

## Places background paper - Ellesmere Port

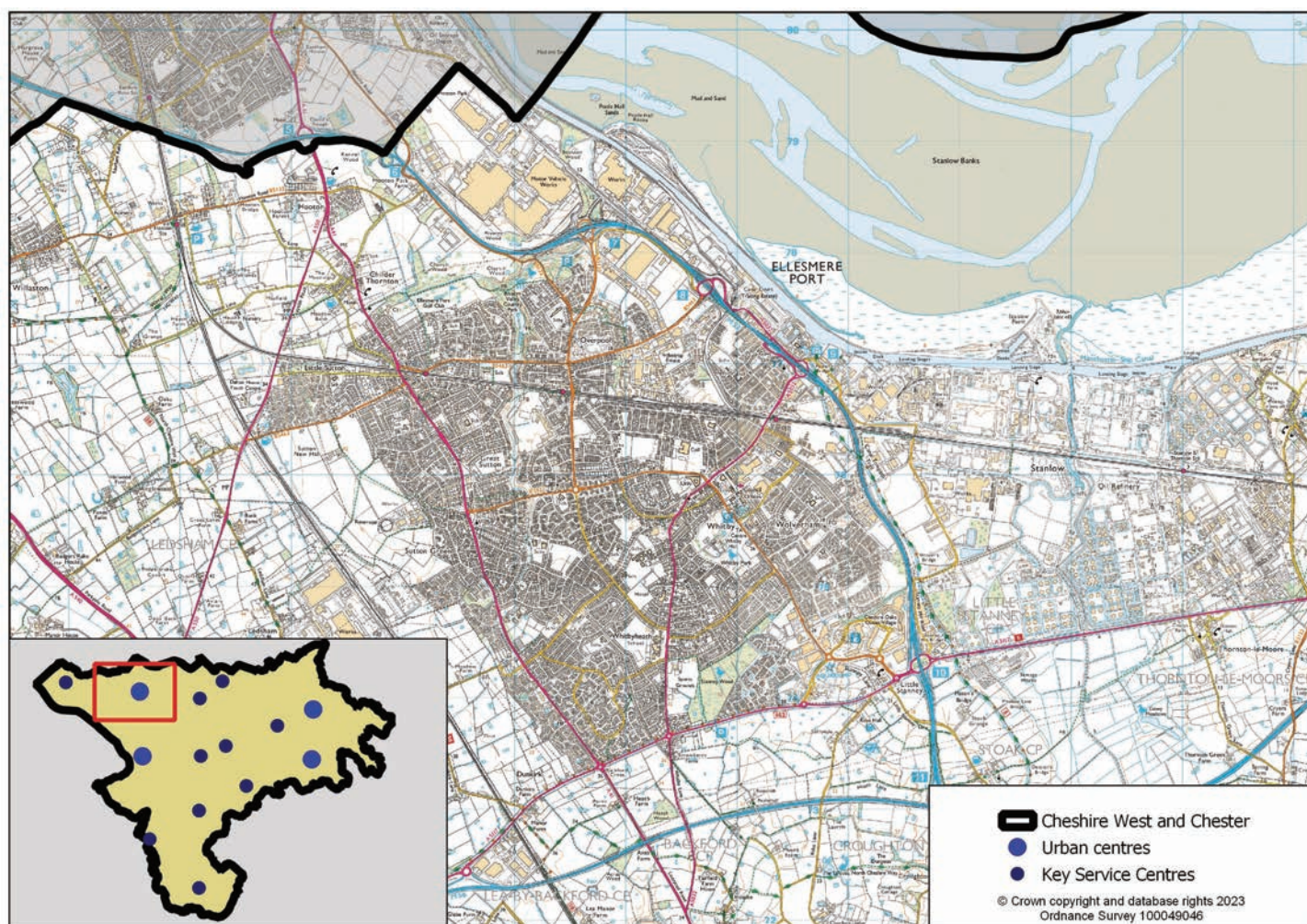
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# 1 Ellesmere Port

## 1 Ellesmere Port

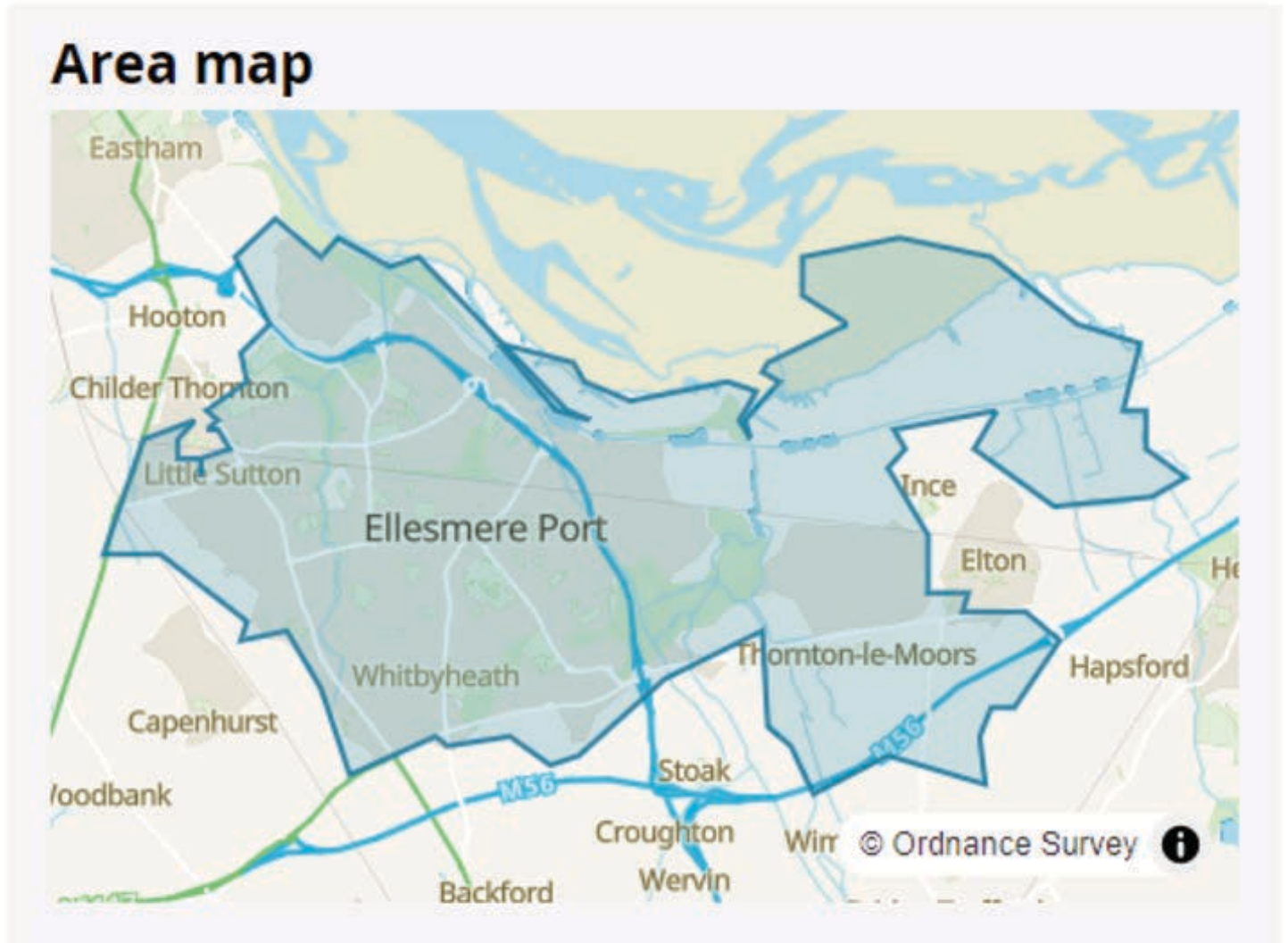
**1.1** Ellesmere Port is the second largest settlement which was a major centre for manufacturing and is the most industrialised part of the borough. The area provides a major employment land resource for the borough and has become increasingly successful in attracting new employment opportunities. The presence of the Manchester Ship Canal, ease of access to the national motorway network and availability of land provides considerable opportunities for improving the economy of the town and the borough as a whole. Ellesmere Port town centre serves as a local shopping centre and provides access to wider facilities and services.

Map 1.1 Ellesmere Port location



## 2 Socio-economic profile

Map 2.1 Ellesmere Port area map

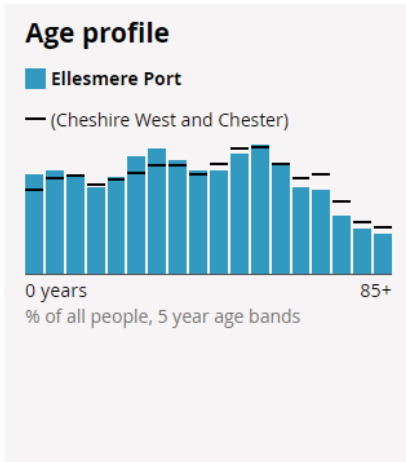


Ellesmere Port: ONS – Built up area. The data and boundaries displayed in this profile are aggregated from small areas on a best-fit basis, and therefore may differ slightly from other sources: <https://www.ons.gov.uk/visualisations/customprofiles/build/>



2 Socio-economic profile

Table 2.1 Ellesmere Port socio-economic profile

Topic	Settlement figure		Borough figure		Settlement share of borough total
Population					
Total existing population  (Census 2021, rounded to the nearest 100 people )	65,400		357,200		18.31%
<div>Age Profile</div> <div><p>Age profile</p><p>■ Ellesmere Port</p><p>— (Cheshire West and Chester)</p><p>0 years 85+</p><p>% of all people, 5 year age bands</p></div> <div>(Census 2021)</div>	Age	%	Age	%	
	0-4:	5.8	0-4:	4.9	
	5-9:	6.0	5-9:	5.6	
	10-14:	5.8	10-14:	5.7	
	15-19:	5.0	15-19:	5.2	
	20-24:	5.6	20-24:	5.5	
	25-29:	6.8	25-29:	5.9	
	30-34:	7.3	30-34:	6.3	
	35-39:	6.6	35-39:	6.3	
	40-44:	6.0	40-44:	5.8	
	45-49:	6.0	45-49:	6.4	
	50-54:	7.0	50-54:	7.3	
	55-59:	7.5	55-59:	7.4	
	60-64:	6.3	60-64:	6.4	
	65-69:	5.0	65-69:	5.6	
	70-74:	4.9	70-74:	5.8	
	75-79:	3.4	75-79:	4.2	
	80-84:	2.6	80-84:	3.0	
	85+:	2.3	85+:	2.7	
	Households				
Number of households	25,500		155,200		16.43%

## Socio-economic profile 2

Topic	Settlement figure		Borough figure		Settlement share of borough total
(2021 Census, rounded to the nearest 100 households)					
<b>Household size</b>  (2021 Census, percentage of all households)	1 person in household	30.7%	1 person in household	30.2%	N/A
	2 people in household	34.4%	2 people in household	36.4%	
	3 people in household	17.5%	3 people in household	16.1%	
	4 or more people in household	17.5%	4 or more people in household	17.2%	
<b>Household composition</b>  (2021 Census, percentage of all households)	One person household	30.6%	One person household	30.2%	N/A
	Single family household	65.2%	Single family household	65.3%	
	Other household types	4.1%	Other household types	4.4%	
<b>Accommodation type</b>  (2021 Census, percentage of all households)	Whole house or bungalow	87.8%	Whole house or bungalow	87.4%	N/A
	Flat, maisonette or apartment	12.1%	Flat, maisonette or apartment	11.9%	
	A caravan or other mobile or temporary structure	0.1%	A caravan or other mobile or temporary structure	0.7%	
<b>Number of bedrooms</b>  (2021 Census, percentage of all households)	1 bedroom	7.4%	1 bedroom	7.0%	N/A
	2 bedrooms	18.2%	2 bedrooms	23.1%	
	3 bedrooms	58.0%	3 bedrooms	45.7%	
	4 or more bedrooms	16.4%	4 or more bedrooms	24.3%	
<b>Tenure of household</b>  (2021 Census, percentage of all households)	Owns outright	32.3%	Owns outright	37.1%	N/A
	Owns with a mortgage or loan or shared ownership	33.5%	Owns with a mortgage or loan or shared ownership	32.4%	

## 2 Socio-economic profile

Topic	Settlement figure		Borough figure		Settlement share of borough total
	Social rented	19.5%	Social rented	14.6%	
	Private rented or lives rent free	14.7%	Private rented or lives rent free	15.8%	
Employment					
Economic activity status  (2021 Census, % of people aged 16 years and over)	Economically active: In employment	58.3%	Economically active: In employment	57.2%	N/A
	Economically active: Unemployed	3.1%	Economically active: Unemployed	2.8%	
	Economically inactive	38.7%	Economically inactive	40.0%	
Employment history  (2021 Census, % of people aged 16 years and over not in employment)	Not in employment: Worked in the last 12 months	12.2%	Not in employment: Worked in the last 12 months	12.3%	
	Not in employment: Not worked in the last 12 months	63.8%	Not in employment: Not worked in the last 12 months	67.3%	
	Not in employment: Never worked	24.0%	Not in employment: Never worked	20.5%	
Occupation  (2021 Census, % of people aged 16 years and over in employment)	Managers, directors and senior officials	9.8%	Managers, directors and senior officials	14.0%	
	Professional occupations	14.4%	Professional occupations	20.5%	
	Associate professional and technical occupations	11.9%	Associate professional and technical occupations	13.2%	
	Administrative and secretarial occupations	9.7%	Administrative and secretarial occupations	8.9%	

## Socio-economic profile 2

Topic	Settlement figure		Borough figure		Settlement share of borough total
	Skilled trades occupations	10.4%	Skilled trades occupations	9.3%	
	Caring, leisure and other service occupations	11.3%	Caring, leisure and other service occupations	8.8%	
	Sales and customer service occupations	10.2%	Sales and customer service occupations	8.2%	
	Process, plant and machine operatives	10.0%	Process, plant and machine operatives	6.9%	
	Elementary occupations	12.3%	Elementary occupations	10.2%	
Travel to work and transport					
<b>Number of cars or vans</b>  (2021 Census, % of all households)	No cars or vans in household	20.4%	No cars or vans in household	16.7%	N/A
	1 car or van in household	42.3%	1 car or van in household	40.8%	
	2 cars or vans in household	29.0%	2 cars or vans in household	32.0%	
	3 or more cars or vans in household	8.4%	3 or more cars or vans in household	10.5%	
<b>Distance travelled to work</b>  (2021 Census, % of people aged 16 years and over in employment)	Less than 10km	43.3%	Less than 10km	32.7%	N/A
	10km to less than 30km	18.2%	10km to less than 30km	18.6%	
	30km and over	4.2%	30km and over	5.2%	
	Works mainly from home	21.2%	Works mainly from home	31.5%	
	Other	13.2%	Other	12.1%	
<b>Method of travel to workplace</b>  (2021 Census, % of people aged 16 years and over in employment)	Work mainly at or from home	21.2%	Work mainly at or from home	31.5%	N/A
	Underground, metro, light rail, tram	0.1%	Underground, metro, light rail, tram	0.1%	

2

Socio-economic profile

Topic	Settlement figure		Borough figure		Settlement share of borough total
	Train	0.9%	Train	0.8%	
	Bus, minibus or coach	2.5%	Bus, minibus or coach	1.7%	
	Taxi	0.8%	Taxi	0.6%	
	Motorcycle, scooter or moped	0.6%	Motorcycle, scooter or moped	0.4%	
	Driving a car or van	58.2%	Driving a car or van	50.8%	
	Passenger in a car or van	5.4%	Passenger in a car or van	3.9%	
	Bicycle	2.4%	Bicycle	2.0%	
	On foot	6.7%	On foot	7.4%	
	Other method of travel to work	1.1%	Other method of travel to work	0.9%	



## Availability of services and facilities 3

### 3 Availability of services and facilities

#### Ellesmere Port Local Retail Centres (July 2023)

**3.1 Wolverham** - this is a small centre on the roundabout between Wolverham Road and Milton Road, around 1.6km from Ellesmere Port town centre. The centre is located in between Cheshire Oaks outlet village, a big tourism shopping destination and Ellesmere Port town centre. Wolverham Road is one of the main roads in the residential area and it is likely that residents pop to the centre when passing. The centre itself is well kept with some on road parking and a car park at the pub. There is a diverse mix of uses anchored by the McColls convenience store. There are uses such as a community centre, park and primary schools in the area that can promote linked trips. Other uses in the centre include an off licence, pub, hot food takeaway, Post Office and barbers. The centre is accessible by foot.

**3.2 Westminster** - this centre is located 0.3km north of Ellesmere Port Town Centre just off junction 9 of the M53. Opposite the Local Retail Centre is an out of centre retail park, with large units designed to accommodate bulky goods. Retailers such as B&M, Home Bargains and Halfords occupy the site with a dedicated car park. There is a crossing between this car park and the shops opposite that could promote linked trips. Ellesmere Port town centre has suffered in recent years with higher vacancy rates and this has also impacted this Local Retail Centre. Many of the units are closed or have been converted into residential uses. Given its proximity to the town centre and other larger chains opposite, this Local Retail Centre has struggled to find its place in the market. Ellesmere Port Town Centre does have a strong convenience role at the value end of the market, usually with chain retailers, which more local shops would find hard to compete with. The centre is close to Ellesmere Port train station and there is residential to the north and west of the centre, as well as new houses to the south. The train line does however impact on accessibility. Church Parade is no longer a Local Retail Centre but does have a convenience store along with other uses such as a community centre and social club.

**3.3 Whitby** - this centre is close to Ellesmere Port town centre, on the A5032, Whitby Road. The Local Retail Centre is located to the east and west of Whitby Road and includes a popular Morrisons Supermarket, with a large car park and petrol station. There is another small car park, which was almost full to capacity when visited. There are no waiting signs on Whitby Road between 8am and 6pm, however cars do park or pull up on the road, including delivery vans. Whitby Road is very busy with traffic heading in and out of the town centre, although there is a pedestrian crossing. There are a number of residential properties around the centre and the pavements are wide, with the buildings set back from the road. There are a number of uses within the centre, although linked trips don't seem common between the supermarket and high street. Most of the units are smaller, selling specialist products or services. It is likely that visitors go directly to the specific unit they want to access, but given the variety of occupiers, this leads to a busy centre with people coming and going as well as the passing commuting traffic.

**3.4 Thelwall Road, Great Sutton** - Thelwall Road is a small Local Retail Centre in a residential area, located on off the B5132 between Ellesmere Port town centre and the A41. The Local Retail Centre is close to the larger Great Sutton Local Retail Centre. The anchor of this centre is a Tesco Express, with a large car park relative to the size of the store, along with on street parking. The centre also has other uses in the area such as a nursery, community centre and primary school, which is most likely to encourage linked trips within the centre. Given its location on the B5132 road, it is likely that commuters traveling to and from home will pop to the centre for their day to day needs. There is one vacant unit within the centre, which will give the centre a higher vacancy rate compared with other larger centres.

### 3 Availability of services and facilities

**3.5 Glen Eagle Road** - this centre is a purpose-built retail centre within a residential area. Although not far from Great Sutton Local Retail Centre on a map, to get to the centre involves heading to the main road junction as there is no direct route. Many of the roads are cul-de-sacs with few direct walking routes. It is therefore likely that most people drive to this centre for their day-to-day needs. The quality of the environment could be improved and there is a vacant pub that is detracting from the centre due to its run-down appearance, however this has planning permission for a new purpose-built Co-Op. There are a few vacancies within the centre and most people pop to the McColls newsagents. More diversity of uses could potentially, along with improvements to the environment could increase the vitality and viability of this centre.

**3.6 Great Sutton** - this is a large centre that is spread along Old Chester Road, interlaced with residential and other uses such as a medical centre and village hall. The medical centre has planning permission to move to the village hall site, combining the two uses. There is currently an outstanding planning application on the existing medical centre site for a Lidl supermarket, which has yet to be determined. The north of the centre is busy, with a diverse mix of uses with some parking. Further south, there are purpose built retail units. A couple of these have merged, resulting in fewer larger units. This part of the centre was dominated by McColls, but is now vacant which is impacting this part of the centre. There is parking on street and in small car parks in the centre. There are bus stops in the centre, but most people were driving to the part of the centre they wanted to visit, and little movement happened between them. The centre does feel segregated between clusters and is something that could be helped with the proposed developments within the centre. There is a diversity of uses within the centre that allow the centre to be busier both in the day and at night.

**3.7 Hope Farm** - this is a purpose built centre within a residential area. Outside the Local Retail Centre is a medical centre, community centre, church and library. This supports linked trips with other uses such as retail. Within the Local Retail Centre itself, there is a diversity of uses such as a Co-Op, convenience store and bakery, which were well used when visiting the centre. There are some vacancies, although this doesn't seem to be impacting the centre. There are a number of evening uses such as hot food takeaways and pubs which lend themselves to supporting the viability of the centre.

**3.8 Overpool, Rivacre Road** - this centre is located at the roundabout between B5132 and B5463, with easy access to the M53 motorway, Ellesmere Port town centre and A41. There is a train station within walking distance of the Local Retail Centre and bus stops along the B roads. The centre is busy with people walking between the units as well as the traffic passing by. The busy road and roundabout don't encourage pedestrians to walk between the cluster of units to the north and west. Nor is it likely many people walk or cycle to the centre unless coming from the train station. There is dedicated parking off road in both areas. There is a diversity of uses, with more convenience type uses to the west and evening uses to the north.

**3.9 Little Sutton** - this is a large busy centre along the A41 and will attract local residents as well as commuters passing by. Whilst there is a train station within walking distance of the Local Retail Centre, this is accessed via a residential street or walking around the train line. It is therefore not that obvious and likely to be used by people walking home through the centre. There is a bus stop within the centre with regular buses between Chester and Liverpool. There is a good diversity of uses, a number of restaurants and services such as estate agents. The number of evening uses allows for the centre to be busier for longer. There is a Tesco Express further south, outside of the centre. To the north is a library, community centre and additional retail units around the train station. There is a small car park for the cluster of units to the south, parking on the road and parking for the community centre and library. Behind the units to the east is a dedicated car park and nursery. The A41 is a busy commuter road and

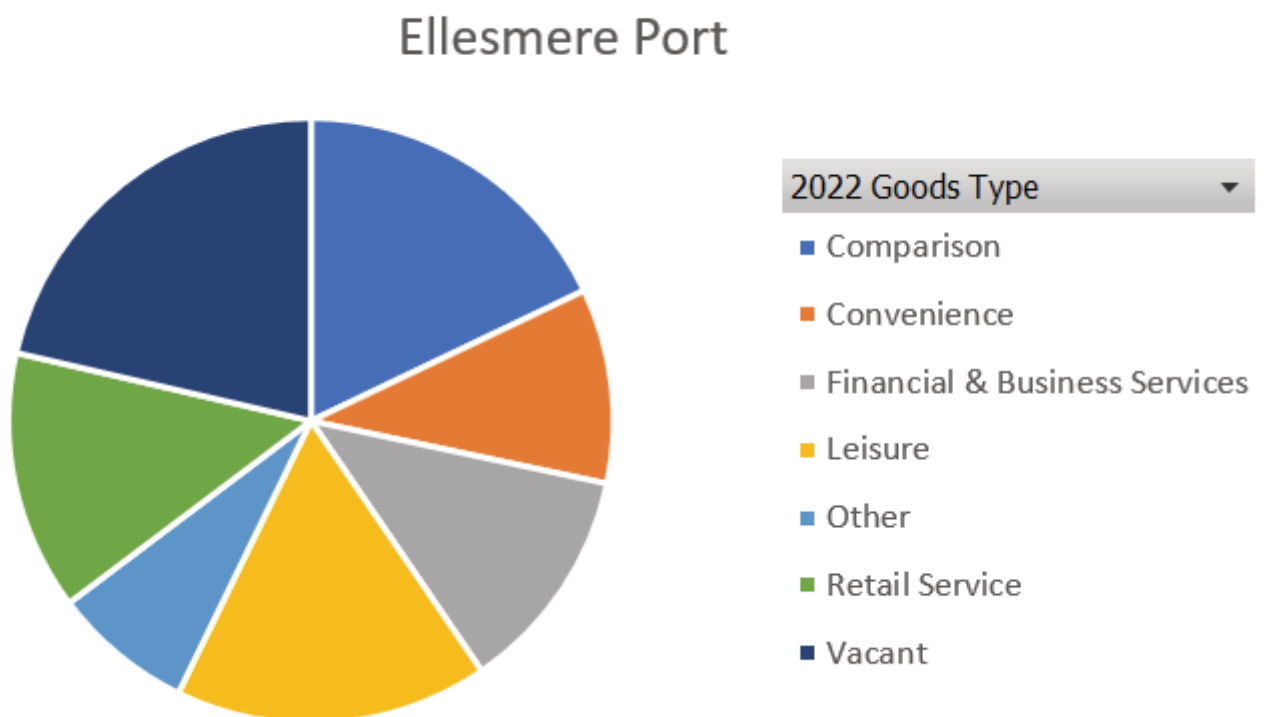
## Availability of services and facilities 3

will generate trade from by-passers. The type of business, such as estate agents will also attract a larger customer base than just the immediate residents.

**3.10** Local Retail Centres in the borough have been surveyed (Spring/Summer 2023) to ascertain the 'health' of the centres in terms of vacancy rates compared to the previous year. The retail offer in each settlement and a breakdown of the commercial goods type (2022) is provided in the graph below (e.g. comparison, convenience, leisure uses).

Figure 3.1 Ellesmere Port retail goods by type

Count of 2022 Goods Type



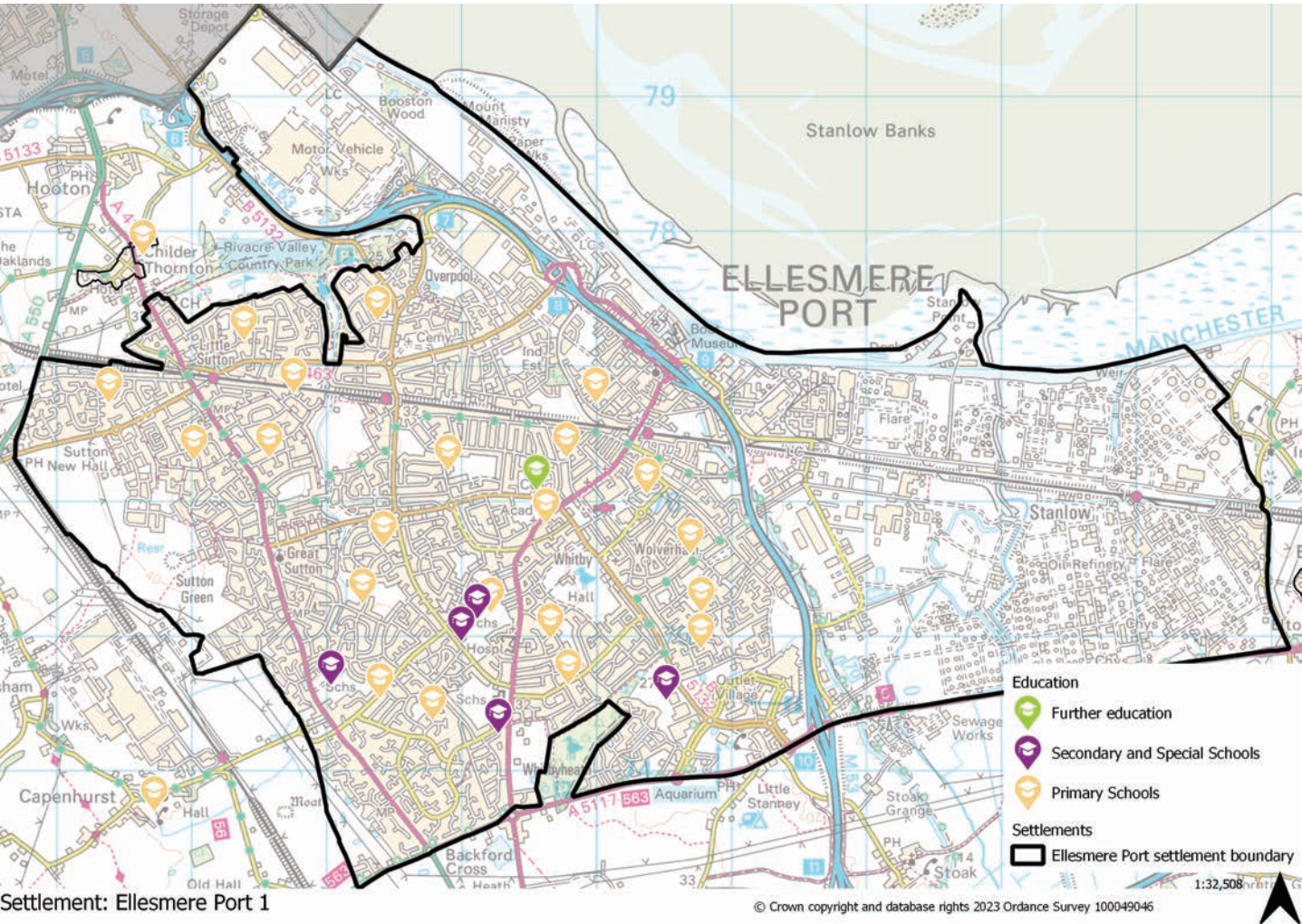


3 Availability of services and facilities

Social and community infrastructure

Education

Map 3.1 Ellesmere Port education facilities

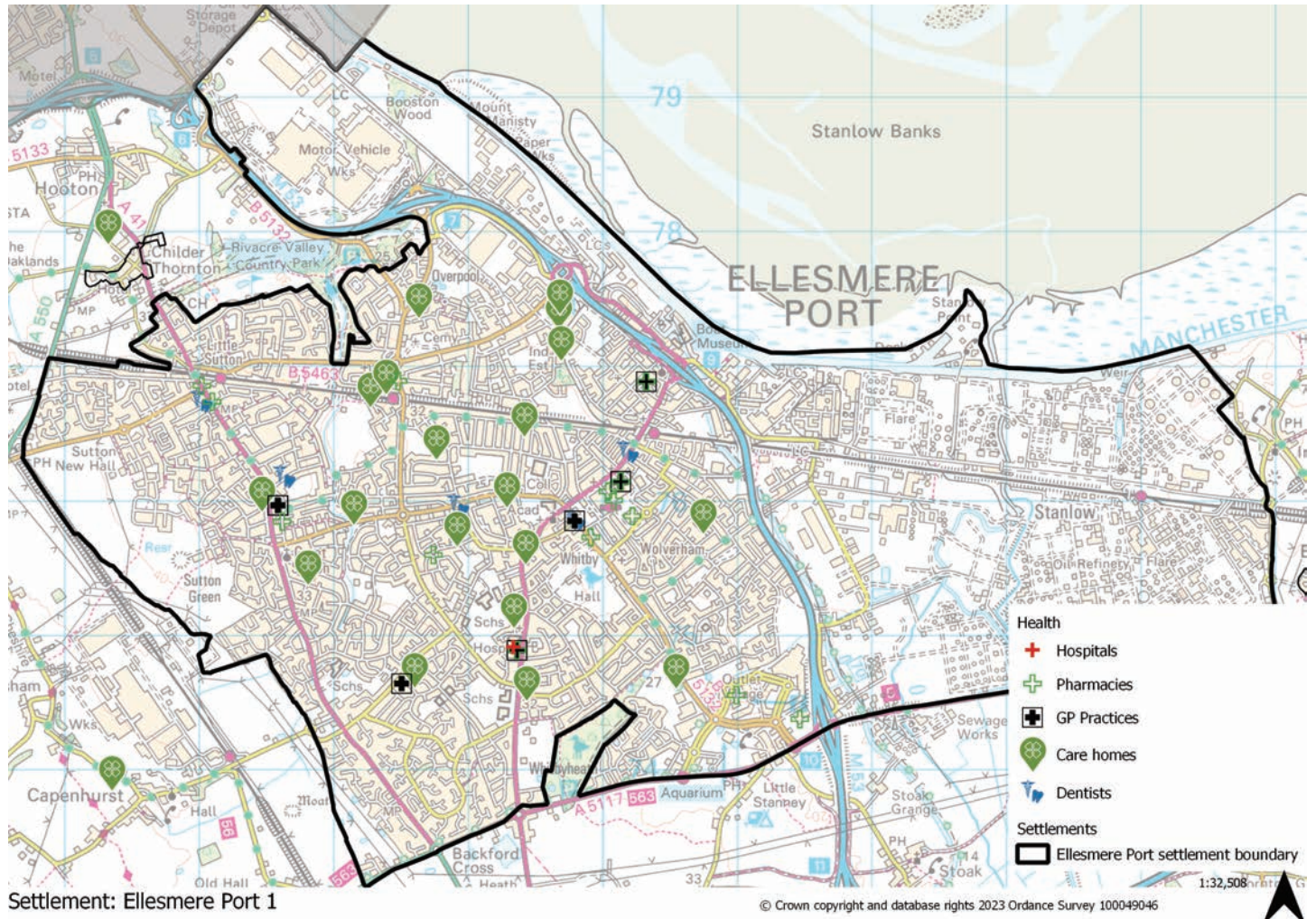




## Availability of services and facilities 3

## Health

Map 3.2 Ellesmere Port health facilities

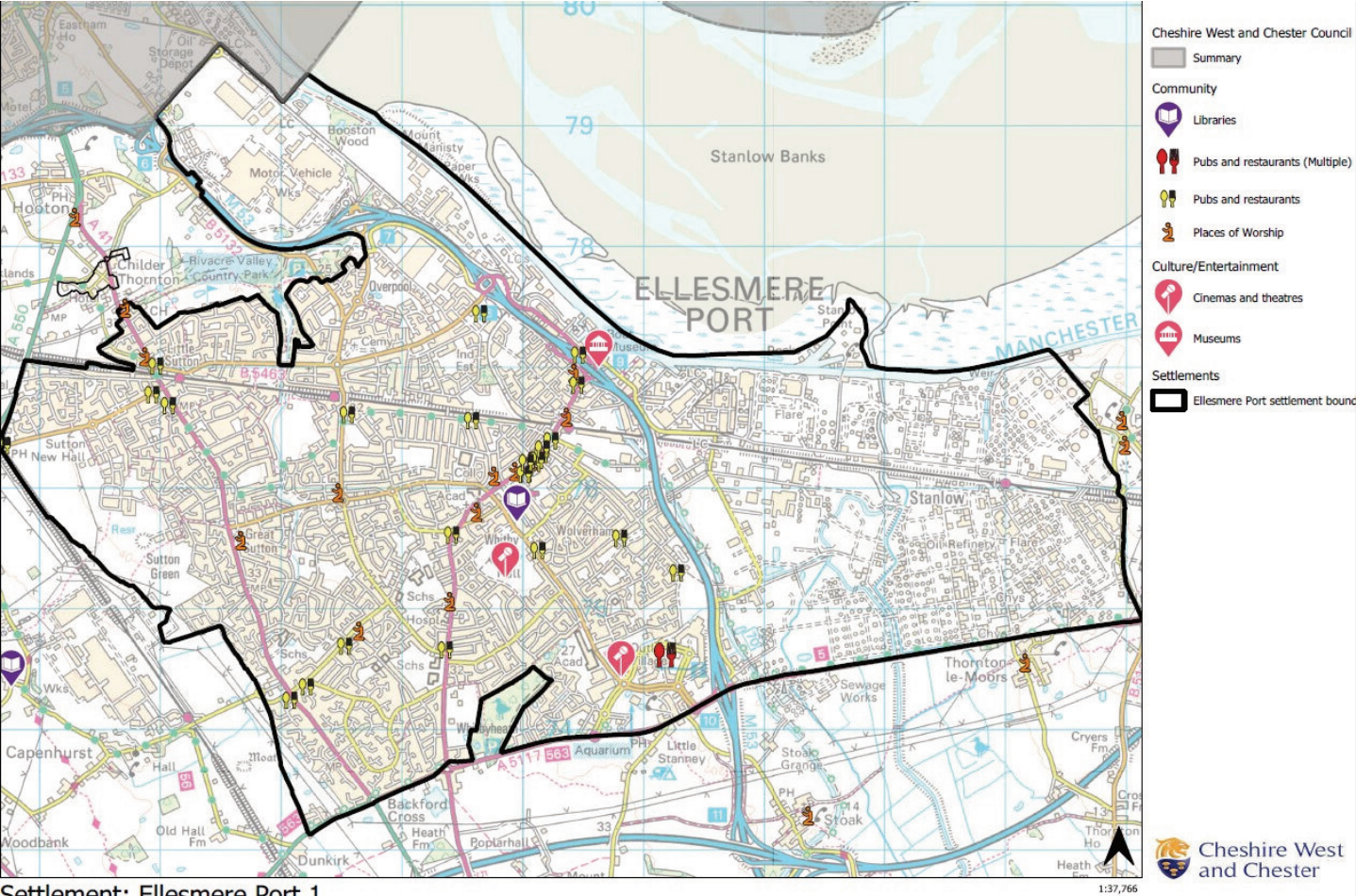




3 Availability of services and facilities

Community, culture and entertainment

Map 3.3 Ellesmere Port community facilities

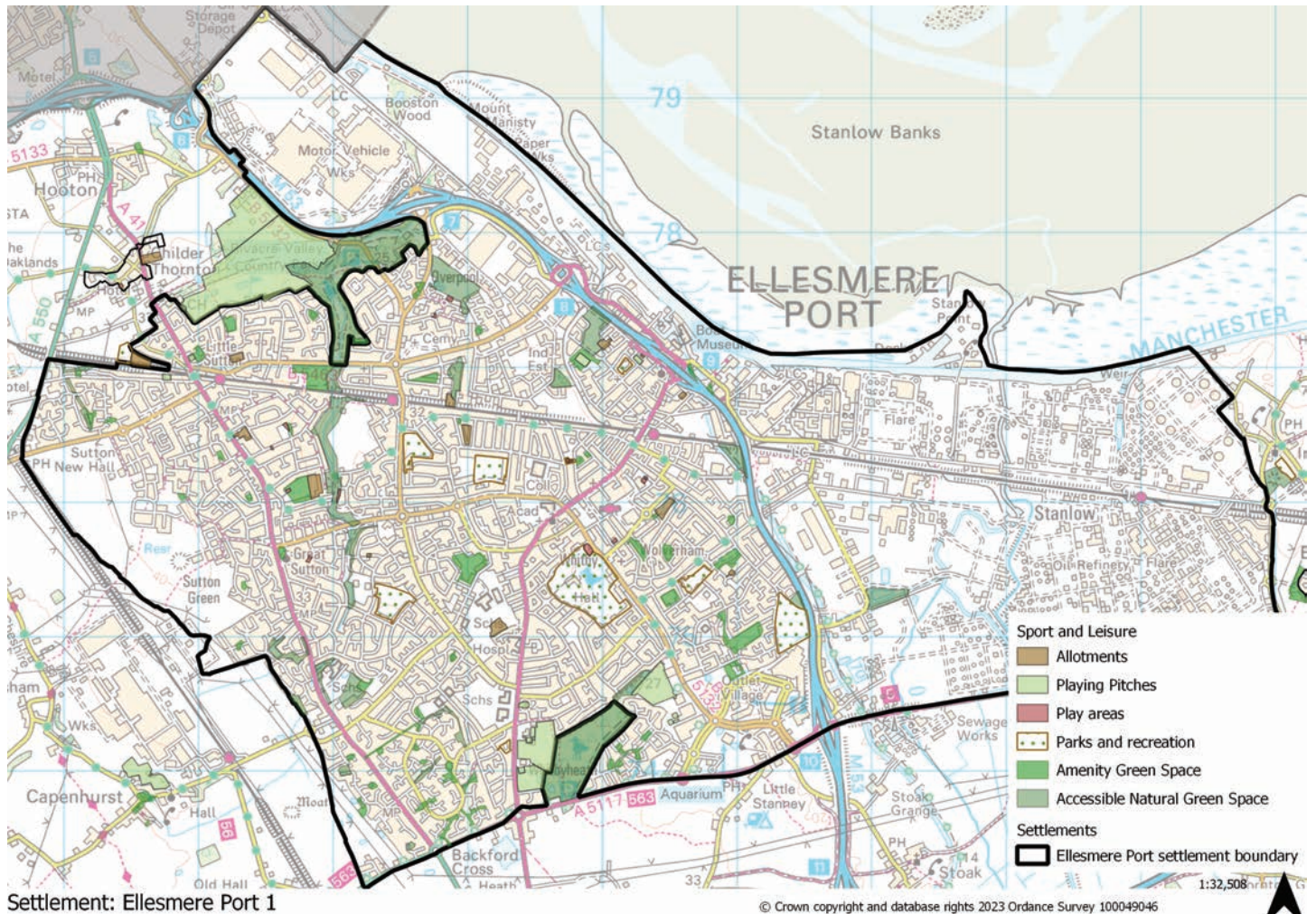




## Availability of services and facilities 3

## Green infrastructure , sport and leisure

Map 3.4 Ellesmere Port green infrastructure

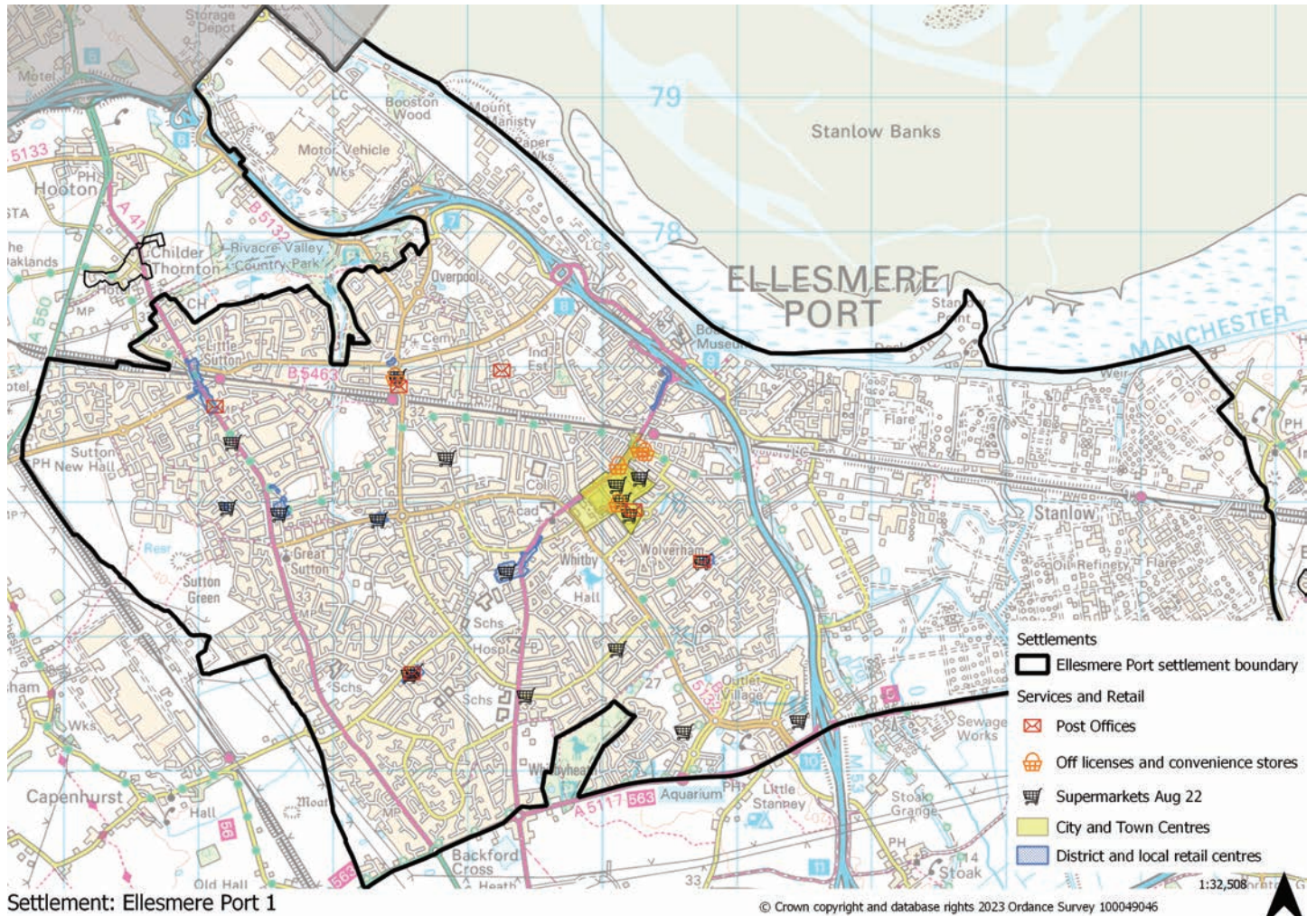




### 3 Availability of services and facilities

#### Local retail and services

Map 3.5 Ellesmere Port retail and services





## Accessibility / access to public transport 4

## 4 Accessibility / access to public transport

Map 4.1 Ellesmere Port accessibility

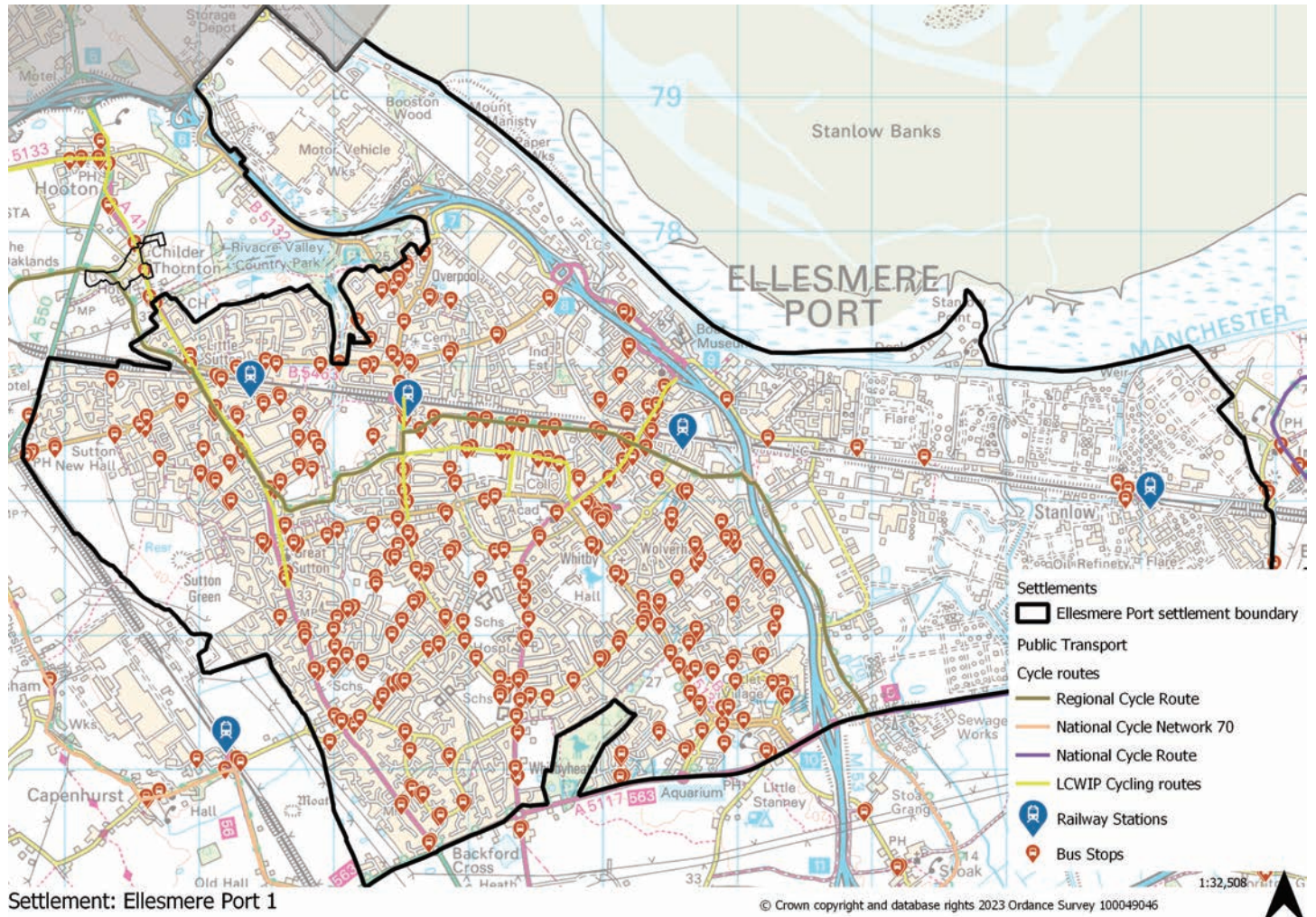


Table 4.1 Distance to other towns/higher order service centres

From Ellesmere Port to:	Distance (approximate miles)	Approximate travel time by bus	Approximate travel time by train	Approximate travel time by bicycle	Approximate travel time by car
Chester	9	32 minutes	24 minutes (no direct service)	50 minutes	17 minutes
Northwich	25.5	1 hour 54 (no direct service)	1 hour 43 minutes (no direct service)	1 hour 46 minutes	36 minutes
Winsford	23	2 hours 52 minutes (no direct service)	2 hours 40 minutes (train and bus)	1 hour 57 minutes	36 minutes
Liverpool	14.5	1 hour	36 minutes	1 hour 6 minutes	28 minutes

4 Accessibility / access to public transport

Table 4.2 Frequency of train services from Ellesmere Port

Main train routes from Ellesmere Port	Days	Frequency
Liverpool	Daily	2/1 hour and 1/1 Sunday

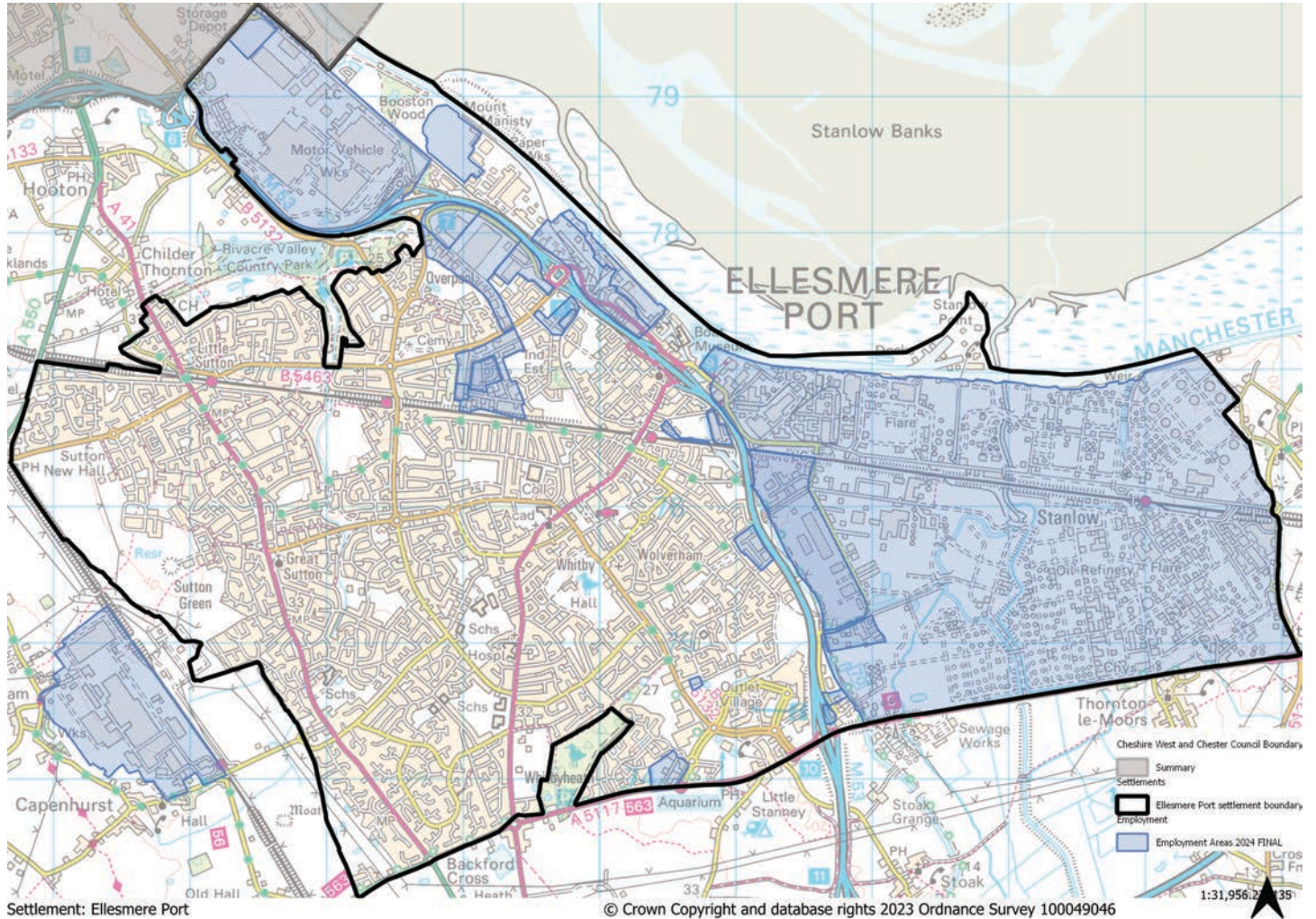
Table 4.3 Frequency of bus services from Ellesmere Port

Bus routes from Ellesmere Port	Days	Frequency
Liverpool	Daily	2/1 hour
Chester	Daily	2/1 hour
Runcorn	Mon-Sat	1/1 hour
Mold	Mon-Sat	1/1 hour
Guilden Sutton	Mon-Fri	1/2 hour
Neston	Mon-Fri	1/2 hour
Broughton	Mon-Fri	1/1.5 hour
Birkenhead	Mon-Fri	1/1 hour



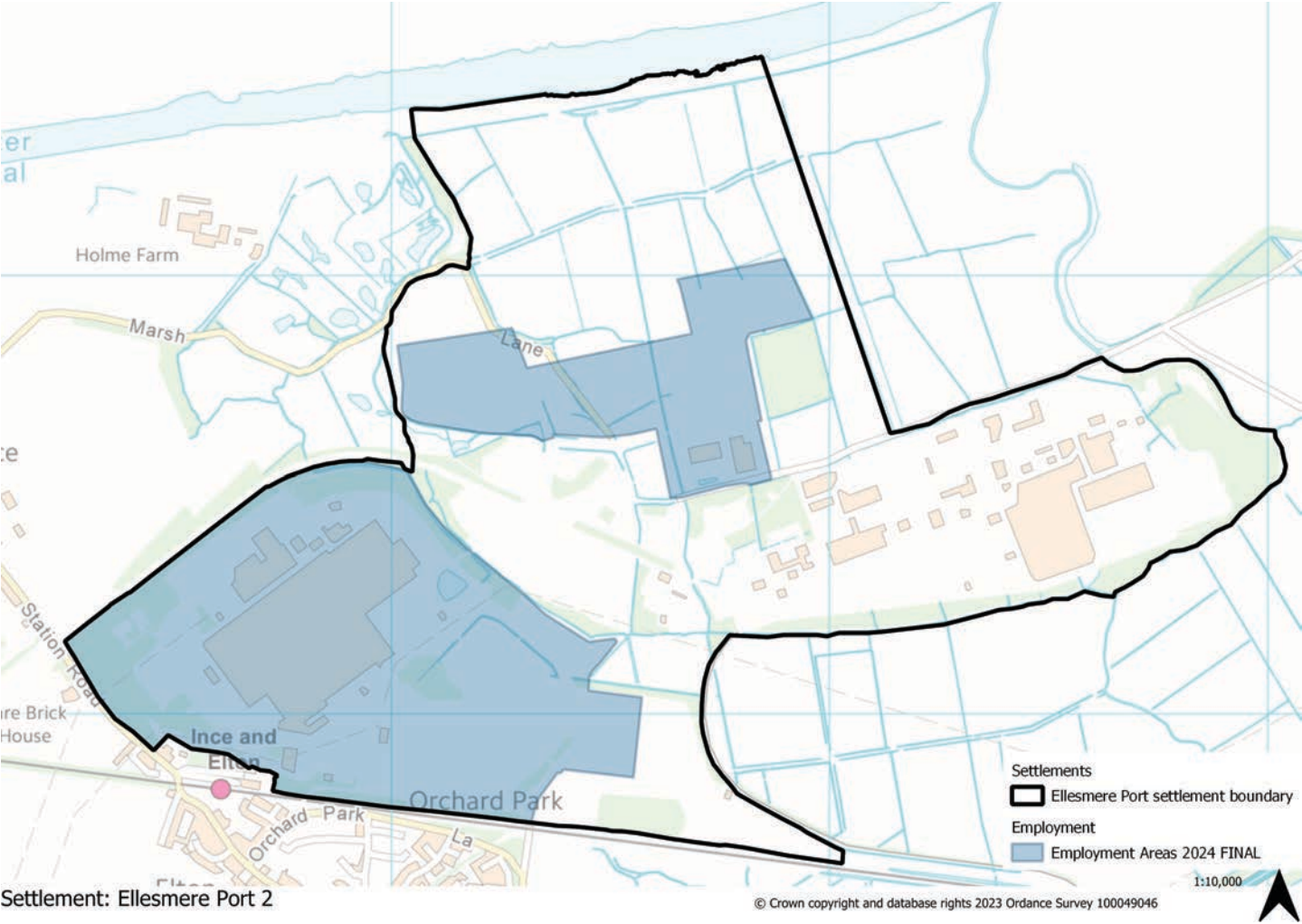
## 5 Employment opportunities

Picture 5.1



5 Employment opportunities

Picture 5.2

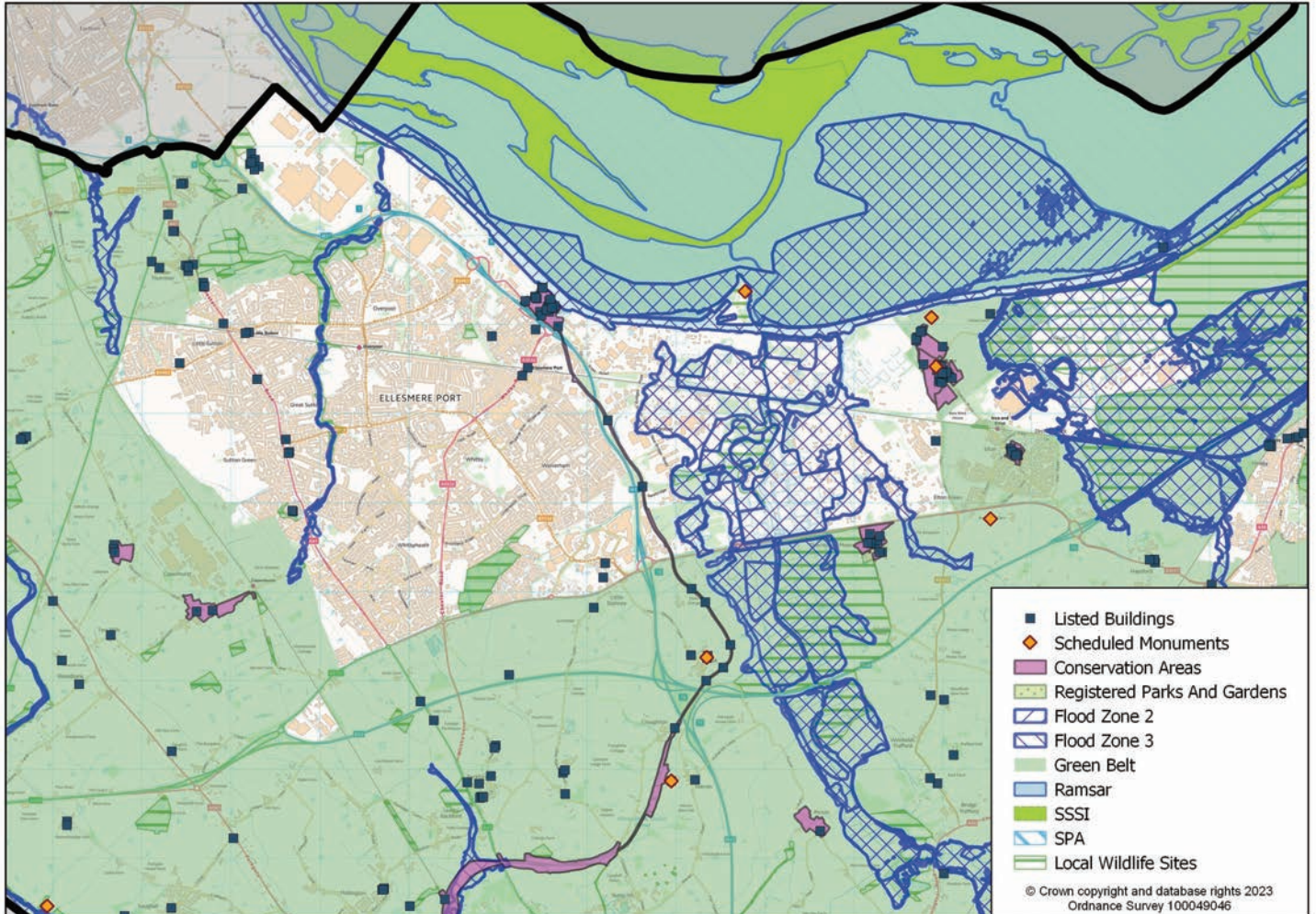




## Constraints - natural / built environment 6

## 6 Constraints - natural / built environment

Map 6.1 Ellesmere Port constraints



## Landscape character

Table 6.1 Landscape character assessment

Landscape Character Type	General Description
Mudflats and saltmarsh (Stanlow and Ince Banks) - to the north	Stanlow and Ince Banks landscape character area is an area of inter-tidal sand and mudflats and salt-marsh along the southern bank of the Mersey Estuary, and includes part of the Manchester Ship Canal. Its southern boundary is formed by an artificial bank which separates it from the Reclaimed Salt Marsh of the Frodsham, Helsby & Lordship Marsh. It extends beyond the administrative borough boundary into and along the Mersey Estuary.
Enclosed farmland (Willaston and Capenhurst Plateau) - to the west	The Willaston Enclosed Farmland landscape character type is located towards the north-western edge of CWaC, between the Mudflats and Saltmarsh of the Dee and Mersey Estuaries. It extends from the northern boundary with Wirral borough southwards to the Capenhurst Plateau,

## 6 Constraints - natural / built environment

Landscape Character Type	General Description
	also within the Enclosed Farmland character type, and Ellesmere Port. The Capenhurst Plateau Enclosed Farmland character type is an almost flat area of land surrounding the Capenhurst industrial complex to the west of Ellesmere Port. The A540 forms the western boundary to the character area, a transitional area with a poorly defined boundary with the Burton to Shotwick Enclosed Farmland further west.
Drained marshes (Frodsham, Helsby and Lordship Marshes) - to the east	The northern boundary of this landscape character area is formed by an artificial bank which separates it from the Manchester Ship Canal and open Estuary of the Mersey Estuary beyond. The southern boundary is marked by the railway and urban edges of Frodsham and Helsby. The River Weaver lies to the east and industrial development to the west.
Cheshire Plain West (Dunham to Tarvin Plain and Saughall to Waverton Plain) - to the south	This landscape type is defined by its flat or very gentle topography enclosed by hedgerows and standard trees in small-medium enclosures that follow an irregular and semi-regular field pattern. It is differentiated from the Cheshire Plain East by the physical barrier of the Sandstone Ridge. However, in many respects there are shared characteristics and features between the Cheshire Plain East and Cheshire Plain West landscape character types.
River Valley (Gowy Valley) - to the south	The Gowy Valley is a narrow, linear and elongated river corridor landscape which extends over 20km from the CWaC boundary with Cheshire East near Tilston Lock to the urban fringe of Ellesmere Port to the north-west. The southern parts of the character area which initially run on an east-west orientation are characterised by steep and semi-enclosed shallow valley sides within which the Shropshire Union Canal and Chester to Crewe railway line runs, whilst to the north, as the area takes a south-east to north-west direction, the valley loses most of its incision and is weakly defined by topographical features, with subtle drainage and field patterns defining extent.

## Ellesmere Port profile summary 7

## 7 Ellesmere Port profile summary

### Socio-economic profile

- Ellesmere Port is the second largest settlement in the borough with a 18.31% share of the borough's population.
- The age profile shows that the highest percentage of residents are between 55 and 59.
- There are 25,500 households in the settlement, mostly 3 bedroom houses or bungalows, with the majority being 3 or 4 or more person households owned with a mortgage or loan or shared ownership.
- 56.5% of residents are in employment, which is slightly lower than the borough figure. The primary occupation of working residents is professional.
- 40.1% of the households have 1 cars or van which is higher than the borough average.
- The majority of working residents (43.3%) travel less than 10Km to work which is higher than the borough figure. 21.2% work from home which is lower than the borough figure and where they do travel to work the main method is by driving a car or van.

### Availability of services and facilities

- As well as the town centre and Cheshire Oaks retail offer and service provision, Ellesmere Port has a number of designated Local Retail Centres, namely Wolverham, Whitby, Thelwall Road, Great Sutton, Glen Eagle Road, Great Sutton, Hope Farm, Overpool and Rivacre Road. These local centres and neighbourhoods provide their communities with a wide variety of services and facilities, including supermarkets, convenience stores, Post Offices, GP surgeries, libraries, community halls and schools.

### Social and community infrastructure

- Education – Primary school, secondary and special schools, further education facilities.
- Health – Hospital, GP practices, pharmacies, dentists and care homes.
- Community, culture and entertainment – Places of Worship, libraries, pubs and restaurants, leisure centre, cinema, theatre and museum.

### Accessibility/access to public transport

- Ellesmere Port is accessed by the M56 to the south providing direct links to Manchester Airport and Manchester to the east and North Wales and the north of Chester to the west. The M53 runs to the east of the settlement providing links to the Wirral and Liverpool to the north and Chester to the south. There is a two hourly train service between Ellesmere Port and Liverpool as well as regular two hourly bus service from Ellesmere Port to Liverpool via Birkenhead and the Countess of Chester hospital as well as hourly services to Deeside, Mold, Queensferry, Helsby, Frodsham, Guilden Sutton, Hooton and Neston.

Table 7.1 Ellesmere Port employment opportunities

Number of jobs (2021)	Economically active (excluding full-time students)	Economically inactive	Jobs less economically active population	Job density
20,270	32,233	20,979	-11,963	0.63



## 7 Ellesmere Port profile summary

### Constraints natural/built environment

- Ellesmere Port has a Conservation Area at the historic canal port. There is an extensive area of flood zone 2 and 3 to the east of the town around the Ince Marshes and a number of Local Wildlife Sites within and surrounding the built up area of the settlement.
- Designated heritage assets which are engrained within the character and history of the waterway in this location include Ellesmere Port Conservation Area, defined as having a distinct townscape character of a hard surfaced 19<sup>th</sup> century port dock, with the former industrial activities still reflected in the character of the area and the buildings display a robust functional character. The Conservation Area contains numerous listed structures including the Grade II listed former Dock Office, which is embedded in the historical development of the canal and the National Waterway Museum is located here.