

## **9. BUSINESS & EMPLOYMENT**

### **Introduction**

- 9.1 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. Of particular note amongst the former are the Headquarters for Lancashire and Cumbria Ambulance Services, Broughton High School, and the Broughton Marriott Hotel.
- 9.2 The 2011 Census showed significantly more people working within the plan area (over 1200) than the 840 resident population who were economically active at that time (under half of the resident population). Many of these travel into Broughton while residents have a number of centres of employment close by not least Preston East Employment Area along Eastway.
- 9.3 The other most conspicuous feature of the plan area is the number of employers providing goods or services to the wider general 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.
- 9.4 Broughton has specialist retailers but no dedicated local convenience store majoring on custom from the immediate resident population. 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
- 9.5 Small convenience units and a post office have existed in the past in the centre of the village on the north west corner of the crossroads (now BB Energy), in small units on Garstang Road south of the crossroads and in the store by the playing fields now occupied by Maidenhead Aquatics. All have closed.
- 9.6 The small shopping parade on Northway off Woodplumpton Lane has also lost all local shopping facilities and now comprises a physiotherapist, dentist and specialist running shoe store. .
- 9.7 There is a private hospital (off D'urton Lane) but no GP facilities although the Story Homes development, D'Urton Manor, in Broughton Parish South, includes a proposed health centre above a local convenience store.
- 9.8 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. A short drive from the village, the Italian Orchard, an Italian Restaurant by the M6 has prospered but the Gate of Bengal Indian Restaurant in the former Golden Ball PH has recently closed.

### **Existing Development Plan Policy**

- 9.9 Central Lancashire Core Strategy and Preston Local Plan policies include a presumption that all sites and premises that are in employment use be protected in such use unless there are very good reasons for their release for other purposes (CS Policy 10); PLP Policy EP2).
- 9.10 In the case of retail and service facilities, these plans also provide for the identification of town and local centres that should be protected specifically for such uses (PLPEP4). There are no such identified local centres in Broughton. There is a presumption in these plans that proposed new developments for retail and similar use should be directed to such centres or to sustainable locations.
- 9.11 Land allocated for development in Broughton Parish South as part of the North West Preston Masterplan is for residential led mixed use development that can include new local centres. Such a centre is included in the approved plans for the Story Homes development D'Urton Manor, currently under construction.
- 9.12 The Core Strategy encourage appropriate growth of rural businesses and rural diversification including visitor facilities and the sensitive conversion of and alternative use of farm buildings (CS Policy 13 Rural Economy).

### **Consultation, Issues, Objectives and Vision**

- 9.13 The building of the bypass and the housing developments proposed in the plan area albeit away from the centre of Broughton Village, create both opportunities and challenges for business development.
- 9.14 The bypass will remove through traffic from Garstang Road, making premises far more easily accessible by car and creating an attractive and pedestrian/cyclist friendly environment. This has raised hopes amongst the local community that the village will be able to attract, support and retain the local shopping and other facilities that it has for so long lacked.
- 9.15 However the bypass will also remove potential car-borne custom from through traffic impacting on local businesses particularly 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.

- 9.16 It is not felt that it would be appropriate for the plan to allocate further land for business/employment uses given the sites available for such use and that existing local jobs exceed the size of the working population. Such development could also pull unnecessary traffic including commercial vehicles back into the village to the detriment of its character and appearance of the area.
- 9.17 Consultation and analysis has identified the following plan issues and objectives that have since been endorsed by the local community in the consultation undertaken at the end of October 2016.

## ISSUES

- **LOCAL FACILITIES AND SERVICES TO SUPPORT BUSINESSES**  
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, the poor quality of public facilities for sport and informal recreation?

## OBJECTIVES

- **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
  - **BUSINESSES/EMPLOYMENT** To create conditions in which local businesses can thrive..
  - **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)
- 9.18 The agreed plan vision contains the following references to businesses and employment:-

*A revitalised Broughton Village that*

- *Has become a much more strongly identified and cohesive local community. Much improved local services and community facilities, an attractive traffic-calmed streetscape and wider public realm, and improved public car parking have made 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 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*

## **Neighbourhood Plan Policy - General**

### **BE Business & Employment Uses**

**Development for Business and Employment uses, will be permitted:-**

- **on sites allocated for this purpose in the Local Plan**
- **on sites that are currently in such use**

**Such development will be permitted elsewhere only where it is small scale and where it involves one of the following:-**

- **sensitive conversion of redundant farm or other buildings that are worthy of retention and not suitable for residential use or**
- **the provision of a service to local residents or visitors for which a need can be established that cannot be adequately met from existing business sites/premises within the area or delivered on another site better located to meet that need.**
- **Development combining living and small-scale employment space provided there is no adverse impact on the character and appearance of the area or residential amenity.**

**Any such development will only be permitted if it complies with other Core Strategy and Local Plan policies.**

- 9.19 There is no shortage of business and employment land in the wider Preston Area or lack of accessible local employment opportunities for plan area residents. Local employment exceeds the local workforce and the character and appearance and environmental quality of the area will be considerably enhanced post bypass. It is important that business development be carefully managed, so that the impact of new development and the activity and traffic associated therewith does not erode these benefits.

## Neighbourhood Plan Policies - Specific

### **BE1 Village Centre**

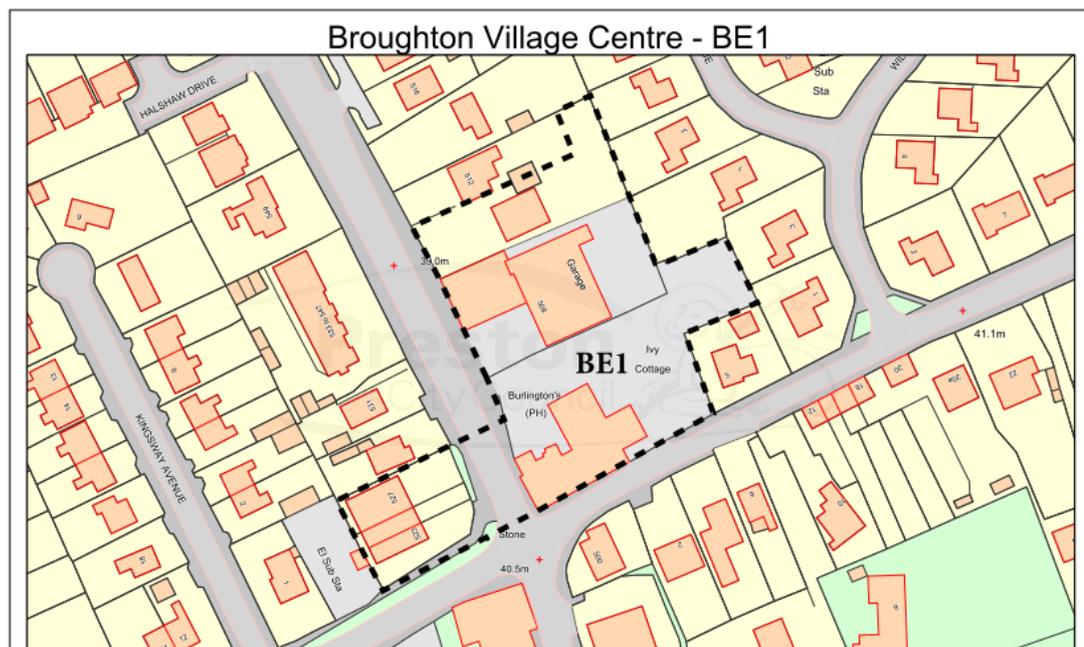
**Within the area identified as a Village Centre the following uses will be encouraged and permitted at ground floor level:-**

- **A1-A4 – Retail, Financial and Professional Services, Café/Restaurant, Public House**

**Subject to such development not prejudicing residential amenity or highway safety.**

**Other uses will not normally be permitted.**

- 9.20 Broughton Village urgently requires the development of local facilities both to meet the needs of local residents without them having to drive out of the area but to utilise the opportunity the bypass offers to bring the local community together in a way that has not previously been possible because of a local environment too often blighted by queuing traffic, noise and fumes.



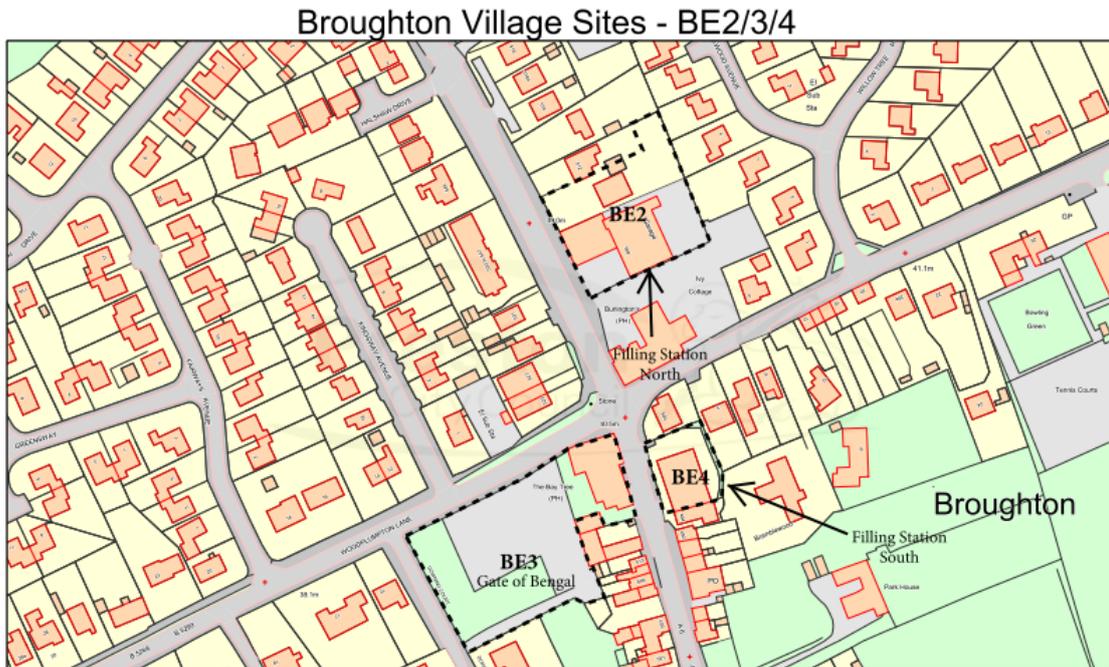
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### **BE2 Filling Station Site North**

**Development proposals for this site, within the designated Local Centre, should be anchored at ground floor level by the provision of a full scale local convenience store (approximately 280 sq metres net floorspace at ground floor level) and supporting customer car parking.**

**Proposals not including such provision will not be permitted.**

- 9.21 Apart from congestion and access constraints, one of the main obstacles to provision of a local convenience store in the village has been the absence of a development site large enough to accommodate the amount of floorspace and associated customer car parking required by operators in the buoyant local convenience sector.
- 9.22 This represents the only conveniently located site within the settlement boundary sufficiently large and suitable for such development.



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### **BE3 Gate of Bengal Site**

**Proposals will be supported that:-**

- **involve retention and conversion of the former Golden Ball Public House from its current restaurant use into other appropriate uses and that**
- **ensure that the entire wider site is brought into positive use and that**
- **are fully compatible with the continued successful operation of the business premises to the south**

**provided that any associated alterations or additions respect the character and appearance of the former Golden Ball historic landmark building**

**a) Appropriate uses for the former Golden Ball Public House could include reversion to public house use, or to a facility providing services to the local community e.g. health.**

**Permission for a use not providing a local service will only be permitted if it can be demonstrated there is no demand for such use. In such an instance conversion to flats should be explored before any other use is given favourable consideration.**

**b) Appropriate uses for any part of the wider site not required for car parking in support of the proposed use for the former Golden Ball include:**

- **Small Scale Housing Development**
- **Retail, Financial and Professional Services, café/restaurant**
- **Public Car Parking**

**Subject to such development not prejudicing residential amenity or highway safety.**

9.23 The former Golden Ball Public House represents a landmark building on Broughton crossroads with a long history. Successive conversions from traditional Public House to Pub/Diner and latterly to Indian Restaurant have failed to establish a successful long term use of the building.

9.24 The amount of car parking to the rear of the building has long ceased to be required to meet customer demand. Proposals for residential development of the rear of the site were refused planning permission on highway grounds but those concerns are likely to be addressed by the bypass.

9.25 Retention of the former Golden Ball building in pub or restaurant use would be best in terms of retaining the character and appearance of the building but conversion to other uses may need to be considered if this does not prove viable.

9.26 Given the lack of brownfield development opportunities within Broughton , it is important that any proposals make full use of the currently underutilised wider site.

#### **BE4 Filling Station South**

**If this site is no longer required as a petrol filling station, then its redevelopment for the following purposes would be permitted**

- **Retail, financial/professional services or café/restaurant use (Use Classes A1-A3) or for**
- **Residential development**

**Subject to proposals being of a design appropriate to this historic part of Broughton Village and not giving rise to residential amenity or highway problems.**

**Other forms of development will not be permitted.**

- 9.27 With the completion of the bypass, the future of the 2 petrol filling stations in the village (both on the southbound side of the A6 is uncertain prompting the owner of both to submit outline planning applications for their redevelopment.
- 9.28 Residential development as proposed for this site would represent an appropriate use for the site given the limited housing opportunities within the existing settlement boundary. However the site might also appropriately be developed for local retail or other facilities should the Northern Filling Station stay in its current use.
- 9.29 In either case, it is important that any redevelopment of the site take full account of the character and appearance of this historic section of Garstang Road and the opportunity that redevelopment presents to enhance that character.

**BE5 Northway Local Centre -**

**Within the Northway Local Centre identified on the proposals plan the following uses will be encouraged and permitted at ground floor level:-**

- **A1-A4 – Retail, Financial and Professional Services, Café/Restaurant**
- **Provision of local health services**

**Subject to such development not prejudicing residential amenity or highway safety.**

**Other uses will not normally be permitted**



9.30 This development was designed to provide local facilities for local residents in the immediate housing area. Whilst it has lost its local shopping facilities it still provides a valuable role in housing local health facilities. It is important that it continue to do so.

**BE6 Shops outside the designated Village Centre and Northway Local Centre**

**Planning permission will only be granted for change of use of existing shop premises where it can be demonstrated that there is no demand for their continued operation in retail; financial/professional services, café/restaurant use or in delivering local health services**

**AND where, in the case of any buildings on the local list, that proposals are supported by a sensitive scheme of conversion that does not detract from the character and appearance of the building and the area.**

9.31 The small ground floor shop units on Garstang Road without car parking that in years passed provided local village shopping facilities (including the Village Post Office) have struggled in recent years. Whilst a part of Broughton's history, in the context of current retailer requirements and preferences, and ambitions to deliver more significant local shopping facilities in the Village Centre they may not necessarily have a future in shop use.

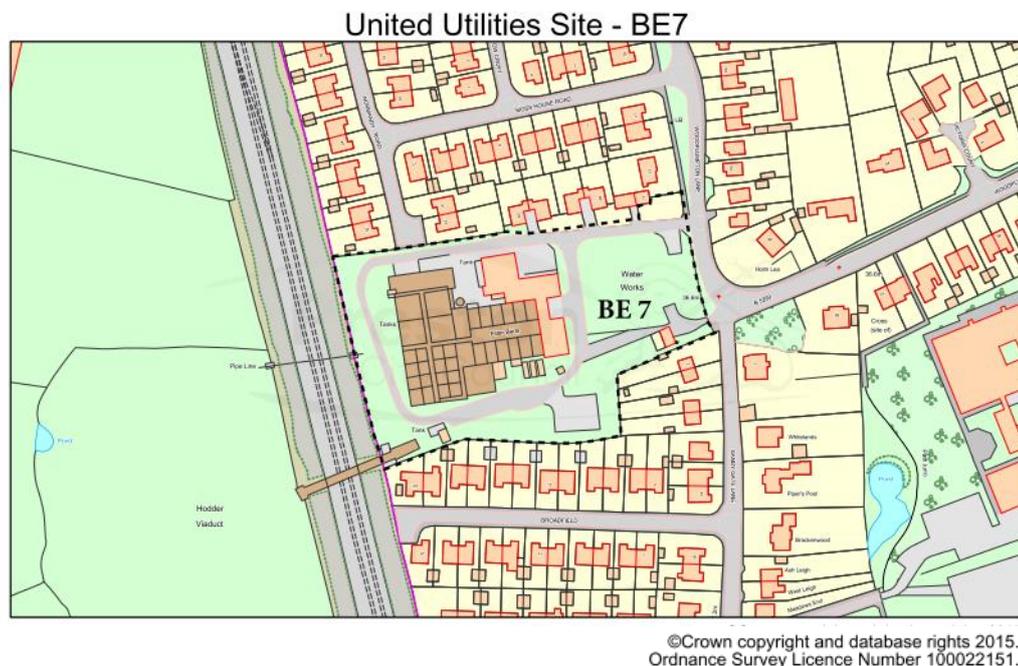
9.32 If this proves to be the case then it is important to the character and appearance of the area that they be subject to sensitive schemes of conversion.

## BE7 United Utilities Site

Any land that is surplus to the operational requirements of United Utilities and capable of redevelopment should be considered for residential development, if ground conditions permit.

Other acceptable uses are considered to comprise:-

- A community facility that cannot be accommodated on a more central site within the village or that caters particularly for the needs of the immediate residential area.
- Business/employment uses subject to these not giving rise to problems of residential amenity, highway access or vehicle generation.



9.33 Initial dialogue with UU suggests limited development potential because of operational constraints/ground conditions. There is potential for community use but the site is somewhat detached from the village centre and other more central sites would be more suitable for key built facilities e.g. village hall.