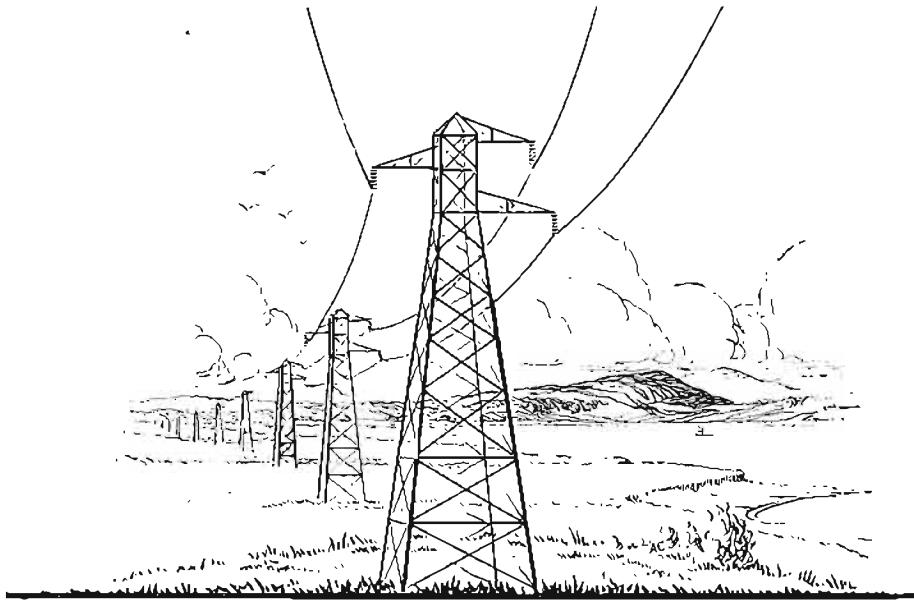
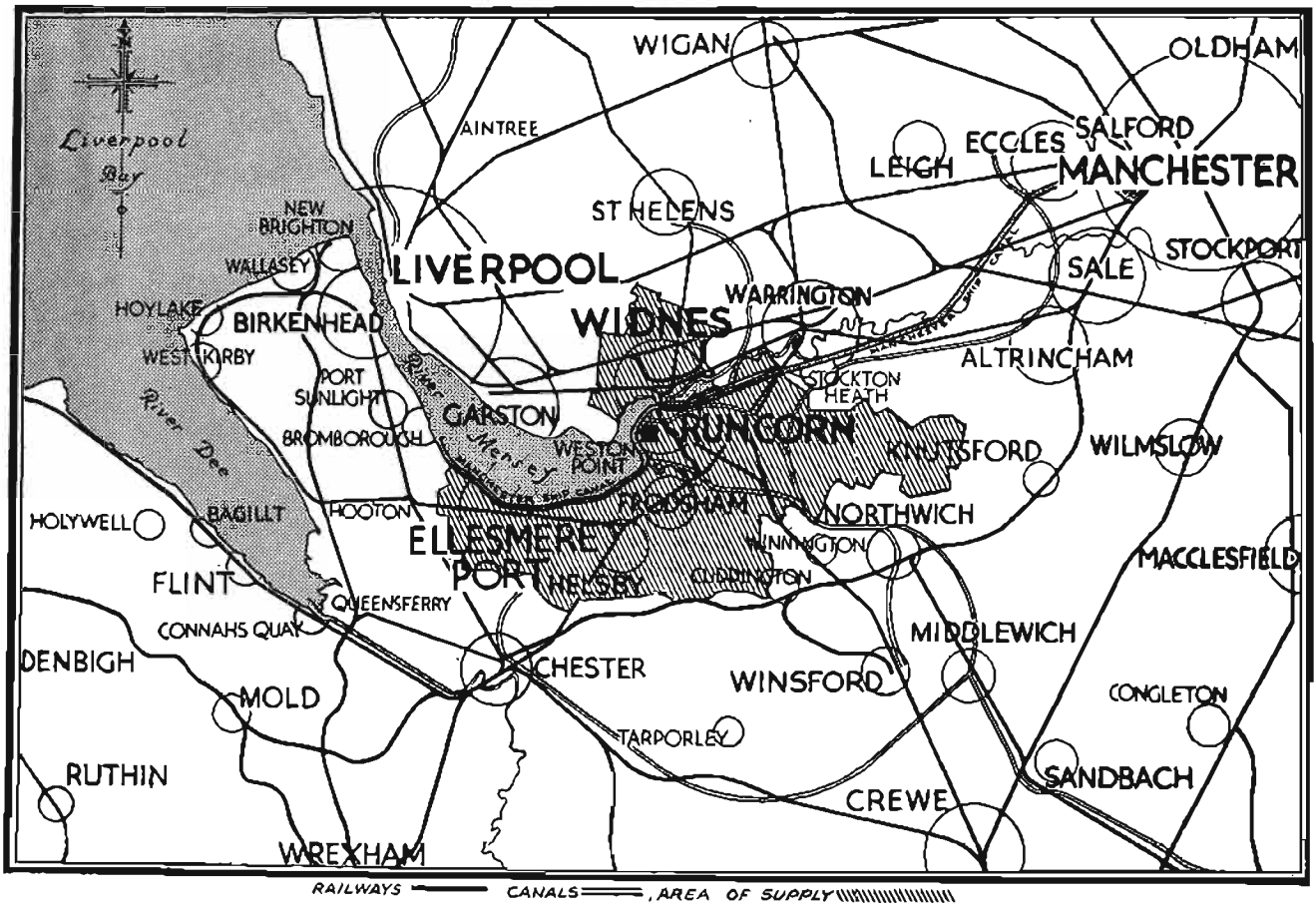


THE
MERSEY POWER
COMPANY
LIMITED



ROCHE HOUSE, RUNCORN

November, 1932



MERSEY ESTUARY AND AREA OF SUPPLY

- Railways ———
- Canals ———
- Area of Supply [Hatched Box]

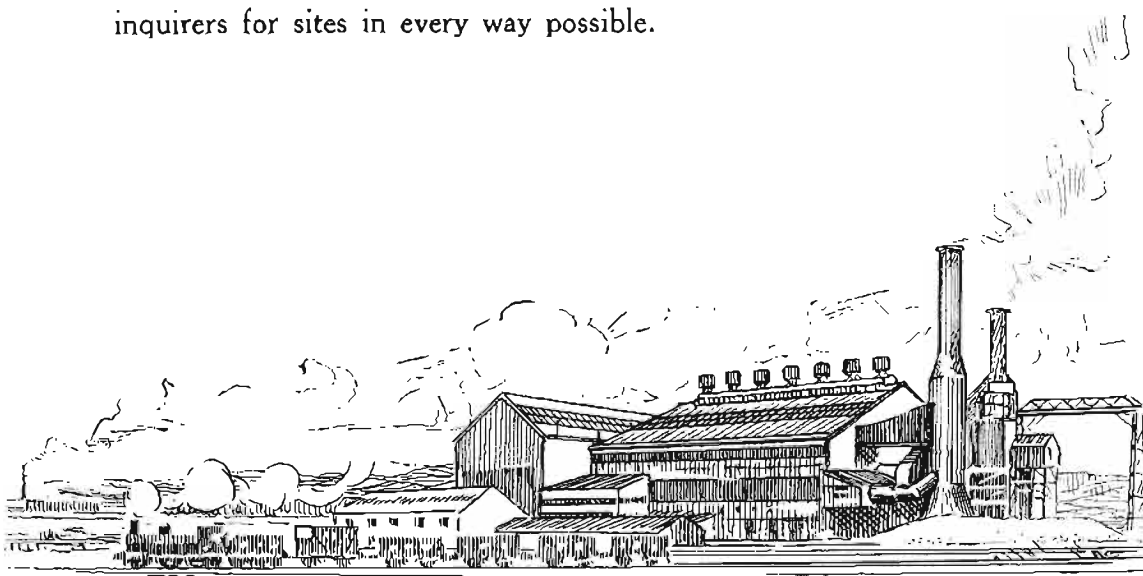
THE MERSEY POWER COMPANY LIMITED

THE MERSEY POWER COMPANY LIMITED
□ serves an important industrial area in Lancashire
□ and Cheshire on both the north and south banks
of the River Mersey, covering approximately 95 square
miles.

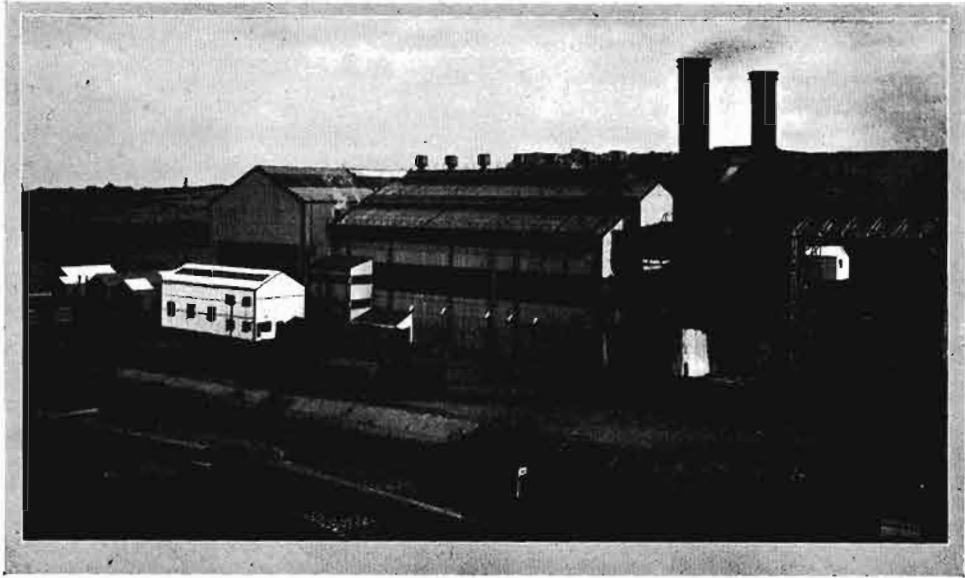
The main Generating Station at Runcorn is immediately adjacent to the largest industrial population in the British Isles—being situated 12 miles from Liverpool and 30 miles from Manchester.

Factory sites are available on the Cheshire side of the Mersey on 15 miles of frontage on the Manchester Ship Canal, and in Widnes on the Lancashire side many valuable and developed sites come within the Company's area of service.

The Company will be pleased at all times to assist inquirers for sites in every way possible.



THE MERSEY POWER COMPANY LIMITED



The Electric Power Station of the Mersey Power Company Limited at Runcorn, Cheshire.

This station, of which details are given on opposite page, affords in itself a typical instance of the industrial advantages of the area of supply. It occupies a site with unlimited scope for extension, adjoining the L.M.S. Railway Company's main line London to Liverpool, the Manchester Ship Canal, and Rivers Mersey and Weaver giving access to the sea, and the Inland Canal system. (See map on pages 8 and 9.)

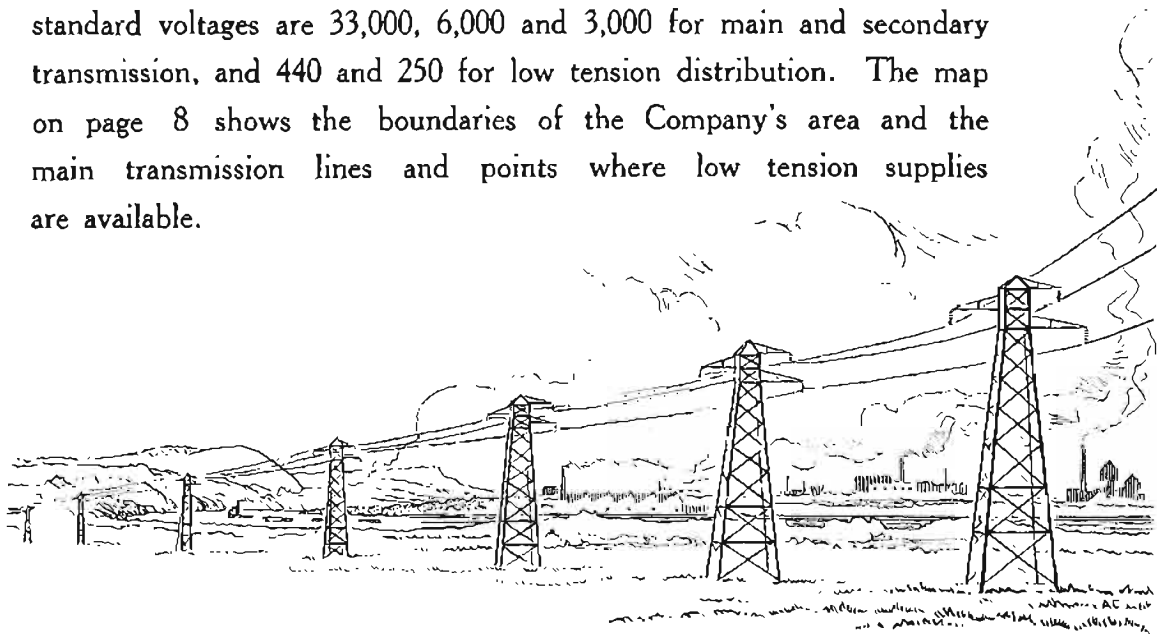


THE MERSEY POWER COMPANY LIMITED

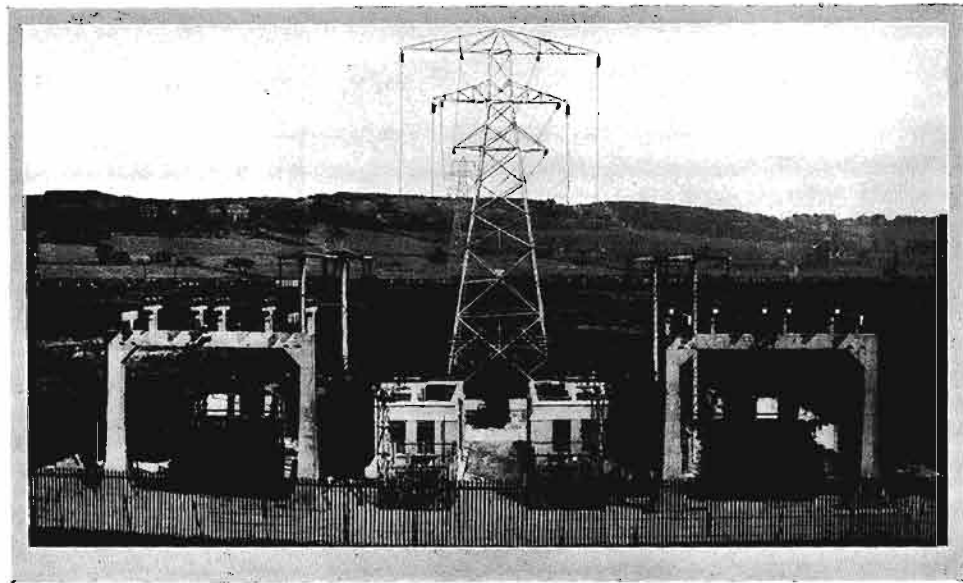
POWERS. Electricity is supplied for industrial power and domestic uses under statutory powers conferred by three Electric Lighting Orders: the Runcorn Electricity Orders, 1910 and 1929; the Widnes Electric Lighting Order, 1910; and the Ellesmere Port and Whitby and District Electricity Special Order, 1922.

PRODUCTION. The principal Generating Station is at Percival Lane, Runcorn. The Station contains 37,500 kilowatts of generating plant and it is capable of extension to 100,000 kilowatts. It is one of the Stations "selected" by the Central Electricity Board and is connected to the "Grid." It is also interconnected with the North Wales Power Company's Hydro-Electric Stations, and with large Power Stations belonging to the Salt Union Ltd. and Imperial Chemical Industries Ltd. With these facilities an unlimited supply of electric power is assured.

DISTRIBUTION. Three hundred miles of transmission and distribution cables have been laid to all parts of the area of supply, and low tension supplies are given from 94 Sub-stations. The standard voltages are 33,000, 6,000 and 3,000 for main and secondary transmission, and 440 and 250 for low tension distribution. The map on page 8 shows the boundaries of the Company's area and the main transmission lines and points where low tension supplies are available.



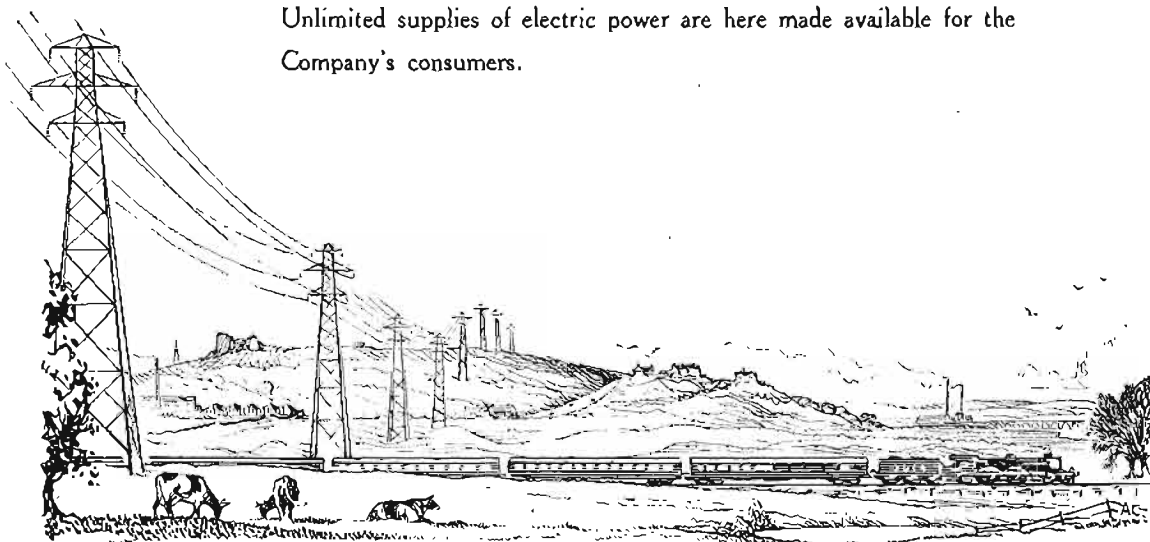
THE MERSEY POWER COMPANY LIMITED



The centre of the Mersey Power Company's three hundred miles of distribution lines.

The transformer units at Runcorn with the steel tower lines connecting the Power Station with the Central Electricity Board's high tension system.

Unlimited supplies of electric power are here made available for the Company's consumers.



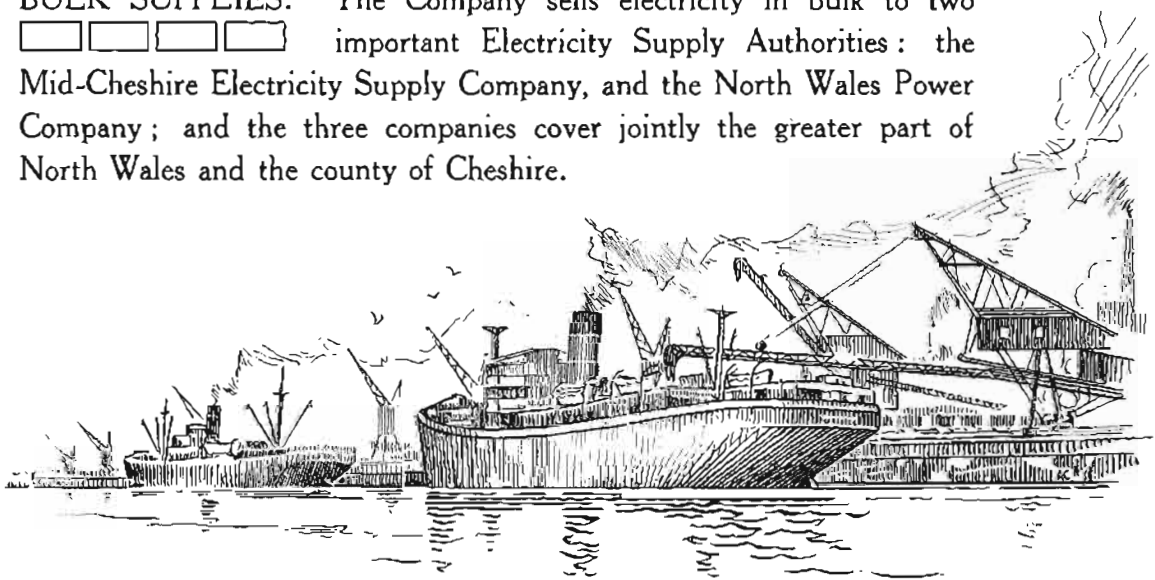
THE MERSEY POWER COMPANY LIMITED

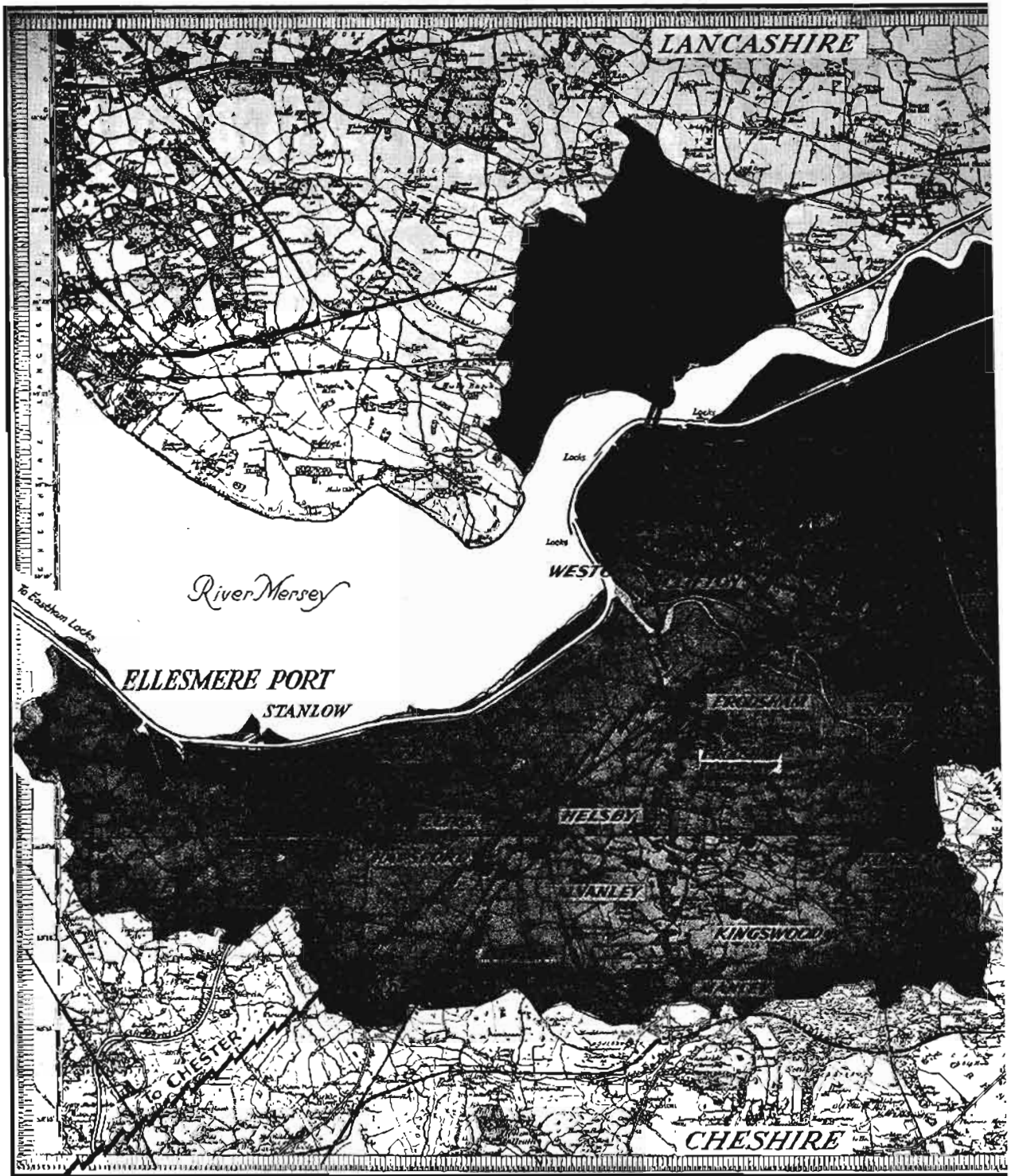
SYSTEM OF SUPPLY. Three phase 50 cycles at 6,000 volts, 3,000
□ □ □ □ volts or 440 volts at consumers' terminals for power, and single phase 50 cycles 250 volts for lighting and domestic supplies

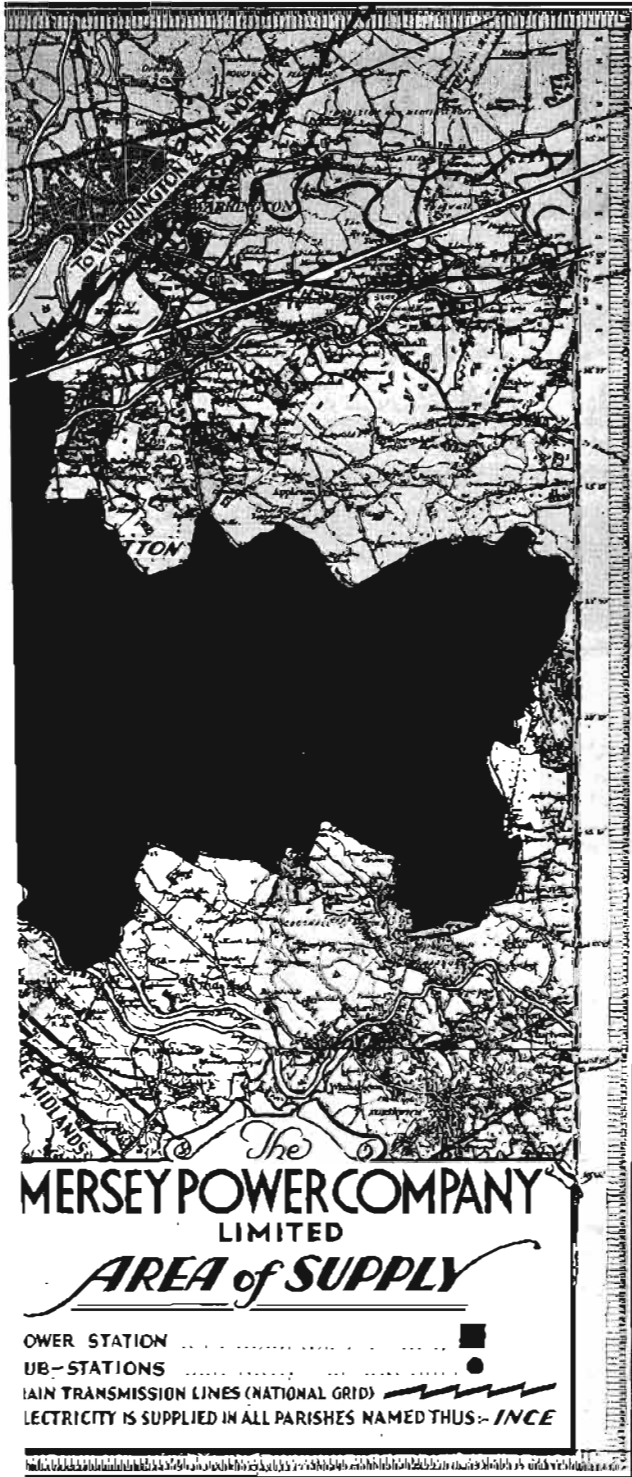
SERVICE. Electricity is supplied at a flat rate per unit or by Contract
□ □ on a two-part tariff. The Contract system enables consumers to make a liberal use of electricity for all purposes, since once the "service" charge is met the actual cost of electricity is exceedingly small. The Contract system specially benefits those who use electricity for heating, cooking and labour-saving devices, and for shop window lighting after closing hours. Electric appliances are obtainable on Hire, or on the Hire Purchase system, and small houses may be wired under an advantageous Assisted Wiring Scheme.

AREA OF SUPPLY. The area of supply is approximately 95 square
□ □ □ □ miles in extent in the counties of Lancashire and Cheshire on the banks of the River Mersey. It includes the considerable industrial towns of Widnes, Runcorn and Ellesmere Port, and also a number of residential and rural areas on both the Lancashire and Cheshire sides of the river.

BULK SUPPLIES. The Company sells electricity in bulk to two
□ □ □ □ important Electricity Supply Authorities: the Mid-Cheshire Electricity Supply Company, and the North Wales Power Company; and the three companies cover jointly the greater part of North Wales and the county of Cheshire.







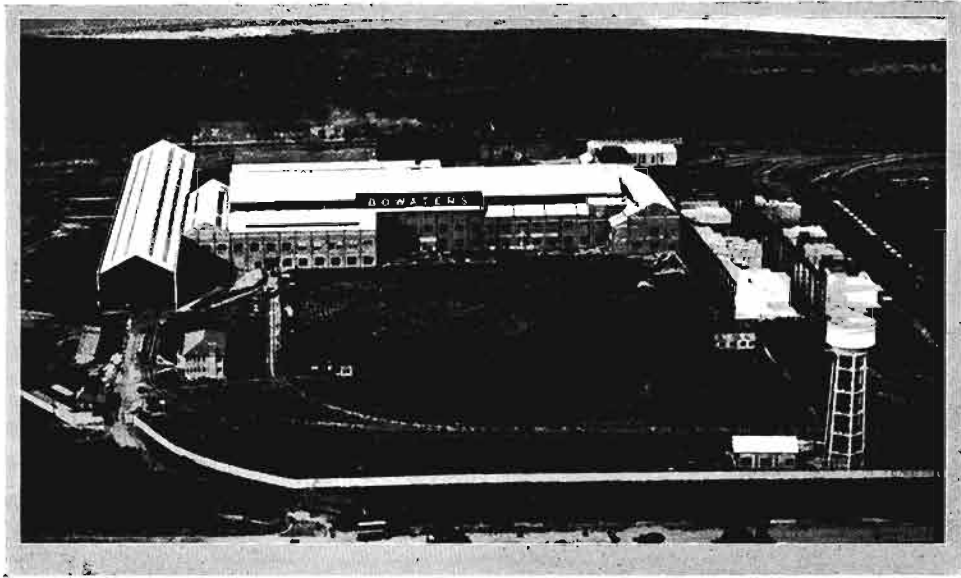
THE accompanying map is reproduced from the Ordnance Survey and shows the Mersey Power Company's Area of Supply coloured in red.

Within this area are sites exceptionally well suited to industrial development, while the rural portions include some of the finest dairy farming country in the world, producing the famous Cheshire cheese.

The area has the great industrial advantage of world-wide deep water communication by the Manchester Ship Canal. Seawards from Ellesmere Port and Stanlow, the canal has a depth of 30 ft., enabling ocean-going shipping to load down to a draught of 28 ft. 6 in.

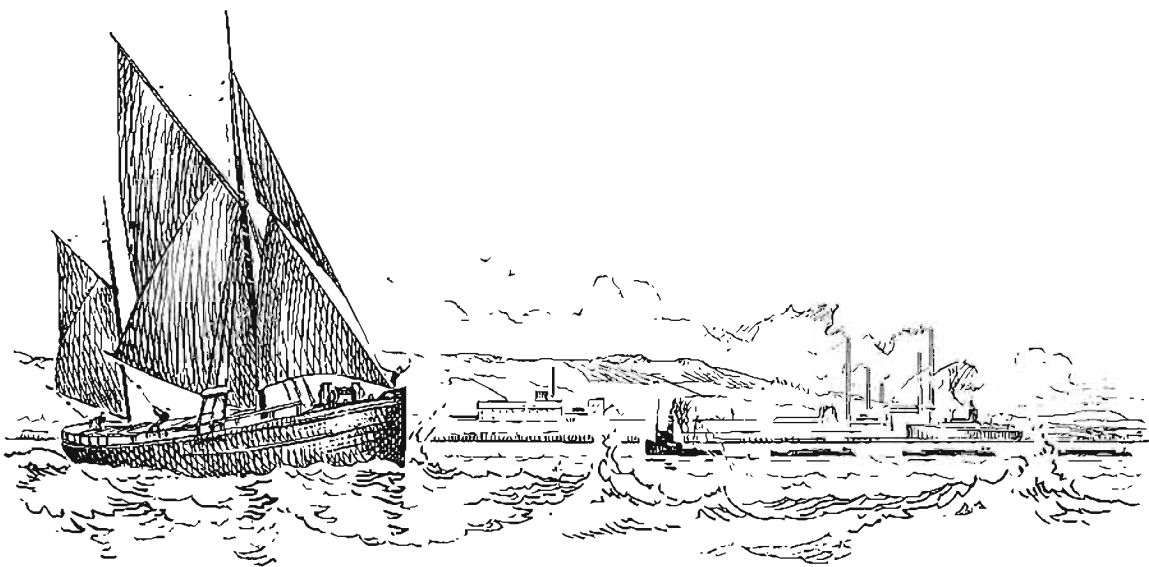
At all points shipping links up directly with the Main Railways and the Inland Canal navigation of the country. Road transport is everywhere good, and the district is one with great possibilities due to electrical development.

THE MERSEY POWER COMPANY LIMITED



An aerial photograph of a modern paper factory on the Manchester Ship Canal at Ellesmere Port.

Supplied with electric power and light by the Mersey Power Company Limited, this factory has direct communication with sea-going and inland shipping and expeditious railway and road transport.



THE MERSEY POWER COMPANY LIMITED

TRANSPORT. Connections with other centres and ports is rapidly
□ □ □ obtained through the available carrying facilities, the
district being served by the following Water and Railway systems:

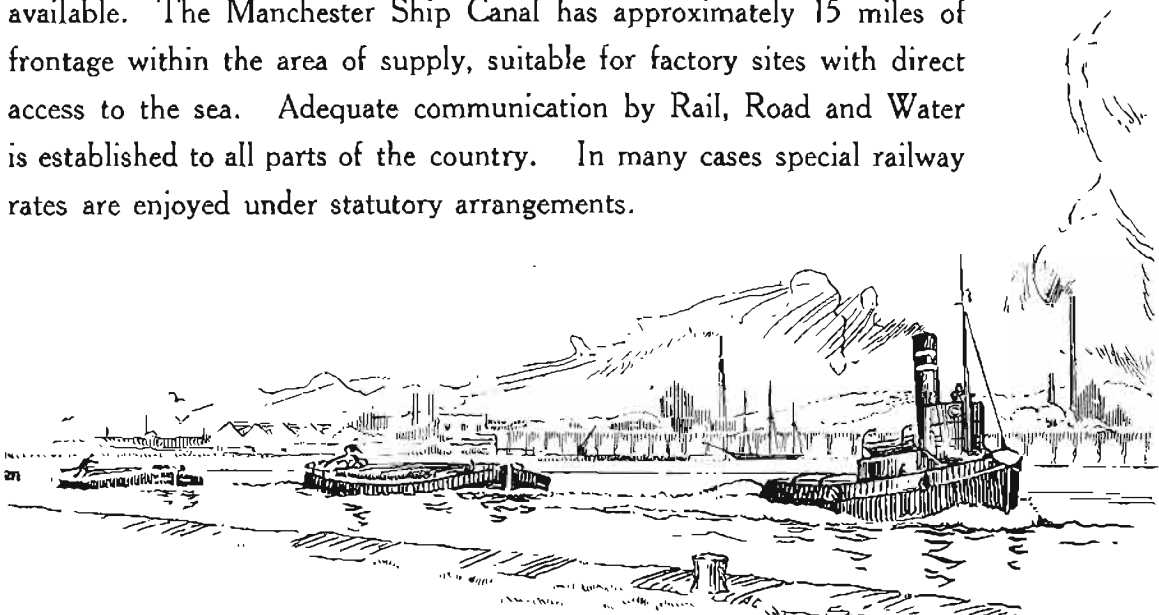
Waterways :

Manchester Ship Canal
River Weaver Navigation
River Mersey
Bridgewater Canal
Trent and Mersey Navigation
Shropshire Union Canal
St. Helens and Widnes Canal

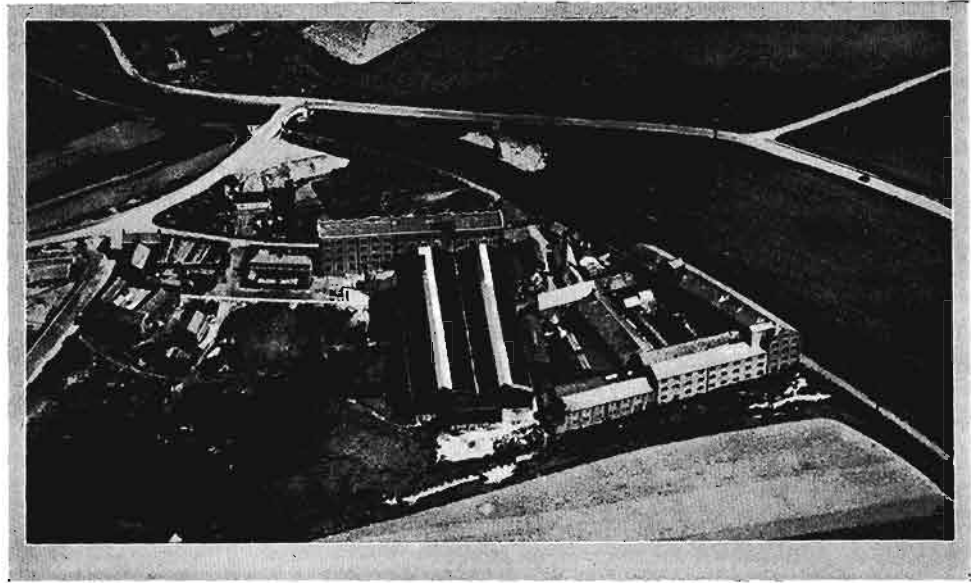
Railways :

London, Midland and Scottish Railway Group
London and North Eastern Railway Group
Great Western Railway Group

Convenient sites for Factories adjacent to the Canals and Railways are available. The Manchester Ship Canal has approximately 15 miles of frontage within the area of supply, suitable for factory sites with direct access to the sea. Adequate communication by Rail, Road and Water is established to all parts of the country. In many cases special railway rates are enjoyed under statutory arrangements.

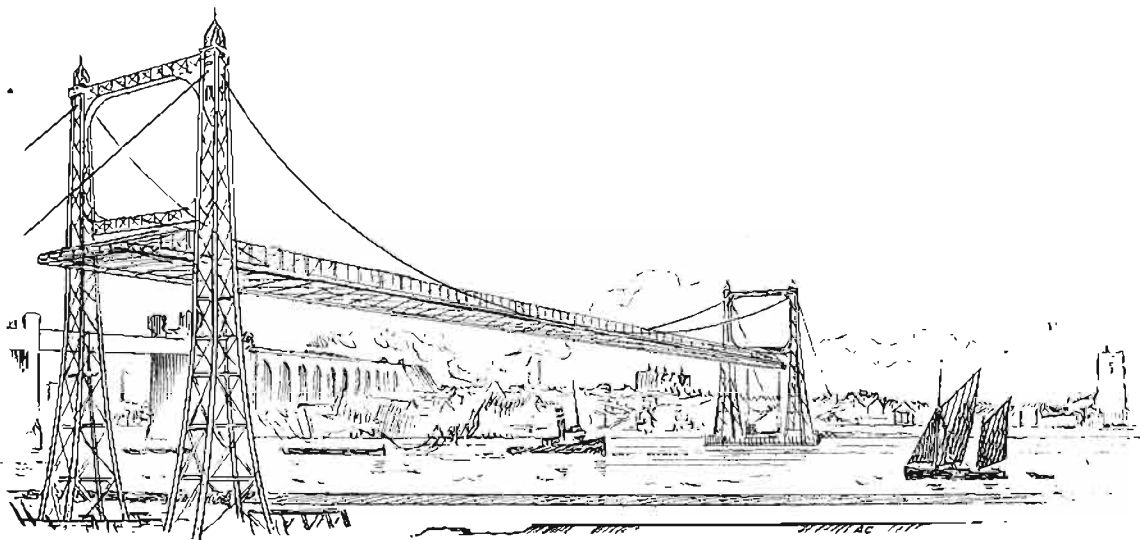


THE MERSEY POWER COMPANY LIMITED



Aerial view of the Astmoor Tanning Company's Factory on the Bridgewater Canal in the Runcorn portion of the Company's area of supply.

The site occupied has the economic advantage of modern facilities in surroundings which allow unrestricted development.



THE MERSEY POWER COMPANY LIMITED

INDUSTRIES Electricity is supplied at economical rates to factories
 and industrial establishments engaged in a variety of
trades, including the following :

Heavy Chemicals of all kinds

Salt

Engineering, including :

Rolling Mills

Shipbuilding

Structural Engineers

Founders

Metallurgical

Cement

Colour Makers

Electric Cables

Timber

Asbestos Sheets

Copper Refining

Oil Refining

Flour Mills

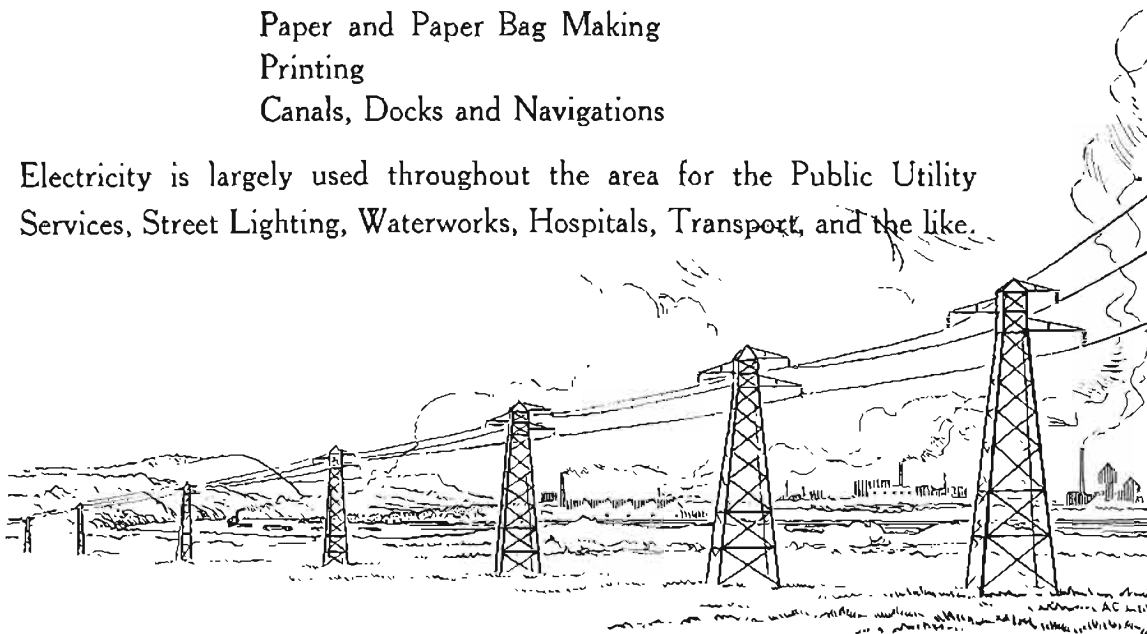
Soap Makers

Paper and Paper Bag Making

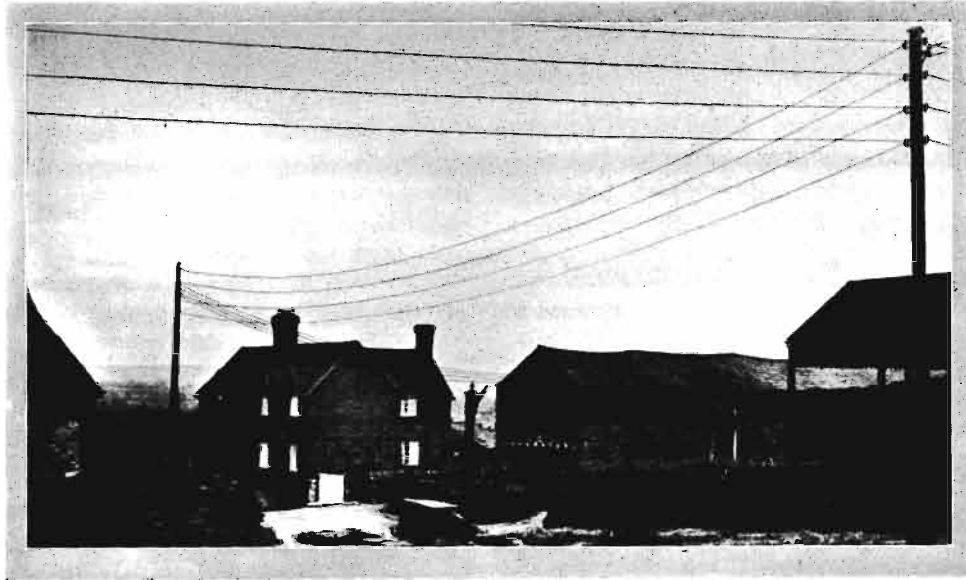
Printing

Canals, Docks and Navigations

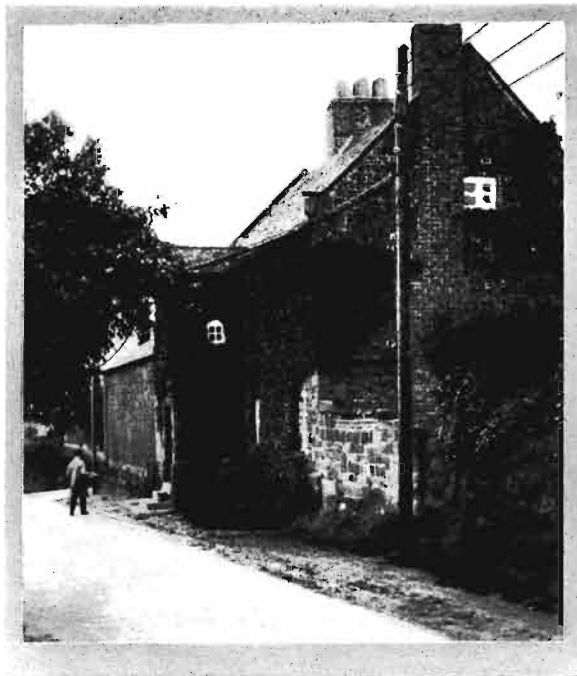
Electricity is largely used throughout the area for the Public Utility
Services, Street Lighting, Waterworks, Hospitals, Transport, and the like.



THE MERSEY POWER COMPANY LIMITED



Two views of the rural portion of the Company's area of supply showing typical low-tension lines for the distribution of Electricity to farms and villages. This electrification of the countryside, including the famous Cheshire dairy-farming area, is a phase of rural development due to the Company's policy



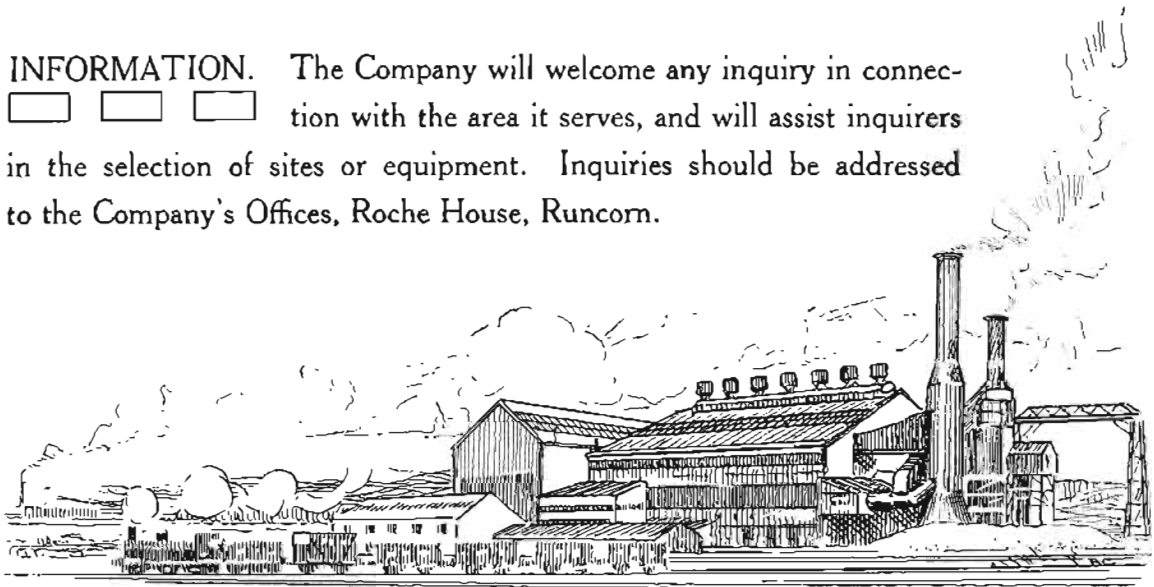
THE MERSEY POWER COMPANY LIMITED

LABOUR. Experienced male labour is available in the Chemical and Engineering industries, and there is an abundance of female labour with some experience in shirt making, box making, drugs, jam, cables, small electrical appliances, and the like.

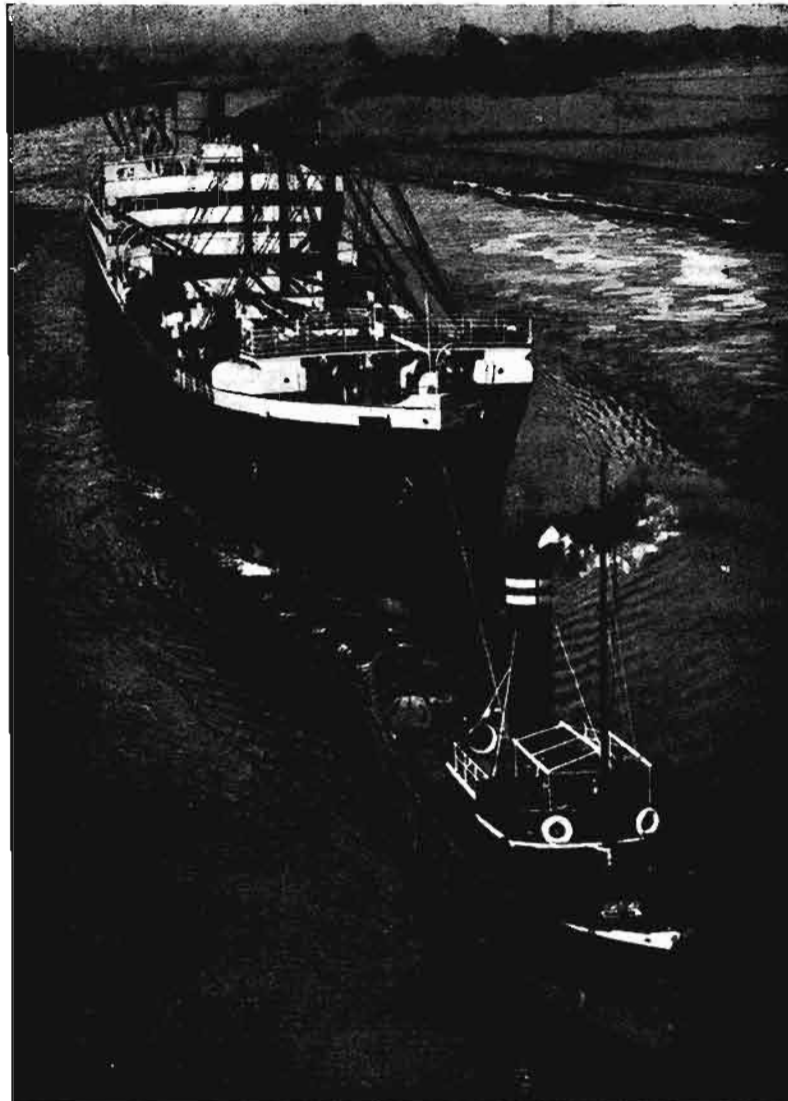
RAW MATERIALS. In addition to the favourable geographical situation of the area of supply for the purposes of industry and distribution, there is the advantage of close proximity to unlimited quantities of the raw materials required for many manufactures and processes. Every branch of industry will find some essential link in its chain of production already present in the area.

LOCAL RATES. Industrial undertakings are relieved of three-quarters of their local rates and this item is not now of major importance in the selection of a site, but the local rates in the area of supply are among the lowest in the country. At the present time the rate varies from 8s. 6d. in the £ to 9s. 10d. in the £ over the greater part of the area.

INFORMATION. The Company will welcome any inquiry in connection with the area it serves, and will assist inquirers in the selection of sites or equipment. Inquiries should be addressed to the Company's Offices, Roche House, Runcorn.



THE MERSEY POWER COMPANY LIMITED



The ocean-going steamship *Argyllshire* in the Manchester Ship Canal. The Mersey Power Company's area of supply includes fifteen miles of deep water frontage. The new wharves at Ellesmere Port are equipped with Electrically operated cargo-handling and bunkering plant.