



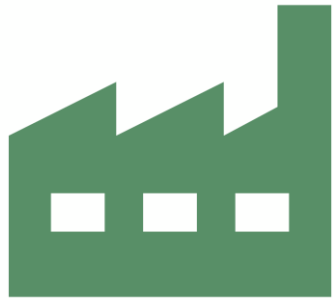
Cheshire and Warrington  
Local Enterprise Partnership

# The Cheshire Science Corridor

July 2023



**Our focus over the last  
seven years has been on  
the Enterprise Zone**



1,440,993 sq ft

NEW COMMERCIAL  
FLOORSPACE UNDER  
DEVELOPMENT



176

NEW  
BUSINESSES



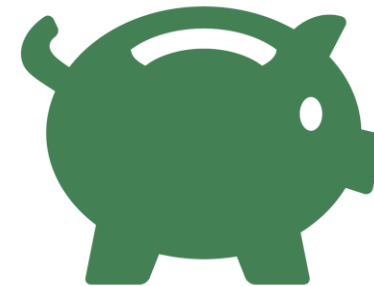
5,442

NEW JOBS



£195m

PRIVATE SECTOR  
INVESTMENT



£18.9m

LEP INVESTMENT

## Enterprise Zone at a crossroads

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1. Occupier incentives have ended
2. Our ability to invest is impacted by:
  1. Time remaining (18 years)
  2. Cost of borrowing
3. Still significant development opportunities:
  1. Alderley Park
  2. Birchwood Park
  3. Protos
  4. Thornton Science Park
4. But the scale and nature of our investments is likely to change



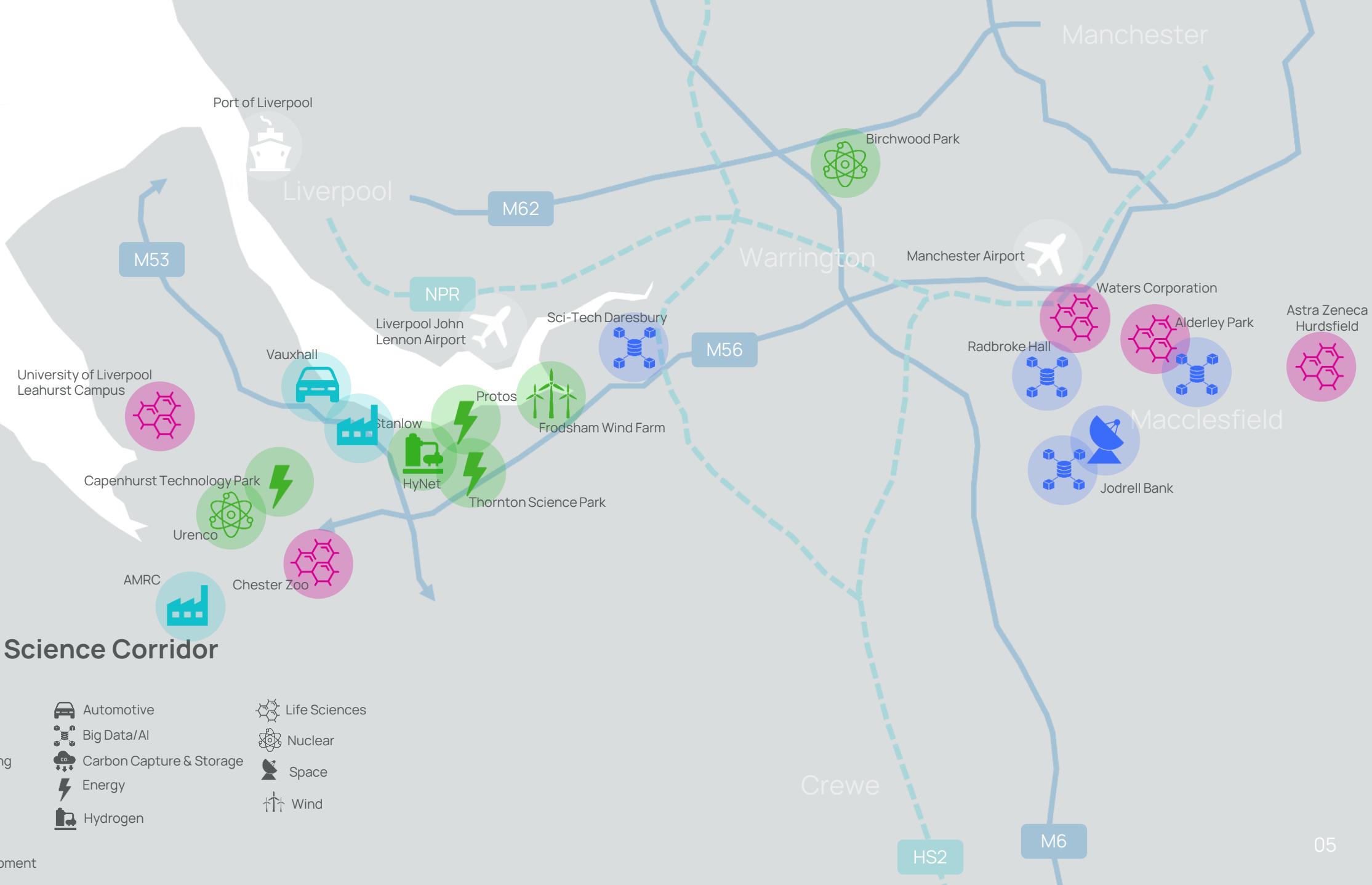


# The Cheshire Science Corridor Enterprise Zone

- Net Zero
- Life Sciences
- High Value Manufacturing
- Big Data/AI
- Professional Services
- High Speed Rail
- New Residential Development
- Automotive
- Big Data/AI
- Carbon Capture & Storage
- Energy
- Hydrogen
- Life Sciences
- Nuclear
- Space
- Wind



HyNet CCS



# The Cheshire Science Corridor

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# A new strategy for the Science Corridor



# A new strategy

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## 1. Raise our profile

- a. New brand and narrative
- b. Creating a sense of community
- c. On the radar of government
- d. On the international investment map

## 2. Cluster/sector development

- a. Creating genuine science parks
- b. Supporting R&D and innovation
- c. Skills and talent pipeline

## 3. New tools and levers

- a. Investment Zone(s)
- b. Ringfenced UKRI/Innovate budget





# Developing a new Science Corridor brand and narrative



## The Tomorrow's World Strategy

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1. **What** – focus on the actual science and innovation taking place within the Science Corridor
2. **Who** - focus on the businesses, institutions and individuals who are leading and shaping the scientific and technological innovations within the Science Corridor.
3. **Why** – does this matter? What is impact are the new discoveries and technologies coming out of the Science Corridor having on people's lives?



## The key ingredients

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1. Community – It's one of partnerships and collaboration
2. Purpose – Many shared ambitions
3. Culture – Rooted in innovation
4. Ready-made facilities – Available sites
5. Scalability – Start here and grow here
6. Support – Tried, tested and available
7. Talent – Skills, experiences and qualifications
8. Connectivity – Nationally and internationally
9. Quality of Life – Housing, education, green space, accessible cities

# 4 potential propositions



# COMMUNITY



## Insight

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**“Joining the Cheshire Science Corridor will enable us to grow these connections and have an even greater impact”**

Chester Zoo



A woman with long, wavy brown hair is smiling and looking slightly to her right. She has her arms crossed and is wearing a dark, short-sleeved top. The background is a blurred office environment with a desk and a lamp. The entire image has a purple color overlay.

**A place for pioneers**

## Narrative

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We all have a great deal in common. Tackling global challenges, changing lives for the better, making new ideas come to life – it's what we're all aiming to do. We're like-minded thinkers, visionaries who are happy to support each other to succeed.

That's why the Cheshire Science Corridor is a true community of innovators, geographically linked and coming together for a higher purpose in **a place for pioneers.**



# Alternative articulations

A community of pioneers

A community of change

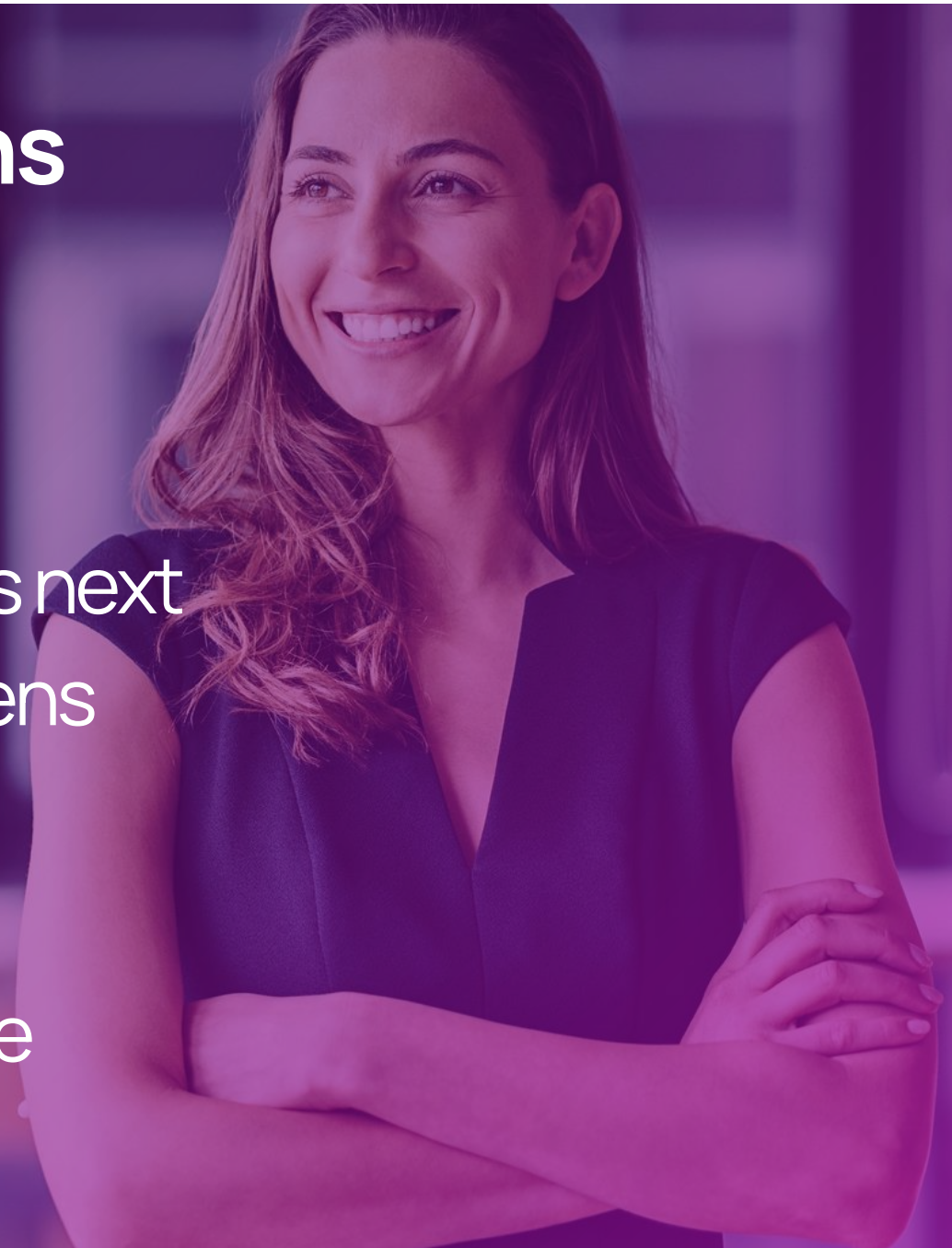
The community creating what's next

The place where change happens

The place to create change

The place to pioneer

The place where pioneers thrive



# COLLABORATION



## Insight

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**“The Cheshire Science Corridor is the epicentre for the UK nuclear industry so it allows us to be close and work with our partners and customers.”**

Mirion Technology (Birchwood Park)



The image features a dark blue background with a glowing blue circle in the center. Two hands, one on the left and one on the right, are positioned as if holding the circle. The text "Together we thrive." is written in white, bold, sans-serif font across the center of the circle.

**Together  
we thrive.**

## Narrative

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'Two heads are better than one', the saying goes. And never is it truer than when you're looking to create ways to make lives better and meet global challenges. That's why collaboration is the key.

The Cheshire Science Corridor makes it so much easier to collaborate, too. Bringing together like-minded innovators in one place, fuelled by brilliant minds and able to support and feed off each other. It's a great place to be. **Because together, we thrive.**

# Alternative Articulations

A conceptual image featuring two hands, one on the left and one on the right, reaching towards each other. They are holding a glowing, translucent blue sphere. The sphere is illuminated from within, creating a bright blue glow that radiates outwards. The background is a dark, gradient blue, transitioning from a lighter shade at the top to a darker shade at the bottom. The hands are rendered in a soft, ethereal style, with the fingers slightly curled as if gently cradling the sphere.

We're all creating what's next together

Coming together to create what's next

Where change comes together

Where pioneering partnerships begin

The place for pioneering partnerships

# THRIVE AND GROW

## Insight

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**“A great environment to grow our business”**

ESR Technology (Birchwood Park)



A woman with glasses and a dark blazer is pointing at a large digital display in a server room. The display shows various data visualizations, including a 3D wireframe model of a building, a wind turbine, and a map. The scene is dimly lit with a purple hue. The text "Everything you need to grow" is overlaid in white.

Everything you need to grow

## Narrative

How do you measure success? Some would say it's all about growth; others, how much influence you have; and there are those who look purely at what you've achieved.

But for businesses at the Cheshire Science Corridor, success is measured rather differently. For them, it means healthy collaboration with others, having access to the brightest minds, benefitting from the right support.

All of which people find here, alongside a sense of community and the joy of living in one of the most attractive parts of the country for them and their families. Giving them **everything they need to grow**, on every level.

# Alternative Articulations

A woman in a business suit and glasses is pointing at a large digital display. The display shows architectural blueprints and wind turbine designs. The background is a modern office with large windows and structural elements. The entire image has a purple and blue color overlay.

The right environment for success

A place to thrive

Everything you need to succeed

A growing reputation

Growing success

Thriving on every level

A place of progress

# POSSIBILITIES

## Insight

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**“Just being associated with the campus accelerated our traction”**

Sky Medical Technology (Sci-Tech Daresbury)





**A place with more possibilities**

## Narrative

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'Anything is possible.' That's how the world's greatest minds think. Unshackled by convention, open to new ideas, not following the herd. They're the ones who will make lives better and meet our global challenges. And that's why they come to the Cheshire Science Corridor.

Here, 'possible' is made easier. By like-minded leaders, healthy collaboration/cross-pollination and access to the brightest minds of the future. The support, the connections and the opportunities are already there, in one of the most attractive places to live in the country. That's why this is **a place with more possibilities.**

## What we're leveraging

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1. **Community** – It's one of partnerships and collaboration
2. **Purpose** – Many shared ambitions
3. **Culture** – Rooted in innovation
4. **Ready-made facilities** – Available sites
5. **Scalability** – Start here and grow here
6. **Support** – Tried, tested and available
7. **Talent** – Skills, experiences and qualifications
8. **Connectivity** – Nationally and internationally
9. **Quality of Life** – Housing, education, green space, accessible cities



# Alternative Articulations

Anything is possible

Making it possible

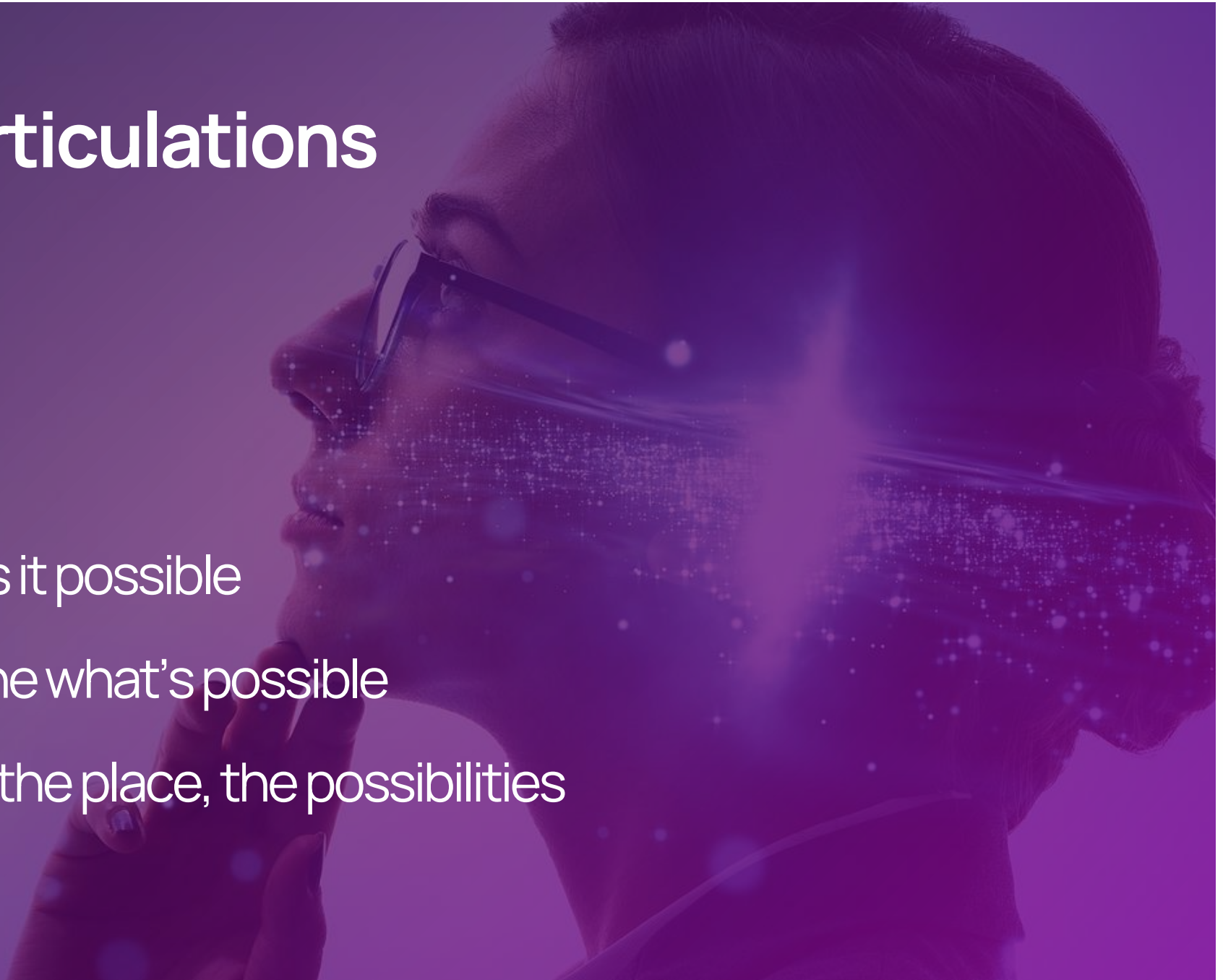
Possible starts here

The place that makes it possible

The place to reimagine what's possible

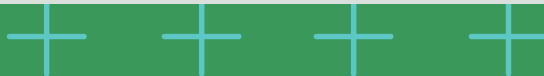
We have the people, the place, the possibilities

The place of possible



## Pillars we can use to support the proposition

Pillar Headers	Everything you need to prosper	Build tomorrow together	A place to Thrive
Key Ingredients	<ul style="list-style-type: none"> <li>Talent and skills pool</li> <li>Connectivity</li> <li>Support</li> <li>Scalability</li> <li>Ready-made facilities</li> </ul>	<ul style="list-style-type: none"> <li>Shared ambitions</li> <li>Culture of innovation</li> <li>Collaboration</li> <li>Partnerships</li> <li>Community</li> </ul>	<ul style="list-style-type: none"> <li>Quality of life</li> <li>Salaries</li> <li>Quality of education</li> <li>Green space</li> <li>Connectivity</li> </ul>



## Symposium

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- 13 September at Chester Zoo
- TED style talks
- 15-20 organisations presenting
- Showcasing the breadth of science taking place
- Keynote speaker – Juergen Maier invited
- Panel discussion in the afternoon



## Next steps

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Three workstreams

1. Branding and marketing
2. Cluster/sector development
3. Investment Zone(s) proposal

