

5.0 ISSUES AND OBJECTIVES

5.1 Key Issues arising from Consultation, Evidence and Analysis

1. **PROVISION FOR DEVELOPMENT** What provision should be made for future development, whilst safeguarding open countryside, and the rural setting, environmental quality, identity, character, and distinctiveness of Broughton Village?



Site of current application for 97 houses



Housebuilding in NW Preston

2. **HOUSING** – Should the Neighbourhood Plan provide more flexibility on future housing development than provided by Local Plan policies, and does it need to incorporate more detailed policies on the form of such development to better meet local needs?
3. **LOCAL IDENTITY/ROLE** How can the Plan realise the potential, post bypass, for the village to establish a strong positive identity and role and what should this be?



Hall at Sports & Social Club



Proposed Convenience Store & Café



St Georges Playing Fields



Pre School on Playing Field



Broughton CoE Primary



Dental Surgery, Northway

4. **LOCAL FACILITIES AND SERVICES** How should deficiencies in the provision and quality of local services and community facilities in Broughton Village be addressed, including the absence of a quality local convenience store, Post Office, Village Hall and State Primary School, and the poor quality of public facilities for sport and informal recreation?
5. **COMMUNITY IDENTITY/COHESION** What else can be done to address cohesion within the local community?

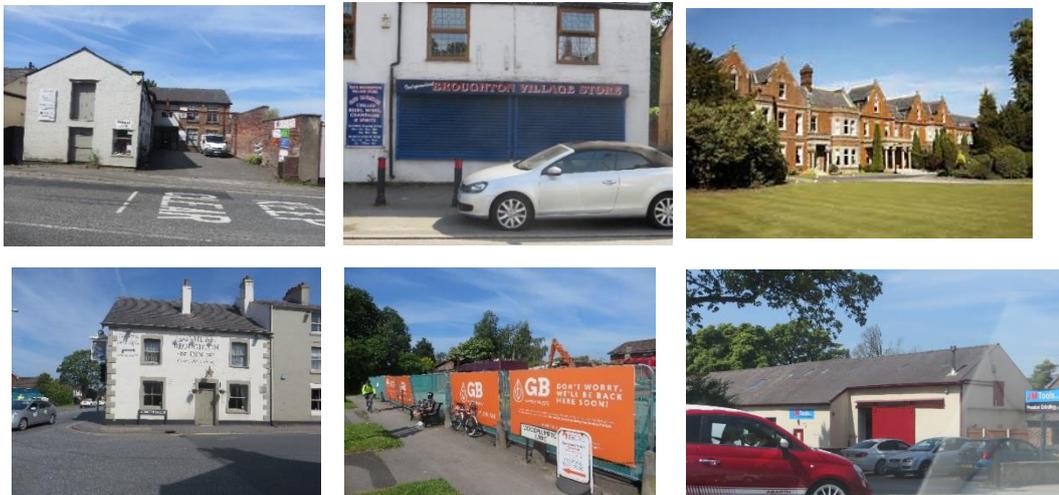
6 ENVIRONMENT How should the neighbourhood plan conserve and enhance Broughton's natural and built environment to protect and improve the quality of life for local residents and visitors?



7 HERITAGE How can Broughton's history and heritage assets best be conserved and showcased?



8 BUSINESSES AND EMPLOYMENT What steps are necessary to ensure that existing businesses flourish post bypass? Is additional signage/parking provision needed? What provision should the plan make for new business development?



9 BROUGHTON PARISH SOUTH - What relationship should the Neighbourhood Plan seek to establish between the major new residential communities being developed to the South of the M55 on D'Urton Lane and Eastway, and Broughton Village? What if any additional policies/proposals are required for this area?



10 BROUGHTON PARISH EAST What additional policies and proposals, if any, could be beneficial in managing the future development of the open countryside areas east of the M6?



5.2 Neighbourhood Plan Objectives

1. **RURAL SETTING** To retain Broughton Village's rural setting and enhance its identity as a distinct settlement and community physically separate from Preston's Urban Area.
2. **DEVELOPMENT** To ensure that any new development is of an appropriate, nature, location, scale and design, and in the case of Broughton Village is in keeping with and does not undermine the character, rural setting and environmental quality of the village (including through the impact of associated vehicle traffic).
3. **HOUSING** To ensure the location, scale, and form of future housing development takes full account of local needs, and helps establish a balanced and active local community.
4. **BUSINESSES/EMPLOYMENT** To support businesses to thrive and grow, supporting the development of small new businesses, home working and the retail and service opportunities in the new developments. Working with the providers of broadband to make sure the whole village can all benefit from good coverage.
5. **FACILITIES & LOCAL CENTRE** To secure a significantly enhanced range and quality of local services and community facilities, including establishing a vibrant *local centre* located within the heart of Broughton Village and creating other focal/meeting points for the local community.
6. **ENVIRONMENT & HERITAGE** To realise the potential created by provision of the bypass to secure improvements to the quality of both the natural and built environment; ensuring that heritage assets (designated and non-designated) are identified, conserved and enhanced.
7. **LEISURE AND RECREATION** To enhance opportunities for and participation in sport and informal leisure and recreation by the development, improvement and/or sharing of local facilities.
8. **HEALTH & WELL BEING** To promote health and wellbeing by safeguarding and enhancing the Guild Wheel and local footpath network; protecting these routes from any development that would be to the detriment of the enjoyment and benefits they provide, particularly in providing access to and enjoyment of open countryside areas.
9. **NEW COMMUNITIES** To integrate successfully the major new housing developments on the southern and eastern edges of the plan area; and to further develop and encourage pedestrian and cycle access between these areas, key plan area facilities and the local centre.
10. **OPEN COUNTRYSIDE** To safeguard and enhance the special character and identity of the open countryside areas

6.0 THE VISION – BROUGHTON 2026

6.1 In 2026 the Neighbourhood Plan Area will comprise:-

A. A revitalised Broughton Village that:-

- Has retained its rural setting, and distinct physical identity from Preston Urban Area through stringent control of development within Open Countryside areas, and maintenance of extensive areas of separation between it, Preston Urban Area to the south and Barton to the North.
- Has grown, in the main, organically, through small scale development catering for local needs and carefully controlled to that appropriate to the scale and character of the village, excluding large scale estate housing.
- Has become a much more strongly identified and cohesive local community, with improved local services, environment and community facilities making the centre of the village an attractive and relaxing destination and meeting place not only for local residents but for a wider catchment drawn by its character and charm.
- Has an attractive pedestrian/cyclist friendly public realm, that, along with the provision of enhanced refreshment opportunities, has further increased the popularity of the Guild Wheel and local footpath network.
- Takes pride in the quality of its natural and built environment, exercising careful control over the quality of new development and in the way it manages its public realm and green infrastructure.
- Celebrates and showcases its heritage.
- Has seen existing local businesses thrive - attracting custom through the quality of their offer and the improvements in access, parking and environmental quality delivered post bypass

B. Broughton Parish South - A thriving and attractive residential community to the South of the M55 forming an extension to Preston's Urban Area, looking in part towards Broughton Village for school, church, community, and leisure/recreation including the Guild Wheel but also boasting its own local shopping and health facilities, food and drink offer and enhanced cricket club facilities.

C. Broughton Parish East – Remaining a characterful and historic area of quiet country lanes, and open countryside within which development has been tightly restricted to that supporting farming, and rural diversification. The historical significance of St Marys, Fernyhalgh & Ladyewell and Shrine will have been further recognised, conserved and enhanced attracting increased but well managed visitor numbers.