

OUR
CHESHIRE
CENTRAL
STORY



CHESHIRE
CENTRAL



It's all in the name. This piece of economic geography is more than the sum of its parts and will benefit hugely from being joined up and profiled like never before.

This is a place of significance with an astonishing asset base of businesses, places, visitor attractions, spaces to enjoy and wonderful living opportunities.



Cheshire Central is a hub for the wider region especially from a visitor economy perspective, which has the prospect of major growth given its beauty, variety and accessibility. This area represents a concentration of economic activity important in the North West of England that this place led approach is unifying, galvanising and promoting.



**CHESHIRE CENTRAL;
BE PART OF THE
AWAKENING**



Cheshire Central is an important
'fuzzy' piece of economic geography
made up of the towns of

**Northwich, Winsford
and Middlewich.**



It is connected by its industrial past (of which the salt industry was important) and waterways. This is a significant and higher skilled economy providing work for over 50,000 people.

It also benefits from the adjacent city regions of Liverpool and Manchester.





The area is located within the heart of Cheshire and is attractive and affluent with accessible countryside and market towns. The M6, M56 and West Coast Main Line are important transport links for Cheshire Central, it's less than an hour from Manchester and Liverpool Airports and it also benefits from a considerable number of visitor attractions and local places to visit such as artisan farm shops and garden centres.





There are a range of thriving businesses in the area but whilst Winsford Industrial Estate is high profile, many are surprising success stories lost in the rurality and scattered across the geography;

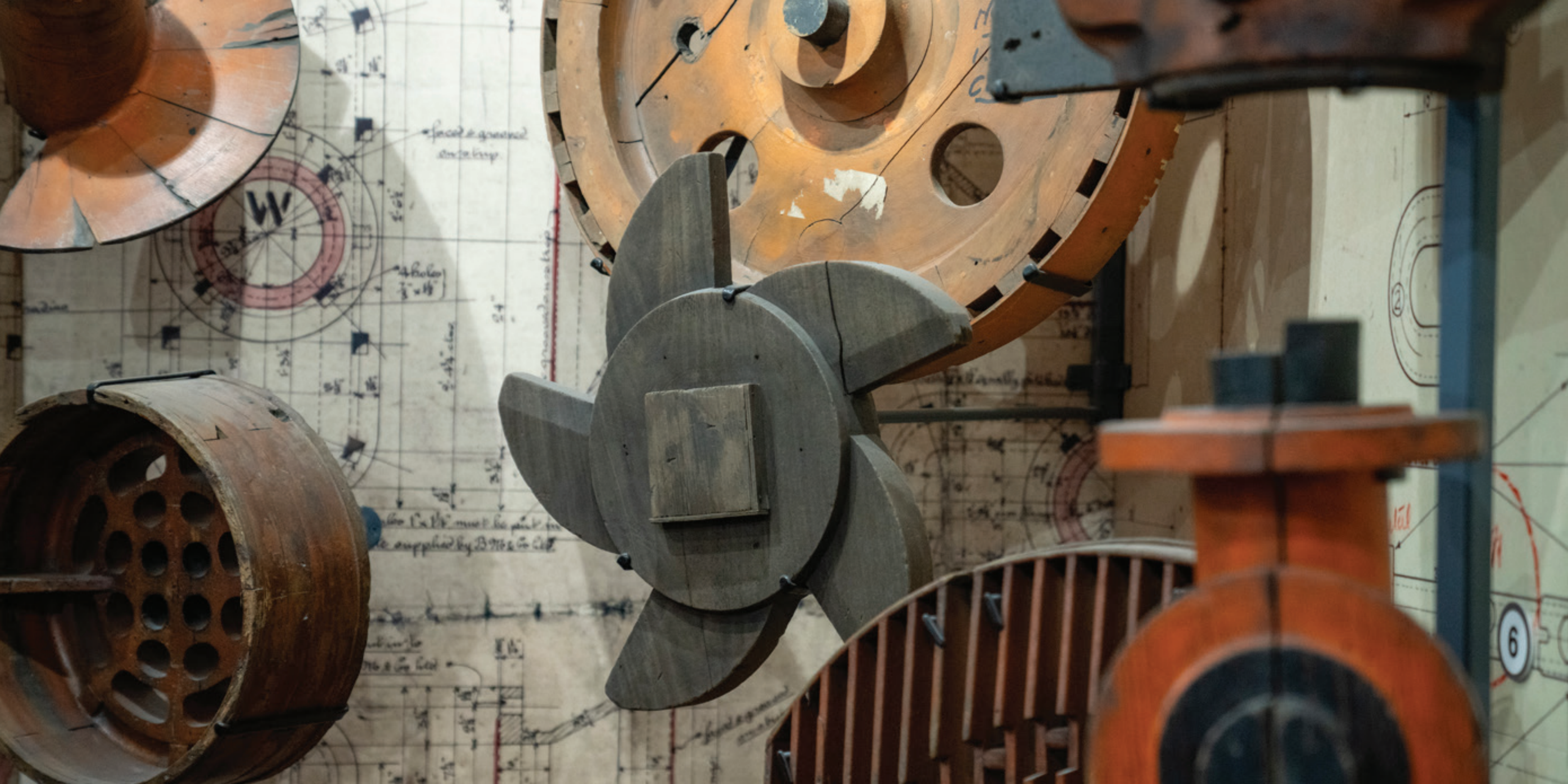
a great story waiting to be told!



OUR CHESHIRE CENTRAL STORY

Our story articulates the distinctiveness, character and characteristics of Cheshire Central, highlighting what makes it special and the opportunities for the development and promotion of the area and towns within it.







The narrative consists of themes, which are chapters of the place story, they represent what needs to be focussed on for Cheshire Central to prosper. The thematic areas combine elements that are already important in the place, alongside its potential, and lesser-known ingredients of the Cheshire Central experience.

ENJOY OUR
GREEN
PLAYGROUND



**CHESHIRE CENTRAL IS
RENOWNED FOR ITS
ACCESSIBLE COUNTRYSIDE
WITH FORESTS, CANALS
AND RIVERS MAKING IT
INCREDIBLY APPEALING.**





You can walk, cycle and explore lots of the area and it is a great base to visit the rest of Cheshire. There is plenty of accommodation ranging from hotels and bed and breakfasts to lodges, caravan parks and glamping; something to suit everyone.






Cheshire Central has a great food and drink offer and there are a variety of artisan farm shops, tea rooms and garden centres where you can enjoy local produce or take part in cheese, gin or ice cream making!



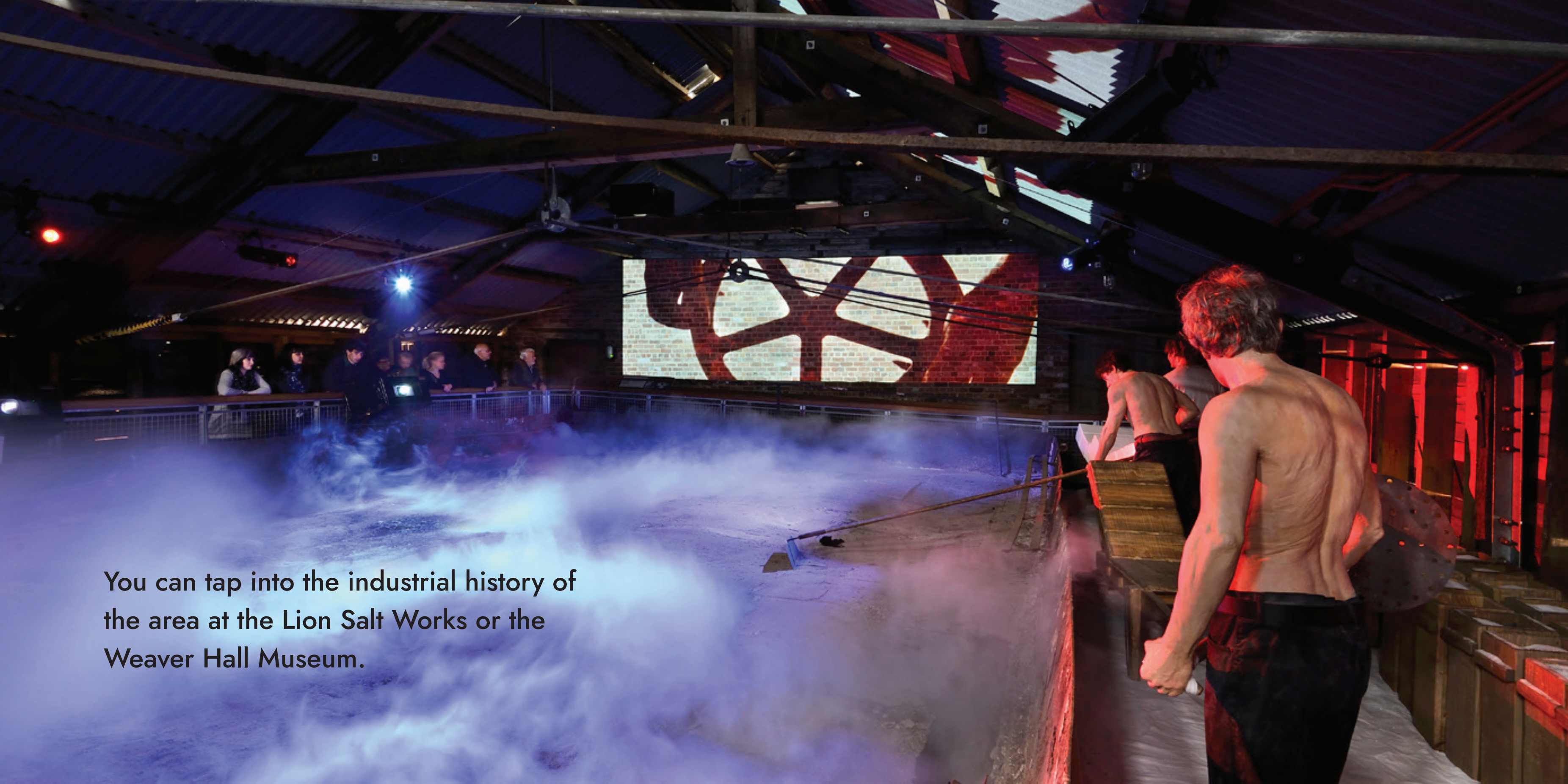
You will never be bored in Cheshire Central as there is so much for everyone to see, do and experience.

The Anderton Boat Lift is one of the Seven Wonders of the Waterways and provides a vertical link between two waterways. If castles are your thing, there is Beeston a former Royal castle on a rocky crag and Peckforton, a Victorian Country House built in the style of a mediaeval castle.





If an active lifestyle alongside tranquility appeals then try the Sandstone Ridge which, with 368km of public footpaths, is a walkers paradise, a stroll in Delamere Forest or for an adrenaline experience there's always Go Ape!



You can tap into the industrial history of the area at the Lion Salt Works or the Weaver Hall Museum.



In the immediate vicinity are Chester, Liverpool and Manchester and hugely popular attractions within easy reach such as Chester Zoo, Cheshire Oaks, Jodrell Bank and Gulliver's World. Enjoy great sporting facilities such as Oulton Park, some great golf courses, horse riding, climbing, watersports at Delamere Lake, the flashes (lakes and pools), canals and there's plenty of football clubs too.







EXPERIENCE OUR
SPECIAL PLACES
AND SPACES

ULTIMATE LIVEABILITY



Cheshire Central is all about a wonderful quality of life in a stunning rural environment with fantastic villages, market towns and cities on the doorstep. There's a choice of where to live; attractive urban centres, new estates or charming villages and when it comes to getting away, you're near to two airports, the West Coast Mainline and the M6.





**Whilst this is a rural area it is
'sophisticated green' where
you're safe and well located.**

Given the environment and nearby attractions
hybrid working is attractive especially with
Liverpool and Manchester so close.

Cheshire Central is a great place to be educated with excellent primary and secondary provision readily available and set within a glorious natural environment.

Sir John Deane's Sixth Form College, established in 1557, has consistently topped league tables for outstanding results and is ranked the second highest achieving Sixth Form College in the country.





The area boasts great and friendly communities with lots of groups to join, plenty of facilities and things to do with numerous events and festivals throughout the year such as the

Northwich River Festival, Pina Colada Festival and the Middlewich Folk and Boat Festival.





This is an affordable and family orientated place where you can easily enjoy the simple things in life that really matter such as forest walks, walking the dog or perhaps experience some horse riding, and wherever you find yourself, you're always guaranteed somewhere great for a drink and a bite to eat.



LIVING
YOUR
BEST LIFE

CREATING
ECONOMIC
VISIBILITY:
EMERGING AND
GROWING FROM
THE GREEN





Despite its excellent location, transport links and considerable commercial activity, Cheshire Central isn't seen as a place of business. Perhaps this is because many businesses are hidden in rurality or that this area is seen more as a place to live and visit, but this is a really important part of the Cheshire economy and its profile needs raising.




There is a variety of businesses across the patch from tech to advanced manufacturing specialisms in defence, instrument engineering, packaging and plastics. Alongside these are IT, engineering and professional services companies.



Winsford Industrial Estate dominates the commercial presence, and there is a demand for entrepreneurial and start up space.

Middlewich plays a significant role as a logistics hub due to its strategic location, proximity to the M6, being home to major distribution parks and having key logistics companies in the area such as Wincanton.

Gadbrook Park is another of Cheshire's commercial hubs, located near Northwich. With direct access to the M6, it supports a diverse mix of national and regional occupiers across office, industrial, and logistics sectors.



This is also a place of major brands including Tata Chemicals, Tiger Trailers, Henkel and Advanced Medical Solutions to name just a few.



There is further potential for growth given the location within or near the Liverpool and Manchester City Regions but transport within the area has room for improvement to enhance mobility. Live/work is a fabulous opportunity here given the place experience and environment and this may be important as the working age population is declining. Devolution also has the potential to kick start further growth, so Cheshire Central is well placed to become even more pivotal within the Cheshire economy.



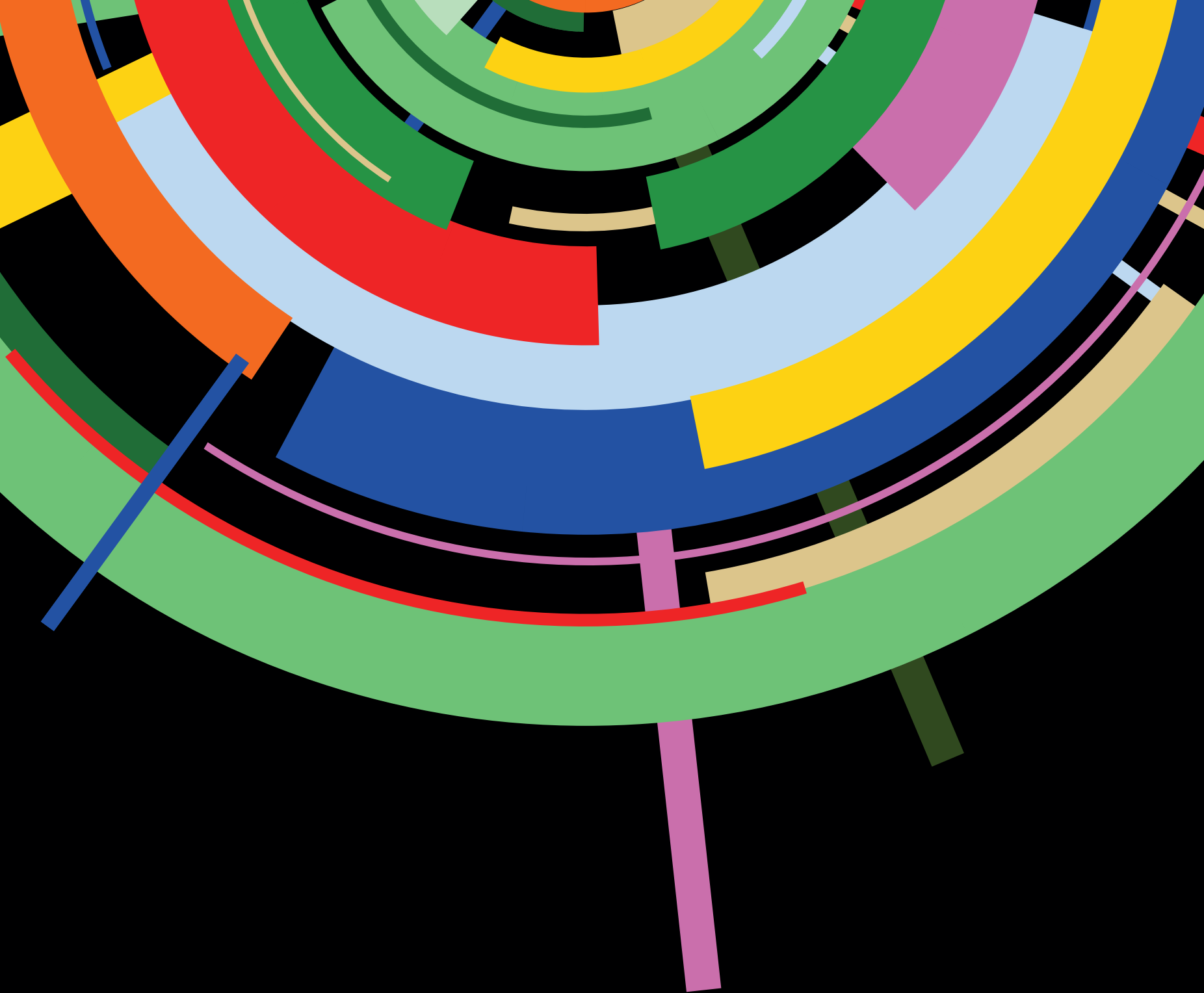
GROW
WITH
US



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Photo credits

Anderton Boat Lift, Blakemere Craft Village (Cheshire Falconry, Cheshire Craft Workshop, Blakemere Hideaways, Steve's Artisan Experience, The Village Restaurant), Canal and River Trust, Cheshire West and Cheshire Council, Chester Business Improvement District, Getty, Groundwork, Lion Salt Works, Maxon, Now Northwich, Nunsmere Hall Hotel, Pina Colada Festival, Shadow Foam, Steve Bright Photography, Tata Chemicals, Tatton Estate, The Hollie's Farm Shop and Lodges, Tiger Trailers, Weaver Vale Housing Trust, Weaver Hall Museum, Wild Shore Delamere, Winsford Industrial Estate, Weaver Vale Housing Trust.



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