

Preston City Centre

Description

Preston City Centre is a key retail, leisure, and service hub within the authority area, serving both local residents and the wider sub-region.

With a total of approximately 174,760 sq.m of commercial floorspace across 706 units, the city centre plays a vital role in supporting economic activity and attracting visitors. Its historic character, shaped by its origins as a market town, is complemented by modern retail and leisure developments, creating a diverse and dynamic urban environment.

The city centre’s retail offer is anchored by key national and independent operators, predominantly located along Fishergate, Friargate, and within St George’s and Fishergate Shopping Centres. These areas provide a mix of high-street brands, convenience retail, and independent traders, catering to a broad demographic. In addition, Preston Market remains a focal point, offering fresh produce and artisanal goods that contribute to the centre’s distinctive shopping experience.

Queens Retail Park, located on the eastern edge of the city centre, plays a key role in providing for bulky goods retail, including homeware, electronics, and larger household items. Its accessibility by car and proximity to the city centre make it a convenient shopping destination, complementing the wider retail offer of Preston.

Beyond retail, the city centre boasts a strong leisure and cultural presence, with numerous bars, restaurants, and entertainment venues enhancing the evening economy. The forthcoming Animate development, set to introduce a cinema, restaurants, and leisure attractions, will further bolster Preston’s appeal. Additionally, key civic and educational institutions, including the University of Central Lancashire, contribute to footfall and reinforce the city’s role as a regional centre.



Figure 1: Improved pedestrian and public realm areas at Friargate



Figure 2: Preston Market, is located at the heart of the City Centre and offers a range of diverse convenience and comparison goods.



Figure 3: Preston Station, one of the major regional transport hubs recently underwent refurbishment.

Table 1 Preston City Centre Floorspace Composition

GOAD Category	Floorspace at 2024 (sq.m)	Floorspace at 2024 (%)	Floorspace UK Average at 2024 (%)
Comparison	53,900	30.8%	26.3%
Convenience	9,860	5.6%	9.3%
Financial & Business	7,980	4.6%	8.3%
Leisure	42,620	24.4%	25.8%
Retail Service	7,320	4.2%	16.0%
Vacant	53,080	30.4%	14.1%
TOTAL	100.00%	174,760	100.0%

Source: Composition of District centre based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of November 2024; UK Average from Experian Goad Report September 2024.

Table 2 Preston City Centre Unit Composition

GOAD Category	Units at 2024 (no.)	Units at 2024 (%)	Units UK Average at 2024 (%)
Comparison	165	23.4%	29.2%
Convenience	57	8.1%	15.6%
Financial & Business	40	5.7%	6.2%
Leisure	206	29.2%	26.7%
Retail Service	79	11.2%	7.4%
Vacant	159	22.5%	14.3%
TOTAL	706	100.0	100.0%

Source: District centre composition based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of November 2024; UK Average from Experian Goad Report September 2024.

Uses

Comparison goods dominate Preston’s retail offer, accounting for 30.8% of floorspace, notably above the UK average of 26.3%. However, this strength is not fully reflected in unit numbers, with comparison units making up 23.4% of all units, below the national average of 29.2%. The comparison retail offer is concentrated along Fishergate and within St George’s Shopping Centre, featuring a strong mix of high street clothing retailers such as New Look, H&M, Next, River Island, and Matalan. The presence of household goods providers like B&M and Home Bargains further reinforces the city’s role in meeting a broad range of non-food shopping needs.

The convenience retail sector accounts for just 5.6% of Preston city centre’s total floorspace, significantly below the UK average of 9.3%. This underrepresentation is also reflected in unit numbers, with convenience stores making up 8.1% of all units compared to the national average of 15.6%. Anchored by key stores such as M&S and Sainsbury’s Express, alongside several independent convenience outlets, the sector provides essential goods but remains limited in scale. Preston Market, located along Market Street, plays an important role in attracting footfall, with observed movement between the market and nearby retail areas such as St George’s Shopping Centre.

Leisure uses occupy 24.4% of total floorspace and 29.2% of all units, reflecting its strong presence in the city centre and its importance in supporting both the daytime and evening economy. Preston has a diverse range of food and drink establishments, bars, and takeaways that contribute to the vibrancy of the area. The forthcoming Animate New Leisure Development, set to open in Spring 2025, will further bolster the city’s leisure offer with a cinema, restaurants, and entertainment venues, reinforcing Preston’s appeal beyond retail.

Financial and business services occupy 4.6% of total floorspace, below the UK average of 8.3%, and make up 5.7% of total units, slightly below the national figure of 6.2%. While the sector includes banks, building societies, estate agents, and solicitors, its lower representation suggests limited financial and professional service provision in the city centre. The decline of high street banking, with several national branches closing in recent years, has further impacted the sector’s presence. Strengthening the financial and business offer could help diversify the local economy and enhance Preston’s role as a service hub.

Retail services account for 4.2% of floorspace and 11.2% of units, both significantly below the UK averages of 16.0% and 7.4%, respectively. This sector includes beauty salons, dry cleaners, and travel agents, but its lower representation suggests potential for growth. Similarly, financial and business services are underrepresented, occupying just 4.6% of floorspace compared to the UK average of 8.3%, and 5.7% of units compared to 6.2% nationally.

Daytime/Evening Economy

Preston’s daytime economy is anchored by its retail, business, and educational institutions. The primary retail core, including Fishergate, Friargate, and St George’s Shopping Centre, is home to a mix of national retailers, independent stores, and essential services. These areas attract consistent footfall, particularly during peak shopping hours and lunchtimes.

Beyond retail, the city’s café culture and restaurant scene play a key role in sustaining activity throughout the day. Many businesses cater to a mix of office workers, students from the University of Central Lancashire (UCLan), and visitors. Additionally, Preston Markets serve as a focal point for

independent traders, fresh produce, and street food, reinforcing the city's unique character and broadening its consumer appeal.

Cultural attractions, such as the Harris Museum & Art Gallery, complement the commercial offer by attracting visitors and supporting leisure-based spending. UCLan also plays a significant role in Preston's daytime economy, with its student population contributing to demand for retail, food, and leisure services.

Preston's night-time economy is shaped by its bars, restaurants, entertainment venues, and student population, particularly in areas such as Church Street, Friargate, and the Guild Hall quarter. The city's pub and bar scene cater to a diverse audience, ranging from students and young professionals to local residents.

The city is also home to several theatres, live music venues, and cinemas, which draw in visitors from a wider catchment area and contribute to a lively evening atmosphere. The Guild Hall and The Continental are notable venues hosting live performances, comedy, and cultural events, ensuring continued footfall into the evening.

However, there remains scope for improvement in Preston's evening food and drink offer. While the city has a mix of casual dining options and independent eateries, there is a reliance on takeaways and fast-food outlets, with fewer higher-end dining or family-friendly restaurants in the city centre. Expanding the diversity of the night-time offer could enhance Preston's appeal as an evening destination.

Overall, Preston city centre benefits from a strong daytime economy and an evolving night-time economy, with opportunities to further enhance its leisure, retail, and hospitality sectors to create a more dynamic and attractive city centre.

Vacancies

Vacancy rates are above the national average within Preston City Centre, with 30.4% of floorspace and 22.5% of units unoccupied. These figures are significantly above the UK averages of 14.1% and 14.3%, respectively, highlighting the scale of the challenge. High vacancy levels can detract from the city's vitality, creating gaps in the retail and service offer while potentially discouraging footfall.

The rise of online shopping, changing consumer habits, and economic pressures have likely contributed to reduced demand for physical retail space.

However, it is important to note that a notable proportion of vacant units (approximately 28.2%) were undergoing refurbishment or awaiting new occupiers at the time of survey, indicating potential future take-up.

Addressing long-term vacancies through diversification of uses, incentives for businesses, and targeted regeneration efforts will be essential to revitalising the city centre and improving its overall attractiveness.

Opportunity Sites

Preston City Centre is undergoing significant regeneration, with multiple developments set to enhance its residential, leisure, and retail offerings. These projects present opportunities for new businesses and investment, helping to reinforce the city centre's vitality and long-term sustainability. The planned construction of an 11-storey mixed-use building (App Ref: 06/2022/0310) will introduce up to 124 apartments), alongside ground-floor leisure and retail space. This development, approved in September 2023, will create additional retail and service opportunities to cater to new residents and visitors. The inclusion of commercial units within the scheme suggests potential demand for convenience retail, dining establishments, and service-oriented businesses.

The Avenham Street development (App Ref: 06/2019/0856) is another key project contributing to Preston's urban expansion. The scheme, approved in November 2020, involves the construction of four blocks ranging from seven to sixteen storeys, providing 294 one- and two-bedroom apartments with basement parking. Construction is currently underway, and as new residents move in, there will be increased demand for retail, hospitality, and community amenities.

The Preston Youth Zone (App Ref: 06/2022/1378) is a significant investment in community and leisure facilities. This three-storey building, approved in July 2023, will feature a 4-court sports hall, performance space, fitness gym, kick-pitch, music and arts rooms, a mentoring kitchen, and a café for young people. With construction already started, this facility will serve as a key destination for young people and families, increasing footfall in the area and generating opportunities for complementary retail and food and beverage outlets nearby.

Pedestrian Flows

Preston city centre has several pedestrianised areas that enhance footfall, improve accessibility, and contribute to the overall shopping and leisure experience. High pedestrian activity was observed around Fishergate, Friargate, and Orchard Street, which serve as key retail and commercial corridors. These areas were characterised by wide pavements, seating areas, and improved public realm features, supporting a vibrant street scene.

Fishergate is the city's primary shopping street and has benefited from public realm improvements, including widened pavements, high-quality paving, and reduced vehicle dominance. This has created a more pedestrian-friendly space, linking St George's Shopping Centre, Fishergate Shopping Centre, and major high street retailers. The area experiences consistently high footfall, particularly around key anchor stores and transport hubs.

Friargate, which connects the city centre to the University of Central Lancashire (UCLan), has undergone significant pedestrianisation improvements as part of the Transforming Friargate North and Ringway project. Delivered by Lancashire County Council in partnership with Preston City Council and UCLan, the project has enhanced connectivity between the retail core and the university, making the area more pedestrian-friendly. The street sees strong pedestrian activity, particularly during term time, as it serves students, staff, and visitors. Further development in this area, including the regeneration of Adelphi Square, is expected to strengthen its role as a key pedestrian link.

Increased pedestrian flows were also observed around Orchard Street and the Market Quarter. This may be due to the refurbishment of Preston Markets. The combination of fresh food stalls, independent traders, and food and drink outlets has attracted more visitors.

Despite these positive developments, some pedestrianised areas, particularly those further from the retail core, were observed to face lower footfall levels. Church Street, for example, has limited pedestrian activity compared to Fishergate, highlighting a need for further investment to encourage footfall. Additional improvements to wayfinding, lighting in such areas could help strengthen the appeal of these areas.

Accessibility

A key component of Preston's vitality and viability is its accessibility, particularly by public transport. The city centre is connected via its bus interchange and railway station to several regional and sub-regional destinations, including Manchester, Blackpool, Bolton, Chorley, and Wigan. This level of accessibility helps to drive footfall, particularly around the Preston Markets, which are approximately a five-minute walk from the Bus Station.

Preston railway station is a major transport hub on the West Coast Main Line, providing direct rail connections to major cities including London, Glasgow, Edinburgh, Manchester, and Liverpool. The station's location near Fishergate, the city's primary shopping street, ensures ease of movement into the city centre.

The Preston Bus Station, a Grade II-listed building, serves as a significant interchange for local and regional bus services. The extensive network connects the city centre to surrounding towns, residential areas, and employment hubs. Recent refurbishments have improved accessibility, pedestrian routes, and wayfinding, enhancing the overall experience for visitors and commuters.

Preston city centre has made strides in improving accessibility for people with disabilities. Features such as step-free access at the railway station, dropped kerbs, tactile paving, and accessible public transport services have enhanced mobility for all users.

There are opportunities to enhance sustainable and active travel particularly by expanding cycle routes. There were noticeably very few cycle routes within the city centre.

Perception of Safety

Preston city centre generally feels safe during the day, particularly in busy areas such as Fishergate, St George’s Shopping Centre, and Preston Markets, where high footfall and commercial activity create a sense of security.

Public realm improvements, including enhancements to Friargate North and Ringway, have made the city more pedestrian-friendly, while CCTV coverage and regular police patrols further support perceptions of safety. However, quieter areas such as Church Street and backstreets off the main retail core can feel less inviting due to lower footfall and reduced natural surveillance and the presence of more vacant units.

At night, safety perceptions vary, particularly around the city’s bars, clubs, and restaurants in Guild Hall, Friargate, and Church Street. While these areas remain active, alcohol-related antisocial behaviour, inadequate street lighting, and concerns over rough sleeping and drug-related issues contribute to a sense of unease for some visitors.

Efforts to improve safety include the recent Preston City Centre Public Spaces Protection Orders which was introduced in October 2024 to address issues such as public drinking, drug use and other disruptive behaviours.

Environmental Quality

The environmental quality of the city centre is generally good, as many areas are well pedestrianised, creating a safer and more attractive environment for visitors. The city has also benefited from public realm improvements, particularly through the Transforming Friargate North and Ringway project. Delivered by Lancashire County Council, Preston City Council, and the University of Central Lancashire (UCLan), this scheme has enhanced pedestrian movement, improved cycle lanes, and reduced vehicle dominance in key areas.

Waste management and cleanliness in the city centre are generally well-maintained, however there were some issues with littering observed particularly around

Conclusions

Overall, Preston city centre is well connected by public transport and benefits from a strong walking catchment. The offer is mixed and provides a good range of retail, leisure, service, and wider community uses to meet the residents’ needs.

Preston’s daytime economy is based around its offer of comparison, convenience, leisure, and retail uses, with a strong presence of both national chains and independent retailers. Its evening economy is slightly less varied, predominantly being based around food services including takeaways, restaurants, and convenience stores, although there are several

public houses throughout the centre which add to its offer. Preston also benefits from a range of cultural and entertainment venues.

While the proportion of vacant units is higher than the national average in terms of the number of units, some of these units are undergoing refurbishment and will be occupied in the near future. Additionally, the ongoing redevelopment of key areas within the city centre could significantly drive more business to the area.

We recommend ongoing monitoring of vacancy rates to ensure that the impacts of redevelopment projects are fully understood, and that the local authority is well placed to adapt to the demands of the rapidly changing market.

The ongoing redevelopment of the Stoneygate and Harris Quarter areas represents a significant opportunity to regenerate and transform key parts of the city centre. After a period of decline, these areas have seen investment in new residential, retail, and leisure developments, as well as improvements to the public realm, which will enhance Preston's appeal.

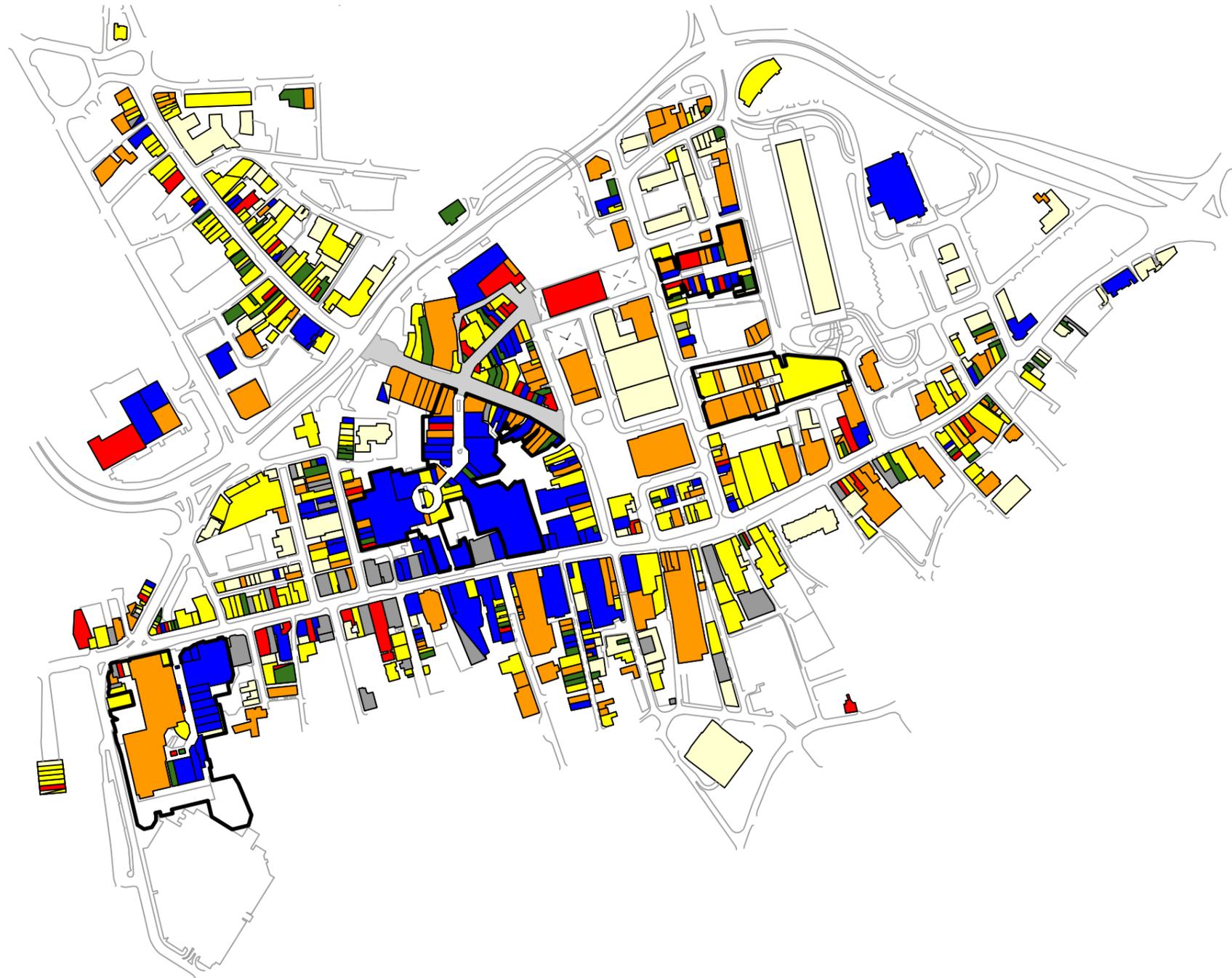
A considerable amount of pedestrian activity was observed throughout all areas of Preston city centre at different times of the day and evening. During the daytime, activity was generally busiest along Fishergate and Friargate. The pedestrianised nature of several key streets in the city centre results in a compact and walkable environment, which accommodates easy movement on foot. We observed a number of linked trips between different operators in this central part of the city centre, particularly between the bus station, retail areas, and cultural venues. Overall, the city centre benefits from a good level of footfall driven by its strong comparison retail and leisure services offer and a number of key anchors.

Preston city centre enjoys a good standard of accessibility by public transport. Road access to the city centre by private car is set to be improved through works associated with the City Transport Plan. With regard to accessibility for people with impairments or mobility requirements, travelling through the city centre will not prove difficult as the majority of pedestrianised areas are well adapted for such purposes. In general, however, the pavements are even and well-maintained, the streets are wide and clutter-free, and there is good provision of benches and other street furniture available for those who need to stop and rest.

The public realm in the city centre is generally of good standard, with Preston benefiting from a number of valuable heritage assets, including several Grade II listed buildings. Notwithstanding, there are a few parts of the city centre where the environmental quality is of a somewhat poorer standard. The northern part of the city centre has lower environmental quality due to the presence of underutilised sites and ongoing redevelopment works.

Preston city centre is also somewhat lacking in green/open space, although there are landscaped areas and tree planting along key pedestrian routes. This could be an area of focus for the Council in the near future. Additionally, a broader range of family-friendly food and beverage options would enhance the city centre's appeal.

Overall, Preston city centre is considered to be vital and viable, benefitting from robust daytime and night-time economies that befit its status as a regional centre, excellent accessibility, and a high level of environmental quality. The number of regeneration opportunity sites across the city centre and the positive signs of both public and private sector investment mean that there are substantial positive indicators for Preston's future.



Legend

- Comparison
- Convenience
- Financial & Business Service
- Retail Service
- Leisure Service
- Vacant
- Miscellaneous

250 metres

Experian Goad Plan Created: 29/01/2025
Created By: Nexus Planning Ltd

Chorley Town Centre

Description

Chorley town centre serves as the principal retail, leisure and service destination within the borough of Chorley, as well as an important centre for the wider sub-region.

Its layout reflects its longstanding history as a market town, with key shopping areas centred around Market Street and the covered market at Market Place. In addition, Market Walk Shopping Centre and the newer development around Flat Iron Parade in the north east of the town offer modern, purpose-built retail and leisure facilities.

The Goad area of Chorley comprises 300 commercial units, providing for approximately 54,580 sq.m of floorspace. The centre provides for a good mix of retail, service and leisure floorspace which meets the needs of the catchment well, providing a range of sizes of units to meet varying operator demands. The new retail and leisure development at Market Walk has provided new larger format space, now occupied by Reel Cinema, M&S Food and Sports Direct, alongside additional leisure uses. The scheme, which has also enhanced the wider public realm, has been a significant positive sign of investment within the centre.



Figure 1: Chapel Street



Figure 2: Market Walk



Figure 3: Market Street



Figure 4: Chorley Markets

Table 1 Chorley Town Centre Floorspace Composition

GOAD Category	Floorspace at 2024 (sq.m)	Floorspace at 2024 (%)	Floorspace UK Average at 2024 (%)
Comparison	16,360	30.0%	26.3%
Convenience	11,990	22.0%	9.3%
Financial & Business	3,600	6.6%	8.3%
Leisure	12,420	22.8%	25.8%
Retail Service	4,970	9.1%	16.0%
Vacant	5,260	9.6%	14.1%
TOTAL	54,580	100.0%	100.0%

Source: Composition of District centre based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of November 2024; UK Average from Experian Goad Report September 2024.

Table 2 Chorley Town Centre Unit Composition

GOAD Category	Units at 2024 (no.)	Units at 2024 (%)	Units UK Average at 2024 (%)
Comparison	91	30.3%	29.2%
Convenience	28	9.3%	15.6%
Financial & Business	25	8.3%	6.2%
Leisure	72	24.0%	26.7%
Retail Service	52	17.3%	7.4%
Vacant	32	10.7%	14.3%
TOTAL	300	100.0%	100.0%

Source: District centre composition based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of November 2024; UK Average from Experian Goad Report September 2024.

Uses

Chorley enjoys a strong comparison retail offer which exceeds national averages in terms of both floorspace and units. In this regard, Chorley comprises a total of 30.0% of comparison floorspace and 30.3% of comparison units, compared to a national average of 26.3% and 29.2% respectively.

Comparison national multiples are concentrated in the shopping centre. Although these retailers are somewhat weighted towards the lower or value end of the market, they effectively meet a wide range of everyday needs. Notable stores include clothing and footwear retailers such as JD, Peacocks, and Shoezone; household goods operators such as B&M and Poundland; and chemist/toiletries retailers such as Boots and Bodycare.

In addition, Chorley has an excellent variety of independent comparison retailers, with representation across 27 of Goad’s comparison retail sub-categories. Retailers include: antique shops, booksellers, carpet shops, charity shops, chemists, clothing and footwear for children and adults, gift shops, DIY shops, florists, furniture shops, hardware and household goods shops, jewellers, music shops, newsagents and stationers, and various other specialist shops.

Within the Goad boundary, the convenience provision is anchored by four in-centre supermarkets, comprising the Asda superstore in the south of the

town centre and the Booths, M&S and Iceland stores in the north-east. These are supplemented by a number of high-quality independent convenience operators, including bakers, butchers, confectioners, convenience stores and other food retailers. Overall, the convenience provision in terms of floorspace comprises 22.0% of the total floorspace and 9.3% of the total units, compared to a national average of 9.3% and 15.6% respectively.

Chorley town centre's specialist and traditional markets play a significant role in enhancing its retail offer, as they help increase footfall and form popular attractions in their own right. Chorley is home to two main markets: the covered market, which trades four days a week from Market Place, and the Tuesday market, which comprises over 150 stalls set up along Fazakerley Street, Chapel Street, New Market Street, Cleveland Street, Market Street, and the lower half of High Street. The markets primarily host local and independent traders selling a diverse range of food and non-food products. The covered market recently received £600,k of investment in the form of upgrades in keeping with the Market Walk extension. The recently opened 1498 food and beverage area provides communal seating for customers wishing to consume items purchased from the café and other food-to-go options within the market.

Although the proportions of leisure floorspace and units in Chorley fall below the national averages, the overall offer is strong for a centre of this size. In this regard, the proportion of floorspace occupied by leisure operators totals in 22.8%, compared to a national average of 25.8% and the number of units occupied by leisure operators totals in 24.0% compared to a national average of 26.7%.

Major large-format leisure uses include a cinema and theatre. The centre has clearly benefitted from the investment made by large-footplate leisure operators, such as Reel Cinemas and Escape Entertainment, who have occupied the Council-owned Market Walk development. Market Walk was extended in 2018/19, after the Council agreed a £17m funding package. The improved facility has enhanced Chorley's reputation as a leisure destination with an experiential offer, improving dwell times and attracting a greater number and diversity of visitors from across the region.

The town centre also enjoys a number of food and drink operators which contribute to its evening economy, including bars and wine bars, public houses, restaurants and takeaway operators.

Chorley also constitutes an important service destination for local residents. Its retail services offer is focused on the health & beauty sector but also provides for a range of other daily needs such as dry cleaning and launderette, opticians, post office, petrol filling station and travel agent services. In terms of the proportion of floorspace, the centre's retail service offer falls well below the national average at 9.1% compared to 16.0%, but in terms of the number of units, the proportion is 17.3% compared to the national average of 7.4%.

Representation in the financial & business services sector is in line with national averages and the town centre contains a number of banks, building societies, and financial and legal service providers.

Daytime/Evening Economy

As mentioned above, the town centre boasts a range of daytime amenities in retail offering including markets which encourage users into the centre during the day. The majority of the retail operators are open 9am-6pm, with some of the larger format retailers and leisure operators opening longer hours into the evening.

The provision of evening leisure uses including the Reel Cinema, bars, restaurants, pubs and theatre, ensures that most areas of the town centre benefit from activity and footfall after 'normal' business hours. Although the offer of the evening economy could be more diverse, the operators present are considered to be generally of good quality and provide opportunities for residents to drink and eat out in the evening.

Vacancies

Vacancy rates in Chorley town centre are below the equivalent UK averages in terms of both floorspace and units. In this regard, the vacancy rate in terms of floorspace is 9.6% compared to a national average of 14.1%, and the vacancy rate in terms of units is 10.7% compared to a national average of 14.3%. The below national averages are a positive indicator of health within the town centre, and which are less than the previously recorded levels in 2018 at 13.3% and 14.2% respectively (Chorley Retail Study 2018).

There are few concentrations of vacancies, although there are a couple of prominent empty premises which detract from the street-scene in their vicinities. Efforts should be exercised to maintain any vacant units which will limit their adverse impact on the look and feel of the centre.

The largest individual unoccupied unit is the former post office on Cleveland Street, which measures 870 sq.m gross and has been vacant since 2016. We understand, however, that planning permission was granted in 2021 (under ref: 21/00810/FUL) to allow the change of use of the ground floor of this unit to a Class F1 educational facility to be operated by Kip McGrath, which provides tuition services to students of all ages.

Opportunity Sites

There are a range of schemes either due to, or currently progressing within Chorley town centre for a variety of uses. Most recently, it has been announced that a project team has been appointed to design three key projects within the centre, supported by the Council's successful Levelling Up Fund Bid. These schemes include the creation of a new civic square by the town half, the transformation of the Bengal Street depot into apartments and the refurbishment of the Council offices off Union Street to attract new tenants.

In addition to the above, permission was granted in 2024 to develop an eleven-storey apartment scheme on the former Chorley Magistrates Court

in St Thomas' Square. The scheme will provide a mix of one, two and three bedroom apartments across the eleven floors.

The variety of schemes progressing not only shows clear investor confidence in Chorley town centre, but will also bring with them a range of positive benefits to the wider centre including the redevelopment of otherwise under-utilised sites and the generation of additional footfall and expenditure to help support businesses.

Pedestrian Flows

High levels of accessibility help to drive the town centre's high footfall, especially around the covered market. Pedestrianised areas such as St George's Quarter attract pedestrian flows, creating a welcome environment for users.

At the time of our visit, the covered market attracted particularly high foot traffic, which in turn 'spilled out' to the national multiple retail and leisure operators concentrated at Market Walk in the north of the centre and to the mainly independent shops along Chapel Street. The high-quality environment in these parts of the centre aids and encourages pedestrian permeability. A sprinkling of public seating further supports pedestrian users within the town centre.

With regard to north-south pedestrian movement, the pedestrianised part was easily navigable and, for the most part, attracted moderate to high footfall. Activity did, however, tail off at the far north, and particularly around the St Thomas's Road area in the north-west.

The southern part of the centre is not pedestrianised, and the busy crossroads of Market Street, George Street, Bolton Street and Pall Mall forms a significant barrier to pedestrian flows. As a consequence, footfall was much lighter here and there appeared to be few linked trips between the Asda and smaller operators in this location and the norther part of Chorley town centre.

Accessibility

A key component of Chorley's vitality and viability is its accessibility, particularly by public transport. The town centre is connected via its bus interchange and railway station to a number of regional and sub-regional destinations, including Preston, Manchester, Blackpool, Bolton and Wigan.

Chorley Bus station is located on Chapel street, on the eastern edge of the town centre. The bus station is a sub-regional interchange with regular services to Preston, Whittle-Le-Woods, Buckshaw Village, Adlington, Euxton. It also connects to destinations in the wider regional area such as Blackpool, Wigan and Bolton and is also a national coach stop.

Chorley train station is located just outside of the town centre on the east side of the A6 (Shepherds Way), with frequent services to Manchester Piccadilly, Preston, Blackpool and destinations in between.

The town centre is supported by a significant supply of short and long term car parks which are mostly located around the town centre boundary. Disabled parking along High Street aids accessible further.

No dedicated cycle routes were observed in the centre but there were a number of cycle parking facilities observed throughout.

Perception of Safety

At the time of our visit, Chorley felt largely safe and secure. A strong level of pedestrian activity was observed throughout the town centre, reducing any perceived threat of crime.

Street lighting was noted throughout the town centre and, as noted above, evening uses are scattered throughout the centre, which will increase the perception of safety and activity for evening users.

To the south of Market Street and along High Street, the on-street parking allows for the proximity of vehicles to pedestrians, which did detract slightly from the overall feeling of safety

Overall, the centre feels safe, secure and well-monitored throughout and is largely free of evidence of anti-social behaviour such as graffiti or vandalism.

Environmental Quality

Shopfronts are generally well-maintained however vacant uses and the impact of closed roller shutters during daytime opening hours on the overall appearance was limited.

The environmental quality is generally good, with the Market Street area in particular having benefitted from investment in the public realm resulting in new, easily navigable paving and modern street furniture.

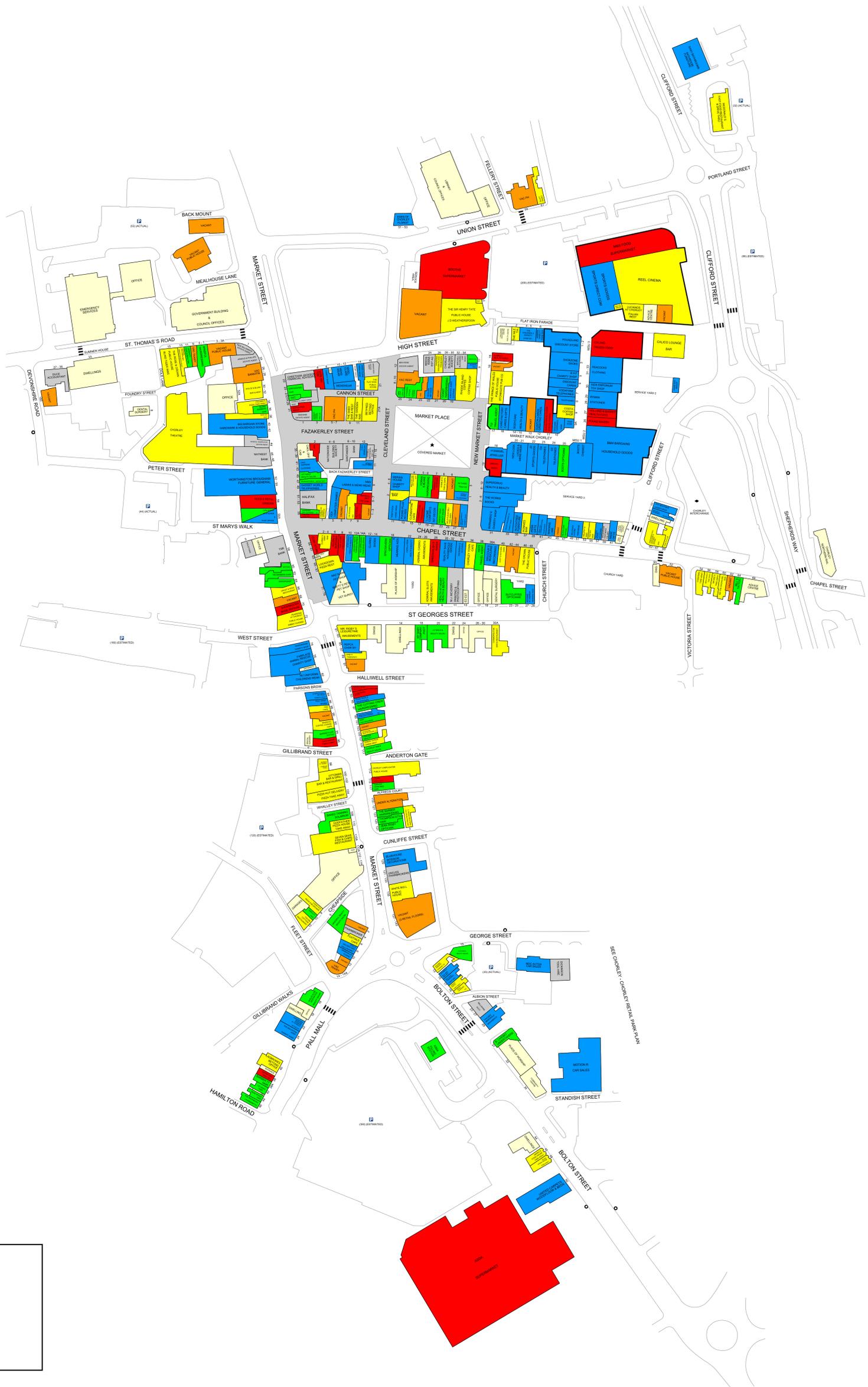
Throughout the town centre, viewpoints and glimpse of St George's Parish Church and St. Mary's Catholic Church provide a pleasingly characterful and recognisable environment.

Heritage buildings, such as the cluster along Market Street add charm and aid creating a sense of place.

Pedestrianised areas have also supported unit operators with signage and restaurant pavement seating opportunities utilised, creating an inviting area for users.

The town centre suffers from a lack of green infrastructure. Trees along Market Street are welcomed alongside the wooden planters which are located around junctions such as Chapel Street/Market Place. Which has a positive impact on the environmental quality of these areas.

Overall, we consider that the town centre provides for a well-maintained and attractive shopping and leisure environment.



Legend

- Comparison
- Convenience
- Financial & Business Service
- Retail Service
- Leisure Service
- Vacant
- Miscellaneous



50 metres

Experian Goad Plan Created: 13/12/2024
Created By: Nexus Planning Ltd

Leyland Town Centre

Description

Leyland town centre is the principal shopping, leisure and service destination in the South Ribble borough.

It is largely linear in nature, extending from the railway station at the northern end of Chapel Brow to the Tesco Extra Store and The Cross at its southern end.

The main focus of activity within the town centre is focused on Hough Lane, however the shops and services within the town centre extend along Chapel Brow and Towngate in either direction from Hough Lane.

The Goad area of Leyland contains 210 commercial units, providing for approximately 41,000 sq.m of floorspace.



Figure 1: Golden Hill Lane



Figure 2: Chapel Brow



Figure 3: Leyland Market Entrance, Hough Lane



Figure 4: Hough Lane

Table 1 Leyland Town Centre Floorspace Composition

GOAD Category	Floorspace at 2024 (sq.m)	Floorspace at 2024 (%)	Floorspace UK Average at 2024 (%)
Comparison	9,620	23.4%	26.3%
Convenience	12,500	30.5%	9.3%
Financial & Business	3,180	7.7%	8.3%
Leisure	7,950	19.4%	25.8%
Retail Service	3,480	8.5%	16.0%
Vacant	4,310	10.5%	14.1%
TOTAL	41,040	100.0	100.0%

Source: Composition of District centre based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of November 2024; UK Average from Experian Goad Report September 2024.

Table 2 Leyland Town Centre Unit Composition

GOAD Category	Units at 2024 (no.)	Units at 2024 (%)	Units UK Average at 2024 (%)
Comparison	50	23.8%	29.2%
Convenience	16	7.6%	15.6%
Financial & Business	21	10.0%	6.2%
Leisure	54	25.7%	26.7%
Retail Service	47	22.4%	7.4%
Vacant	22	10.5%	14.3%
TOTAL	210	100.0%	100.0%

Source: District centre composition based on boundary as defined by Experian Goad and derived from Nexus Planning Survey of November 2024; UK Average from Experian Goad Report September 2024.

Uses

Comparison provision in Leyland falls below national averages in terms of floorspace and units, although the shortfall in floorspace is more pronounced given the relatively small size of most of the town centre’s non-food shops.

In this regard, there is a total of 12,500 sq.m of comparison floorspace, equating to a proportion of 23.4% of the total floorspace, compared to a national average of 26.3%. In terms of units, the proportion occupied by comparison operators equates to 23.8%, compared to a national average of 29.2%.

There are a limited number of national multiples, which include B&M, Home Bargains, Savers and a number of charity shops. The majority of comparison retailers, however, are independent. These provide for a good range of the day-to-day needs of the local catchment, with representation from carpets/flooring retailers, chemists, clothes shops, gift shops, electronics retailers, florists, furniture stores, and a number of specialist operators.

In contrast, Leyland’s level of convenience floorspace is almost double the proportion found in a typical UK centre. This is primarily due to the large size of the Tesco Extra superstore in the south of the centre, which measures 7,570 sq.m gross and which provides a comprehensive offer that draws footfall and expenditure from a wide area. There is also a medium-sized Asda store (1,050 sq.m gross) and an Iceland supermarket

(600 sq.m). These are supplemented by a range of smaller, primarily independent, convenience traders which provide for a good range of daily needs including bakers, butchers, confectioners and CTN stores.

The retail offer in the town centre is complemented by its Market, which operates on Tuesdays, Fridays and Saturdays. At the time of our site visit, Leyland Market had been temporarily moved to Kings Court, which lies a short distance from its usual location on Northcote Street and still within the defined town centre.

Leyland’s leisure offer is focused on the food and drink sector, with operators including bars and wine bars (4), cafes (6), fast food and takeaway outlets (24), public houses (9) and restaurants (7). There is, however, a concentration of takeaway operators around Chapel Brow and Golden Hill Lane in the north of the centre. A number of these are closed during the daytime, which detracts from the streetscene and feeling of security in this part of the centre in the daytime.

Leyland is an important day-to-day service centre for its local catchment. Its proportions of retail service and financial & business service operators exceed the UK averages in terms of both floorspace and units.

Daytime/Evening Economy

The variety in the retail offer contributes to the daytime economy throughout the town centre. However, as noted above, clusters of takeaway operators along Chapel Brow and Golden Hill Lane in the north of the centre, create some areas of inactivity during the day.

However, these units support elements of the evening economy, which predominantly offers bars, cafes, fast food and takeaway outlets, public houses and restaurants. These units are spread throughout the centre and contribute to an evening economy that brings some activity and footfall to most parts after normal business hours.

A lack of entertainment-based leisure offerings was noted within the town centre and wider town.

Although sat outside of the town centre boundary, the Lancashire Football Association, County Ground (Leyland) and Leyland Sports Association are accessed from King Street which will bring visitors to the town centre area.

Vacancies

Vacancy rates in the town centre are below the national averages in terms of floorspace and units. In terms of the vacancy rate in terms of both floorspace and units, it is 10.5%, compared to national averages of 14.1% and 14.3% respectively.

The majority of vacant units are small in scale and scattered throughout the centre, with no major concentrations, and this limits their detrimental impact on the look and feel of Leyland.

The exception, however, is the two vacancies at Churchill Retail Park, which are large and prominent. These comprise the former Lidl supermarket (which measures 1,070 sq.m gross) and the former Poundstretcher unit (1,330 sq.m gross). These units represent significant opportunity sites and refilling them should be a priority.

Opportunity Sites

The two units at Churchill Retail Park represent significant opportunity sites which should be prioritised.

The temporary relocation of Leyland Market is part of a multi-million-pound refurbishment of the market building as part of the Leyland Town Deal, which aims to transform the town centre, including improvements to highways and public spaces.

The existing market building will be refurbished, with the upgrades including improved signage, and expanded, with new external stalls and a new market square. It is set to reopen in September 2025.

The refurbishment works and associated investment represent an important opportunity to support and enhance Leyland’s future vitality and viability.

Pedestrian Flows

Consistent pedestrian flows were noted along Hough Lane up until the roundabout at Golden Hill Road roundabout to the east. The roundabout disrupts pedestrian connectivity and prioritises the road network, severing the Churchill Retail Park from the artery of Hough Lane.

The stretch of town centre from Hough Lane to Townsgate did boast pedestrian flows too, but with rows of residential properties included within the building line, pedestrian flows were less significant than along Hough Lane.

The Tesco Extra to along Townsgate was noted as very busy at the time of assessment however most users appeared to be using the car and sizeable car park available.

Accessibility

Leyland town centre is accessible by a range of means of transport, and supports a reasonably high level of footfall commensurate with its size and role in the hierarchy.

The arterial road of Hough Lane and Townsgate are serviced by a variety of regular buses. Routes facilitate connectivity between the town centre and Chorley, Preston, Wigan and the wider Leyland. Where the footpath allowed for, some bus stops were sheltered with seats which furthers the accessibility of the bus services and encourages greater use.

There are a number of low cost or free short stay car parks within the town centre which support visitors. A lack of long stay car parks was recorded. Although this may not affect retail users, local employees may be disrupted by this under-provision.

Leyland train station is some 0.5 miles from the middle point of the town centre, an accessible 11 minute (approx.) walk. However, the route must navigate the Golden Hill Road roundabout which will significantly reduce the accessibility and attractiveness of the connection via foot.

Perception of Safety

At the time of our visit, Leyland felt mostly safe and secure. A level of pedestrian activity was observed throughout the town centre, reducing any perceived threat of crime. However in areas constraint by clusters of evening uses or residential properties, lower rates of footfall were recorded

Street lighting was noted throughout the town centre and, as noted above, evening uses are scattered throughout the centre, which will increase the perception of safety and activity for evening users.

On-street parking along one side of Hough did detract slightly from the overall feeling of pedestrian and vehicle safety. In addition, private on premises CCTV was noted throughout the town centre.

Overall, the centre feels safe throughout. Instances of graffiti were infrequent and small with evidence of anti-social behaviour low.

Environmental Quality

The environmental quality is generally good, with the majority of commercial units being well-maintained and with some street trees and street furniture which contribute to the generally pleasant environment.

While there is an area of welcome greenspace provided at the Golden Hill Road roundabout, the centre is generally lacking in planting or other greenery. The introduction of more green infrastructure would improve the environment quality of the town centre and create a recognisable sense of place throughout.

Some pathways were noted to be in poor condition, improvements would be advised to improve the visual quality as well as improving accessibility.

Conclusions

Leyland town centre provides for a good range of the day-to-day shopping needs of its local catchment. Its convenience offer is particularly strong, with its anchor Tesco Extra store and Asda supermarket providing for a comprehensive range of food and non-food products. These are supplemented by some high-quality independent shops. The town centre's market, despite being temporarily relocated, continues to be an important feature of its retail landscape and will benefit from ongoing investment as part of the Leyland Town Deal.

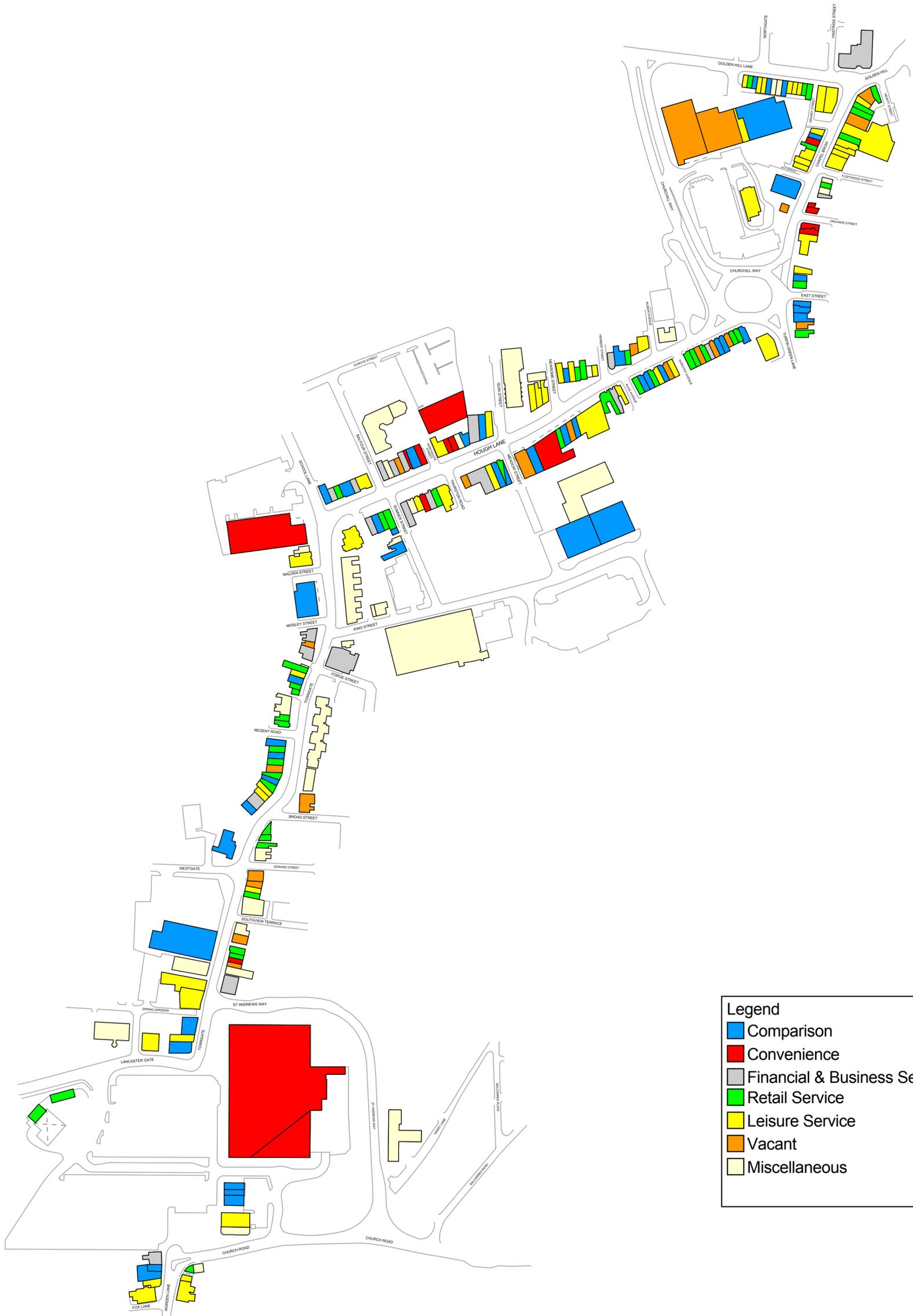
Leisure provision is predominantly focussed on the food and drink sector, and the town centre does support a modest evening economy. While these operators benefit the centre by bringing trade and footfall after normal business hours, the clustering of takeaway operators in the northern part (especially around Golden Hill Lane and Chapel Brow, can

lead to stretches of inactive frontage which adversely impact on the look and feel of the centre during the day.

The town centre is well-connected by various modes of transport, including buses and trains, which support a reasonable level of footfall for a town of its size. However, pedestrian connectivity is hindered by the Golden Hill Road roundabout, which limits accessibility in this area of the centre.

Leyland generally feels safe and secure. While it would benefit from additional planting and greenery, its environment is largely well-maintained and adequately supports its function.

Our overall conclusion is that Leyland is a reasonably healthy centre which serves an important convenience retail and service function for its local residents.



Legend

- Comparison
- Convenience
- Financial & Business Service
- Retail Service
- Leisure Service
- Vacant
- Miscellaneous



125 metres

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