



Central Lancashire City Vision



Central Lancashire City Vision Statement

The Central Lancashire City, comprising Preston, South Ribble and Chorley, lies at the heart of Lancashire and performs as the sub-region's main engine for growth. National strategies, supported by independent evidence, have confirmed the economic and social interdependence and combined power of this area. Realising this potential will benefit the whole of the North West

The joint Vision has been drawn up to help the Central Lancashire City develop and compliment and counter-balance to the major cities of Manchester and Liverpool. This will be supported by a high quality city centre and excellent employment, transport, leisure facilities, strong town centres and a wide range of housing.

Thriving Economy

Already a hub for dynamic and skilled industries, the area has the capacity and infrastructure to expand its economy to, support the regeneration of the wider City Region.

Important developments are already happening such as the commercial employment area at Buckshaw Village, the Aerospace and Innovation Centre at Sarnesbury and proposals for a new business district in Preston. These will have the ability to attract significant new employment and investment to the area.

The Central Lancashire City is home to the 5th largest university in the UK - the University of Central Lancashire which along with other leading further education

facilities, such as Edge Hill, Runshaw and Preston colleges make the city a centre for academic excellence. More graduates and high technology firms will be able to capitalise on what the area has to offer through the development of a Knowledge Nuclei Site.

Both the creative professions and high tech businesses of the future will have the chance to build and grow their businesses in the area - instead of locating in Manchester, Liverpool or London.

As well as supporting small businesses, national and international companies will be attracted to important sites such as Cuerden in South Ribble, the Matrix Park at the former Royal Ordnance factory site in Chorley and Preston East.



Skills

The area is home to many highly skilled workers in manufacturing, technological, professional and service based industries.

But more can be done - especially in the urban areas where pockets of deprivation mean that in some areas, 35% of people of working age have no qualifications.

Initiatives across the area aim to improve skills and education. This will help people to get and keep jobs and contribute much more to the local economy.





Shopping

Preston city centre is already a regionally important shopping centre. The Joint Vision will enable it to grow and develop through the Tithebarn project, making it a premier shopping destination for the City Region. New shops, a new bus station, cinema, cafes, bars and leisure facilities will enable Preston to compete with other major centres in the North West particularly Manchester, Liverpool and the Trafford Centre.

However, this growth won't be at the expense of other town centres; Leyland and Chorley are important centres in themselves and the Vision includes development of these contemporary market towns to compliment the functions of Preston city centre.

Transport

Good transport is important to the future success of the area and the goals of better road, rail and public transport links are right at the heart of the Joint Vision.

Proposed new bus stations for Leyland and Preston, to complement the recent

development at Chorley, will improve connections in the area. In addition, the £5m European funded Civitas scheme will see a fleet of new environmentally friendly buses, improved information for passengers and more park and ride sites.

Rail links to Manchester and Blackpool - with its expanding airport - are important to the area and a new park and ride railway station at Buckshaw Village is also proposed.

The Central Lancashire City boasts some of the best road connections in the UK, with easy access to the M6, M55, M61 and M65 motorways.

These links will be further improved by proposals for a new motorway junction at Charnock Richard and improvements at Junction 31a of the M6 at Preston East.

Better road connections in the area, achieved by completing the Penwortham bypass and the potential of a new crossing over the River Ribble are also being considered.

RiverWorks

The River Ribble is an important part of the vision for the area joining together Preston and South Ribble. The river is a hidden treasure and it could offer so much more.

The ambitious Riverworks proposals have the potential to make better use of the river, the Docks and the Lancaster canal, producing a series of high quality schemes attracting major new investment over the next 20 to 30 years.





Culture & Tourism

The Central Lancashire City has many cultural assets, including the Harris Museum, National Football Museum, Preston Guildhall & Charter Theatre and Astley Hall.

Parks and green spaces are just as important, and the Joint Vision will make improvements to Avenham and Miller Parks in Preston, Worden Park, Hurst Grange Park and Withy Grove Park in South Ribble and Lever Park and Astley Park in Chorley as well as new proposals for a Ribble Estuary Regional Park.

Housing

As an expanding area with a thriving economy, great location and quality of life, the Central Lancashire City is an ideal place to live and housing of all types is in high demand. The vision allows for this growth to continue, but in a planned and sensitive way. This includes building on "brownfield" sites, close to employment locations, and ensuring sufficient homes are affordable, with a mixture of good quality homes available for rent.

Turning Vision into Reality

So how can this Joint Vision become reality?

The Vision is central to the work of all three councils – Preston, South Ribble and Chorley. It will be used in developing detailed planning and economic strategies for the area and will have a key role in influencing the plans and proposal for the North West as a whole.

By doing this, the Vision will also help to raise the profile of the area nationally - enabling it to build on current success and release the potential of the Central Lancashire City area.



Further information can be found in the Central Lancashire Regional Strategy document which is available from the Council's websites:

www.chorley.gov.uk
www.preston.gov.uk
www.southribble.gov.uk

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