



## **Appendix 5. Local Centre Health Checks**



## BLACKPOOL ROAD/WOODPLUMPTON ROAD

<b>ADDRESS (and Zone)</b>	Blackpool Road, Woodplumpton Road and Tulketh Brow Zone 2
<b>DESCRIPTION</b>	Blackpool Road/Woodplumpton Road Local Centre is located approximately 2km to the north west of Preston city centre and approximately 1.3km to the west of Plungington Road. The centre comprises of 66 retail and service units which are located at the junction of Blackpool Road, Woodplumpton Road and Tulketh Road. The majority of units are located to both the north and south of Blackpool Road. Blackpool Road/Woodplumpton Road is the largest of Preston's local centres, providing 66 units and 6,781 sq.m floorspace.
<b>CURRENT DESIGNATION</b>	Local Centre

## PICTURES



Units at eastern end of Blackpool Road



Lane Ends pub, Woodplumpton Road

DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	5	Dentist	1
Comparison	9		
Retail Service	17		
Leisure Service	6	<b>NATIONAL OPERATORS</b>	<b>TOTAL:</b>
Financial & Business Services	11	Betfred, Boots, Ladbrokes and Spar	4
Vacant	18		
<b>Total No. of Retail and Service Uses</b>	<b>66</b>		
Other	2		

<b>COMMENTS</b>	
<b>RETAILER/ LEISURE REPRESENTATION</b>	<p>There are five convenience goods units present in the local centre. These include two delicatessens, a bakery, a Spar convenience store and an e-cigarette shop. The nine comparison goods units present in the local centre include two carpet shops, a bathroom store, a charity shop, a clothes shop, a domestic appliance centre, a lighting shop and a pharmacy. In terms of service units present in the local centre, there are 17 retail service units, 11 financial and business service units and six leisure service units, including two betting shops, a takeaway, two cafes/takeaways and the Lane End pub. Retail service units occupy the highest proportion of units in the local centre, such uses include seven hairdressers, four beauticians, two travel agents, a dog groomers, a Post Office, a tattoo parlour and a wedding shop.</p>
<b>PEDESTRIAN ACTIVITY</b>	<p>Pedestrian activity was reasonable for a centre of its size during out site survey. The centre is largely linear with reasonably wide pavements so is easy to navigate. Blackpool Road is a busy main road, with two-lanes going each way and a crossroads in the middle of the centre, however, crossings are available within the centre to aid pedestrian movement.</p>
<b>VACANCY RATES</b>	<p>The centre has a high vacancy rate, with over a quarter of units (27.3%) and floorspace (27.9%) within the centre currently vacant. There are 18 vacant units present in the centre, which together provide 1,891 sq.m of floorspace. The vacant units are dispersed throughout the centre, however, in places vacant units are located adjacent to each other making them more prominent. There is a large long term vacant unit situated at the north of the centre, off Woodplumpton Road, which was previously occupied by Booths. During our site visit we noted that several of the vacant units were being refurbished in advance of their re-occupation, which positively shows that there is investment and confidence in the centre.</p>
<b>ACCESSIBILITY</b>	<p>The local centre is situated on Blackpool Road (A5085) a main and busy route leading through the north Preston area. The centre is accordingly easily accessible by car, however, due to the restrictions in place on this main route, parking within the centre can be difficult. The parking restrictions on Blackpool Road will also have implications for deliveries and servicing of the units, potentially limiting their attractiveness to operators. However, on street parking is possible on the surrounding residential streets. Blackpool Road/Woodplumpton Road Local Centre is situated within an area of dense residential development and accordingly benefits from a strong walk-in catchment. Bus stops are available within the centre, both on Blackpool Road and Tulketh Brow. Regular services are available to Preston city centre and the surrounding residential areas.</p> <p>Although a traffic-free cycle route alongside the Lancaster Canal runs past the eastern boundary of the centre there is no access to the canal or the cycle path in this location. However, the nearby Haslam Park offers an attractive cycle route to the centre from residential areas to the north west of the centre.</p>

<p><b>ENVIRONMENTAL QUALITY</b></p>	<p>The environmental quality of the local centre is reasonable. The shop units within the centre are reasonably well maintained and the centre appeared clean. The Lane End pub occupies a particularly attractive period building with hanging baskets in a prominent location. However, the centre's position on a busy road detracts from the environmental quality of the centre to an extent. There are a large number of vacant units located in the centre, which does not assist the vibrancy of the centre. However, the majority of vacant units are not shuttered and several are in the process of being re-occupied.</p>
<p><b>PERCEPTIONS OF SAFETY</b></p>	<p>The sense of safety and security within the centre is considered to generally be good. The location of the centre on a busy highway route provides natural surveillance and there is limited evidence of any significant crime or anti-social behaviour within the centre.</p>
<p><b>CONCLUSION</b></p>	<p>Blackpool Road/Woodplumpton Road Local Centre is considered to be a reasonably healthy centre. The local centre is the largest of the local centres present in the Preston local authority area and provides a good range of retail and service uses including a Spar, Boots and the Lane End pub. The centre does have a high vacancy rate, however, it is evident that several of the vacant units are being invested in, and in spite of the vacant units, the centre maintains a reasonable level of environmental quality. The centre is considered to be easily accessible by foot, private car or public transport. However, car parking in the centre is limited and the busy nature of Blackpool Road (A5085) means that pedestrian crossings need to be relied upon at the junction of Blackpool Road and Woodplumpton Road for pedestrians to safely navigate the centre.</p>
<p><b>KEY ISSUES/SWOT</b></p>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Good range of retail and service units, including a Spar and a Boots.</li> <li>• Ease of accessibility by car, on foot and via public transport.</li> <li>• The environment of the centre and the mix of uses within it contribute to positive perceptions of personal safety in the centre.</li> </ul> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• High vacancy rate.</li> <li>• Busy, two-lane road running through centre does not assist pedestrian navigation.</li> <li>• Lack of convenient on street car parking opportunities on Blackpool Road or any public off street car parking.</li> <li>• Proximity of the centre to and competition from Tulketh Mill Retail Park, which is located approximately 150 m east of the centre and opened in 2011. Tulketh Mill retail terrace contains a charity shop (Sue Ryder), a hot food takeaway (Domino's Pizza), Tesco Express, Greggs and Subway, and offers free car parking for shoppers.</li> <li>• Closure of the Booths store in 2015.</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Opportunity to benefit from passing trade along busy roads (A5085 and B5411) through the centre and from footfall from spin off trips from visitors to the nearby Haslam Park.</li> <li>• Several vacant units in the process of being refurbished.</li> <li>• Enable on-street parking on Blackpool Road outside of morning and evening peak to support shopper visits to the centre as well as servicing and delivery access.</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Any further increase in vacancy rate could act to negatively impact the vibrancy of the centre.</li> </ul>



- |  |   |
|--|---|
|  | <ul style="list-style-type: none"><li>• Lack of car parking and servicing/delivery access limiting ability of the centre to attract trade and new operators, and to better compete with offer at Tulketh Mill retail terrace.</li></ul> |
|--|---|

## LONGSANDS LANE

<b>ADDRESS (and Zone)</b>	Longsands Lane Zone 3
<b>DESCRIPTION</b>	Longsands Lane Local Centre is located approximately 4km to the north east of Preston city centre and approximately 2km to the north of Ribbleton Avenue Local Centre. Longsands Lane Local Centre comprises of only three retail and service units, namely a Tesco Express convenience store, a pharmacy and a public house. There is also a medical centre situated within the centre boundary. The centre is located between Longsands Lane and Andertons Way, with road access provided off Longsands Lane. A car park providing approximately 100 spaces is also located within the centre.
<b>CURRENT DESIGNATION</b>	Local Centre

## PICTURES

Tesco Express, Longsands Lane



Pharmacy, Longsands Lane



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	1	Medical Centre	1
Comparison	1		
Retail Service	0		
Leisure Service	1	<b>NATIONAL OPERATORS</b>	<b>TOTAL:</b>
Financial & Business Services	0	Tesco Express	1
Vacant	0		
<b>Total No. of Retail and Service Uses</b>	3		
Other	1		



<b>COMMENTS</b>	
<b>RETAILER/ LEISURE REPRESENTATION</b>	There are three retail and service units present within the local centre, which in combination provide 1,001 sq.m floorspace. These units include a Tesco Express convenience store, a pharmacy and a public house. There is also a medical centre located within the local centre boundary.
<b>PEDESTRIAN ACTIVITY</b>	Pedestrian activity was reasonable at the time of our site survey. However, it was evident that a large proportion of customers visiting the centre travel by car to access the centre.
<b>VACANCY RATES</b>	None of the three units present in the centre are currently vacant.
<b>ACCESSIBILITY</b>	The local centre is situated at the centre of a suburban residential area and therefore benefits from a walk-in catchment. However, given the good levels and ease of car parking within the centre, it is evident that a large proportion of customers access the centre by car. Bus stops are located directly to the north of the local centre on Longsands Lane. Services are available to the surrounding residential areas to the north of Preston, including Grimsargh, Fulwood and Broughton, however the services available are not very regular.
<b>ENVIRONMENTAL QUALITY</b>	The environmental quality of the centre is good. The buildings and public realm within the centre are well maintained and there is plentiful landscaping within the centre. The centre is clean and well kept.
<b>PERCEPTIONS OF SAFETY</b>	The sense of safety and security within the centre is considered to be reasonably good. The clean, modern and well-maintained environment gives people confidence that the centre is a safe place to visit. The centre is located off the public highway and there are areas of the car park that are likely to suffer from a lack of surveillance in the evening. Nevertheless, car parking is available in close proximity to and visible from the Tesco Express and Anderton Arms pub and it is therefore considered that the centre provides a safe environment to visit in the evening.
<b>CONCLUSION</b>	Although Longsands Lane is considered to be a healthy centre in terms of the levels of custom using the centre, its good environmental quality, ease of accessibility by car and on-foot and lack of vacant units, there are only three retail and service units present within the centre. As such, we consider that the mix and range of retail and service units is limited given the role of the centre as a local centre. Nevertheless, it is evident that the centre provides an important resource for the local community in terms of catering for their day-to-day convenience goods needs and as a community hub, and it therefore remains important that Longsands Lane is maintained as a local centre and opportunities to enhance the available retail and service offer explored.
<b>KEY ISSUES/SWOT</b>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Good environmental quality.</li> <li>• Good level of customers witnessed on the day of the survey by the level of footfall.</li> <li>• No vacant units.</li> <li>• Presence of a medical centre and an adjacent primary school and nursery that serve to generate footfall within the centre.</li> </ul>



	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"><li>• Only three retail and service units present, which is considered limited for fulfilling a local centre role and for providing overall consumer choice.</li><li>• Limited options to access the centre by public transport.</li></ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>• The presence of the nursery and primary school directly to the west of the centre and medical centre within the centre, as well as its location within a suburban residential area provides opportunities for passing custom.</li><li>• The nearby education premises and medical centre within the centre will be likely to generate custom for the existing pharmacy in the centre.</li></ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"><li>• Given the small scale of the centre, the closure of just one unit would have a significant impact on the viability of the centre.</li><li>• Given the neighbouring uses, and the centre's position between two main roads, opportunities for the expansion of the centre may be limited.</li></ul>
--	--



## MILLER ROAD

<b>ADDRESS (and Zone)</b>	Miller Road Zone 3
<b>DESCRIPTION</b>	Miller Road Local Centre is located approximately 3km to the east of Preston city centre and approximately 2km to east of Ribbleton Lane Local Centre. The centre comprises a parade of six retail and service units, which in total provide 1,528 sq.m floorspace, located to the south of Miller Road with adjacent car parking. Planning permission (Reference 06/2015/0796) was granted in November 2015 for the development of a unit at the eastern extent of the parade, comprising a two-storey building with a ground floor shop unit. The development has been implemented but is incomplete. There is also a modern health centre located within the centre to the east of the shopping parade.
<b>CURRENT DESIGNATION</b>	Local Centre

## PICTURES

Parade of units off Miller Road



Development adjacent to parade off Miller Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2	Health Centre	1
Comparison	1		
Retail Service	1		
Leisure Service	1	<b>NATIONAL OPERATORS</b>	<b>TOTAL:</b>
Financial & Business Services	0	Boots Pharmacy	1
Vacant	1		
<b>Total No. of Retail and Service Uses</b>	6		
Other	1		

<b>COMMENTS</b>	
<b>RETAILER/ LEISURE REPRESENTATION</b>	There are six units present within the local centre. These comprise two convenience goods units, which are occupied by a supermarket and a smaller convenience goods store. There is a single comparison goods unit within the centre, which is operated by Boots pharmacy. There is a single retail service unit occupied by a barbers and a single leisure service unit occupied by a take-away. There are no financial and business service units present within the centre.
<b>PEDESTRIAN ACTIVITY</b>	Pedestrian activity within the centre was low at the time of our site survey. The centre comprises a small parade of shops with an open walkway to the front, it is therefore very easy for pedestrians to navigate the centre. Given the presence of car parking directly to the north and west of the parade of shops, it is evident that a high proportion of customers choose to drive to the local centre.
<b>VACANCY RATES</b>	There is one vacant unit located within the local centre. The vacant unit is small scale, providing 75 sq.m floorspace.
<b>ACCESSIBILITY</b>	The local centre can be accessed by car directly from Miller Road, with a good amount of car parking located directly adjacent to the retail and service units in the centre, and accordingly is easily accessible by car. Residential areas are located to the north, south and east of the local centre, providing a walk-in catchment to serve the centre. Two cemeteries are located to the west of the local centre which limits the catchment to the west. Bus stops are located on Miller Road, a short walk to the west of the local centre. Regular services are available to Preston city centre, as well as to surrounding residential areas including Moor Nook and Farringdon Park.
<b>ENVIRONMENTAL QUALITY</b>	The environmental quality of the local centre is considered to be poor. A large amount of litter was witnessed around the local centre during our site survey. The development which has been implemented but not completed at the eastern end of the parade also detracts from the centre's environmental quality as scaffolding and building supplies are present but the work appears to have been halted. The parade of shops present in the centre appears outdated and would benefit from investment.
<b>PERCEPTIONS OF SAFETY</b>	It is considered that the sense of safety and security within the centre is relatively poor. The centre was relatively quiet at the time of our visit and there is evidence of anti-social behaviour within the centre, with a security fence in place around the health centre, significant littering and a lack of maintenance of the car park and landscaping, all of which is likely to negatively affect people's perceptions of safety in the centre. There are few residential properties overlooking the centre, which would help provide a sense of security to visitors to the centre in the evening. Nevertheless, the centre and car parking area to the front is adjacent to and visible from the public highway (Miller Road), offering natural surveillance of the centre, and much of the available car parking is visible from and in close proximity to the shops. Overall, we consider that perceptions of safety are likely to be



	<p>reasonably good in the daytime, but less so for those visiting the centre in the evening.</p>
<p><b>CONCLUSION</b></p>	<p>It is considered that Miller Road local centre is experiencing some qualitative difficulties and would benefit from improvements to create a more vital and viable centre. Although the centre is performing a role in catering for the day-to-day convenience and service needs of the local community and the range of goods and services is reasonable considering there are only six shops present in the centre, the environmental quality of the centre is poor. It is noted that the Ribble Village Health Centre and another commercial unit under construction are also present in the centre.</p>
<p><b>KEY ISSUES/SWOT</b></p>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Good accessibility by car given location directly off Miller Road with a surface car park available to the front of the parade of shops.</li> <li>• For a small centre, provides a reasonable range of convenience goods and services to serve a local catchment, including a national multiple operator (Boots).</li> <li>• Presence of health centre and large convenience store that provide important attractors to the centre and generate footfall.</li> </ul> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Poor environmental quality – lots of litter, dated parade, uncompleted development in the early stages of construction.</li> <li>• No Post Office branch, banking facilities, public house or restaurant / café.</li> <li>• Limited walk-in residential catchment.</li> <li>• Lack of a national multiple convenience goods operator.</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Opportunity to improve the vitality and viability of the centre through interventions to improve its environmental quality.</li> <li>• Offer of the centre could be widened if the unit to the east of the parade, which is under construction, is completed and occupied.</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Given the small amount of units in the centre, further vacancies would have a significant impact on the health of the centre.</li> </ul>

## NEW HALL LANE

<b>ADDRESS (and Zone)</b>	New Hall Lane (A59) Zone 3
<b>DESCRIPTION</b>	New Hall Lane Local Centre is situated approximately 750m to the east of Preston city centre and approximately 500m to the south of Ribbleton Lane Local Centre. The centre comprises of 51 units in a long linear format, most of which are situated to the south of Ribbleton Lane, with a small number of units located to the north of this route. The shops and services within the local centre are interspersed with residential units. The retail and service units provide 4,230 sq.m floorspace in total. New Hall Lane (A59) is a main arterial road leading into Preston city centre.
<b>CURRENT DESIGNATION</b>	Local Centre

## PICTURES

Units at eastern end of New Hall Lane



Units at western end of New Hall Lane



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	10	Children's Centre	1
Comparison	10		
Retail Service	8		
Leisure Service	12	<b>NATIONAL OPERATORS</b>	<b>TOTAL:</b>
Financial & Business Services	3	Bargain Booze, Betfred, Post Office, Timpsons and William Hill.	5
Vacant	8		
<b>Total No. of Retail and Service Uses</b>	<b>51</b>		
Other	1		

<b>COMMENTS</b>	
<b>RETAILER/ LEISURE REPRESENTATION</b>	<p>The 51 units present in New Hall Lane Local Centre include 10 convenience goods units. These convenience goods units include three convenience stores, two off-licences, a butchers, e-cigarette shop, grocers, key cutters and polish mini-market. There are also 10 comparison goods units present in the centre, such uses include two charity shops, two electrical shops, two household goods units, an appliance centre, chemist, clothing shop and phone shop. In terms of service units present within the local centre, there are 12 leisure service units, eight retail service units and three financial and business service units. In addition, in the west of the centre two further convenience units – an off-licence and an off-licence/convenience store – are located just outside the centre boundary on the northern side of New Hall Lane, which function as part of the centre and are in close proximity to the existing concentration of retail and service uses within the centre on the north side of New Hall Lane.</p>
<b>PEDESTRIAN ACTIVITY</b>	<p>Pedestrian activity in the centre was reasonable for a centre of its size on the day of our site survey. Pedestrians were witnessed both at the eastern and western ends of the local centre. New Hall Lane (A59) is a busy main road leading into Preston city centre, however, there are a number of pedestrian crossings present in the centre to aid pedestrian movements. In addition, as the majority of units within the centre are located on the southern side of New Hall Lane, this limits the requirement for pedestrians to keep crossing over this main road. The shop units within the centre are interspersed with residential properties, particularly at the centre of New Hall Lane where there is a concentration of residential properties. We note that a primary school and church in close proximity to the centre are likely to contribute to footfall in the centre.</p>
<b>VACANCY RATES</b>	<p>The vacancy rate in New Hall Lane Local Centre is quite high, with 8 units comprising 597 sq.m floorspace currently vacant in the centre. This represents a vacancy rate of 15.7% in terms of units and 14.1% in terms of floorspace. Four of the vacant units are distributed throughout the centre, however, four of the units are located directly adjacent to each other in the block of units between Samuel Street and Knowles Street. The concentration of vacant units at this location, all of which are shuttered, detracts from the streetscene.</p>
<b>ACCESSIBILITY</b>	<p>New Hall Lane Local Centre is located on New Hall Lane (A59) a main route leading into Preston city centre. Therefore, the centre has the opportunity to benefit from passing traffic. Although parking restrictions are in place in some areas of the centre, there are designated on-street parking bays present throughout the centre. The centre is located in a densely populated residential area, and accordingly benefits from a strong walk-in catchment. Bus stops are located within the centre boundary on New Hall Lane. Regular services are available from the local centre to Preston city centre and the surrounding residential areas, including Moor Nook and Farrington Park, as well as to Blackburn town centre.</p>



<p><b>ENVIRONMENTAL QUALITY</b></p>	<p>The environmental quality of the centre is reasonably good with major public realm improvement works completed in the centre in 2017. The public realm is modern and attractive, with new stone paving, trees lining New Hall Lane, wide pavements and good pedestrian crossing facilities. The majority of shops in the centre are reasonably well maintained and the centre has a vibrant atmosphere. However, the high levels of vacant properties, which were mostly shuttered lowered the overall environmental quality. The cluster of vacant units at the eastern end of the centre, off Knowles Street, would benefit from intervention as the concentration of vacant units detracts from the streetscene.</p>
<p><b>PERCEPTIONS OF SAFETY</b></p>	<p>The sense of safety and security within the centre is considered to be good. The location of the centre on a busy highway route provides natural surveillance and there is limited evidence of any significant crime or anti-social behaviour within the centre.</p>
<p><b>CONCLUSION</b></p>	<p>New Hall Lane is considered to be a reasonably healthy centre. There is a good mix of retail and service units, good levels of observed pedestrian activity and the environmental quality of the centre is reasonable. The centre also benefits from being on a main route (A59) into Preston city centre, with on-street parking available within the centre, thus creating opportunities for passing trade. Notwithstanding this, the vacancy rate in the local centre is quite high and there is a cluster of vacant units present in the centre which would benefit from intervention in order that they do not detract from the streetscene. The high proportion of vacant units combined with the presence of residential uses scattered throughout the centre and the linear nature of the centre mean that retail and service uses are dispersed. However, given the linear form of the centre, it remains easy to navigate.</p> <p>The local centre is located in the Inner East Preston Neighbourhood Development Plan (2014-2029) Neighbourhood Area. The Neighbourhood Plan encourages the enhancement of the character and local distinctiveness of the local centre, including public realm and highway improvements to create a vibrant local centre. Two issues were identified in the Neighbourhood Plan through consultation with local residents, firstly that there were too many Class A1 and hot food takeaway (Class A5) Uses present and that the image and appearance of the centre was a significant issue. The Plan seeks to address this through the improvement of shop fronts, improvements to local greenspace and public realm.</p> <p>We recommend that the boundary is extended slightly to encompass the two convenience units on either side of Skeffington Road, on the north side of New Hall Lane. These units are in close proximity to the existing concentration of retail and service uses on the north side of New Hall Lane and function as part of the centre.</p>
<p><b>KEY ISSUES/SWOT</b></p>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Good levels of pedestrian activity.</li> <li>• Good mix and range of shops and services, including independent convenience store operators.</li> <li>• Attractive and modern public realm.</li> </ul>



	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"><li>• Vacancy rate quite high, with a concentration of vacant units near Knowles Street.</li><li>• Retail and service uses are dispersed over a 440m stretch of New Hall Road due to the residential units interspersed throughout the centre, the linear nature of the centre and the concentration of retail and service units on the south side of New Hall Lane.</li></ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"><li>• Centre is located on a main road leading to Preston city centre and therefore opportunities to benefit from passing traffic.</li><li>• Centre is located in a high density residential area and therefore opportunities to benefit from the strong walk-in catchment.</li></ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"><li>• Vacancy rate is high and any increase could act to detract from the environmental quality of the centre and perceptions of personal safety.</li></ul>
--	---



## PLUNGINGTON ROAD

<b>ADDRESS (and Zone)</b>	Plungington Road and Adelphi Street Zone 2
<b>DESCRIPTION</b>	Plungington Road Local Centre is located approximately 1 km to the north of Preston city centre and approximately 1.3 km to the east of Blackpool Road/Woodplumpton Road Local Centre. The centre is linear in form with retail and service units located on both the west and east side of Plungington Road, which turns into Adelphi Street. The centre comprises of 60 retail and service units, which in total provide 5,016 sq.m floorspace.
<b>CURRENT DESIGNATION</b>	Local Centre

## PICTURES

Co-operative Food store, Plungington Road



Units on eastern side of Adelphi Street



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	6		0
Comparison	12		
Retail Service	8		
Leisure Service	18		
Financial & Business Services	5	<b>NATIONAL OPERATORS</b> Betfred, Co-operative Food, Spar, Post Office and William Hill	<b>TOTAL:</b> 5
Vacant	11		
<b>Total No. of Retail and Service Uses</b>	<b>60</b>		
Other	1		

<b>COMMENTS</b>	
<b>RETAILER/ LEISURE REPRESENTATION</b>	There are six convenience goods units present in the local centre. These units comprise three convenience stores, a delicatessen, an e-cigarette store and an off-licence. There are 12 comparison goods units located in the centre, these include four charity shops, an appliance centre, carpet shop, florist, homeware shop, lighting shop, pharmacy, plant hire shop and pound shop. In terms of service uses present within the local centre, there are a high number of leisure service uses, with 18 such units present in the centre. There are also eight retail service units and five financial and business service units. In terms of the leisure service units present in the centre, there is a high proportion of takeaways, with 10 such uses present in the centre. In addition, there are three cafes, two public houses, two betting shops and a restaurant. Immediately north of the centre boundary on Plungington Road is a small unit occupied by an appliance shop. Although outside of the centre boundary this unit functions as part of the centre.
<b>PEDESTRIAN ACTIVITY</b>	On the day of our site survey, pedestrian activity within Plungington Road Local Centre was considered to be reasonable for a centre of its size. The linear nature of the local centre means that it is easy for pedestrians to navigate. Although steady flows of vehicle traffic were witnessed along Plungington Road/Adelphi Street, there were still opportunities for pedestrians to cross this route safely and pedestrian crossings are available within the centre to aid movement.
<b>VACANCY RATES</b>	The vacancy rate in the local centre is quite high. There is a total of 11 vacant units present in the centre, equating to a vacancy rate of 18.3% compared to the UK average of 11.3%. A total of 795 sq.m of floorspace is vacant, amounting to 15.8% of the total floorspace, which is substantially higher than the UK average of 9.9%. The vacant units are distributed throughout the centre, however, on occasion two vacant units are located adjacent to each other.
<b>ACCESSIBILITY</b>	The local centre is situated in a densely populated predominantly residential area and therefore benefits from a strong walk-in catchment, including a notable student population due to the proximity of the University of Central Lancashire campus, which is located around 150 m to the south of the centre. In terms of private car travel, although there are parking restrictions present on Plungington Road and Adelphi Street, there are two car parks located within the local centre off Adelphi Street to the west. On the day of our site survey the car parks were busy, but not full. Several bus stops are located within the local centre, with regular services available to Preston city centre, as well as the University of Central Lancashire, Preston Hospital and surrounding residential areas.
<b>ENVIRONMENTAL QUALITY</b>	The environmental quality of the local centre is considered to be reasonable. The shop units within the centre are reasonably well maintained. The majority of the centre appeared clean, although some litter was noted along the side streets leading off Plungington Road/Adelphi Street. Given the local centre's locality, only a short distance from Preston



	<p>city centre, the local centre has an urban feel and could benefit from additional landscaping or greenspace.</p>
<p><b>PERCEPTIONS OF SAFETY</b></p>	<p>The sense of safety and security within the centre is considered to be good. The centre is located along the busy Plungington Road where overlooking residential properties and passing traffic provide natural surveillance. There is limited evidence of any significant crime or anti-social behaviour within the centre and the several takeaways, pubs and the restaurant in the centre mean that the centre will remain busy in the evening, contributing to a sense of security in the evening.</p>
<p><b>CONCLUSION</b></p>	<p>Plungington Road Local Centre is considered to be a healthy centre. The centre is the second largest local centre in the Preston administrative area, and provides a good mix of shops and services. However, there is a dominance of fast food take-aways present in the centre, with such uses occupying a sixth of all units in the centre. The vacancy rate in the centre is quite high, although the vacant units are distributed throughout the centre, so are not considered to detract from the overall environmental quality. The centre could benefit from the introduction of additional landscaping or greenspace. The local centre is considered to be very accessible in terms of walking, public transport and private modes.</p> <p>It is recommended that the centre boundary is extended northwards on Plungington Road to include the adjacent small retail unit (appliance shop), which currently functions as part of the centre. We further suggest an extension of the centre boundary to encompass the rear of the two units to the north of Villiers Street.</p>
<p><b>KEY ISSUES/SWOT</b></p>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Good range of shops and services, including a Co-operative Food and a Spar.</li> <li>• Contains the largest number of comparison goods uses and leisure service uses out of all of Preston's local centres (12 units and 18 units, respectively).</li> <li>• Accessible centre in terms of walking, public transport and private car.</li> <li>• Proximity to the University of Central Lancashire campus.</li> </ul> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Dominance of fast food take away units.</li> <li>• High vacancy rate.</li> <li>• No 'big four' (Tesco, Asda, Sainsbury's and Morrisons) foodstore operator representation in the centre.</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Centre could benefit from the introduction of additional landscaping/greenspace.</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Further dominance of fast food take-aways could dilute the wider mix of shops and services.</li> </ul>

## RIBBLETON AVENUE

<b>ADDRESS (and Zone)</b>	Longridge Road and Gamull Lane Zone 3
<b>DESCRIPTION</b>	Ribbleton Avenue Local Centre is located approximately 4km to the north east of Preston city centre and approximately 2km to the south east of Longsands Lane Local Centre. The majority of the centre comprises units located in a linear form along Longridge Road, with additional units situated at the fork of Gamull Lane and Longridge Road. The centre comprises of 19 retail and service units which provide 1,934 sq.m floorspace.
<b>CURRENT DESIGNATION</b>	Local Centre

## PICTURES

Units on eastern side of Longridge Road



Vacant former public house on Longridge Road



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	3		0
Comparison	4		
Retail Service	3		
Leisure Service	7		
Financial & Business Services	0	<b>NATIONAL OPERATORS</b> Betfred, Post Office, Tesco Express, William Hill	<b>TOTAL:</b> 4
Vacant	2		
<b>Total No. of Retail and Service Uses</b>	19		
Other	1		

<b>COMMENTS</b>	
<b>RETAILER/ LEISURE REPRESENTATION</b>	There are three convenience goods units located in the local centre. The main convenience goods provision is offered by a Tesco Express convenience store, with further provision offered by a butchers and bakers. There are four comparison goods units located within the centre, these include a carpet shop, door shop, florist and pet store. The three retail service units present in the centre include two hairdressers and a Post Office. The highest proportion of units within the centre are occupied by leisure service uses. The seven such units present comprise three takeaways, two betting shops, a sandwich shop and a pub. There are no financial and business service units present in the centre. A pharmacy is located immediately outside of the centre boundary on Longridge Road, which functions as part of the centre.
<b>PEDESTRIAN ACTIVITY</b>	Pedestrian activity in Ribbleton Avenue Local Centre was low to medium at the time of our site survey. The pavements within the local centre are wide thus aiding pedestrian movement. Although Longridge Road is reasonably busy in terms of vehicular traffic, pedestrian crossings and traffic islands are present to aid pedestrian movements.
<b>VACANCY RATES</b>	There are two vacant units present in the local centre, equating to a vacancy rate of 10.5%, which is below the national average of 11.3%. Both of the vacant units are small in scale. However, The Gamull pub is currently up for being marketed for a new tenancy agreement, suggesting that the current tenant does not wish to renew.
<b>ACCESSIBILITY</b>	The local centre is easily accessible by car, with Longridge Road forming a reasonably busy route from Longridge into Preston city centre. A good level of car parking is available within the centre adjacent to the shops present off Gamull Lane. The centre is situated within a predominantly residential suburban area to the north east of Preston city centre and therefore benefits from a good walk-in catchment. Bus stops are located within the local centre on both Longridge Road and Gamull Lane. Regular services are available from the local centre to Preston city centre, Ribbleton and other surrounding residential areas.
<b>ENVIRONMENTAL QUALITY</b>	The overall environmental quality of the local centre is reasonable. The majority of the shop units within the centre appeared well maintained. Nevertheless, the exterior of several properties would benefit from an upgrade, including the prominent The Gamull public house. Refurbishment of the pub is planned as part of any new tenancy agreement. There were some shops which had their roller shutters down at the time of our site visit, which distracts somewhat from the streetscene. There were isolated parts of the centre which suffered from littering, graffiti and a lack of maintenance, most notably the areas of planting and footpaths within the vicinity of the car park.
<b>PERCEPTIONS OF SAFETY</b>	The sense of safety and security within the centre is considered to be reasonably good. The centre is focused on the busy Longridge Road and Gamull Lane junction, where passing traffic provides good natural surveillance of much of the centre. However, the car parking area is somewhat screened from view of the public highway by trees and landscaping.



	<p>Although this greenery contributes to the environmental quality of the centre, the lack of visibility is likely to negatively affect people’s perceptions of safety after dark. Indeed, there is evidence of graffiti and littering in this part of the centre, which suggest that the car park is a focus for anti-social behaviour.</p>
<p><b>CONCLUSION</b></p>	<p>Ribbleton Avenue Local Centre is considered to be a reasonably healthy local centre. Although there are only 19 units present in the centre, there is a reasonable mix and range of goods and services available. The centre is however lacking in terms of a financial and business service offer, with no such units present in the centre. Whilst there is a high proportion of leisure uses in the centre, there are no restaurants or cafes. The environmental quality and accessibility of the centre is considered to be reasonable, although the exterior of several properties would benefit from an upgrade, including the large and prominent The Gamull public house. The areas of planting and public realm surrounding the car park are also in need of maintenance and cleaning. Vacancy in the centre is low, with only two small units unoccupied. However, The Gamull pub is currently up for being marketed for a new tenancy agreement.</p> <p>A pharmacy is located immediately outside of the centre boundary on Longridge Road, which functions as part of the centre. We therefore recommend that the centre boundary is extended to encompass the pharmacy to reflect the current functioning of the centre.</p>
<p><b>KEY ISSUES/SWOT</b></p>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Reasonable range of goods and services including a Post Office and small Tesco Express.</li> <li>• Dedicated car parking available.</li> <li>• Vacancy rate below the national average.</li> </ul> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• No financial and business services offer, or restaurants/cafes in the centre.</li> <li>• Pockets of poor environmental quality.</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• The planned refurbishment of the prominent The Gamull public house would help upgrade the environmental quality of the centre.</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• If a new tenant is not found for The Gamull public house, this large and prominent pub could become vacant, detracting from the streetscene and negatively affecting perceptions of the centre.</li> </ul>



## RIBBLETON LANE LOCAL CENTRE

<b>ADDRESS (and Zone)</b>	Ribbleton Lane Zone 3
<b>DESCRIPTION</b>	Ribbleton Lane Local Centre is situated approximately one kilometre to the north east of Preston city centre and approximately 500m to the north of New Hall Lane Local Centre. The centre comprises of 44 retail and service units, which in combination provide 2,899 sq.m floorspace, in a linear format along Ribbleton Lane.
<b>CURRENT DESIGNATION</b>	Local Centre

## PICTURES

Units at western end of Ribbleton Lane



Units at eastern end of Ribbleton Lane



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2		0
Comparison	4		
Retail Service	9		
Leisure Service	7		
Financial & Business Services	5	<b>NATIONAL OPERATORS</b>	<b>TOTAL:</b>
Vacant	17	William Hill	1
<b>Total No. of Retail and Service Uses</b>	<b>44</b>		
Other	0		



<b>COMMENTS</b>	
<b>RETAILER/ LEISURE REPRESENTATION</b>	There are two convenience goods units present within the centre which comprise a mini-market and polish convenience store. Four comparison goods units are located in the centre which include a jeweller, mobile phone shop, hardware shop and car parts unit. The highest proportion of units within the centre are occupied by retail service units, with seven units occupied by such uses. These include five hairdressers, two beauticians, a clothing alterations shop and a tattoo artist. The majority of leisure service units in the centre are occupied by take-aways, with four of the seven units occupied by such uses. The other leisure services present in the centre include a sandwich shop, café and betting shop. Five financial and business service units are present in the local centre, which include two accountants, a pawnbrokers and architecture practice.
<b>PEDESTRIAN ACTIVITY</b>	Pedestrian activity throughout the centre was limited on the day of our site visit. Ribbleton Lane is a busy route and can be difficult to cross thus hindering pedestrian movements.
<b>VACANCY RATES</b>	Ribbleton Lane Local Centre has a high vacancy rate, with 17 of the units and 1,032 sq.m of floorspace in the centre currently vacant. This represents a vacancy rate of 38.6% in terms of units and 35.6% in terms of floorspace, which is substantially higher than the national averages of 11.3% and 9.9%, respectively. Several former commercial properties within the centre, mostly within the western end of the centre, are now in residential use.
<b>ACCESSIBILITY</b>	The local centre is situated on Ribbleton Lane, a busy route leading into Preston city centre. Although there is a considerable amount of car-borne traffic running through the centre, parking is restricted along Ribbleton Lane, however, some on-street parking is available on the side streets adjoining Ribbleton Lane. Ribbleton Lane is located in an area of high density residential development, interspersed with commercial uses, and therefore the centre benefits from a strong walk-in catchment. Bus stops are located within the local centre on Ribbleton Lane. Regular services are available to Preston city centre, as well as to Ribbleton, Moor Nook, Grimsargh and Longridge.
<b>ENVIRONMENTAL QUALITY</b>	The environmental quality of Ribbleton Lane Local Centre is in need of improvement. The high proportion of vacant units present within the centre detracts from the streetscene. Several of the vacant units have been boarded up or are in a state of disrepair. Several of the buildings within the centre would benefit from cosmetic improvements and litter was witnessed in the street during our site visit.
<b>PERCEPTIONS OF SAFETY</b>	The sense of safety and security within the centre is considered to be below average. The centre is located along a busy highway route and commercial units within the centre are interspersed with residential uses, which provide natural surveillance within much of the centre. Nevertheless, the high levels of vacant units and overall poor environmental quality is likely to adversely affect perceptions of safety in the centre.
<b>CONCLUSION</b>	Ribbleton Lane Local Centre is experiencing substantial difficulties and would benefit from intervention. The centre has a high vacancy rate and suffers from a poor level of



	<p>environmental quality. Although there is a reasonable mix and range of shops and services present in the local centre, these uses are interspersed with a high proportion of vacant units, several of which are in a state of disrepair and detract from the streetscene. The high vacancy rate in the centre and changes to residential use indicates a lack of demand for the take-up of properties. The local centre is located in the Inner East Preston Neighbourhood Development Plan (2014-2029) Neighbourhood Area.</p> <p>We therefore recommend that the centre boundary is contracted with the aim of encouraging the take-up of vacant units in the core of the centre and focusing active uses within a smaller central area. We suggest that the extent of the western boundary of the centre is reduced. In this peripheral part of the centre, vacancy is particularly high and several of the units are now in residential use. Outside of the recommended centre boundary, change of use of vacant units to residential use should be supported and encouraged.</p>
<p><b>KEY ISSUES/SWOT</b></p>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Linear form means centre is easy to navigate.</li> <li>• Reasonable mix of uses present in the centre, including two independent convenience stores.</li> <li>• Good accessibility by public transport.</li> </ul> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Very high vacancy rate.</li> <li>• Poor environmental quality, including boarded up units and litter in the street.</li> <li>• Lack of an anchor store or any supporting community uses.</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Centre is located on a busy route leading into Preston city centre, so there are opportunities to capture passing trade that will help support the centre perform its primary role as a local centre serving a small local catchment.</li> <li>• The contraction of the centre boundary could assist in encouraging the take-up of vacant units in the core of the centre and focusing activity within a smaller central area.</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• High level of vacancy and poor environmental quality is likely to negatively affect perceptions of the centre, which could discourage new operators from locating in the centre and passing custom from utilising the centre.</li> </ul>

## SHAROE GREEN

<b>ADDRESS (and Zone)</b>	Sharoe Green Lane Zone 3
<b>DESCRIPTION</b>	Sharoe Green Local Centre is located approximately 4km to the north of Preston City Centre and approximately 4km to the north west of Longsands Lane Local Centre. The centre comprises seven retail and service units, including a Booths supermarket and associated café, and parade of five additional adjoining units, which in combination provide 2,748 sq.m of floorspace. Customer car parking to serve the Booths supermarket and other units is located to both the east and west of the units. The local centre is located directly to the north of the Royal Preston Hospital and Preston College is located approximately 1 km to the south east of the centre.
<b>CURRENT DESIGNATION</b>	Local Centre

## PICTURES

Booths supermarket, Sharoe Green Lane



Parade of shops, Sharoe Green Lane



DIVERSITY OF USES	No.	COMMUNITY FACILITIES	TOTAL:
Convenience	2		0
Comparison	3		
Retail Service	0		
Leisure Service	2		
Financial & Business Services	0		
Vacant	0		
<b>Total No. of Retail and Service Uses</b>	<b>7</b>		
Other	0		
		<b>NATIONAL OPERATORS</b>	<b>TOTAL:</b>
		Greggs, Save The Children, Subway	3



<b>COMMENTS</b>	
<b>RETAILER/ LEISURE REPRESENTATION</b>	<p>The majority of floorspace (75.2%) within the local centre is occupied by convenience goods units. This provision is largely provided by the Booths supermarket, which acts as the anchor for the centre, with an additional offer provided by the Greggs bakery. There are three comparison goods units located within the local centre, namely a card/gift shop, charity shop and pharmacy. There are two leisure service units present in the centre, these are the Booths café and a Subway fast food restaurant. There are no retail service units present within the centre (at ground floor level), and no financial and business service units.</p> <p>It is emphasised that for consistency with the assessment of other centres, our diversity of uses analysis focuses on ground floor uses only. Further to the units and uses identified above, we note that the centre benefits from an optometrist and a dental practice located above ground floor level.</p>
<b>PEDESTRIAN ACTIVITY</b>	<p>At the time of our site survey, there were strong levels of pedestrian activity within the local centre and across Sharoe Green Lane from the Royal Preston Hospital site, indicating that the hospital is an important generator of trips to the centre. However, a high proportion of customers were also witnessed travelling to the centre by car, with much of the pedestrian activity taking place between the car park and the supermarket. A covered walkway is in place in front of the parade of shops located on Sharoe Green Lane which acts to assist pedestrian movements in all weathers. Sharoe Green Lane, which is located directly to the south of the local centre boundary is a busy vehicular route, however, a pedestrian crossing is available to aid pedestrian movements across this route.</p>
<b>VACANCY RATES</b>	<p>There are no vacant units present in the local centre.</p>
<b>ACCESSIBILITY</b>	<p>Sharoe Green Lane is located off the A6, a main road leading into Preston city centre from the M55 Motorway. The centre is also well served in terms of car parking, with customer car parking for the local centre, with a 2 hour maximum stay limited, located both to the east and west of the retail units in the centre. Accordingly, the centre is considered to have good accessibility in terms of the private car. The local centre is located within an area of dense residential development and the Royal Preston Hospital is situated directly to the south of the local centre, therefore the centre benefits from a good walk-in catchment. Bus stops are located directly to the south of the centre on Sharoe Green Lane. Regular services are available to Preston city centre and the surrounding residential areas. The centre benefits from the public transport links which are available to the adjacent hospital.</p>
<b>ENVIRONMENTAL QUALITY</b>	<p>The local centre benefits from a good level of environmental quality. The centre is clean and there are trees and landscaping present within the centre. The parade of shops adjoining the Booths supermarket is not remarkable in terms of its appearance, but it is functional.</p>



<p><b>PERCEPTIONS OF SAFETY</b></p>	<p>The sense of safety and security within the centre is considered to be good. The centre is located on the busy Sharoe Green Lane providing natural surveillance of the centre from passing traffic. Surrounding residential properties overlook the car parking areas. There is little evidence of any significant crime or anti-social behaviour within the centre and its attractive and well-maintained environment provides confidence that the centre is a safe place to visit.</p>
<p><b>CONCLUSION</b></p>	<p>Sharoe Green Lane is considered to be a vital and viable local centre. The centre encompasses a Booths supermarket and six additional uses, which together perform an important role in catering for the day to day needs of the local community, including staff and visitors to the adjacent hospital. Although the centre does not include any retail or financial and business services units, the mix of units present within the small local centre which includes an anchor supermarket (Booths), a pharmacy and a café, is considered to be reasonable. The centre appears to be a popular and busy centre, with good levels of footfall within the centre and car parks within the centre are extremely well occupied. The centre's environmental quality is good.</p>
<p><b>KEY ISSUES/SWOT</b></p>	<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• No vacant units.</li> <li>• Busy centre with good levels of footfall and well occupied car park.</li> <li>• Year round footfall in the centre likely to be in part generated by the adjacent hospital.</li> <li>• Footfall in the centre might be also generated in part from the nearby Preston College, which is understood to have a student population of approximately 17,000.</li> <li>• Contains a pharmacy and a Booths supermarket with a customer café.</li> <li>• Affluent residential catchment area.</li> </ul> <p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Lack of retail service or financial and business service units.</li> <li>• Lack of any local banking facilities and a Post Office branch.</li> </ul> <p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• Centre benefits from opportunity to capture trade from staff and visitors to the adjacent hospital and from passing trade from staff and students of the nearby Preston College.</li> </ul> <p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Visitors to the adjacent hospital may use the car park within the local centre, thus reducing the number of spaces available for customers, albeit car parking is limited to a 2 hour maximum.</li> </ul>