



**Central Lancashire  
Economic Regeneration Strategy  
2026  
Executive Summary**



## Central Lancashire

- ✓ Excellent Communications
- ✓ Choice of 5 Strategic Regional Employment Sites
- ✓ World Class Advanced Manufacturing & Energy
- ✓ 21<sup>st</sup> Century Business District
- ✓ Green Space to Breathe
- ✓ Award Winning Education
- ✓ Unique Heritage
- ✓ Vibrant City & Town Centres
- ✓ Great Places to Live
- ✓ And a Warm Welcome!



## Central Lancashire Economic Strategy - Executive Summary

Our Vision:

By 2026 Central Lancashire will be recognised as a highly sought after place to live and work in the North West\*.

Truth be told, we want to have a competitive advantage in the global market. We will play our part in ensuring Lancashire's world class economy and sustainable economic growth go from strength to strength.

We are working together in Central Lancashire to improve:

- **Economy** - enterprise, investment, business support, knowledge transfer and innovation
- **Places** - transport & ICT infrastructure, regeneration, heritage and green-space
- **People** - skill levels, employment, graduate retention and health

Our priorities are:

### A strong and prosperous economy

- Delivering targeted support to grow strong local sectors including Nuclear / Energy (including green energy, gas, wind and water power); Advanced Manufacturing and Engineering; Business and Professional Services; and specialist areas including knowledge based industries; advanced recycling; digital / creative industries; visitor economy and food and drink.
- Generating and sustaining new business starts and increasing inward investment into Central Lancashire.
- Supporting a viable rural economy including diversification and agriculture to increase food security.

### Future Investment

- Delivering development of the Strategic Regional Employment Sites at Cuerden; Preston; Royal Ordnance Factory; and Samesbury together with city centre developments centred around Tithebarn.
- Providing complementary employment sites, developed through the Local Development Framework, which will provide additional long-term supply of attractive options for investment creating new high value and knowledge based jobs, accessible to people in Central Lancashire and the wider Lancashire sub-region.

\* Please see the Central Lancashire Economic Strategy 2026 for the full vision.

## Infrastructure Improvement

- Delivering the Growth Point will support the transport / communications / service infrastructure and housing needed for economic growth.
- Expanding the sustainable transport infrastructure in Central Lancashire through the Multi Area Agreement (MAA), Lancashire Local Transport Plan (LTP) and other means to improve local and regional connectivity and increase access to employment so maintaining our competitive advantage.

## Unique Places

- Enhancing the attractive and distinctive Preston, Leyland and Chorley centres to maintain a high quality offer for people to live and work in Central Lancashire.
- Investing in the heritage assets of Central Lancashire to grow the visitor economy and cement the unique sense of place and attractiveness of the area to investors. Central Lancashire's rich heritage includes both the built and natural environment, which provides attractive places for people to live, work and visit.
- Developing green infrastructure, including river corridors and parks, in Central Lancashire will maintain our status of the place with 'Room to Breathe'.

## Our People

- Making maximum use of the excellent higher education and training provision at the universities and colleges to deliver knowledge transfer and innovation; increased skills and high employment levels.
- Working with businesses and partner agencies to identify skills needs of local businesses and working with training providers to deliver those skills.
- Developing links between businesses and education providers across Central Lancashire to create a dynamic enterprise culture.
- Joint working through the Local Area Agreement and other mechanisms will increase the number of people in Central Lancashire who are in employment.

## Opportunities: We will drive Central Lancashire forward by:

### A strong and prosperous economy

Attracting over £1.5 billion investment (in businesses and through attracting new businesses) into Central Lancashire through a positive global brand, will increase job numbers and economic output. We aim to increase the Central Lancashire share of inward investment into the UK.

Building on local strengths in sectors including Nuclear and other Energy generation; Advanced Manufacturing and Engineering; and Business and Professional Services will support further economic growth in Central Lancashire. Supporting a range of economic specialisms will maintain a sustainable economy.

Increasing energy efficiency in businesses through promotion of energy efficient design and processes will reduce the carbon footprint of the Central Lancashire economy. Supporting green businesses using new technology will deliver benefits including recycling 75% waste away from landfill, generating power and sharing expertise and knowledge.

On-going support and development of the entrepreneurial culture will continue the rate of new business starts to 2026. Provision of bespoke workspace and tailored support will lead to the formation of 400 new businesses in Central Lancashire within the next 3+ years.

### Future Investment

Delivery of the Strategic Regional Employment Sites at Cuerden; Preston; Royal Ordnance Factory; and Samlesbury will result in over £360 million uplift in Gross Value Added (gross total), lever over £700 million private sector investment and create or support over 23,000 jobs (net FTE) within Central Lancashire by 2026.

Significant developments centred around Tithebarn will deliver over 100,000 sq metres of commercial floor-space and 500 new jobs. The developments have the potential to attract £700 million of private sector investment and generate on-going economic benefits through increased visitor expenditure.

Specialist facilities being developed at Samlesbury provide a nationally important centre for Aerospace and Advanced Manufacturing business including research, education and training, which delivers benefits throughout the supply chain.

### Infrastructure Improvement

Delivery of the Central Lancashire Growth Point will support further investment in transport linkages, improving access to employment, and will bring forward a new range of attractive living space to increase the appeal of Central Lancashire to knowledge workers and investors.

Securing the high speed rail hub and upgrading railway stations in Preston, Leyland and Buckshaw Village will further improve connectivity and sustainable transport infrastructure through LTP 3 and beyond.

Reaching 100% broadband coverage will sustain the rural economy, improve access to services and deliver resource efficiency in Central Lancashire. Increasing broadband speeds, links to Media City and investing in state of the art communications using future technologies will maintain Central Lancashire's competitive advantage.

Maintaining our excellent local amenities including housing, health, leisure, culture, library and neighbourhood shopping infrastructure will help Central Lancashire to retain and attract the skilled workers that businesses need.

### Unique Places

Central Lancashire's thriving city and town centres, rich heritage and natural assets attract people to live, work and visit and invest. Investment in culture, recreation and heritage will link to private sector investment in commercial property to secure new investors and convince knowledge workers to plan their future here.

Preston Guild 2012 and targeted visitor marketing programmes will raise the profile of Central Lancashire nationally and internationally and increase the economic impact of visitor expenditure, which stands at over £460 million (2007).

### Our People

The growing population, including graduates retained in the area, will provide the skilled workforce necessary to deliver economic growth within Central Lancashire.

The first rate education infrastructure in Central Lancashire will raise skills and qualification rates, including NVQ 2 and 4, to above the national average before 2026.

Through specialist facilities such as those at Samlesbury and UCLan, which delivers over 700 undergraduate and postgraduate courses, comprehensive knowledge transfer opportunities exist for the businesses in Central Lancashire.

Strong links to growing global economies and facilities such as the state-of-the-art £15 million Media Factory will generate business growth within important sectors including creative industries.

Building on strong, established skills in automotive, aerospace, nuclear and creative industries will deliver new enterprises through skills transfer and innovation.

### **Maintaining momentum, this Strategy will deliver:**

Stronger economy, healthier places and happier people, as well as:

## Priority Actions

### Economy

- A1 - Strategic Employment Sites Development
- A2 - Targeted Business Support
- A3 - Attracting Investment
- A4 - Developing the Visitor Economy
  - a - Product - Develop & enhance tourism assets
  - b- Marketing - Collaborative visitor promotion
- A5 - Enterprise Culture
- A6 - Knowledge Transfer and Innovation
- A7 - Growth of Key Sectors

### Places

- A8 - Transport Infrastructure
- A9 - ICT Infrastructure
- A10 - Regenerating Places
- A11 - Green Business and Technology
- A12 - Growth Point Delivery

### People

- A13 - Skills
  - a - Proportion local people with NVQ2 and NVQ4
  - b - Identify & deliver business skills needs
  - c - Work with employers to increase training
- A14 - Increase Employment

## Supporting Actions

### Economy

- A15 Supportive Business Environment
- A16 Finance for Business
- A17 Competitiveness / Economic Resilience
- A18 Development of Retail Offer
- A19 Government & Public Sector Relocation
- A20 Rural Economic Growth
- A21 Public Sector Procurement
- A22 Growing Social Enterprise
- A23 Established Business Community

### Places

- A24 Future Economic Infrastructure
- A25 Developing Potential of Heritage Assets
- A26 Business Incubation
- A27 Investment Support Services
- A28 Environment Business Continuity Planning
- A29 Green Infrastructure Provision

### People

- A30 Graduate Retention
- A31 Flexible Working
- A32 Employment Support Infrastructure
- A33 Older Workforce

