



# Middlewich Action Plan Regional Growth Fund



## Round 2

## Programme Bid



by

Pochin Developments Limited



with

Berkeley Hanover Consulting



and

David Tucker Associates







**REGIONAL GROWTH FUND**

**Round 2: Programme  
Application Form – Part 1**

Department for Business, Innovation and Skills  
Department for Communities and Local  
Government  
HM Treasury  
Department for Transport  
Department for Environment, Food and Rural  
Affairs

# Programme Application Form

## Part 1

### General Guidance Notes

The Regional Growth Fund (RGF) application form consists of two parts. Part 1 (this document) contains 39 questions related to the programme, its governance and its costs and benefits. Part 2 (the Financial Annex) is an Excel spreadsheet for the key financials of the programme and should be used as a tool to complete the indicated Part 1 questions.

Both Part 1 and Part 2 of the application form should be completed as fully as possible

Please read the accompanying guidance notes carefully when completing the form to ensure you include the full set of information required.

Both parts 1 and 2 of the application form **should be submitted in Word (.doc) and Excel (.xls) format respectively** to:

[RGFround2applications@bis.gsi.gov.uk](mailto:RGFround2applications@bis.gsi.gov.uk)

### Programmes

Programme proposals will need to demonstrate a **clear over-arching investment strategy** for a **specific geographical area**.

There is no prescription as to the scale or complexity of geographic area that can be covered by a programme bid – applicants will need to set out the case for the geographic

**BIS** | Department for Business  
Innovation & Skills



**HM TREASURY**

Department for  
**Transport**



*extent of the programme, having regard to the purposes for which the Regional Growth Fund has been established and the local enterprise partnerships strategic priorities – where these exist.*

*Programmes provide for a collaborative approach to delivering a set of related activities, in the target area, which create sustainable private sector jobs and growth.*

*There is no prescription about the content of a programme – it's for applicants to clearly set out the rationale for their proposal. One of the potential benefits could be the ability to draw on the capability and capacity of a number of different organisations, of different types, so as to give greater certainty of deliverability of the outcomes, for example a programme bid could include new jobs and skills, support housing growth and transport improvements under one programme.*

*As with all bids to the RGF, applicants will have to demonstrate the additionality of the programme in terms of significant private sector growth; leveraging private sector investment and creating sustainable private sector jobs. Proposals will not have to provide a detailed description of every ultimate scheme beneficiary. However, bids should provide confidence in the ability to deliver and evidence of business needs, potential beneficiaries and delivery mechanisms could all be important.*

*Each programme will need a lead partner with whom we can contract. This will need to be a suitable legal entity (see programme application guidance Q8) but could be a public body, a civil society organisation such as a charity, a social enterprise or a private sector organisation.*

*The lead partner will be responsible for performing the confirmatory due diligence following any conditional offer, and if approved will manage claims and programme funding allocation, consolidate all financial management and reporting, as well as ensuring that State Aid issues are managed and that sub-contracting follows normal public procurement practice, together with any additional due diligence that might be required as the programme develops.*

**NB: This application form is for programmes. There is a separate application form for project and project packages.**

## Record Keeping and Freedom of Information

*In order to meet the requirements of the Freedom of Information Act 2000 reasons for decisions about applications and claims must be recorded properly on file at all stages. This record keeping will also ensure that there is a clear audit trail for all applications. Administrative records will be maintained for all applications irrespective of whether they were successful.*

*Applicants should be aware that information provided in confidence is likely to be exempt information under the terms of Section 41 of the Freedom of Information Act 2000, and that the operating department will respect its confidentiality.*

## Applicant Information

<b>Applicant name (including title):</b>	<b>Mr Brian T. Reay</b>
<b>Company / Organisation:</b>	<b>Pochin Developments Limited</b>
<b>Company registration number (if UK registered):</b>	<b>740515</b>
<b>Position in Company / Organisation:</b>	<b>Director</b>
<b>Address:</b>	<b>Brooks Lane, Middlewich, Cheshire</b>
<b>Postcode:</b>	<b>CW10 0JQ</b>
<b>Telephone:</b>	<b>01606 831 615</b>
<b>Mobile:</b>	<b>07836 633 823</b>
<b>Email:</b>	<b>brian.reay@pochins.plc.uk</b>
<b>Website:</b>	<b>www.pochins.plc.uk</b>

## Applicant Check List

*Please review this list and check off each item before submitting your bid.*

1. The programme demonstrates a clear over-arching investment strategy for a specific geographical area
2. I have completed both Part 1 and Part 2 of the form
3. I have used the guidance available to complete the form fully and correctly
4. This application is for at least £1m of RGF funding
5. The proposed investment will impact areas in England
6. The programme will directly leverage private sector funds
7. The applicant is a private sector body or a public/private partnership or social enterprise.
8. The support requested would be compliant with State aid regulations
9. RGF funding is essential to enable this project to proceed

## Executive Summary

*This section is designed to capture the key information from this bid, and provide an overall summary.*

[\[guidance\]](#)

<p><b>Programme title (Q1a):</b></p>	<p><b>Middlewich Action Plan and Bypass - An Integrated Programme for Local Economic Regeneration and Growth</b></p>
<p><b>Brief programme summary: (Q1b)</b></p>	<p>The following outlines the way in which the completion of the Middlewich Eastern Bypass can be funded and thereby facilitate significant commercial and residential development to be built in Middlewich and the surrounding area that in turn will stimulate economic growth and large scale private sector employment creation. See key plan for location and general layout of the Action Area.</p> <p>The Bypass will also relieve significant traffic congestion which currently blights the town centre and the consequential inward investment will inject additional community funding to improve the public realm. Delivering economic growth at this scale requires the Middlewich Action Plan to achieve a series of economic and social objectives. Each objective needs to be either economically or commercially viable and has been endorsed by the local community.</p> <p>The first and most important objective is to build the Bypass. This final section of highway extends to 2.2km and will link the A54 east of Middlewich to the A533 to the south of the town. This route would remove traffic from town centre streets and reduce conflict along the congested east west A54 route from the M6 into the town. Junctions along the length of the Bypass will serve the new Midpoint 18 employment sites without adding heavy lorry traffic to the town centre roads. New cycle routes and footpath links will encourage movement into the town centre by means other than by private car. Cledford Lane will remain open on the west side of the Bypass but only pedestrians, cyclists and those on horseback will be able to travel across the Bypass from the west to the east.</p> <p>A significant investment in the masterplanning for the Phase 3 of Midpoint 18 and detailed planning consent for both the first part of the development and the Bypass have already been completed. The planning application was approved in 2008 in outline, approved in detail in 2009 and extended in 2011. Without the access created by the Bypass, Phase 3 of Midpoint 18</p>

	<p>and adjacent land cannot be developed. The Bypass would thus enable major development and release over £350m of funding by the private sector for large-scale commercial and residential schemes. Without the Bypass, Midpoint 18 Phase 3 simply cannot happen, the Bypass is also the driver for a number of other private sector employment generating initiatives in the town centre.</p> <p>The cost of the Bypass and the associated infrastructure works is estimated to be £22m. The principal of obtaining this funding has been established for some time. In 2008, the Highway Authority and the North West Development Agency committed a total of £9.1m (42%) to the scheme. Pochin – the developers of Midpoint 18 – had assembled private sector funding of the remaining balance of £12.9m (58%). There are now no longer any funds available from Cheshire East or NWDA. Pochin has now arranged to assemble further private sector funding that now totals 81% of the scheme cost - £17.9m. This leaves a shortfall of £4.1m.</p>								
<p><b>Geographic spread of programme:</b></p>	<p>The Middlewich Action Plan is clearly centred on the town of Middlewich. The Bypass is located to the east of the town but its travel benefits will accrue to users over a much wider area. The employment benefits comprise of a number of different elements and are described below. Virtually all the direct employment generation will arise either in Middlewich town centre and the adjacent Midpoint 18 Business Park. The indirect and induced employment impacts are likely to be slightly dispersed, with most remaining in Cheshire East and the sub region.</p> <table border="1" data-bbox="671 1272 1433 1509"> <thead> <tr> <th>Area</th> <th>Approximate proportion of direct employment impacts</th> </tr> </thead> <tbody> <tr> <td>Cheshire East</td> <td>95%</td> </tr> <tr> <td>NW England</td> <td>5%</td> </tr> <tr> <td>Total</td> <td>100%</td> </tr> </tbody> </table>	Area	Approximate proportion of direct employment impacts	Cheshire East	95%	NW England	5%	Total	100%
Area	Approximate proportion of direct employment impacts								
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Total	100%								
<p><b>What is the (peak) gross number of direct and indirect jobs created and safeguarded by the programme?</b></p>	<p><b>Direct:</b> <i>created 2800 safeguarded 150 Total 2950</i></p> <p><b>Indirect:</b> <i>created 840 safeguarded 45 Total 885</i></p> <p>Four areas of employment impact arising from the opening of the Bypass have been assessed by separate research for Cheshire East and Pochin. They are:</p> <ul style="list-style-type: none"> <li>• Generation of employment in the currently vacant parts of Phases 1 and 2 of Midpoint 18</li> <li>• Generation of employment in Phase 3 of Midpoint 18 (see below)</li> <li>• Safeguarding of existing jobs (British Salt)</li> <li>• Generation of Middlewich town centre jobs as a result of amelioration of traffic congestion in and around town centre.</li> </ul>								

Pochin believes that the take-up of land at Phase 3 will be spread over 15 years but with some front-loading as a result of their view regarding Plot 101. It has been assumed that this site will take at least 2 years to become fully operational. The rest of the growth has been applied at a steady growth rate over the 15 years with the exception of Plot 120. This has been assumed to be developed over year 5 and year 6. The annual employment growth based on these annual take-ups combined with the English Partnerships' employment density figures are shown in the table below. The accumulated employment growth is shown in the right-hand column.

**Annual and Accumulative Employment Growth  
at Phase 3**

Year	Annual Increase	Accumulative Increase
1	620	620
2	370	990
3	120	1110
4	120	1230
5	220	1450
6	220	1670
7	120	1790
8	120	1910
9	120	2030
10	120	2150
11	120	2270
12	120	2390
13	120	2510
14	145	2655
15	145	2800

The totality of these impacts in terms of direct job creation is shown below.

	Direct Jobs
Phases 1 and 2 – Midpoint 18	300-400
Phase 3 – Midpoint 18	2,800
Safeguarding	100-150
Town Centre	300-500
<b>TOTAL</b>	<b>3,500-3,850</b>

	<p>These above figures relate to the generation or safeguarding of direct jobs. In addition indirect and induced jobs will be generated by the creation and safeguarding of these direct jobs. We have applied the generally accepted 1.3 multiplier to assess these additional impacts.</p> <p>Hence, it is our conclusion that the Bypass will have a total employment impact of 4,500 to 5,000 new jobs over a 15-year period with at least 1,500 jobs being created within 3 years of the Bypass opening.</p>
<b>Total cost of programme:</b>	£22.0m.
<b>Total RGF funding sought:</b>	£4.1m.
<b>Other sources of public funding sought/ obtained? e.g. ERDF, TSB, RDPE</b>	None.
<b>Name of principal recipient of RGF funds:</b>	Pochin Developments Limited.
<b>Are any recipient(s) SMEs</b>	Not directly – however the benefits to the town centre will largely be to SMEs as well as some SMEs are likely to become tenants at Midpoint 18.
<b>Are any recipients or partners LEPs?</b> <b>Is yes, which LEP</b>	Cheshire and Warrington LEP supports the bid as shown in Part 3 of this bid document.
<b>Is this bid a private/public partnership or solely private</b>	<p>The funding is private – though support to the project is shown in the correspondence from Cheshire East Council, Middlewich Town Council and the Weaver Valley Partnership in Part 3 of this bid document.</p> <p>The funding for this project was originally a typical private/public partnership. Both Cheshire County Council and the NWDA were entirely committed to the project to provide £9.1m - 42% of the project cost. The offer of these funds was withdrawn in 2010 due to the local and regional Government cutbacks. Pochin has been able to reduce the shortfall from £9.1m to £4.1m. The bid is, in effect, now totally a private bid for construction, but the Highway Authority - Cheshire East - is committed to long-term maintenance of the Bypass when it becomes adopted.</p>
<b>Have you submitted any other bids?</b> <b>If yes, what is the bid's title?</b>	No.
<b>Have you bid for RGF funding before?</b> <b>If yes, please provide your bid reference no.</b>	No.

**Why is this bid being putting forward as a programme?**

With a population of around 13,200 the town has some 9,500 residents of working age. The economic activity rate is 74%. While this is broadly comparable to the rate for the UK as a whole, it masks a number of problems that will lead to significant economic disadvantage if they are not addressed in the coming years. Key factors in this include:

- A long-term trend of declining local private sector job numbers. This has been happening since 2003 but the rate of decline has accelerated in recent years with the closure of several major local employers.
- A mismatch of jobs and opportunities. The town provides nearly 6,000 jobs but over 3,500 of these are taken by people commuting into the town. Conversely, some 5,000 of the town's 7,150 economically active population commute out to work.
- Underperformance of retail. Middlewich retains just 38% of its convenience goods expenditure and 6% from comparison goods spending. A critical factor in this underperformance is the traffic and congestion problems faced by shoppers and visitors, itself in part caused by traffic flows relating to the employment imbalances.

Resolving these structural faults in the local economy requires investment to:

- Create substantial new local employment opportunities.
- Ease traffic access and congestion problems.
- Provide sustainable homes.

There have been many reports published on the economic status of the Cheshire towns in recent years. By way of example, we quote from the report by Roger Tym & Partners published in March 2009, entitled Cheshire & Warrington Market Towns Investment Prospectus. The report says *'Middlewich already accommodates a mid size and two smaller supermarkets (but) it retains just 38% of convenience goods expenditure and just 6% for comparison goods from its catchment'*.

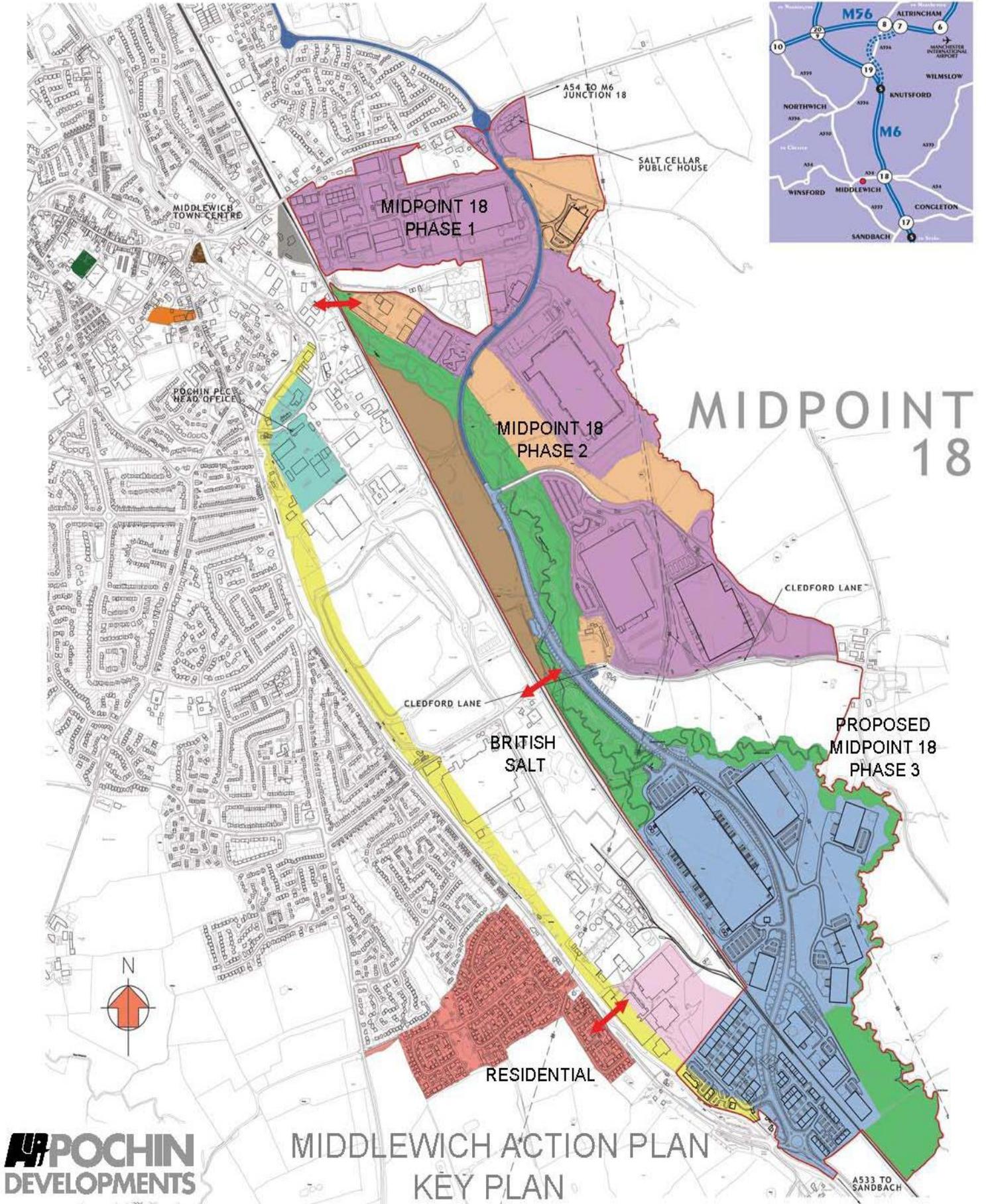
The report reviewed seven such towns and identified Middlewich as one of three which required a *'step change'* to address underperformance. It concluded that *'severely underperforming retail provision (should) be addressed through a new supermarket and complementary smaller units and by making the retail environment more attractive, amenable and vital'*. In this

	<p><i>way the 'demand would be captured and retail expenditure leakage captured'.</i></p> <p>Since the publication of the Roger Tym report a number of significant business closures have adversely impacted employment levels in Middleswich. These include Centura Foods, Tesco Distribution and Albion Chemicals.</p>
<p><b>Who is primarily supported?</b></p>	<p><b>Please tick all those that apply</b></p> <p><input type="checkbox"/> An individual enterprise</p> <p><input type="checkbox"/> A small group of enterprises</p> <p><input checked="" type="checkbox"/> Investment and support for SMEs</p> <p><input checked="" type="checkbox"/> Sector support and development</p> <p>If so, which sector: <b>Commercial, Housing and Industrial</b></p> <p><input checked="" type="checkbox"/> A specific geographical area</p> <p><input type="checkbox"/> Public sector organisation</p> <p>The intended initial beneficiary will be the Applicant. The RGF funding will cover the shortfall of available monies from the private sector and enable Pochin to build the Bypass. The commercial, industrial and housing developments simply cannot be served without the Bypass. Furthermore, without a Bypass the town centre will suffer from increasing traffic congestion on the surrounding network and any opportunity to improve the vitality and viability of the town centre will be extremely limited.</p> <p>The secondary beneficiaries are clearly the local population, existing businesses and visitors.</p>
<p><b>Which types of activity are included?</b></p>	<p><b>Please tick all those that apply</b></p> <p><input checked="" type="checkbox"/> Research, Development and Innovation</p> <p><input checked="" type="checkbox"/> People, skills and training</p> <p><input type="checkbox"/> Rail Infrastructure</p> <p><input checked="" type="checkbox"/> Other Transport Infrastructure</p> <p><input checked="" type="checkbox"/> Public Infrastructure eg public realm</p> <p><input checked="" type="checkbox"/> Site preparation and infrastructure (e.g. clearing / preparing land, flood mitigation, but not transport)</p> <p><input checked="" type="checkbox"/> Industrial or commercial property development</p> <p><input checked="" type="checkbox"/> Housing</p> <p><input type="checkbox"/> Other please specify</p>

	<p>The Bypass would be the element of the Action Plan it and would be accompanied by complimentary measures that would enhance the economic base of the town centre. B1, B2, B8 and leisure related activities would arise both in the town centre and at Midpoint 18. Local housing investments and the public realm would improve.</p>
<p><b>Will the bid have:</b></p>	<p><b>Please tick all those that apply</b></p> <p><input checked="" type="checkbox"/> Significant Environmental Benefits</p> <p><input type="checkbox"/> Significant Impact in Rural Areas</p> <p><input type="checkbox"/> Equalities Impact</p> <p>Without the Bypass, the redevelopment of the town centre and the opening up of Phase 3 at Midpoint 18 cannot happen. The Bypass would not only address a number of severe obstacles to town centre regeneration, it would also lead to a number of direct and wider economic benefits. The Bypass would enable the local planning authorities to tackle the entrenched economic problems that have blighted Middlewich for several decades. In summary, the Bypass would facilitate the further elements of the Action Plan and result in:</p> <ul style="list-style-type: none"> <li>• Private sector investment amounting to 81% of the £22m cost of the road project. This amounts to a public to private sector gearing of 1: 4.36 (£4.1m public sector, £17.9m private sector).</li> <li>• 100 construction jobs over a sustained period.</li> <li>• Relief of the traffic congestion affecting Middlewich (improved amenity).</li> <li>• Establishment of the conditions to enable the upgrading of Middlewich town centre.</li> <li>• Primary servicing of the Midpoint Phase 3 employment project extending to 143,000sqm (1,539,000sqft) generating an estimated 2,800 jobs.</li> <li>• A total of some 4,500/5,000 additional direct/indirect/induced jobs that would not be generated and supported in its absence.</li> <li>• Significant further job creation through the longer term development/construction programmes.</li> <li>• Provision of a hotel for Middlewich as part of the Midpoint Phase 3 project.</li> <li>• Potential for circa 500 new homes on adjacent sites (currently poor quality agricultural land) subject to planning approvals and current Local Development Framework</li> <li>• Ecological enhancement of the green spaces within the Midpoint 18 Business Park will be implemented as each phase is developed.</li> </ul>

- The generation of an estimated £3,000,000pa in new business rates following development of Midpoint Phase 3.
- The generation of a potential further £140,000 pa in new business rates from brownfield development.
- The generation of approximately £750,000pa in new council tax income linked to potential new homes
- Potential further investment to Cheshire East from Central Government through the New Homes Bonus of up to in the order of £4,500,000 calculated from the occupation date of new homes.
- An increase in the potential viability for the proposed Middlewich railway station through the creation of new employment and residential areas to support the town core.
- Delivery of a major retail store.
- Town Wharf heritage redevelopment.
- Council Offices redevelopment.
- Library and community centre redevelopment.
- Canal side public open space.
- Cycle path and footpath improvements.
- Marina development.

In terms of direct jobs, the RGF contribution of £4.1m is equivalent to the generation of 900 jobs per £1m public sector contribution. Combining, the direct jobs with the indirect and induced jobs would increase this ratio to about 1,200 jobs per £1m public sector contribution.



## Section A: Programme Description

*This section of the application form seeks basic information about the nature of the programme. It is designed to identify private, civil society organisations and public sector partners involved in the programme or to establish the bidders track record in establishing these partners if they are not yet identified.*

1. **(a)** What is the programme title? (please provide a short title, maximum of 20 words)  
[\[guidance\]](#)

*Middlewich Action Plan and Bypass - An Integrated Programme for Local Economic Regeneration and Growth.*

- (b)** Briefly summarise the programme, its main objectives (i.e. the overarching investment strategy) and a brief outline of the main programme activities and outcomes (maximum of 300 words)?  
[\[guidance\]](#)

*The programme to achieve the Middlewich Action Plan is made up of a series of interdependent objectives. On commencement of the first objective, several related objectives will then be commenced.*

*On completion of the first objective, the remaining objectives will then proceed. More aspirational objectives will follow.*

*The first objective is to complete the construction of the Middlewich Eastern Bypass and it is this strategic infrastructure which requires Regional Growth Funding of £4.1m to be added to the £17.9m private sector funding, which together, will match the required £22m cost. This first objective will create 100 construction jobs over two years.*

*As soon as this infrastructure commences construction of three related objectives will commence. Employment development consisting of a 600,000sq.ft. multi-model distribution centre will create 80 construction jobs over 18 months and up to 900 permanent jobs over a wide range of job types.*

*An hotel of 112 rooms will create 60 construction jobs over 9 months and 40 permanent jobs.*

*House building will commence shortly before the Bypass is completed to create 80 construction jobs over four years.*

*The remaining objectives will bring 120 construction jobs and the balance permanent jobs detailed in the Executive Summary when the remaining employment and industrial developments are constructed.*

*A specialist industrial occupier who is not reliant on the Bypass, to be constructed, will create 300 construction jobs, 50 permanent jobs and secure 150 existing jobs for the future.*

*Other outputs will be in training retail and tourist based jobs taking up existing space within the Action Plan area.*

*Table 1 shows the sequence of implementation of the objectives in relation to RGF Funding.*

Table 1

Objective	Title	Timeline (Years)									
		-2	-1	0	1	2	3	4	5	+5	
1	Completion of the Middlewich Bypass										
2	Initial Employment Development										
3	Leisure Development										
4	House Building										
5	Additional Employment Development										
6	Industrial Development										
7	Indirect and Aspirational Development										

**(c)** What is the geographical target area and spread of the programme? *Explain why this is the appropriate scale.*

[guidance]

*The Action Plan is centred on Middlewich. The first objective, the completion of the Bypass, is situated to the east of the town. The other objectives are located within the town centre and to the east and south of the town. The majority of the direct employment will arise in these areas but the indirect and induced jobs will be more widely dispersed within the other Weaver Valley towns of Northwich and Winsford and broadly within the Borough of Cheshire East.*

*It is expected that 95% of the impact of this new employment will affect Cheshire East and the remainder within North West England, a one hours drive time.*

**2.** What good(s) or service(s) will be offered to the market directly and indirectly as a result of the known components of the programme? E.g. training, transport improvements, housing, etc.

[guidance]

**(a)** Goods and services directly offered to the market by the programme partners as a direct result of this investment?

*The Middlewich Action Plan will offer a large range of services to the market. Objective 1 - Completion of the Bypass: This will be procured by a series of contracts let directly by the Applicant. The primary contract will secure the basic engineering infrastructure but support contracts to an extensive range of work and statutory undertakers will be required to deliver the complete project. The RGF Funding will only be used for the primary contract.*

*The direct result of the Bypass will be:*

- *Private sector investment amounting to 81% of the £22m cost of the road project. This amounts to a public to private sector gearing of 1 : 4.36 (£4.1m public sector, £17.9m private sector).*
- *100 construction jobs.*
- *Relief of the traffic congestion affecting Middlewich (improved amenity).*
- *Establishment of the conditions to enable the upgrading of Middlewich town centre.*
- *Primary servicing of the Midpoint 18 Phase 3 employment project extending to 143,000sq.m. (1,539,000sq.ft.)generating an estimated 2,800 jobs.*
- *A total of some 4,500/5,000 additional direct/indirect/induced jobs that would not be generated and supported in its absence.*
- *Significant further job creation through the development/construction programmes.*
- *Servicing of a hotel site for Middlewich as part of the Midpoint 18 Phase 3 project.*
- *Potential for circa 500 new homes on adjacent sites (currently poor quality agricultural land) subject to planning approvals and current Local Development Framework.*
- *The generation of an estimated £3,000,000 pa in new business rates following development of Midpoint 18 Phase 3.*
- *The generation of a potential further £140,000 pa in new business rates from Project Delta.*
- *The generation of approximately £750,000 pa in new council tax income linked to potential new homes.*
- *Potential further investment to Cheshire East from Central Government through the New Homes Bonus of up to in the order of £4,500,000 calculated from the occupation date of new homes.*

*Objectives 2 and 3: Completion of employment and leisure development will include a range of construction contracts for building and other works directly by the Applicant.*

*The remaining objectives will be procured by each resultant beneficiary.*

**(b)** If the programme will create additional market opportunities, these should be listed here.

*The establishment of conditions to enable upgrading of Middlewich town centre will create retail and leisure based opportunities.*

*The traffic relief for the town centre will facilitate:*

- *An increase in the potential for the proposed Middlewich railway station and canal side improvements through the creation of new employment and residential areas to support the town core.*
- *Delivery of a major retail store.*
- *Town Wharf heritage redevelopment.*
- *Council Offices redevelopment.*
- *Library and community centre redevelopment.*
- *Canal side public open space.*
- *Tow path and footpath improvements.*
- *Marina development.*

**3.** Set out the main programme activities and proposed timescale in which they will be carried out. Include as part of this a simplified programme plan or Gantt chart, and provide costing in Part 2, Section D of the application form. *Please note the RGF will not cover programme administration costs, these should be covered by other funding sources, potentially through private sector leverage.*

[\[guidance\]](#)

**(a)** Activities carried out by programme partners as a direct result of this investment?

**Objective 1 - Completion of the Bypass is the key delivery mechanism.**

Table 2 below shows the programme of activities to achieve completion of the Bypass. It should be noted that a substantial number of activities have already been put in place and preparation is in hand when funding is secured.

Table 2

Activity	Timeline (Years)								
	-3	-2	-1	0	1	2	3	3+	
Planning	█	█							
Land	█	█	█	█					
Highway Closures and TRO				█					
Service Provisions					█				
Service Diversions					█				
Planning Condition Discharge					█				
Site Preparation					█				
Advanced Works					█				
Main Works Contract						█	█		
Open to Traffic								█	█

(b) Other activities which may be carried out as an indirect result of the programme? If it is not certain that an activity will go ahead, please estimate the likelihood of it going ahead with and without the programme.

The sequence of further direct and indirect activities is also shown in Table 1 (Q 1(b)).

(c) Where details of component projects are not already known, please provide information to demonstrate how partners will be identified and engaged and demonstrate a track record of delivering similar programmes.

The indirect activities which are as yet not detailed include increasing the potential for the proposed Middlewich railway station, canal side improvements, Town Wharf heritage redevelopment, marina development all of which will be separately funded.

The Applicant has extensive experience of delivering mixed use developments and major infrastructure throughout the North West and specifically in Middlewich. Appendix 3.2 of this document sets out this experience and the capability of the Applicants project delivery team.

4. Please summarise how the programme will contribute to the objectives of the Regional Growth Fund. See application form guidance (Maximum of 750 words) [\[guidance\]](#)

It is generally agreed by all parties - public and private - that the benefits of the Bypass include:

(i) Traffic relief and removal of congestion from the Middlewich town centre;

- (ii) *Associated environmental improvements (noise, air quality, disturbance etc.) for those living and working in and around the town centre;*
- (iii) *Unlocking the remaining parts of Midpoint 18 - particularly the Phase 3 development that is presently sterilised due to inadequate access (a planning condition to the permission requires the Bypass to be in place before further new buildings can be occupied); and*
- (iv) *Enhancing the attractiveness of Midpoint 18 Phase 3 as an employment location by improving its accessibility to the wider area.*

*There is consensus amongst key stakeholders that the Bypass is a necessary infrastructure project and Pochin and the Council are keen to ensure its completion is secured as soon as possible.*

*A recent study by AECOM commissioned by Cheshire East Council has concluded that the Bypass “would provide economic and transport benefits to Middlewich and the wider area”. It also concludes on page 8 that the main impacts of the Bypass would include:*

- (i) *The consequential generation of 143,000 sq.m. of business development that would lead to some 2,800 new jobs;*
- (ii) *Environmental benefits arising from traffic relief in Middlewich town centre; and*
- (iii) *Reduction in congestion on the A54 link to the M6.*

*The report also concludes that the proposals for Midpoint 18 and the Bypass have “the potential to significantly grow local employment” and “then associated businesses may be attracted to Midpoint 18 and environmental clustering may occur”.*

*The accepted view of the Council’s consultants (AECOM) is that poor public transport and traffic problems - in the absence of the construction of the Bypass - would continue to inhibit the performance of the town and also exacerbate the perceived shortage of community facilities by making access to existing provision more difficult.*

*Without the Bypass, Midpoint 18 Phase 3 would simply not happen and the rates of development at other projects are likely to be detrimentally effected. Indeed, the Bypass clearly influences a number of direct and indirect economic consequences and impacts.*

*Another recent study - the Weaver Towns Report - states that;*

*“the town centre of Middlewich is grossly underperforming; the town centre does not adequately provide for the needs of its catchment population and that there is a requirement for additional retail floorspace, for both comparison goods, within the centre to meet this need”.*

*The Bypass would provide part of the solution and hence can be seen as the catalyst that could enable the existing retail centre to become sustainable at levels above those currently in operation.*

*Overall, the Bypass will directly facilitate employment by releasing land at Midpoint 18 but also trigger off contingent investments in large-scale local housing and town centre regeneration. Without the Bypass none of these contingent benefits can take place.*

5. Please use the table in **Annex 1** to provide details of the *recipients* of RGF funds (who will manage the programme), *partners* of this bid (not recipients but have a role in the delivery of the programme) and *intended beneficiaries* where known (directly supported recipients) of the programme funds? Who are their immediate and ultimate parents? Provide where appropriate details for each of these of legal status, entity name, address, company registration number or VAT registration number, sector, directors, principal shareholders, and contact details. **Please also identify any recipients which are SMEs.**

[\[guidance\]](#)

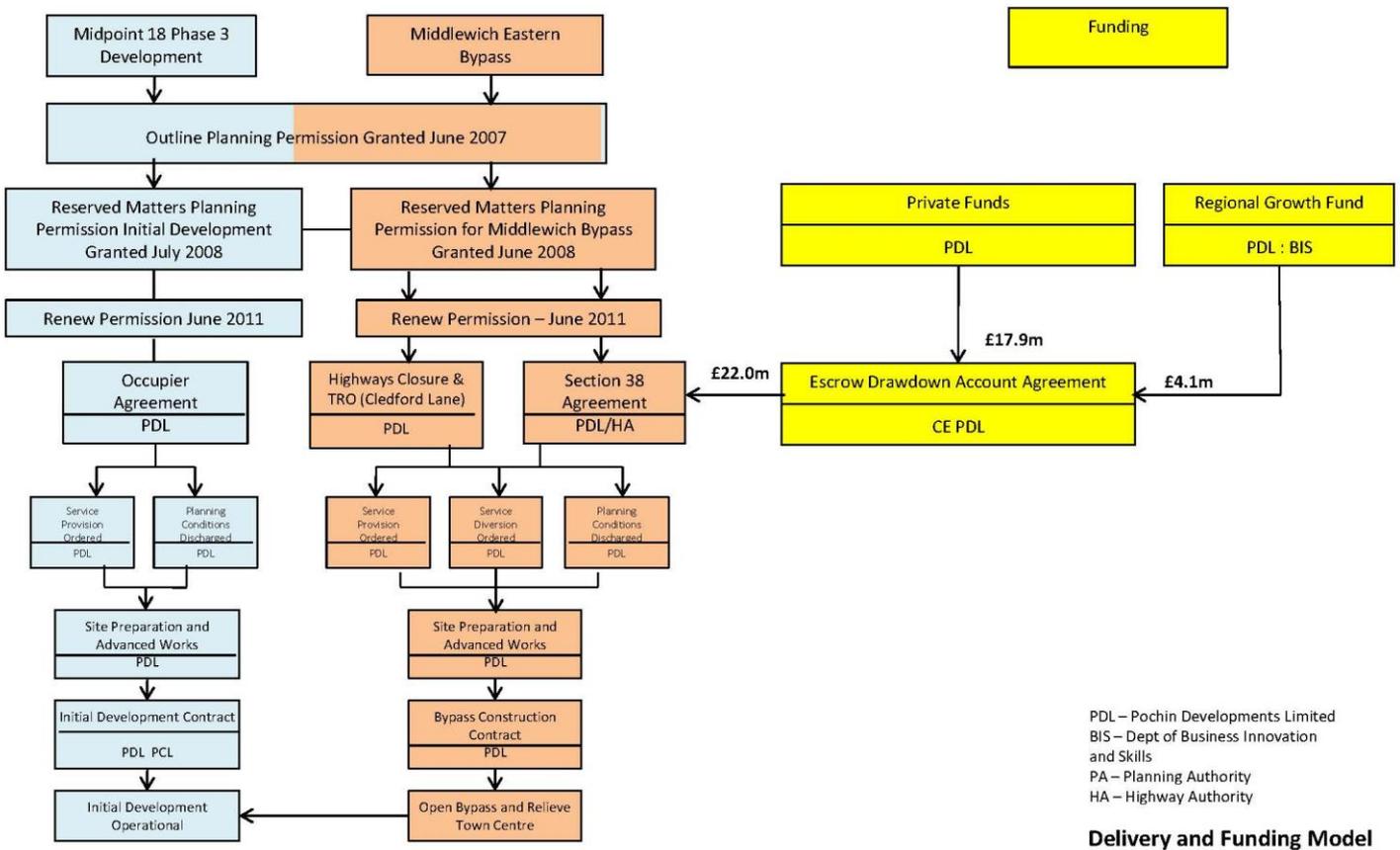
The recipients of the RGF Funds will be the Applicant but Table 3 below shows the financial control mechanism for both the private and public sector partners. Appendix 3.2 provides the details of the Applicant. The direct beneficiaries will be determined by competitive tendering and competition.

Table 3

PDL350/38

**Table 3 Middlewich Action Plan – Objective 1: Complete the Bypass**

28/06/11



PDL – Pochin Developments Limited  
 BIS – Dept of Business Innovation and Skills  
 PA – Planning Authority  
 HA – Highway Authority

**Delivery and Funding Model**

6. How will the programme be funded? Please identify sources, amount of funding, terms of funding and indicate whether these have been confirmed. Show how these sources of funding along with the RGF support add up to the total cost of delivering the programme set out in question 3. [\[guidance\]](#)

(a) Funding for the investment itself?

Source of funding	Entity (private/public)	Type of funding eg. grant/ loan/ loan guarantee/ equity etc	Amount of funding (£m)	% of total programme costs	Confirmed?
Applicant	Private	Equity	£17.9m	81%	Yes
BIS	Public	Equity	£4.1m	19%	No
<b>TOTAL</b>			<b>£22.0m</b>	<b>100%</b>	



## Section B: Without RGF Support

*In order to maximise the impact of the Regional Growth Fund, Government support should be restricted to those instances where the market cannot, or will not fully or in-part, bring an investment forward in the absence of public support. This section will establish a rationale for Government support by enabling us to understand whether and why the programme would not otherwise go ahead as proposed.*

9. In the absence of RGF support, would funding be available for the beneficiaries of the programme from other sources (and if so in what form)? *Please provide commercial and economic reasoning to support your argument.*  
[\[guidance\]](#)

*In the absence of RGF support the programme is only likely to go ahead on a much longer timescale. As time passes, the likelihood of commencement would become less and less likely.*

*To set this statement in context, it is necessary to understand that efforts to complete this programme have been in existence for many years. All the infrastructure for Phase 1 and 2 of Midpoint 18 has been delivered by the Applicant. In 2007 the Applicant was working in partnership with Cheshire County Council and North West Development Agency to jointly deliver that for Phase 3. An agreement was reached whereby the Applicant was required to provide 59% of the cost of the Bypass, the Highway Authority 14% and North West Development Agency 27%.*

*The office of the North West Development Agency has recently provided the following quotation to describe what happened next.*

*“NWDA fully appraised and approved in principal in December 2007, subject to confirmation of match funding commitments and NWDA Board Approval, an investment of £5.8m to open up the Midpoint 18 site for further development through the provision of the Middlewich Eastern Bypass. In reaching this decision NWDA recognised that the project would deliver significant economic benefits for Middlewich and the wider sub-region. However following protracted, unresolved negotiations to secure match funding commitments, a process complicated by Local Government Reorganisation in Cheshire, the Agency wrote to Cheshire East in July 2010 confirming that it was unable to commit funding to the project as a consequence of the Government’s decision to close the RDA by March 2012.”*

*The match funding referred to above was to be provided by the Applicant and Cheshire County Council.*

*In subsequent meetings with Cheshire East Council, the Applicant was advised that no match funding was available from the Local Transport Funds.*

*Despite the prolonged period of economic downturn, the Applicant has been able to draw further private sector funding together to reach the current figure of £17.9m, 81% of the total.*

*This private sector contribution is conditional on the public sector figure of £4.1m, 19% of the cost. The Applicant has itself already invested substantial sums to date to secure land and planning permission for the Bypass and the employment and leisure development. It must also budget for development expenditure to undertake further site based infrastructure and therefore the limit of private sector contribution has been reached as it equates to the uplift in value of land which would benefit from the Bypass and take account of the contingency for overrun which it would fund.*

- (a) would the funding be available for beneficiaries (and in what form)?

*Every avenue of funding has been examined over a long period of time and an alternative of funding for the beneficiaries is just not available.*

**(b)** will the wider development of the area, if applicable, proceed (and in what form)?

*Every avenue of funding has been examined over a long period of time and an alternative of funding for the beneficiaries is just not available.*

**10.** Are there other ways of achieving the aims of the programme which will not require RGF support? *Please outline what these are and why they are considered inferior:*  
[guidance]

*The programme can only be delivered through public/private sector partnership and this continues to be most successful in all ways, except that of funding commitment.*

*The only way for delivery in the foreseeable future is through the currently proposed joint financial commitment of private equity and public funding via RGF.*

**(a)** ways of achieving the aims of the programme itself?

*Without the Bypass, the redevelopment of the town centre and the opening up of Phase 3 at Midpoint 18 cannot happen in the foreseeable future. The Applicant has been able to commit 81% of the capital requirement but all other forms of public and private sector funding have been exhausted and indicate absolutely no possibility of funds in the next 5/8 years.*

**(b)** ways in which the wider development of the area would proceed?

*The Bypass would not only address a number of severe obstacles to town centre regeneration, it would also lead to a number of direct and wider economic benefits. The Bypass would enable the local planning authorities to tackle the entrenched economic problems that have blighted Middleswich for several decades. There is simply no other way to tackle these economic problems.*

**11. (a)** Why is the level of RGF support sought in this application the minimum amount of required to allow the project to proceed? *Please provide analysis and evidence to justify the amount and timing of support.*

[guidance]

*The RGF bid figure of £4.1m has been based on detailed calculation of the cost of the Bypass and the private sector equity which is deliverable. These calculations have been examined and validated by the Cheshire East Council and an independent report commissioned.*

*The current timeframe for drawdown of both private and public sector funds is shown in Part 2 of the Application.*

**(b)** Is this amount scalable? If yes, how?

[guidance]

*The Applicant has managed to reduce the funding gap from £9.1m to £4.1m since the withdrawal of public funding commitments in mid 2010. We will not seek any additions to the £4.1m from the RGF in the event that the outturn cost of the Bypass exceeds the current cost of £22m.*

## Section C: Sustainable Private Sector Growth

*The Regional Growth Fund seeks to encourage sustainable private sector-led growth. Please complete this section only where specific projects are already known which deliver individual components of the programme. Financial accounts (simplified profit & loss and cashflow) of these projects should have been entered in Part 2 Section B of the application form in response to Q3.*

Questions 12-15 make reference to goods and services identified in Question 2. Where more than one good or service has been identified, for one or more programme component, the following questions should be answered separately for each good/service.

**Where specific elements of the programme have not been clearly identified you should answer Q23.**

*Details of delivery have not yet been clearly identified. Q23 has therefore been answered.*

**12. (a)** Using the pro-forma in Part 2, Section A of the application form, please provide a simplified forecast of Profit & Loss and cashflow over the economic lifetime of the programme. Where specific projects are already known which deliver individual components of the programme please detail these costs in Part 2 Section B. *The answer to this question should refer to goods and services identified in Question 2(a).* [\[guidance\]](#)

**(b)** Explain the rationale for the base case and downside scenarios, and for each of the assumptions underlying the cashflow. This should be linked to the market forecasts set out below.

*<insert response here>*

Responses to parts (a) and (b) in Questions 13-15 should correspond to answers provided to the corresponding sub-sections of Question 2 i.e. when answering Questions 13(a), 14(a) and 15(a), responses should correspond to the goods and services identified in Question 2(a). When answering Questions 13(b), 14(b) and 15(b), responses should correspond to the goods and services identified in Question 2(b).

**13.** What are the characteristics of the market for the product(s) or service(s) directly or indirectly offered as a result of the programme component(s)? *Please refer to product/service volumes and margins and identify key market participants.* [\[guidance\]](#)

**(a)** Market for goods or services directly offered as a result of this investment?

*<insert response here>*

**(b)** Market for other goods or services that may be indirectly created as a result of this investment?

<insert response here>

**14.** How is the market forecast to change over time?

[\[guidance\]](#)

**(a)** Market for goods or services directly offered as a result of this investment?

<insert response here>

**(b)** Market for other goods or services that may be indirectly created as a result of this investment?

<insert response here>

**15.** What assumptions are being made about market share? *Include as appropriate information on customers, suppliers and competitors to support these assumptions. .*

[\[guidance\]](#)

<insert response here>

**16.** What are the key risks, constraints and dependencies (e.g. planning consents) in executing the programme? *Please demonstrate how these will be managed.*

[\[guidance\]](#)

**(a)** Risks etc. around activities carried out by programme partners, directly related to the investment, as set out in Question 3(a)?

Risk	Risk Owner	Likelihood	Impact	Mitigation
		High/Med/Low	High/Med/Low	
		High/Med/Low	High/Med/Low	
		High/Med/Low	High/Med/Low	

<include additional notes here>

**(b)** Risks etc. around activities not directly related to the programme, in particular those set out in Question 3(b)?

Risk	Risk Owner	Likelihood	Impact	Mitigation
		High/Med/Low	High/Med/Low	
		High/Med/Low	High/Med/Low	
		High/Med/Low	High/Med/Low	

<include additional notes here>

**17.** How does the programme fit with the economic priorities and prospects of the locality as a whole? This should be linked to the wider economic vision for the area set out by the Local Enterprise Partnership (where one exists), as well as actions and policies of other local partners. Please be specific when identifying economic priorities, actions and policies, and explain how the programme links with them.

[\[guidance\]](#)

<insert response here>

**18.** Please provide a list of key project personnel who will be involved in delivering the project, including summary CVs covering role in project, employment history, qualifications, relevant skills and experience.

[\[guidance\]](#)

<insert response here>

**19.** Who will be responsible for any liabilities associated with the programme e.g. cost overruns or shortfalls in receipts?

[\[guidance\]](#)

<insert response here>

**20.** Is the proposed level of RGF support considered to be compliant with European State aid regulations? *Please give a brief explanation of your assessment and use the tick boxes below to indicate the mechanism(s) through which support would be legal. Please refer to the Guidance document for further information provided for this question.*

[\[guidance\]](#)

- |  |                          |
|--|--------------------------|
| Regional aid                               | <input type="checkbox"/> |
| SME aid                                    | <input type="checkbox"/> |
| Aid for Research, Development & Innovation | <input type="checkbox"/> |
| Training aid                               | <input type="checkbox"/> |
| Environmental aid                          | <input type="checkbox"/> |
| Social aid                                 | <input type="checkbox"/> |
| Aid for promoting women entrepreneurship   | <input type="checkbox"/> |
| De Minimus                                 | <input type="checkbox"/> |
| Other, please specify                      | <input type="checkbox"/> |
| Non-aid                                    | <input type="checkbox"/> |

<include a brief explanation here>

**21.** Are any of the identified programme partners making (or intending to make) a separate bid to the RGF? *If so, please identify by project or programme title and indicate whether these bids are considered to be mutually exclusive.*

[\[guidance\]](#)

<insert response here>

**22.** Please provide a summary of the public support that any private sector partners involved in the programme, including civil society organisations have received, or applied for, in the last three years..

[\[guidance\]](#)

<insert response here>

**23.** Where some or all specific projects have not been identified, please set out your plan for ensuring the programme will deliver sustainable private sector growth. Include evidence of experience and/or expertise in driving/enabling growth appropriate to the geography..

[\[guidance\]](#)

**Section A sets out the range of objectives which this programme seeks to deliver. The RGF Fund only relates to the first of these objectives and it is this which has been planned in detail. The programme relies upon the Bypass being built and for development to take place. The step change of economic prosperity is best illustrated by examples which the Applicant has carried out to date in other areas throughout the North West. Appendix 3.2 provides this experience. The plan for this programme follows these successful projects from the past.**

## Section D: Costs and Benefits

*In order to ensure good value for money for the taxpayer, it is important that the additional economic benefits associated with supporting a programme exceed the costs of Government support. This section seeks to identify and characterise the full range of economic costs and benefits associated with the intervention.*

*Where details of specific projects or components of the programme are not known, applicants should draw upon the programme plan to identify and provide evidence for expected benefits, referring to your answer to Q17 to use details of the planned appraisal process to forecast expected benefits. Throughout and across all types of bids, the link to job growth must be made absolutely clear.*

**24.** Please provide an approximate estimate of the spread of employment impacts, including direct and indirect jobs, by Local Authority District where possible using the table provided in **Annex 2 – THIS TABLE MUST BE COMPLETED**.  
[guidance]

We need to know the estimated number, type and location of jobs that will be created or safeguarded through the programme. These jobs can be directly or indirectly created or safeguarded. Indirect jobs can arise through:

- the activity of the programme, (i.e. through the supply chain); and
- wider economic benefits enabled or unlocked by the programme

Job forecasts should **not** include those created through income multipliers.

*Employment impact areas will be 95% Cheshire East and 5% North West England. Annex 2 has been completed with these figures.*

*The totality of these impacts in terms of direct job creation is shown below.*

	<i>Direct Jobs</i>
<i>Phases 1 and 2 - Midpoint 18</i>	<i>300 - 400</i>
<i>Phase 3 - Midpoint 18</i>	<i>2,800</i>
<i>Safeguarding</i>	<i>100 - 150</i>
<i>Town Centre</i>	<i>300 - 500</i>
<b>TOTAL</b>	<b>3,500 - 3,850</b>

*These above figures relate to the generation or safeguarding of direct jobs. In addition, indirect and induced jobs will be generated by the creation and safeguarding of these direct jobs. It is not possible to be specific about the type of jobs as these will be entirely dependent on the nature of tenants to Phase 3 of Midpoint 18. However, we can say that based on the existing companies resident on Phases 1 and 2, we would expect a wide range of skill requirements. The jobs will be by definition either located on Midpoint 18, the surrounding area including Phases 1 and 2 as well as Middlewich town centre.*

**25.** Using Part 2, Section C of the application form, please set out the **gross** number and type of jobs that will be:

[guidance]

**(a) directly created and safeguarded by the programme over its economic lifetime (if details of specific projects are known).**

*It is our view that the Bypass will have a total employment impact of 3,500 to 3,850 jobs over a 15 year period with at least 1,200 jobs being created within 3 years of the Bypass opening. All these jobs will be created in Middlewich and the local area.*

**(b) indirectly created and safeguarded by the programme over its economic lifetime.** Where less specific information is known, expected employment impacts should be set out and explained including details of the assumptions being made and the data and research that have been used to draw these. This may include evidence from previous programmes, or programme plans setting out the benchmarks which will be used to determine programme spend.

*It is our view that the Bypass will have a total indirect employment impact of 1,000 to 1,150 jobs over a 15 year period with at least 350 indirect jobs being created within 3 years of the Bypass opening. All these jobs will be created in Middlewich and the local area.*

**26. What, if any, Research and Development (R&D) activities are planned or expected as part of the programme?** Please describe these activities below (including location, nature of activities, required inputs and expected outcomes) and complete the R&D expenditure profile in Part 2, Section D of the application form. .

[\[guidance\]](#)

*None.*

**27. What, if any, skills and training provision will be associated with the programme?** Please describe these activities below (including location, type of training and qualification level) and where possible complete the skills and training expenditure profile in Part 2, Section D of the application form..

[\[guidance\]](#)

*Skills and training will be provided throughout the range of beneficiaries.*

*The Bypass will not directly have a training component. However, we will insist on a labour agreement with the successful contractor that they provide training and skills provision for a minimum of 10% of the workforce from amongst local residents.*

*A propos the employment generation associated with Phase 3 of Midpoint 18, we can state that we are aware of the considerable investment in training that many of our existing tenants engage upon in order to 'skill-up' the local labour force. We are totally confident that new tenants will follow a similar pattern.*

**28. Please describe briefly, summarising and citing supporting analysis and evidence where possible, the wider secondary benefits/costs associated with the programme over its economic lifetime.** These cover non-employment related impacts only, as employment impacts have been addressed in Q34. If any of these wider benefits are “valued” or “monetised” in a Green Book compliant manner, the assumptions underlying the valuation must be clearly set out.

[\[guidance\]](#)

*Wider impacts are benefits/costs that are not directly captured by the recipients of RGF. The following list gives examples of wider impacts. However, this list is only indicative and it may not be applicable for all applicants. Programmes do not need to*

*produce wider secondary benefits in order to be eligible for RGF. Where possible please include details of when and where these benefits will accrue.*

Wider benefits not captured in BCR	Tick if Yes	When and where?	Supporting analysis and evidence (eg data, survey, research) including any quantification
Uplift in land values in neighbouring areas	Yes	Middlewich town centre	
Increasing attractiveness of an area to businesses, due to improvements to public goods (e.g. parks and the public realm) or crime reductions	Yes	Local area after opening of the Bypass	
Future savings to the exchequer stemming from the higher likelihood of gaining and retaining employment by residents of the area	Yes	Local area after opening of the Bypass	
Future savings to the exchequer as a result of reduced crime or improvements in health	Yes	Local area after opening of the Bypass	
Environmental benefits, such as improved open spaces, biodiversity, air quality, noise, land remediation, reduction in greenhouse gas emissions, etc	Neutral	Local area after opening of the Bypass	
Reductions in the distance from the labour market among residents of the area as they become more job-ready/move closer to the labour market	Neutral	Local area after opening of the Bypass	
Transport economic efficiency e.g. safety enhancements and time savings accruing to other businesses and consumers <sup>1</sup>	Yes	Middlewich. Local area after opening of the Bypass	See notes below and Appendix 3.3.
Improvements to social cohesion	Yes	Local area after opening of the Bypass	
Option value - where the project creates a significant incremental option to make follow-on investments, or flexibility to alter the investment at some point in the future	Yes	Local area after opening of the Bypass	
Other (write in)	Y/N		

Additional notes:

### [Transport Notes on Middlewich Bypass](#)

*The A54 through Middlewich forms part of the locally strategic highway network. It is identified within the Cheshire East Local Transport Plan (LTP) 2011-2026 as being of sub-regional importance.*

*The road links to the M6 at Junction 18 and for this reason provides the main access from the Strategic Road Network not only to Middlewich but also to Northwich, Winsford, Knutsford and a significant proportion of Crewe, as well as a large rural hinterland. The A54 currently caters for, in*

<sup>1</sup> Please present transport benefits in the form of an Appraisal Summary Table (AST): <http://www.dft.gov.uk/webtag/documents/project-manager/pdf/unit2.7.2.pdf>

*the region of 19,000 vehicles per day (AADT) and this is forecast to rise to nearly 26,000 by 2021<sup>i</sup> . At present around 1,000 of these are Heavy Goods vehicles<sup>ii</sup> .*

*Current assessment of the road network undertaken for the LTP confirms that the route through the town centre in particular is reaching high levels of network stress in 2006<sup>iii</sup> . This will clearly be exacerbated as traffic flows rise.*

*The need for a bypass has been long established and the current LTP confirms this as follows:*

*“The scheme would provide economic and transport benefits to Middlewich and the wider area, including:*

- *Creation of 143,000m<sup>2</sup> of business development and around 2800 jobs*
- *Environmental benefits as traffic routes away from Middlewich Town Centre, improving conditions for residents and visitors and enhancing the retail experience*
- *Reduction in congestion on sections of the A54*

*The scheme is important to the delivery of the economic growth of Middlewich as a sustainable town and key service centre.”<sup>iv</sup>*

*The impacts of the bypass were assessed in detail in 2004 and 2005 as part of the original planning application, submitted at the time by Cheshire County Council. Whilst this report is now a little dated, there have been no significant changes in traffic flows since and the broad conclusions remain appropriate and robust. This is confirmed in the LTP which states that “the number of vehicles using the boroughs roads has remained relatively stable since 2004”.<sup>v</sup>*

*The provision of improvements and in particular the Middlewich bypass as a key driver to them through the centre of Middlewich remains wholly consistent with LTP policy objectives as follows:*

*Objective 1 (Congestion): Minimise congestion in our urban areas and on important routes and improve the overall efficiency of the highway network.*

*Objective 2 (Accessibility): Improve accessibility to key services (employment, education, health, shopping and leisure) and reduce the need to travel.*

*Objective 3 (Maintenance): Improve maintenance of the highway and transport network.*

*Objective 4 (Community): Support community involvement and decision-making.*

*Objective 5 (Health): Support active and healthy lifestyles.*

*Objective 6 (Environment): Protect and enhance the local and global natural environment (including environmental assets such as biodiversity, geodiversity, soils and protected landscapes).*

*Objective 7 (Safety): Improve road safety for all users and increase personal and community safety.*

*The ES of that development reached the following conclusions:*

- *Traffic flows on the A54 through the town centre would reduce by some 30%;*
- *Traffic flows on other lines including the A530 would reduce by up to 37%.*
- *The scheme would result in positive Noise and Air Quality impacts on the town centre.*
- *General impacts of the scheme were assessed at a local level on the bypass and concluded that all could be adequately mitigated against.*

*The conclusions of the ES in terms of the benefits arising are summarised in the Appraisal Summary Table at Appendix 3.3.*

---

<sup>i</sup> *Figures from SKM 2004 ES of proposed bypass.*

<sup>ii</sup> *Para 3.100 of LTP.*

<sup>iii</sup> *Para 3.79 of LTP.*

<sup>iv</sup> *Page 51 – LTP.*

<sup>v</sup> *Para 3.78 of LTP.*

**29.** What other activities will you undertake, apart from the core activities for which RGF funding is being sought, which are likely to have wider impacts on society? e.g. community mentoring programmes, site visits for disadvantaged groups etc. .

[\[guidance\]](#)

*The Applicant is engaged directly with the local community as representative of local business on the Middlewich Vision Steering Group. The programme has been put together in close working relationship with Middlewich Vision and the Town Council. See letter of support at Appendix 3.1.*

**30.** If the benefits of the project, that is both employment and wider benefits, are expected to last more than 10 years, please provide the estimated long-term costs of sustaining these benefits and the period over which they are incurred e.g. maintenance costs of infrastructure.

[\[guidance\]](#)

*The benefit of the programme will last much longer than 10 years but the operating cost will be met entirely by the private sector. The Highway Authority has agreed to adopt the completed project.*

**31.** With reference to the characteristics of the programme and its beneficiaries, please describe why this programme could not be pursued through individual specified projects or packages of projects.

[\[guidance\]](#)

*The programme provides a step change to the local economy whereby the greater benefit is greater than the sum of the parts.*

## Section E: Governance and Capability

*This section will develop Government's understanding of the capability of the programme operator to manage, appraise and evaluate the programme in a way that is Green Book compliant and which satisfies the objectives of the RGF.*

### 32. Capability:

- (a) Who will be the accountable body responsible for ensuring that activities supported as part of the programme fit within the programme's objectives, are value for money and an efficient use of public resource?.

[guidance]

*Pochin Developments Limited will be the accountable body working through a legal agreement with Cheshire East Council as Highway Authority.*

- (b) Has this partner previously acted in this capacity?.

[guidance]

*The mechanism and financial controls are based on a standard Section 38/Section 278 legal Agreement, a tried and tested procedure.*

- (c) How will the functions of the accountable body be funded?.

[guidance]

*From its own sources.*

**33. Programme Plan:** Please outline the delivery plan for the programme including the timescales for delivery of the objectives of the programme including key milestones..

[guidance]

*The programme plan is enclosed as Table 3.*

**34. Funding model:** If the programme uses a revolving funding model, e.g. a loan or loan guarantee, please use the pro-forma in Part 2, Section A or B (depending on whether it constitutes the whole or part of the programme) to provide the financial projections based on the level of RGF support you have bid for..

[guidance]

*Not applicable.*

**35. Governance:** Describe how the accountable body will ensure the activities of the programme meet objectives of the fund and carry out the due diligence before approving projects? Please describe the process by which funding will be allocated through the programme, including a detailed **description of the appraisal process** to ensure that projects delivering the various components of the programme fit within the RGF objectives (including where known: who, when, how, how it will be funded and evidence of the capacity and experience to do this)..

[guidance]

*Through the mechanism described in 32(b) above.*

**36. Monitoring:** How will the accountable body monitor the impacts and outputs of the programme activities and projects? How will this feed into financial control arrangements (including, how and when activities will be monitored and evidence of the capacity and experience to do this)..

[\[guidance\]](#)

*Through the mechanism described in 32(b) above.*

**37. Evaluation:** How do you plan to evaluate the programme to ensure that outcomes are delivered (i.e. what methodologies will be used, will this be contracted out/done internally, what are the timings for this)? Provide details of the monitoring and feedback approach which will be used to evaluate the impact and process of the programme over its lifetime as well as any plans for a final evaluation..

[\[guidance\]](#)

*Not applicable.*

**38.** How will the outcomes of the programme be sustainable and contribute to wider economic growth and jobs once the public funding for the programme ceases? You should make reference to the proposed economic life of the improvements outlined in the bid..

[\[guidance\]](#)

*The funding is entirely for the Bypass. The local Highway Authority - Cheshire East Council - is totally committed to the upkeep of the bypass post opening. Pochin will be commercially committed to the long-term sustainability of Midpoint 18 as our core aim is to own, manage and operate business parks and associated commercial activity. At all times, it is our commercial imperative to optimise the land take-up on our sites and by definition to sustain employment levels.*

## Section F: Equality

**39.** Do you envisage that the programme or its outcomes will have a disproportionate impact, whether positive or negative, on any of the following groups?

- (a) minority or majority ethnic communities
- (b) women or men, including transsexual people
- (c) disabled people
- (d) lesbians, gay men, bisexual or heterosexual people
- (e) people with particular religious or non-religious beliefs
- (f) people in particular age groups

If yes, please describe the impact or impacts the programme is expected to have, the group or groups which may be affected, and any steps, if applicable, which have been taken to mitigate the impact(s)..

[\[guidance\]](#)

**No.**

# Annex 1

## RGF Recipients, Project Partners, Intended Beneficiaries (where known)

Organisation	Recipient/partner/ beneficiary 1	Recipient/partner/ beneficiary 2	Recipient/partner/ beneficiary 3	Recipient/partner/ beneficiary 4	Recipient/partner/ beneficiary 5
Recipient/partner / beneficiary	<i>Pochin Developments Limited</i>				
Role in project	<i>Recipient</i>				
Building Name/No.	-				
Sub-dwelling (e.g. Unit 1)	-				
Street	<i>Brooks Lane</i>				
Locality (e.g. village or area)					
Town	<i>Middlewich</i>				
County	<i>Cheshire</i>				
Postcode	<i>CW10 0JQ</i>				
Contact Name	<i>Brian T. Reay</i>				
Contact Telephone	<i>01606 831 615</i>				
Contact Email	<i>brian.reay@pochins.plc.uk</i>				
VAT Registration No.	<i>279 4342 27</i>				
Company Registration No.	<i>740515</i>				
Sector	<i>Property</i>				
Directors	<i>J W P Nicholson B T Reay</i>				
Principal Shareholders	<i>Pochin's PLC</i>				
Immediate Parent Company	<i>Pochin's PLC</i>				
Ultimate Parent Company	<i>Pochin's PLC</i>				
Legal Status (see guidance)					
SME?	Y/N	Y/N	Y/N	Y/N	Y/N
LEP?	No	Y/N	Y/N	Y/N	Y/N

# Annex 2

## Areas of Impact

Local Authority Area	Approximate proportion of employment impacts (%)
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Adur	0	East Hampshire	0	Milton Keynes	0	St Edmundsbury	0
Allerdale	0	East Hertfordshire	0	Mole Valley	0	St. Helens	0
Amber Valley	0	East Lindsey	0	New Forest	0	Stafford	0
Arun	0	East Northamptonshire	0	Newark and Sherwood	0	Staffordshire Moorlands	0
Ashfield	0	East Riding of Yorkshire	0	Newcastle upon Tyne	0	Stevenage	0
Ashford	0	East Staffordshire	0	Newcastle-under-Lyme	0	Stockport	0
Aylesbury Vale	0	Eastbourne	0	Newham	0	Stockton-on-Tees	0
Babergh	0	Eastleigh	0	North Devon	0	Stoke-on-Trent	1
Barking and Dagenham	0	Eden	0	North Dorset	0	Stratford-on-Avon	0
Barnet	0	Elmbridge	0	North East Derbyshire	0	Stroud	0
Barnsley	0	Enfield	0	North East Lincolnshire	0	Suffolk Coastal	0
Barrow-in-Furness	0	Epping Forest	0	North Hertfordshire	0	Sunderland	0
Basildon	0	Epsom and Ewell	0	North Kesteven	0	Surrey Heath	0
Basingstoke and Deane	0	Erewash	0	North Lincolnshire	0	Sutton	0
Bassetlaw	0	Exeter	0	North Norfolk	0	Swale	0
Bath and North East Somerset	0	Fareham	0	North Somerset	0	Swindon	0
Bedford	0	Fenland	0	North Tyneside	0	Tameside	0
Bexley	0	Forest Heath	0	North Warwickshire	0	Tamworth	0
Birmingham	0	Forest of Dean	0	North West Leicestershire	0	Tandridge	0
Blaby	0	Fylde	0	Northampton	0	Taunton Deane	0
Blackburn with Darwen	0	Gateshead	0	Northumberland	0	Teignbridge	0
Blackpool	0	Gedling	0	Norwich	0	Telford and Wrekin	0
Bolsover	0	Gloucester	0	Nottingham	0	Tendring	0
Bolton	0	Gosport	0	Nuneaton and Bedworth	0	Test Valley	0
Boston	0	Gravesham	0	Oadby and Wigston	0	Tewkesbury	0
Bournemouth	0	Great Yarmouth	0	Oldham	0	Thanet	0

Bracknell Forest	0	Greenwich	0	Oxford	0	Three Rivers	0
Bradford	0	Guildford	0	Pendle	0	Thurrock	0
Braintree	0	Hackney	0	Peterborough	0	Tonbridge and Malling	0
Breckland	0	Halton	1	Plymouth	0	Torbay	0
Brent	0	Hambleton	0	Poole	0	Torrige	0
Brentwood	0	Hammersmith and Fulham	0	Portsmouth	0	Tower Hamlets	0
Brighton and Hove	0	Harborough	0	Preston	0	Trafford	0
Bristol, City of	0	Haringey	0	Purbeck	0	Tunbridge Wells	0
Broadland	0	Harlow	0	Reading	0	Uttlesford	0
Bromley	0	Harrogate	0	Redbridge	0	Vale of White Horse	0
Bromsgrove	0	Harrow	0	Redcar and Cleveland	0	Wakefield	0
Broxbourne	0	Hart	0	Redditch	0	Walsall	0
Broxtowe	0	Hartlepool	0	Reigate and Banstead	0	Waltham Forest	0
Burnley	0	Hastings	0	Ribble Valley	0	Wandsworth	0
Bury	0	Havant	0	Richmond upon Thames	0	Warrington	1
Calderdale	0	Havering	0	Richmondshire	0	Warwick	0
Cambridge	0	Herefordshire, County of	0	Rochdale	0	Watford	0
Camden	0	Hertsmere	0	Rochford	0	Waveney	0
Cannock Chase	0	High Peak	0	Rossendale	0	Waverley	0
Canterbury	0	Hillingdon	0	Rother	0	Wealden	0
Carlisle	0	Hinckley and Bosworth	0	Rotherham	0	Wellingborough	0
Castle Point	0	Horsham	0	Rugby	0	Welwyn Hatfield	0
Central Bedfordshire	0	Hounslow	0	Runnymede	0	West Berkshire	0
Charnwood	0	Huntingdonshire	0	Rushcliffe	0	West Devon	0
Chelmsford	0	Hyndburn	0	Rushmoor	0	West Dorset	0
Cheltenham	0	Ipswich	0	Rutland	0	West Lancashire	0
Cherwell	0	Isle of Wight	0	Ryedale	0	West Lindsey	0
Cheshire East	95	Isles of Scilly	0	Salford	0	West Oxfordshire	0
Cheshire West & Chester	1	Islington	0	Sandwell	0	West Somerset	0
Chesterfield	0	Kensington and Chelsea	0	Scarborough	0	Westminster	0

Chichester	0	Kettering	0	Sedgemoor	0	Weymouth and Portland	0
Chiltern	0	King's Lynn and West Norfolk	0	Sefton	0	Wigan	0
Chorley	0	Kingston upon Hull, City of	0	Selby	0	Wiltshire	0
Christchurch	0	Kingston upon Thames	0	Sevenoaks	0	Winchester	0
City of London	0	Kirklees	0	Sheffield	0	Windsor and Maidenhead	0
Colchester	0	Knowsley	0	Shepway	0	Wirral	1
Column Total	0	Lambeth	0	Shropshire	0	Woking	0
Copeland	0	Lancaster	0	Slough	0	Wokingham	0
Corby	0	Leeds	0	Solihull	0	Wolverhampton	0
Cornwall	0	Leicester	0	South Bucks	0	Worcester	0
Cotswold	0	Lewes	0	South Cambridgeshire	0	Worthing	0
County Durham	0	Lewisham	0	South Derbyshire	0	Wychavon	0
Coventry	0	Lichfield	0	South Gloucestershire	0	Wycombe	0
Craven	0	Lincoln	0	South Hams	0	Wyre	0
Crawley	0	Liverpool	0	South Holland	0	Wyre Forest	0
Croydon	0	Luton	0	South Kesteven	0	York	0
Dacorum	0	Maidstone	0	South Lakeland	0	<b>Other areas within:</b>	
Darlington	0	Maldon	0	South Norfolk	0	East	0
Dartford	0	Malvern Hills	0	South Northamptonshire	0	East Midlands	0
Daventry	0	Manchester	0	South Oxfordshire	0	London	0
Derby	0	Mansfield	0	South Ribble	0	North East	0
Derbyshire Dales	0	Medway	0	South Somerset	0	North West	0
Doncaster	0	Melton	0	South Staffordshire	0	South East	0
Dover	0	Mendip	0	South Tyneside	0	South West	0
Dudley	0	Merton	0	Southampton	0	West Midlands	0
Ealing	0	Mid Devon	0	Southend-on-Sea	0	Yorkshire and The Humber	0
East Cambridgeshire	0	Mid Suffolk	0	Southwark	0	Unknown districts in England	0
East Devon	0	Mid Sussex	0	Spelthorne	0	Outside England	0
East Dorset	0	Middlesbrough	0	St Albans	0	<b>TOTAL (must sum to 100%)</b>	

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