

## **Business and Employment Issues.**

### **1.0 Working Residents and those employed within the plan area.**

#### Working Residents

- 1.1 The last Census showed about two thirds of the 840 working residents employed as managers, directors, senior officials; in professional or associate professional and technical occupations or in administrative and secretarial positions. Despite Broughton's rural setting, less than 1 in 40 working residents were employed in farming with wholesale and retail trade and the repair of motor vehicles (15%) , human health and social work (12.9%), and education (12.6%) together with manufacturing (9.5%) accounting for half of the total.
- 1.2 Of this total, 125 local residents (nearly 15%) worked mainly from home, a figure that is likely to have increased significantly since that date with advances in remote working technology and agile working practices. About half worked within 10 miles and about 30% travelled to workplaces more than this distance away (perhaps unsurprising given the proximity of the plan area to the M6 and M55).

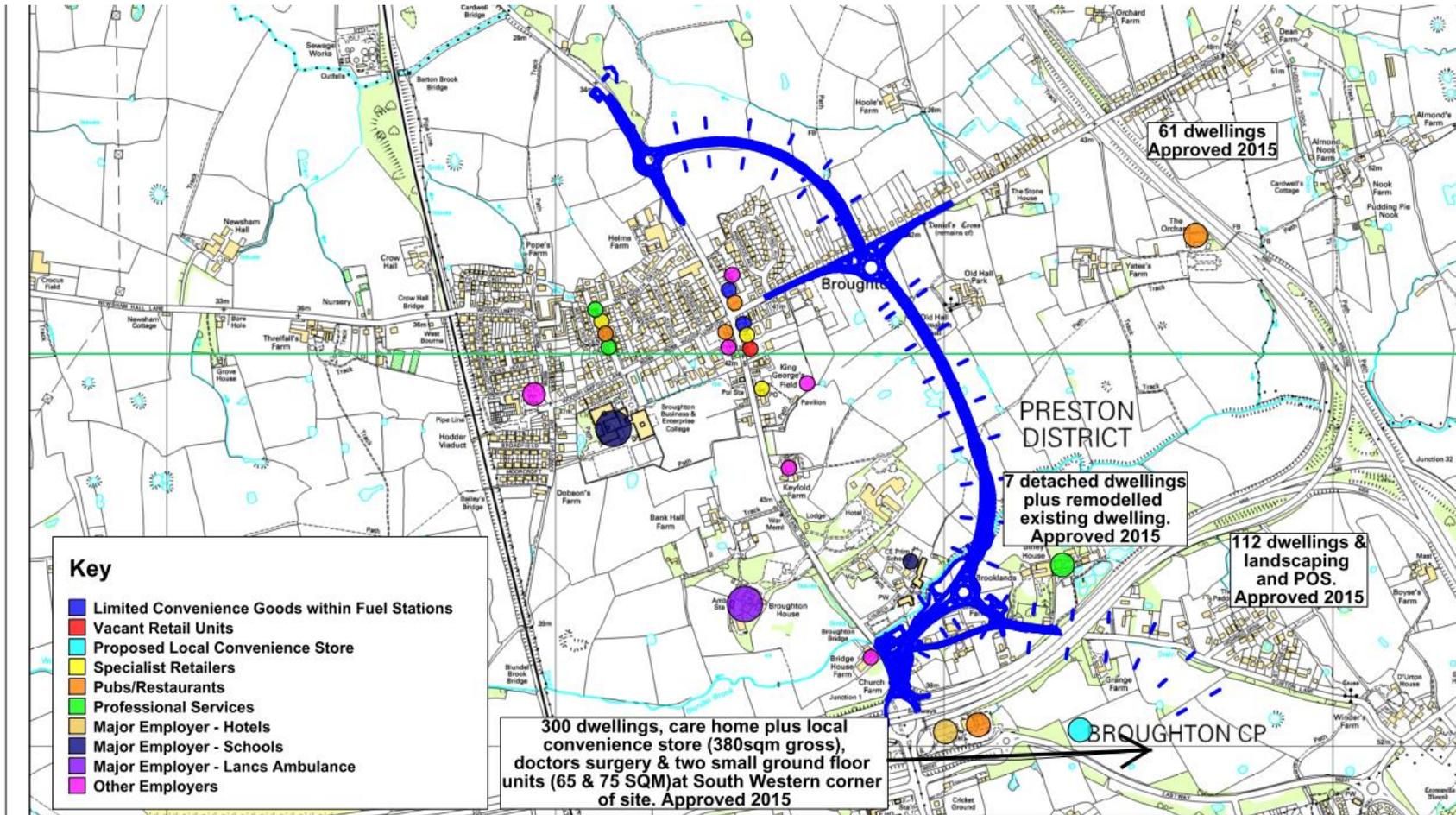
#### Working Population

- 1.3 If you exclude farmland, Broughton has relatively little land devoted to business and employment use but has some large employers in the emergency services, hotel, food and drink and education sectors; a number of smaller businesses and a significant level of home working.
- 1.4 Of particular note amongst the former are the Headquarters for Lancashire and Cumbria Ambulance Services, Broughton High School, and the Broughton Marriott Hotel (see plan below).
- 1.5 The consequence of this and of its unusually high retired resident population is that the 2011 Census shows significantly more people working within the plan area (over 1200) than the 840 residents population who were economically active at that time (under half of the resident population).

### **2.0 Existing Businesses and Services**

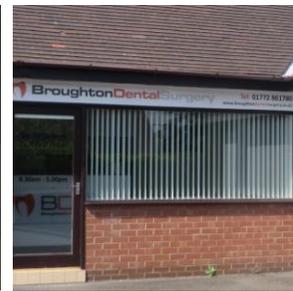
- 2.1 Some of the main businesses within the area are illustrated on the plan and photos overleaf.

**BROUGHTON NEIGHBOURHOOD PLAN AREA – PLAN OF MAIN BUSINESSES NB this is not entirely comprehensive omitting BG Energy a company who will shortly return to new offices and sales space on the north west corner of Broughton Crossroads.**





**Broughton's Largest Employer**



**Other Health Sector Businesses**



**Broughton High School**



**Broughton CoE Primary School**



**Hotel, Leisure, Food and Drink Sector**

**Marriott Hotel**



**Ibis Hotel & Phantom Winger**



**Broughton Inn**



**Italian Orchard**



**Gate of Bengal-closed**



Specialist Retailers have occupied what were originally local shops



Broughton's 2 petrol filling stations (+ repair & car sales) and only convenience goods outlets. Northern site also has music school – both sites are subject to redevelopment proposals



United Utilities Site (Woodplumpton Lane) – significant removal of plant proposed.



GB Energy's new development



Small Business Sector premises on west side of Garstang Road (south of crossroads) and just north of M55 roundabout. south of crossroads and north of M55



- 2.2 The most conspicuous feature of the plan area in business terms is the number of employers providing goods or services to the public but the absence of the basic local services that you would expect to see in the centre of more traditional large rural villages e.g. convenience store, post office, coffee shop.
- 2.3 Broughton has specialist retail outlets including Speedy Models, Maidenhead Aquatics and Foot Traffic (Running Shoe Specialists), but no dedicated local convenience store majoring on custom from the immediate resident population.
- 2.4 Small convenience units and a post office have existed in the past including within the store now occupied by Maidenhead Aquatics but have closed. There is a private hospital but no GP facilities; although there is a dentists and physiotherapists.
- 2.5 Following the closure of the former Golden Ball PH some years back, the Broughton Inn is the village's only pub (there is a pub/restaurant in Broughton Parish South – The Phantom Winger – south of the M55) but the majority of its floorspace is devoted to a restaurant rather than it being a traditional local
- 2.6 The only convenience goods available within the village are the limited range available from the 2 petrol filling stations on Garstang Road either side of the crossroads. Locals attribute the disappearance of convenience stores and the post office to a number of factors including:-
- Limited immediate catchment population
  - The unattractiveness of the centre of the village as a walk-in destination because of queuing heavy traffic, noise and fumes.
  - Delays for car borne customers because of congestion, and lack of on-site car parking. These have been displaced by the specialist retailer drawing upon a much wider catchment including on-line sales.
  - The proximity of other facilities in the Preston Urban Area.
- 2.7 Such facilities are absent despite the local convenience sector having flourished in recent years with the major food stores introducing smaller local outlets and people doing far more top-up shopping locally.

### **3.0 The future for Business and Service Provision and Local Employment**

- 3.1 The building of the bypass and the developments proposed in the plan area albeit away from the centre of Broughton Village, create both opportunities and challenges for the plan area, that the Neighbourhood Plan needs to take into account if it is to deliver the aspirations of the local community.
- 3.2 The mixed development areas south of the M55 include a local convenience store and health centre and may incorporate wider business development on allocated development land that is not presently subject to development proposals. These residential areas are also on the edge of the major Preston

East Employment area and conveniently located for residents to access employment there or elsewhere in the Preston Area or further afield.

- 3.3 The completion of the bypass will remove through traffic from Garstang Road potentially impacting upon passing car-borne custom, particularly on the 2 filling stations both of which are now the subject of redevelopment proposals. Businesses have raised their concern at the need for adequate signage to address this threat and this has been taken up by the Steering Group on their behalf.
- 3.4 However the creation of a pedestrian friendly and attractive public realm within the centre of the village with good car-borne access and car parking and nearby new housing development (albeit the majority of current proposals having alternative facilities) may provide the confidence for investment in the local service facilities that the village conspicuously lacks and that the local community have said they would like to see (e.g. convenience store, café restaurant post office etc.).
- 3.5 In this context it is encouraging that a planning application has been submitted to redevelop the northern petrol filling station site for a local convenience store and café/restaurant above with generous car parking.
- 3.6 The existing huge popularity of the Guild Wheel should be boosted still further by cyclists and pedestrians not having to travel on the footway of Garstang Road alongside heavy queuing traffic and being able to enjoy an attractive redesigned, traffic calmed and relatively quiet section of highway. This could in itself provide a further catalyst for investment in refreshment facilities that are scarce on what will become one of the most attractive sections of the route.
- 3.7 Other less public facing small businesses should also be able to prosper as a result of enhanced access and parking albeit that they may face pressures for redevelopment for housing through the bypass making Broughton a more attractive housing area.
- 3.8 Some change may come about for entirely unrelated reasons e.g. the plans to downsize United Utilities operation on Woodplumpton Lane and clear much of the site. This may give rise to an opportunity for development on part of this site.

#### **4.0 Issues for The Neighbourhood Plan identified as a result of analysis of evidence and consultation to date.**

How should deficiencies in the provision and quality of local services in Broughton Village be addressed, including the absence of a quality local convenience store, café/restaurant be addressed?

- 4.1 This could be addressed in a variety of ways by the plan reserving specific sites for such use or by identifying a Local Centre within which such facilities would be promoted and protected or by a combination of the two. Policies seeking to ensure that facilities are not developed other than in defined local centres could also assist. It is possible that planning permission will be granted for the

redevelopment of the northern petrol station for a convenience store and restaurant/café but this is not a detailed application with known end users. As such if this form of development is supported by the local community it would still be important for the plan to allocate the site for such development in order to ensure the site was not developed for other purposes.

What steps are necessary to ensure that existing businesses flourish post bypass?

- 4.2 This could involve looking at signage and car parking or trying to establish a mix of development that creates a critical mass of attraction for both the local community and a wider catchment. If the wish is for local businesses to be retained it may also be necessary to include in the plan explicit protection from redevelopment for housing.
- 4.3 Some businesses may require other assistance e.g. better broadband speeds in some areas or assistance with internet marketing.

What provision should the plan make for new business development?

- 4.4 The village has proved to be a successful location for certain businesses such as GB Energy but far more people travel into Broughton Village to work than travel out by car.
- 4.5 In these circumstances the question is whether the plan should promote additional business development (even in the context of housing growth in the south of the area) when:-
  - The main areas of housing growth are close to job opportunities in Preston East Employment area, may see further business development within them and enjoy good access to wider centres of employment.
  - such development may be at the expense of brownfield housing opportunities.
  - Such development unless carefully controlled in location and type may bring further commercial traffic into Broughton Village
- 4.6 Should the plan seek to restrict new business development to addressing deficiencies in local service provision that have been identified?