

UNDERSTANDING THE COASTAL COMMUNITIES OF THE NORTH WEST

LOCAL AUTHORITY
DISTRICT SUMMARY:

ELLESMERE PORT
AND NESTON

(NOW PART OF CHESHIRE
WEST AND CHESTER)

JUNE 2009



Ellesmere Port and Neston (now part of Cheshire West and Chester) contains two of the 47 communities considered within the regional study of coastal communities across the North West¹. This summary offers a high level extract of analysis into those communities.

- **Ellesmere Port** is situated towards the upper reaches of the Mersey Estuary and its relationship with the coast is very industrial. It has the strongest manufacturing centre of all coastal communities in Cheshire and double the regional average². Major employers include the Shell oil refinery at Stanlow and the Vauxhall Motors car factory, noted for producing the Astra range of cars in the United Kingdom. Ellesmere Port is a net attractor of labour and also retains more than 50% of its resident workforce³.
- **Neston** is a market town that sits on the opposite side of the Wirral Peninsula on the banks of the Dee Estuary, just north of the Welsh border. It is a net exporter of labour, mainly to Birkenhead and Liverpool. It has low levels of deprivation and the highest average house prices than any other coastal community in Cheshire⁴. Neston's coast is estuarine in nature and is one of valued natural beauty. It has been protected as a SSSI (Site of Special Scientific Interest), Special Area of Conservation and Special Protection Area⁵.

Data relating to the socio-economic and environmental characteristics of each settlement can be found in the [Understanding the Coastal Communities of the North West . Data Workbook+](#). This data can be brought together to provide a detailed picture for the coastal communities within Ellesmere Port and Neston. The table below records the relative performance of each settlement against a set of summary indicators. It defines the performance of each community with reference to the sub-regional average for each indicator⁶.

¹ Understanding the Coastal Communities of the North West; Rural Innovation; June 2009

² See Understanding the Coastal Communities of the North West . Data Workbook; Sectoral Employment

³ See Understanding the Coastal Communities of the North West . Data Workbook; 2001 Travel to Work Summary

⁴ See Understanding the Coastal Communities of the North West . Data Workbook; IMD Deprivation and House Prices

⁵ See Understanding the Coastal Communities of the North West (page 71)

⁶ A sub-regional rather than regional average has been used because of the significant impact of communities within Merseyside on the overall regional data. See main report, Geographic Analysis (page 6)

Community	Population	Aged Pop.	Pop Growth	Low Income	Car Ownership	Deprivation	Unemployment	Retail & Hospitality	Access to Services	Employment Centre	House Ownership	Private Rented Housing
Ellesmere Port	69,167	-	-	+	-	+	+	+	+	+	-	-
Neston	15,972	+	+	+	+	-	-	+	+	-	+	-

= about average, + more than average, - less than average
gaps indicate where Lower Super Output Area analysis was not possible for some settlements

Typology

Within the main report four typologies of coastal communities have been identified; large urban areas, working towns by the sea, maritime towns and settlements of choice⁷.

Ellesmere Port has been categorised as a Working Town by the Sea. These are places which cannot be described as seaside resorts or retirement communities. They no longer have a dominant economic link with the coast and lack the type of infrastructure which typifies coastal settlements - harbours, promenades and beaches. These communities share socio-economic characteristics with inland settlements, yet proximity to the sea still makes up an important element of their character. Future policy affecting Working Towns by the Sea should seek to ensure that the benefits offered by their particular types of coastal location are not overlooked, but will not place their coastal location centrally in their futures.

Neston has been categorised as a Settlement of Choice. These are popular communities made even more attractive by the high quality environment of their coastal location. They have a strong link to the sea and have often developed around their role as a harbour or haven. The coastal location of these settlements is a very real asset yet it risks prejudicing their future as sustainable communities . both in terms of low carbon living and the balance and vibrancy of their population and business stock. These communities tend not to have structural social economic problems requiring bold intervention. Instead they need gentle but positive management to ensure they remain relatively balanced communities able to meet the obligations of sustainable living.

⁷ See main report, Functional Typology of Coastal Settlements (page 82)

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