & Central and Wolverham & Stanlow. 12 of the 42 lower super output areas in Ellesmere Port APB were in the top 20% most multiple deprived, according to the Index of Multiple Deprivation 2007.

### **Jobs and Enterprise**

Unemployment rates are higher than those for England & Wales and Cheshire West and Chester and Ellesmere Port APB had the highest proportion of the working-age population claiming key benefits. The average income in Ellesmere Port APB was the lowest of all APBs and the average house price was also the lowest. Ellesmere Port APB had the highest proportion of social rented houses in Cheshire West and Chester, and the lowest proportion of houses in Council Tax bands above the average band D.

### **Area Portfolio**

Cheshire West and Chester Council (CWAC) holds a mixed portfolio of assets in the Ellesmere Port area including commercial property such as industrial

units and retail shops and operational assets such as schools and depots which support the delivery of services to the community by the Directorates.

The operational portfolio is shown in detail at Appendix 1.

The legacy Borough Council acquired the derelict Waterways site (including the Boat Museum) and reclaimed it using government funding. It is now a conservation area and contains listed buildings of architectural and industrial interest. Further investment is needed in this area to maintain the working buildings, locks and basin. The Waterways Museum is operated by the Waterways Trust on a lease from the Council and, in liaison with the Council, it is actively looking at ways of improving public access and vitality to this area. It will also form a focal point at the southern end of Peel Holding's Waterfront development.

The Waterfront development raises the issue of perceived detachment of properties on the east side of the M53 from the main body of the town centre on the west. One of the issues raised by the legacy Borough Council was the need to promote improved links between one side of the M53 and the other, so that the new development would not be seen as "separate" from the town.

Small and start up businesses are accommodated in Council-owned industrial estates which continue to be popular with those looking to start up and expand in their own business. The legacy Borough Council provided this accommodation to provide opportunities for new and expanding businesses, encourage diversification in the types of businesses represented in Ellesmere Port, and to improve employment opportunities for those seeking work by encouraging businesses to stay and grow within the Borough.

The Council holds small neighbourhood shopping parades in several of its traditionally social housing areas.

The Council has worked to facilitate change as older industries have closed. Government grants have been used to reclaim industrial sites, put in roads and services, and bring them forward again for employment use. This has been particularly important in the Stanlow area. The Council continues to utilise its properties to lever in available funding and further attract private investment.

All operational assets, whether freehold or leasehold, have been reviewed under phase 1 of the Asset Challenge exercise, with the exception of car parks and open spaces, which will be included in the next phase. Those reviewed to date have totalled 73 in the Ellesmere Port area and these have been initially assessed in Phase 1, following discussions where appropriate with the relevant Service, to give one of five categories of recommendation for each, to provide an asset baseline. The five categories are as follows:-

Fit for purpose (FP) – maintain as at present

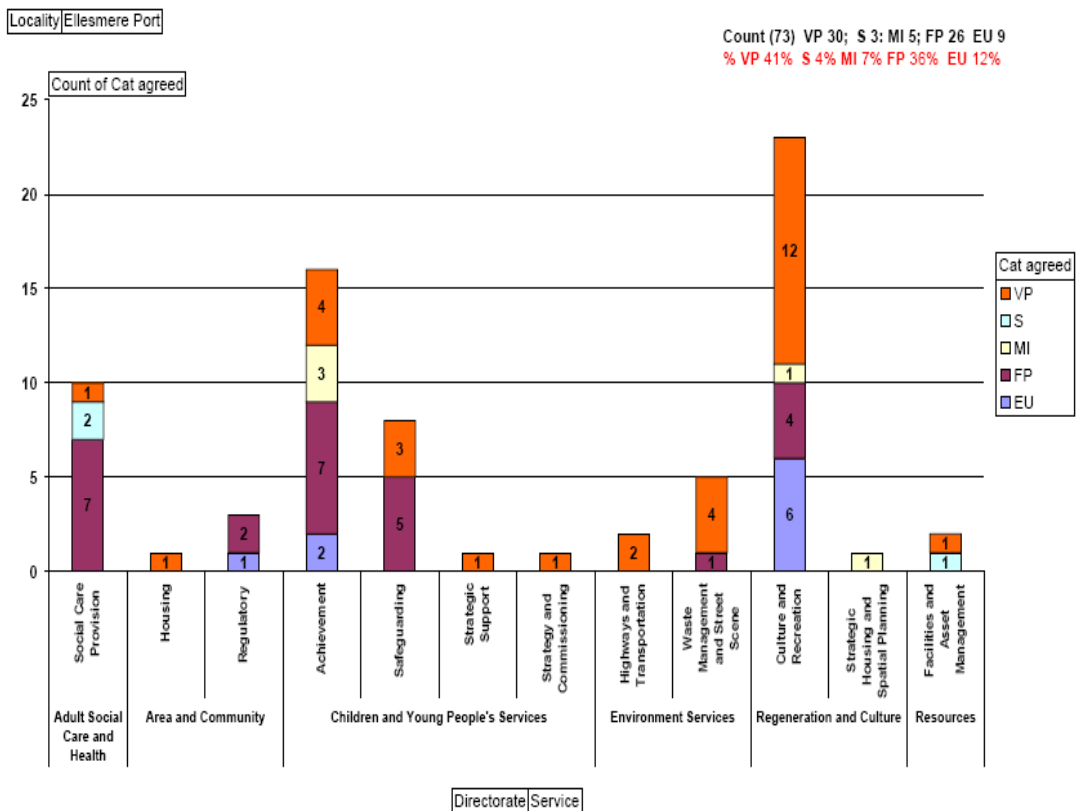
Enhanced utilisation (EU) – utilisation issues that require further consideration

Major investment (MI) – the future direction of the property needs to be determined as major works are required i.e. refurbishment, extension etc

Vision properties (VP) – Site has medium term potential; to be retained pending future development or use by CWAC

Surplus (S) – Not required, sell now/as soon as can be vacated

The following bar chart shows the results of the Area asset assessment.



## **Asset Management Priorities**

A number of Services have identified proposals with measurable outcomes which will address some of the priorities identified by the Area Partnership Board and these will be highlighted in the outcomes from the following reviews.

## **Regeneration and Culture**

- A Borough wide review of Libraries will report in the Autumn 2010
- A Borough wide review of Leisure facilities will report in the late Summer 2010. The review of current facilities and the identification of how we meet the needs over the next 25 years will be reported to the Executive. This project and approach offers the Council the opportunity to make a significant step change in relation to the method of delivery, inward investment and the delivery of state-of-the-art leisure provision of regional significance and associated wider community benefits
- During the Summer 2010 CWAC will launch an Ellesmere Port Regeneration Board - a blend of public, private and community sector expertise seeking to ensure a bright future for the area and its communities. The regeneration of Ellesmere Port - recognised as an area of great potential for many reasons - is a major priority for CWAC. The Board will work with key public and private sector investors and local, regional and national partners to re-energise and reshape the town and its surrounding areas, and will oversee long term-investment in the area, with the aim of improving employment, the environment and general quality of life for its residents

## **Community and Environment**

- A Borough wide review of car park provision will report in the future
- An ambitious improvement plan for Ellesmere Port's council housing stock has been launched and is already seeing significant success
- A new way of applying for homes across the Cheshire West area went live in Ellesmere Port and Neston in April 2010. The new Choice Based Letting service, Trust HomeChoice, now enables customers to access homes across the entire Borough in a new easy to use service
- The Council is supporting an initiative to establish a Community Land Bank of parcels of land suitable for cultivation by local communities as part of its Sustainable Communities Strategy. The Council will work with communities to identify parcels of land and help to make them available for both long term and interim use
- A Borough wide review of Depot provision will be undertaken

## Adult Social Care and Health

- The former Gorsthills Primary School is being considered for an Extra Care Housing scheme
- A Borough wide review of Adult Day Services will be undertaken. The Community Support Centre at Sutton Beeches, Alvanley Road does not allow for modernisation of services and alternative provision is under consideration

## Children and Young People

- A Borough wide review of Special Schools is being undertaken
- A Borough wide review of Youth Service provision will be undertaken. Alternative provision within the Ellesmere Port area is being sought as the current location forms part of the Academy scheme. Alternative provision for the Youth Offending Team, operating from leased premises at St. Thomas House in Whitby Road, is also being sought
- A Borough wide review of Family Centres will be undertaken
- A new build Academy scheme is proceeding, to replace existing buildings. This will result in subsequent alternative use/disposal of existing sites

### Proposed New Academy Building



View from above Vale Road

- With effect from late 2009 the Children's Resource Centre known as Dale Hey in Gawsworth Road has also accommodated a team from a Chester base thus releasing the Chester base for alternative use. The future use of Dale Hey itself is under consideration

## Resources

- The Workplace Strategy, drawn up by CWAC in 2009, will require various relocations and surplus office space will be rationalised and disposed of, as appropriate. Several changes have taken place with regard to occupation of the Offices at 4 Civic Way and further changes are under consideration. These offices are key to the sustainability of the Ellesmere Port town. The Offices in Coronation Road were vacated early in 2010 and alternative use of these is under consideration for the medium term, with a view to development of the area in the future. The Coronation Road offices are a core site for ICT networking and this will need to be taken into account in the medium term

## Opportunities

Clusters of assets have been identified, as named below, and each cluster will be examined to identify any opportunities for making more effective use of the assets, including disposals, through a full option appraisal process.

- Cheshire Oaks
- Newbridge
- Waterfront
- Civic Way
- Coronation Road
- Great Sutton
- Hope Farm
- Little Sutton
- Mill Lane
- Rossfield Road
- Stanney Grange
- Wellington Road
- Westminster
- Whitby Park

Where appropriate, stakeholders such as the Primary Care Trust, Fire Service, Ambulance Service will be invited to join in discussions.

Other outcomes from the Asset Challenge exercise, for example, those properties identified as surplus or vision, will be considered and appropriate action taken.

The Ellesmere Port Area Partnership Board have considered a report entitled Total Place, with the theme of Child Poverty as an example of how partnership and area based working can deliver a real step change in alleviating child poverty. This will look at a 'whole area' approach in how

public services are delivered to effectively address the well-being of residents – the projects and programmes in the delivery plan being proposed will improve the indices of multiple deprivation that lead to low educational attainment, crime and poor health. The Facilities and Asset Management team will work with the Neighbourhood Renewal team to ensure that all opportunities relating to premises are considered fully.

Linked to the above, since the beginning of 2010 there has been an initiative in the Stanney area whereby a group of residents has worked on a list of estate issues – things that matter to people – and an event takes place in July 2010 with the aim of sharing information about the many different services and activities that are already available and to re-launch the group with a broader base of residents and local organisations and an agreed set of aims.

## **Stakeholder Priorities**

- PCT – the Primary Care Trust is working jointly with the Council in the development of a joint asset appraisal process within the Ellesmere Port town centre area, with the potential to include other agencies such as the North West Ambulance Service and Cheshire Fire Authority. The PCT aim is to relocate a number of general practices and the Stanney Lane Clinic to new purpose-built accommodation in the centre of Ellesmere Port. This would provide services to complement those delivered from Ellesmere Port Hospital.
- Cheshire Fire and Rescue – we are currently liaising with Cheshire Fire and Rescue in respect of partnership opportunities and asset management issues.
- West Cheshire College – the Ellesmere Port Campus off Regent Street will see a 19,500 sq. metre new build and enhancement of teaching facilities including hairdressing and beauty therapy; hospitality and catering and the visitor economy; art, design and media; health and social care; childcare; sport; public services and performing arts. The new facilities will include a Higher Education Centre where students can follow foundation degrees endorsed by the University of Chester.

We are working with West Cheshire College to identify potential efficiency opportunities.



- Ambulance Trust – we are working with the Trust to identify potential efficiency opportunities.
- Chester University - we are working with the University to identify potential efficiency opportunities.
- Police – we are working with the Police to identify potential efficiency opportunities
- Third Sector - the Council is committed to working with the Third Sector to improve service delivery and deliver the Corporate objectives. The Third Sector Assembly Cheshire West has been asked to assess the current and future property needs of the sector and to identify support for the creation of resource centres or hubs in which a number of third sector organisations would be based.

The initial assessment suggests that hubs may be considered in Chester, Ellesmere Port and Northwich.

The Third Sector Assembly has also indicated support for the creation of a multi-cultural centre to be based in Chester. A coordinated strategic approach to the property requirements of this sector is being developed for the overall benefit of the community.

- Office of Government and Commerce (OGC) - CWAC is actively working with OGC to share property data utilising e – PIMS, a property data base of the Government estate. This will help both parties identify potential efficiency opportunities.

The stakeholders' portfolios are shown in detail at Appendix 2.

## **Financial Implications**

The financial implications of taking forward proposals – cluster opportunities, vision properties, disposals etc. - will be scrutinised. Many schemes will incorporate partnership working and partnership funding. Funding opportunities will include:-

- CWAC's capital programme
- Government funding
- Capital receipts from disposals
- Lottery, WREN (Waste Recycling Environmental Limited) and other grants
- PFI (private finance initiative) -only appropriate for large schemes

## **The Way Forward**

This Ellesmere Port Area Asset Management Plan highlights some of the key facts, figures and demographics of Ellesmere Port and the priorities the APB Board will focus on over the next 12 to 18 months.

The next step is to transform the priorities into real actions improving both the way services are delivered and the quality of life for communities.

Ellesmere Port APB will establish delivery groups responsible for addressing the key priorities. Action plans will be produced including details of the interventions, targets and outcomes.

With reference to the operational property table at Appendix 1 of Council ownership in the area, the Area Asset Manager needs to work with the Area Partnership Board, Ellesmere Port communities, stakeholders, third sector partners, private businesses and Parish Councils to help address and achieve these area priorities by utilising the Council's property assets.

This Area Asset Management Plan will be supported, in due course, by a detailed implementation plan.

The bar chart on page 4 and the information in Appendix 1 do not take account of recent changes to the Directorates of the Borough Council.

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RGM  
Updated July 2010

## Appendix 1

### Ellesmere Port Operational Portfolio 73 Properties

Directorate	Property	Use Grouping
Adult Social Care and Health	18/20 Dover Drive Day Centre	Other
	199 Stanney Lane	Other
	2 - 16 Dover Drive Day Centre	Other
	27 Flint Court	Other
	97 Pooltown Road	Other
	Pathways Mental Health Day Centre	Other
	Poole Centre	Adult Day Centre
	Site of former Gorsthills Primary School	Vacant Operational
	Sutton Beeches	Community Facility
	The Coronation Centre	Adult Day Centre
Area and Community	Ellesmere Port Market	Other
	Overpool Cemetery Chapel	Cemetery and Crematoria
	Overpool Cemetery Mess Room	Cemetery and Crematoria
	Westminster Housing Office 2-6 Church Parade	Admin Building
Children and Young People's Services	Armthorpe Drive Children's Centre	Other
	Bridge Meadow Children's Residential Centre	Other

	Brookside Primary School	Schools
	Central Children's Centre	Children's and Family Centres
	Cheshire Oaks High School and Specialist Sports College (now the University of Chester Church of England Academy)	Schools
	Dale Hey	Children's and Family Centres
	Ellesmere Port Specialist School of Performing Arts (now the University of Chester Church of England Academy)	Schools
	Hinderton School	Schools
	Little Sutton CE Primary School	Schools
	Meadow Primary School	Schools
	Parklands Children's Centre	Children's and Family Centres
	Rivacre Valley Primary School	Schools
	Rossmore Primary School	Schools
	St Thomas House Youth Offending Office	Admin Building
	Stanlaw Abbey Children's Centre	Children's and Family Centres
	Sutton Green Primary School	Schools
	The Acorns Primary and Nursery School	Schools
	The Appleton Centre - Pupil Referral Unit	Other
	The Oaks Community Primary School	Schools
	The Park Family Centre (E/Port)	Children's and Family Centres
	West Cheshire District Education Office EP	Admin Building
	Westminster Children's Centre	Children's and Family Centres
	Westminster Community Primary School	Schools
	Whitby Heath Primary School	Schools
	Woodlands Children's Centre	Children's and Family Centres
	Woodlands Primary School	Schools
<b>Environment Services</b>	Bridges Road HWR	Household Waste Recycling Centre
	Ellesmere Port Bus Station	Other
	Ellesmere Port, (Market Square) Public Conveniences	Other
	Grounds Maintenance Depot	Depot
	Municipal Depot Ellesmere Port	Depot
	Rivacre Business Centre, Mill Lane	Admin Building
	Whitby Park Public Conveniences	Other
<b>Regeneration and Culture</b>	Central Library Ellesmere Port	Library
	Changing Rooms at Rivacre Village	Leisure Facility
	Changing Rooms Recreation Fields, Neston Road, Willaston	Community Facility
	Ellesmere Port Civic Hall	Civic Building
	Ellesmere Port Stadium Changing Rooms	Community Facility
	EPIC Leisure Centre	Leisure Facility
	Flatt Lane Community Centre	Community Facility
	George Street Bowling Pavilion with w.c's	Community Facility

	Hooton Squash & Golf Club	Leisure Facility
	Hope Farm Community Centre	Community Facility
	Hope Farm Library	Library
	Little Sutton Bowling Pavilion	Community Facility
	Little Sutton Branch Library	Library
	Little Sutton Community Centre	Community Facility
	Overpool Community Centre	Community Facility
	Rivacre Ranger Cabin	Other
	Stanney Grange Community Centre	Community Facility
	Stanney Oaks Leisure Centre and Athletics Track	Leisure Facility
	Stoak Lodge (Supported Housing)	Other
	Thelwall Road Community Centre	Community Facility
	Westminster Community Centre	Community Facility
	Whitby Hall	Community Facility
	Whitby Park Bowls Pavilion	Community Facility
	Wolverham Community Centre	Community Facility
<b>Resources</b>	Coronation Rd County Offices	Admin Building
	Council Offices Civic Way	Admin Building

See last page for location plan

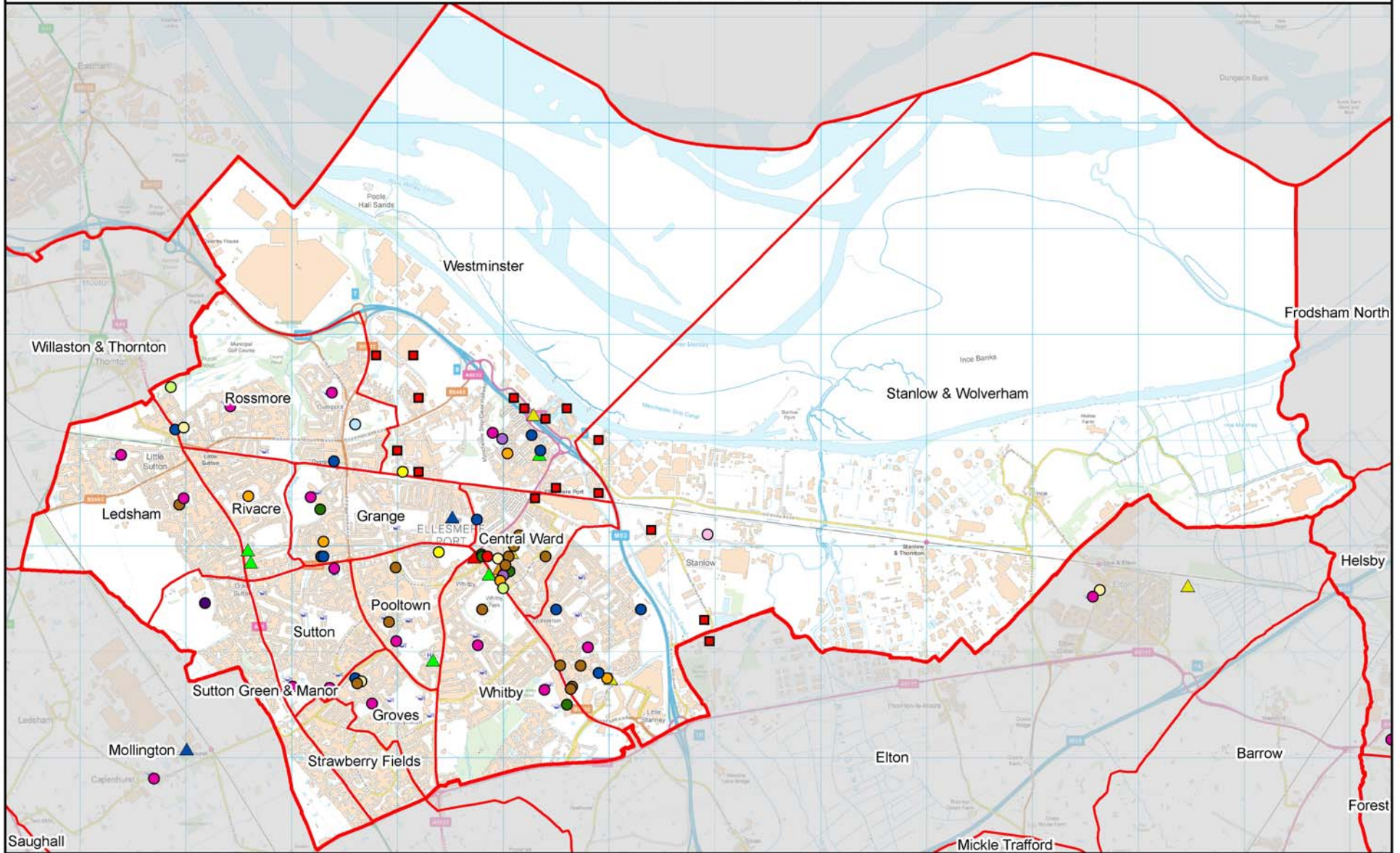
## Appendix 2

### Ellesmere Port Stakeholders' Portfolios

	<b>Stakeholder</b>	<b>Location</b>
Fire	Cheshire Fire & Rescue Service	Fire Station, Wellington Road
Ambulance	Ambulance Trust	Ambulance Station, Coronation Road, CH65 9AB
Further Education	West Cheshire College	EP Campus, Regent Street CH66 3JU
Office of Government & Commerce	Ministry of Justice	CH65 2JE
Office of Government & Commerce	Dept. of Work & Pensions	CH65 0AP
Office of Government & Commerce	Ministry of Justice	CH65 9HE
Police	Cheshire Police Authority	4 Stanney Lane, Ellesmere Port, CH65 9ER

See overleaf for location plan

# Cheshire West & Chester Property Information



<p>N</p> <p>This plan was produced by the Property Information Team <b>S. Price</b></p> <p>1:32,500      June 2010</p> <p><small>For Council business use only. Do not reuse</small></p>	<p>● Admin Building</p> <p>● Adult Day Centre</p> <p>○ Cemetery and Crema</p> <p>● Childrens and Fami</p> <p>● Civic Building</p>	<p>● Community Facility</p> <p>● Depot</p> <p>○ Household Waste Re</p> <p>○ Leisure Facility</p> <p>○ Library</p>	<p>● Other</p> <p>● Schools</p> <p>● Vacant Operational</p>	<p>▲ OGC</p> <p>▲ Ambulance</p> <p>▲ Fire</p> <p>▲ PCT</p> <p>▲ Police</p>	<p>■ Industrial/Commercial</p> <p>▲ Mid-Cheshire College</p> <p>▲ University of Chester</p> <p>▲ West-Cheshire College</p>	<p><b>Cheshire West and Chester</b></p> <p><small>This product includes mapping data licensed from Ordnance Survey with the permission of the controller of Her Majesty's Stationery Office. Copyright and/or database right 2010. All rights reserved.</small></p> <p><b>Licence No 0100049046 2010</b></p> <p><small>Aerial Photography Imagery copyright of Getmapping.com 2003 as supplied by Cities Revealed © by the GeoInformation Group.</small></p> <p><small>Web: <a href="http://www.cheshirewestandchester.gov.uk">www.cheshirewestandchester.gov.uk</a></small></p>
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