

INVEST CENTRAL LANCASHIRE

Game-changing
opportunities
across Preston
and South Ribble



Invest
Central
Lancashire

/ IMAGE
Lancashire Central

“City Deal is Central Lancashire’s biggest investment in over 50 years. It’s game-changing.”

Jim Carter
Chair, Preston, South Ribble & Lancashire City Deal

Let’s do business

In 2013, the City Deal was secured by a partnership between Lancashire Enterprise Partnership, Lancashire County Council, Preston City Council, South Ribble Borough Council and Homes England.

The value of City Deal is £434m, aimed at transforming the transport infrastructure in Central Lancashire, creating a raft of new development opportunities that will enhance the Preston and South Ribble area.

City Deal is Central Lancashire’s biggest investment in over 50 years. It’s game-changing.

While the value of City Deal is huge, the return on this investment is much greater. It is transformational.

Central Lancashire has always been a great place to live, work and do business but with the City Deal investment, this area is being transformed to a new level.

New roads have already been constructed, thousands of new homes built and occupied, with a similar number of jobs created.

This investment has also brought to fruition a raft of new development and investment opportunities.

Central Lancashire is an important economic area at the heart of the county’s growing confidence, with a joined-up private and public sector and ready-to-start investment and development opportunities.

We expect City Deal to stimulate more than £1bn of economic growth across Preston and South Ribble. We want you to be part of that.

Let’s talk...



Jim Carter
Chair, Preston, South Ribble & Lancashire City Deal

/ IMAGE
Samlesbury Aerospace Enterprise Zone

Welcome to Central Lancashire; the heart of the UK.

Central Lancashire is undergoing a huge transformation thanks to the £434m Preston, South Ribble and Lancashire City Deal. Key facts:



10 year vision for Preston and South Ribble



£434m infrastructure investment into Preston and South Ribble



The construction of 1,000,000 sq m of employment space



Creation of 20,000 private sector jobs



Creation of a new motorway junction and major roads



17,000 new homes



New schools, open spaces and health facilities



Better public transport, more road space and reduced congestion



Stimulating £1bn of economic growth in the region

City Deal brings to fruition a number of great investment opportunities in Central Lancashire.

lancashirelep.co.uk/city-deal

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LANCASHIRE:
The heart of the UK



We are Lancashire

The place for growth

Central Lancashire sits at the heart of a county making its name on a national and international level.

Driving the growth of the county is the Lancashire Enterprise Partnership (LEP) which was established in 2011 as a private sector led public/private partnership for Lancashire, chaired by Edwin Booth.

Since that time, the LEP has developed a growth plan valued at nearly £1bn, a level of performance only bettered by a few larger Core City LEPs with much greater capacity.

Over 50 major initiatives are either planned or underway across all parts of Lancashire, with the majority of key programmes being delivered ahead of schedule and exceeding delivery targets.

This activity is underpinned by a robust Strategic Economic Plan (SEP) and a business case approach informing key decision making.

The LEP has enabled local partners to bring forward new initiatives of scale underpinned by innovative investment frameworks, particularly the LEP's £320m Growth Deal.

Led by Marketing Lancashire, a new #WeAreLancashire campaign has been devised to articulate Lancashire's strengths and assets, its attractiveness in which to live, visit and do business; a story that defines where the area has come from and where it is going in the future and how it can contribute to achieving shared objectives of both the LEP and wider Northern Powerhouse.

Two major #WeAreLancashire initiatives have included taking the Lancashire narrative to MIPIIM UK, and MIPIIM in Cannes, the world's leading and largest event for real estate professionals.

Lancashire has always had world-class credentials and now it is showcasing them on a global stage, with City Deal and Invest Central Lancashire forming a key message.



Employs **85,000** working in the manufacturing and engineering sector with UK's largest concentration of aerospace employment



Number 1 in the UK for aerospace with **500** aerospace supply chain companies; 4th largest aerospace cluster in the world



Blackpool is the UK's most visited seaside destination attracting **18m visitors** each year



A potential global leader in the development of Small Modular Nuclear Reactors



Number 1 in the UK for advanced manufacturing

One of the largest economies in the Northern Powerhouse with

52,350

businesses generating

£29bn

per year



Preston is the third busiest railway station in the North West with over **5m annual** passenger trips

Lancaster University is recognised as one of the world's top 50 universities and ranked number 6 in the UK. It was also voted 'University Of The Year 2018'

UCLan is one of the country's 10 largest universities and first modern university in the UK to be recognised by the QS World Rankings



Linked by **6 major** motorways

Edge Hill University is currently 'University of the Year' for student retention by The Times and Sunday Times Good University Guide 2018



30 minutes from Manchester airport

Lancashire's colleges have extensive networks of public and private sector partners and currently work with more than 15,000 businesses, supporting their staff in apprenticeships and other training



Access to **2** sea ports

Lancaster University, Edge Hill University and Blackpool & Fylde College have all been awarded the 'Teaching Excellence Framework Gold'

In 2017, the Northern Powerhouse Minister, Jake Berry, praised Lancashire's unified 'We Are Lancashire – the Place for Growth' investment campaign and the key role that the county can play in driving the northern economy.

He made the comments whilst visiting the Lancashire stand at MIPIIM UK at London's Olympia.

Mr Berry, said:

"Here at MIPIIM I've been talking about the huge contribution that Lancashire can make to the Northern Powerhouse, and about the huge amount of international investment we can bring into the North of England."

"As a proud Lancastrian, and a proud Lancashire MP, I'm delighted that our great county is represented here at MIPIIM."

"We are putting the wonderful things we have to offer in Lancashire into the shop window, for international investors to come and buy."



L-R: Jim Carter, Jake Berry MP, Councillor Michael Green, David Taylor



Development #1

City centre development opportunities



/ 01

“Altus will be an architectural masterpiece – meeting demand for Grade A office space in the city.”

Roger Parker
Parker & Co



/ 02

GAME-CHANGING FACTS

/ **1m+**
sq m development planned in City Deal over the period of the programme

/ Central Lancashire has a high business density with **13,000** companies that support **180,000+** jobs

/ **200,000**
sq m in additional/ accelerated commercial development stimulated by creation of HS2 hub station

/ Employment growth is anticipated to be **5%** in next 10 years

/ Its large and productive economy has a GVA per head above UK average

/ It has one of the fastest growing economies in the north and outperforms UK benchmarks

A fast and growing commercial city centre

/ 01

Altus. A Grade A landmark office building opportunity with retail and leisure options at ground floor level

/ 02

Queens Central project by the Brookhouse Group

Preston is a confident and competitive city, centrally located within Lancashire and the main economic hub of Central Lancashire.

It is undergoing its biggest investment in generations. The £200m UCLan Masterplan, City Deal infrastructure investments and HS2 will provide the city with a huge economic stimulus and employment demand.

As the administrative centre of Lancashire, it is the primary location for employment, local government, professional services, further and higher education.

It has a strong business base with growth rates that outperform UK

benchmarks. These are forecast to continue over the next 10 years. Its large and productive workforce, with strong business and skills infrastructure support, provides an ideal location for new investment and growth-hungry businesses.

Preston has a range of occupier and investment opportunities.

UCLan City Gateway

Given its location between the hugely successful University of Central Lancashire (UCLan) and Preston railway station, UCLan City Gateway (Corporation St) along with Altus, is the ideal place for new knowledge based industries. There are numerous opportunities for the re-use and

redevelopment of under-used sites and buildings and proposals for high-quality, mixed-use development will be actively supported.

Altus

At the heart of the city centre, Altus is a game-changing landmark Grade A office development opportunity, providing up to 345,000 sq ft of office accommodation with retail and leisure options at ground floor level.

With its prominent location at the junction of Ringway (A59) and Corporation Street, it has the potential to make a significant architectural statement and with its stature and size will have a transformational impact on the city centre.

Winckley Square

A wonderful Georgian square, modelled on similar squares in London, Winckley Square is now an established and highly sought-after location for high value professional, legal and accountancy businesses, with new creative and digital companies recently choosing it as their preferred location.

Opportunities exist for the refurbishment of properties to expand this sector and extend the cluster of business activity into adjoining properties. The area is buoyant following a £1.2m transformation of the historic Winckley Square gardens.

Horrocks Quarter

A large area of land and buildings to the east of the city centre which can claim to be at the heart of the Industrial Revolution and which is now undergoing an exciting renaissance led by the Queens Central project by the Brookhouse Group.

Major national retail and leisure uses have already been signed up with other commercial, residential and educational uses in the pipeline. A vast volume of traffic entering the city from the east and the south is channelled around the Horrocks Quarter and there are many opportunities for a wide range of new developments.

Development #2

Lancashire Central

(Cuerden, South Ribble)

At the heart of the growth of Lancashire

GAME-CHANGING FACTS

Creation of more than **4,500** new jobs

IKEA and up to **5** national retailers

80,000 sq m of new industrial space

Up to **210** new homes

26,000 sq m of new office and business space

Single largest strategic employment site in Central Lancashire



\ 02



\ 03

Furniture retailer IKEA commits to Lancashire Central

\ 01
IKEA

\ 02
Office concept

\ 03
Industrial concept

Lancashire Central is a major new strategic employment site at Cuerden, South Ribble, near Preston – a vibrant high quality development that will deliver the economic transformation of the area. At 65 hectares it will deliver 200,000 sq m of commercial floorspace, including 80,000 sq m of new industrial space and 26,000 sq m of new office and business space, providing more than 4,500 jobs. Planning consent is in place and infrastructure works have commenced.

The development of Lancashire Central, with direct access off the M6 / M65, is intended to accommodate well-known national logistics operators, manufacturers and national office headquarters, as well as local amenities such as a hotel and restaurants. There will be five large format units for national retailers and IKEA plan to open their first Lancashire store at the site.

The initial phase of development is being delivered by Lancashire County Council and its development partner Maple Grove Developments, part of the Eric Wright Group, with latter phases to be delivered by Brookhouse Group which owns a significant proportion of the site. It is one of the Preston, South Ribble and Lancashire City Deal's major projects, and has been described by leaders as a 'once-in-a-generation opportunity' to deliver significant economic growth and job creation.

\ 01

@LancsCityDeal / #LancsCityDeal

“Lancashire Central is a once-in-a-generation opportunity to deliver a development that will bring economic and employment benefits to the whole county – including the creation of 4,500 new jobs.”

Peter Mullineaux
South Ribble Borough Council Leader

County Councillor Geoff Driver CBE, leader of Lancashire County Council said: “The site at Cuerden is the largest single location being delivered by our City Deal. Contributing more than £241 million to our economy each year, this will be a major step forward for our aim of bringing thousands of new jobs to the county, with a significant boost for the economy of Central Lancashire and the wider area.”

Leaders have set out plans for the site to be an exemplar commercial development within a high-quality landscaped environment. The site will also see up to 210 new homes built, significant highways improvements on the local road network, along with new public transport provision. The planning application for Cuerden was the biggest ever dealt with in the history of South Ribble Borough Council.

Green spaces and sympathetic ecological landscaping will provide an attractive setting, encourage wildlife and provide a safe environment for families. Footpaths and cycleways will be integrated across the site, connecting to the wider area, including Cuerden Valley Park. Woodland walks, parks and ecological enhancements will provide attractive recreation for residents, employees and visitors.

Development #3

University of Central Lancashire Masterplan



/ 01

“This is probably the biggest investment Preston has seen and it will transform the city and the University campus.”

David Taylor
Pro-Chancellor and Chair of the University Board



/ 02



/ 03

GAME-CHANGING FACTS

/ 5
year project

/ £32m
Engineering Innovation Centre

/ £57m
student centre and civic square

/ £200m
investment

/ £8.15m
social space project

£200m plan to transform UCLan campus

The Preston home of the University of Central Lancashire is undergoing a £200m transformation to create a world-class campus which will be the envy of other cities.

The university's vision includes new buildings, green spaces, class-leading technologies and infrastructure which have now moved from a planning phase to development.

At the heart of the scheme is a new circa £60m Student Centre and civic space which will draw together the university with the city like never before.

The long-term vision is to spark a major focus on regeneration and business investment in the university quarter, reinforce the university's ties to the local community and create wider benefits for Preston and beyond.

Designed and constructed at a cost of over £8m, two new social space developments will enhance the overall campus experience and provide a place for staff and students to come together in a relaxed environment. Importantly, the opening of the facilities in January 2018 mean that existing students will benefit from the university's investment.

The opening of the £32m Engineering Innovation Centre (EIC) in 2019 will be another major milestone. The EIC will deliver a range of key objectives, including the reclamation of Lancashire's role as a national powerhouse for advanced engineering and manufacturing, ensuring that local skills reflect social and economic needs, and increasing the number of women in engineering careers.

Through its links with other centres of excellence, the EIC, partly funded by the LEP's Growth Deal, will support the integration of existing and planned advanced engineering and manufacturing assets in Lancashire. It will provide links and integration with engineering and advanced

materials initiatives and facilities across Lancashire and with Sheffield, Greater Manchester and Liverpool City Region, all part of the broad Northern Powerhouse objective of boosting local economies through investing in skills and innovation.

The university is also working with the Students' Union to create a new £1m bespoke multi-faith and spirituality centre, to be completed in 2018, which will create the perfect environment for prayer, contemplation and reflection for all.

Professor Mike Thomas, Vice-Chancellor at the university, said: "Over the next few years we're going to see regeneration which builds on

our civic and economic anchor roles in the city and it's a testament to our staff and their dedication that we have the ambition, and support of our board, to turn blueprint plans into reality. The encouragement for our Masterplan proposals from across the city and beyond has been fantastic, with a number of interlinking projects now converging into the full development phase."

David Taylor Pro-Chancellor and Chair of the University Board added: "Every year the university indirectly contributes over £200m into the city's economy, and the completion of our Masterplan proposals will boost the city even further, stimulating the commercial fabric of

the university quarter with private investment and additional physical and economic regeneration.

"Our vision is for the new facilities to be accessible and usable by both the university and local people, and the designs have been created in consultation with community groups. We want everyone to feel they have a stake in our development plans and the future of our city."

/ 01
Student Support Centre

/ 02
Engineering Innovation Centre

/ 03
Social Space Project

Development #4

Harris Quarter

GAME-CHANGING FACTS

£50m

redevelopment of the markets area to create a brand new market offer for the city, a state-of-the-art multi-screen cinema with IMAX, new family restaurants and secure multi-storey car park

£23.3m

redeveloped bus station, coach park and secure multi-storey car park, brand new Youth Zone and stunning new public space

£18.6m

'Re-Imagining The Harris' transformation of the Harris Museum, Art Gallery and Library

Major programme of refurbishment of Preston Guild Hall including the revamp of the Grand Hall and Charter Theatre, the introduction of popular food and drink outlets in the arcade and the addition of exciting new leisure offers such as LiVe! and LeVel

65 bedroom

boutique Harris Hotel with restaurant and spa in the vacant former Post Office building



/ 03

Transformed quarter will make city a premier destination

“The collection of development projects throughout the Harris Quarter represent a great opportunity to transform Preston city centre.”

Mike Horner
Muse Developments

Major plans to make the heart of Preston a premier leisure destination are going full steam ahead and will bring 'vitality and difference' to the city.

A series of developments, including the creation of a modern market, the launch of a state-of-the-art cinema, boutique hotel and restaurant complex, combined with plans to re-imagine the city's Harris Museum, the redevelopment of the Guild Hall and the redefining of the bus station and Youth Zone promise to revitalise the city.

The £50m market plan, which will include a brand new multi-screen cinema with IMAX alongside a range of new restaurants and a multi-storey car park, has already received planning permission and the complex is aiming to open by 2020.

Meanwhile, plans to open up the entrance to the city's Harris Museum and Art Gallery have been unveiled as part of the ambitious £18.6m 'Re-Imagining The Harris' project.

The vision aims to revitalise the iconic building by introducing a brand new front entrance onto the Flag Market and reinstating the Lancaster Road entrance, creating a direct link between the square and the Guild Hall.

Over at Preston Bus Station £23.3m is being invested in the Grade II-listed bus station site, creating a modernised bus and coach station, refurbished car park, vibrant public space and the new Preston Youth Zone to house a wide range of activities for young people.

An overhaul of Preston Guild Hall has already seen major investment in existing performance venues and popular food and drink outlets. The new LeVel destination brings a unique leisure facility to the north-west and involves a deluxe bowling alley, indoor crazy golf and Laser Quest alongside.

The new Harris Hotel, with a top-class restaurant, spa and conferencing facilities is being created in the former Post Office building and is due to open in 2018.

Mike Horner, regional director for Muse Developments, the company behind the market plans, said: "The collection of development projects throughout the Harris Quarter represent a great opportunity to transform Preston city centre."

/ 01
Markets Quarter Project

/ 02
Markets Quarter Project

/ 03
Preston Bus Station and Youth Zone



/ 02

Development #5

Samlesbury Aerospace Enterprise Zone



GAME-CHANGING FACTS

UK's newest Advanced Engineering and Manufacturing site

Simplified planning process

Unit types and sizes, varying between **2,500** sq ft up to circa **350,000** sq ft

Land use masterplan, design principles and commercial development framework in place



- \ 01 BAE Systems - Typhoon
- \ 02 Samlesbury Aerospace Enterprise Zone
- \ 03 BAE Systems - Machinery
- \ 04 BAE Systems - Workers

Aerospace zone gathers pace as home for world class businesses

A £16m skills academy has opened its doors at the Samlesbury Aerospace Enterprise Zone – the latest major milestone for the site which is gathering pace as a world-class aerospace, manufacturing and engineering park.

Already home to BAE Systems and Wincanton Defence Logistics Facility, the 50-hectare Samlesbury Aerospace Enterprise Zone, South Ribble, heralds an era of first-class commercial development on a grand scale that will attract global knowledge-intensive businesses within the advanced manufacturing and engineering sector.

The Academy for Skills & Knowledge (ASK) centre will train all the apprentices and graduates in BAE Systems' military aircraft business as well as providing life-long learning and skills development activities for 13,000 employees for at least the next four decades.

The Enterprise Zone site is located adjacent to BAE Systems' (Air Sector) site at Samlesbury, where more than 3,000 staff produce major units for aircraft including the Eurofighter Typhoon, F-35 Lightning II and T-45 Goshawk.

Focusing on new and emerging market opportunities, Samlesbury will be a leading centre for world-class research businesses and supply chain manufacturers; developing cutting edge technologies and advanced manufacturing processes. It will be able to accommodate business units ranging in size from 2,500 sq ft to 350,000 sq ft.

Andy Delaney, Director at Colliers International, said: "Lancashire is the UK's number one in terms of aerospace activity and advanced manufacturing and is home to significant businesses of national and global importance."

The Samlesbury Aerospace Enterprise Zone is one of four Enterprise Zones secured by the Lancashire Enterprise Partnership. These collectively form the Lancashire Advanced Manufacturing and Energy Cluster, which have been combined into one dynamic, world-class and overarching investment destination.

Collectively, they will help to create over 10,000 highly productive high-value jobs and an economic and investor offer of truly Northern Powerhouse significance.

"The Samlesbury Aerospace Enterprise Zone aims to attract thousands of highly skilled, high-value jobs to a high-quality commercial development in the epicentre of the Northern Powerhouse."

Andy Delaney
Colliers International

Development #6

Moss Side Test Track

“Moss Side Test Track has a proud heritage of helping to pioneer the shape of things to come, while supporting skilled jobs and driving a vibrant sense of community. We very much hope it will do so again – in a different, but equally important, guise.”

Councillor
Peter Mullineaux
Leader of South Ribble
Borough Council

GAME-CHANGING FACTS

850-900
new homes with
primary school
and potential
medical centre

10-15
year
masterplan

28,000
sq m of
employment space

Test track is poised to accelerate prosperity and growth

IMAGE

The former Moss Side Test Track

A former automotive test track in Leyland could again shape exciting future developments after being earmarked for a transformative housing, employment and community scheme.

Up to 900 new homes, a primary school, medical centre and employment facilities are in store for the South Ribble site, previously used by world-famous vehicle manufacturer Leyland Motors to trial prototypes.

The brownfield site has been unused since 2005 but is now poised to become a key driver of the £434m Preston, South Ribble and Lancashire City Deal. The site is ideally located – two miles from Leyland town centre and 2.5 miles from J28 of the M6.

A masterplan, submitted by land owners Property Capital, has already been adopted setting out how the Moss Side Test Track site could be redeveloped over the next 10 to 15 years. An exciting two-part planning application is due to be considered in the spring/summer of 2018.

The first element is for the building of 197 new homes and public open space, by developer Barratt Homes. The second part of the planning application is for outline permission for the development of 650 homes

and 28,000 sq m of employment space. The scheme also includes a primary school, a new local centre and a potential health centre.

The development will be connected by an attractive network of green space that is set to include bridleways, cycleways and outdoor gym equipment. There'll also be improvements to the existing Paradise Park for residents to enjoy.

The former test track site, which lies between the Moss Side Industrial Estate and Longmeanygate, was used for many years by Leyland Motors to put prototype vehicles through their paces. Now, a fresh future beckons.

Leader of South Ribble Borough Council, Councillor Peter Mullineaux said: “The proposals for the Test Track are absolutely crucial to the future development of Leyland and Central Lancashire as a whole.

“The site is designed to create a sustainable community with a new local centre, homes and designated employment space. The site will allow for the delivery of up to 900 new, quality homes which help to ease our housing shortage, as well as attracting high-value businesses to the area which will create jobs and further boost economic prosperity.”

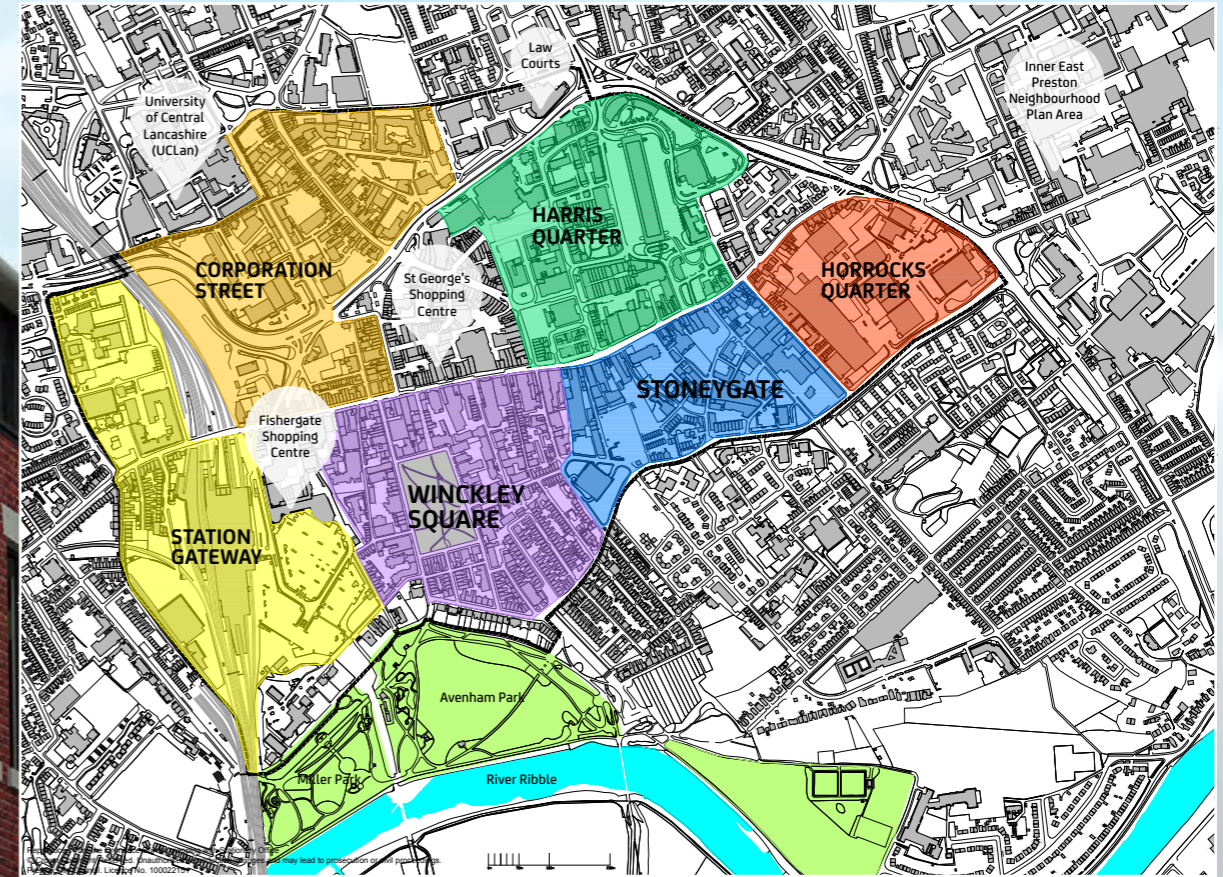
Development #7

City living culture boom beckons for Preston

Preston city centre has become a dedicated Government Housing Zone. This will see the city receive funding to help kick-start the build of thousands of new homes.

On the back of this, a new City Living Strategy has been launched and is attracting inward investment from developers and investors with the full support of the public sector.

/ IMAGE
Guildhall Street warehouse project
by www.etcurban.co.uk



Working with global real estate experts, Cushman and Wakefield, Preston's leaders launched the new strategy in 2017 aimed at successfully delivering the kind of city homes people will want to buy, rent and live in.

All partners are signed up to make residential development happen for land and building owners, developers and investors who are looking at residential development in Preston city centre.

Preston city centre has been divided into districts designed to easily identify distinct areas of opportunity for different types of city living development. They include:

<p>WINCKLEY SQUARE</p> <p><i>An opportunity for high quality conversions and new build</i></p>	<p>HARRIS QUARTER</p> <p><i>Scope for new apartments close to the city's improving leisure offer</i></p>
<p>STATION GATEWAY</p> <p><i>An opportunity to create a new business district linked to investment in the Railway Station</i></p>	<p>STONEYGATE</p> <p><i>Identified as an area for a range of new homes which will respond to success and investment in the Harris Quarter and Winckley Square</i></p>
<p>CORPORATION STREET</p> <p><i>Scope to build upon the existing student village to offer a mix of accommodation for students, postgraduates and young professionals supported by a vibrant food and drink offer</i></p>	<p>HORROCKS QUARTER</p> <p><i>An opportunity to provide a range of modern affordable apartments and houses within walking distance of the heart of the city</i></p>

A **£150m investment** fund has been created by Lancashire County Council Pension Fund to seek investment throughout Lancashire. A number of schemes within the City Deal area have already been successful in securing funds.

RESIDENTIAL DEVELOPMENTS IN THE PIPELINE INCLUDE:

WEST CLIFF

Old Post Office being turned into

31

luxury flats

GARSTANG ROAD

190

young person apartments being built at Canterbury Hall

LANCASHIRE HOUSE

29

Apartments planned for Winckley Square building

HARRIS QUARTER

Permission for

108

apartments in two converted office buildings

WINCKLEY SQUARE

More than

150

new apartments at Guild House and Winckley House

GLOVERS COURT

30

high-quality apartments on site in converted former Booths HQ

63 GUILDHALL STREET

Derelict warehouse to become

18

flats



/ 01

/ 01

Luxury Winckley Square apartments

/ 02

Proposed new Park Hotel, Preston



/ 02

To help deliver the strategy, Preston's Housing Zone programme offers support with acquisition, promotion, planning consent, brokering with government departments and marketing. It also provides access to a range of funding schemes from Homes England.

Councillor Peter Rankin, Leader of Preston City Council, said: "What we are saying to the investment and development community is, there is a marvellous opportunity here. Preston is a great place to live with excellent communication and transport links, beautiful parks, a thriving university, world-class businesses and a growing economy.

"There's real hunger and appetite for development in the city centre, so all the ingredients are there to take forward the development of city living in Preston.

"The progress since the launch has been tremendous. New planning applications are coming in and that's a very good indicator that developers and investors see that things are happening in Preston and want to be in on the action."

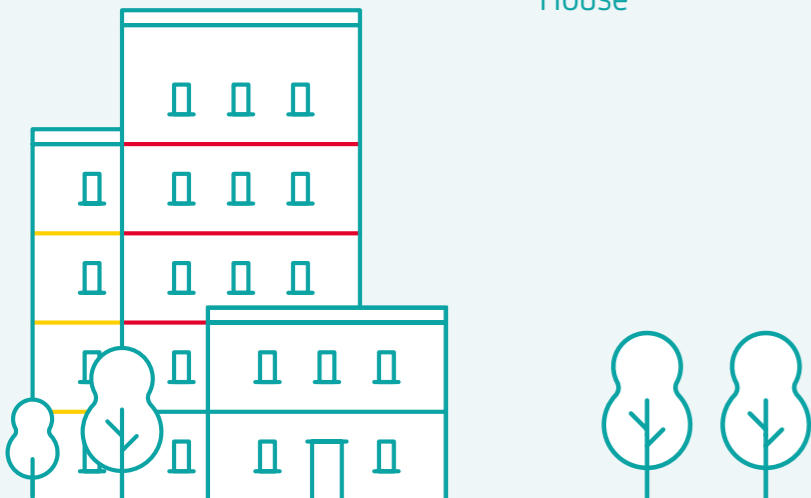
Councillor Geoff Driver CBE, Leader of Lancashire County Council, added: "There is high demand for housing in Preston and across Lancashire. It's vital that we support and enable the growth of sustainable and well-connected local communities.

"More people living in and around the city centre in turn creates greater demand for retail, leisure and restaurants. We want Preston to capitalise on this."

Jim Carter, Chair of the City Deal and Lancashire Enterprise Partnership

board member, added: "Developer interest in Preston is increasing and this move to Housing Zone status is a key step forward. I am optimistic that it will stimulate a response from the market.

"The City Deal will unlock the economic potential of the area. We're putting infrastructure in place to provide the new roads that are needed across Central Lancashire. This will help people to get around, helping them to access new jobs and opportunities."



World-class business location



“The investment that City Deal is helping to bring will change the face of Central Lancashire for years to come. There is a wealth of businesses located in the area and we want them to benefit from the growth as well as attracting new businesses too.”

County Councillor Michael Green
Cabinet Member for Economic Development,
Environment & Planning, Lancashire County Council



/ 01



/ 02

/ 03

FACTS

Home to national and international businesses such as Amazon, Dr. Oetker and BAE Systems

Great education and skills infrastructure

Strong national and international transport links

City Deal to create **20,000** jobs

£1bn growth in Gross Value Added (GVA)

£7.6m Boost: Lancashire's Business Growth Hub, business support

/ 01 Office district, Winckley Square

/ 02 Booths

/ 03 Leyland Trucks



/ IMAGE
BAE Systems
- Workers

BUSINESSES IN CENTRAL LANCASHIRE

RECENT DEVELOPMENTS

- Planning permission granted for Lancashire Central (Cuerden), which will see more than **4,500 jobs created**, the development of 80,000sq m of new industrial space and 26,000 sq m of new office and business space
- Expansion of Roman Way and South Rings Business Parks
- Major letterings continue at Lancashire Enterprise Business Park, including Amazon and Accrol
- Opening of the **£15m** Academy for Skills & Knowledge (ASK), a training facility at Sablesbury Aerospace Enterprise Zone
- Preston office market has been amongst the best performing commercial centres in the North West with the city's Winckley Square attracting a number of new service providers and restaurants following a **£1.2m transformation** in 2016
- Retail interest continues to grow in Preston with increasing national retailers taking space at Queens Retail Park, St George's Centre and Fishergate Centre, whilst the new City Market will be opening in February 2018
- Major city centre infrastructure improvements have taken place with the multi-million pound refurbishment of the bus station and a **£1.5m improvement** of Preston Railway Station
- Opening of the new Wincanton Defence Logistics Facility at Sablesbury Aerospace Enterprise Zone

Central Lancashire is already home to thriving entrepreneurial, national and international businesses.

Sitting at the heart of the £29bn Lancashire economy - one of the largest outside London - it supports more than 136,600 jobs in 9,055 businesses.

Businesses choose to base themselves here because of the area's connectivity – including access to major motorways, airports, sea ports and the rail network – the talent pool and the quality of life.

Central Lancashire boasts generational capability in advanced manufacturing and engineering and has long been referenced as the administrative hub of the county, generating work for the business and professional sector.

One example of that support network is Boost; Lancashire's Business Growth Hub. Boost helps growth-hungry Lancashire businesses realise their potential.

The hub aims to advise and assist more than 4,000 businesses in the county, creating almost 3,000 jobs and helping to establish nearly 700 new businesses by 2018.

Businesses thriving here include sectors from aerospace and advanced manufacturing to agri-food and professional services, including world-class companies such as BAE Systems, Leyland Trucks, Baxi, Dr Oetker and Amazon.

Central Lancashire's main office market is located in Preston with a critical mass of financial and professional firms while the South Ribble area boasts many high quality business parks only five minutes from the motorway junction.

The Central Lancashire area has enjoyed amongst the best rates of new job creation in the United Kingdom over the last decade, with more than 20,000 new jobs created in the private sector.

This reflects the area's excellent location, skilled workforce, strengths in training and education, and quality of life.

The City Deal is based on the premise that there is great potential for this rate of growth to continue. Transformed infrastructure will provide the extra capacity further significant growth requires. It's predicted 20,000 jobs will be created over the lifetime of City Deal.

Leader of South Ribble Borough Council, Councillor Peter Mullineaux said: "The very fabric of Central Lancashire is built on entrepreneurship, pioneering and manufacturing. And today, we're proud to say that is more evident than ever before."

"We continue to work hard to support our existing businesses while attracting the big names to our area. Central Lancashire is very much open for business."

IMAGE

Runshaw College, Leyland

Education and skills



FACTS

- UCLan named in the Best Global Universities Rankings 2017
- The Department for Education 2017 league tables rank Cardinal Newman Sixth Form College in the top 2% of schools and colleges nationally
- Runshaw College has been an Ofsted “outstanding” college for more than 25 years, and is a National Teaching School
- Preston’s College has invested over £20m to provide learners with state-of-the-art facilities
- The Lancashire Enterprise Adviser Network, co-funded by the LEP and the Careers and Enterprise Company, is working with businesses to drive up careers education and young people’s insight and awareness of local labour market opportunities

“The City Deal Skills and Employment Group is working with businesses to ensure that they have the skills that they need to flourish.”

Dr Michele Lawty-Jones
Director of the Lancashire Skills and Employment Hub

A world-class education system supplying a world-class talent pool

The LEP’s Skills and Employment Board has a focus on the City Deal area and is working with local education and skills providers and businesses to retain and attract talent in the local area. A dedicated City Deal Skills and Employment Group brings together key stakeholders and is focused on improving careers education, driving up apprenticeships, and connecting businesses with undergraduates to increase retention of talent.

The Lancashire Enterprise Adviser Network, co-funded by the LEP and the Careers and Enterprise Company, involves all of the schools and colleges – connecting them with businesses to increase the number of encounters

that young people experience with employers to improve insight into careers and local opportunities.

The City Deal ‘Bridge the Gap’ Lego activity, designed with STEMFirst, engages STEM Ambassadors into schools to raise awareness of construction careers and opportunities aligned with the City Deal investment, thereby building a pipeline of future talent.

European Social Funds are currently available to support businesses moving into the area or growing to recruit staff locally, and to help resident businesses to upskill their existing workforces.

World-class

Home to a world-class university and three nationally acclaimed colleges, Central Lancashire is brimming with talent.

The University of Central Lancashire (UCLan) – one of the UK’s largest universities with a student and staff community approaching 38,000 – has a thriving campus in Preston with plans in place to create a space which matches its world-class status.

This year, the university’s global reputation was boosted again after it was named in the Best Global Universities Rankings 2017 for the first time in its history.

It was recognised among the world’s top 1,000 universities in the table, which was published by the American media organisation US News & World Report. UCLan is the 64th highest ranking UK institution.

Vice-Chancellor, Professor Mike Thomas, said: “It’s a great achievement to be named among the world’s top higher education institutions and one we’re very proud of.”

In 2010 UCLan became the first UK modern university to appear in the QS World University Rankings. In 2016 the Centre for World University Rankings

placed UCLan in the top 3.7 per cent of all worldwide universities, highlighting the progress the institution has made in providing students with real-world learning experiences and reflecting the institution’s broad pool of academic talent.

Best performance

Elsewhere, the latest league tables revealed Preston-based Cardinal Newman College is the best performing college in Lancashire based on A Level point score and for the number of students achieving AAB or higher in at least two subjects. The college, which currently is ranked in the top 2% of schools and colleges in England, sees hundreds of students secure places at the country’s best universities every year.

Neighbouring Preston’s College specialises in vocational learning and apprenticeships, offering a wide range of courses and its alumni includes Wallace and Gromit creator Nick Park, actor and comedian Lenny Henry and world squash champion Laura Massaro.

Since the 2012/13 academic year, more than 2,000 Preston’s College students gained employment with over 600 local employers and nearly 8,000 students progressed to a higher level of study after their course.

Real work

The college has recently invested more than £20m to provide learners with unrivalled, state-of-the-art facilities including a new enterprise and learning zone and a recently opened iSTEM Centre. The Construction Centre, developed in partnership with Eric Wright Learning Foundation, provides a real working environment for students.

In Leyland, Runshaw College is recognised as one of the best Further Education providers in the region attracting students from across the North West with record numbers of students going on to study at Oxford and Cambridge each year. Runshaw College has been Ofsted outstanding for over 25 years.

A new £6.2m Science and Engineering Innovation Centre opened in September 2016 providing state-of-the-art facilities which included a £4.3m contribution from the LEP’s Growth Deal Skills Capital programme.

Connectivity

Accessible via 6 major motorways




Just over 30 minutes from Manchester and Liverpool airports by road




2 hour West Coast mainline connection between Preston and London



Home to Heysham Port, offering fast and efficient access to the Irish Sea



Train services throughout the hour to Manchester and Manchester Airport



£340m road upgrades



“With such superior rail and road links, Central Lancashire has good reason to boast about its connectivity.”

Dave Holmes
Manufacturing Director at BAE Systems Air



\ 02



\ 03

- \ 01 M6 motorway, Preston North
- \ 02 Preston Railway Station
- \ 03 M6 motorway, Bamber bridge

\ 01

Central Lancashire – at the heart of the UK

Central Lancashire is already at the heart of the UK transport network with great rail, road, sea and airport links – but the City Deal fund is transforming transport infrastructure, to further improve its regional, national and international gateways.

Almost 60 years after Prime Minister Harold McMillan cut the tape on the Preston bypass; the first length of motorway opened in the UK, the M6

still plays a hugely-important role in linking London and Glasgow via the north of England.

Central Lancashire is also served by the M61 to Manchester and beyond, the M55 which leads to Blackpool and the M65 to the east of Lancashire.

Aside from its motorway links, Central Lancashire is also within a 45 minute drive of Manchester Airport with access to its global routes to the Middle East, China and North America. Liverpool Airport is also less than an hour's drive away and Leeds Bradford Airport just 90 minutes away. When it comes to rail, Preston is the busiest station in the region outside of Manchester and

Liverpool city centres, with 5m annual passenger trips and more than 1.5m interchanges each year.

Rail connectivity in Central Lancashire is also undergoing a once-in-a-generation transformation, part of a £1bn Network Rail electrification project which will reduce commute times between Preston and Manchester to 30 minutes (for fastest service) while helping deliver greener, quieter and more reliable journeys.

And, not forgetting the coast. Liverpool and Heysham ports are within an hour's drive away. Offering fast and efficient access to European and global markets, both ports are major distribution hubs.

Connectivity in the area was recently boosted by the opening of the new £140m Bay Gateway link road to the M6, which is already considerably reducing journey times.

Furthermore, the £340m investment through the City Deal will improve the distribution of traffic throughout Central Lancashire, while unlocking key strategic development sites for housing and jobs. £2m has been committed to looking at the feasibility of a new bridge over the River Ribble - a major improvement for the transport network.

These investments are part of Lancashire's alignment with the Transport for the North's vision to better connect and grow the economy of the North of England.

How we are helping improve access and connectivity:

- \ **Motorway to city centre:**
The widening of the A582 including upgraded junctions in Penwortham and Lostock Hall and completion of the Penwortham Bypass.
- \ **Leyland and Cuerden:**
Widening of Flensburg Way.
- \ **Bamber Bridge:**
Improvements to town centre including new footpaths, car parking, contemporary street furniture and landscaping.
- \ **Preston city centre:**
New shared space scheme with a contemporary new look.
- \ **North West Preston:**
The new James Towers Way (formerly Broughton Bypass) and new junction off the M55 - Preston Western Distributor Road.
- \ **Samlesbury Aerospace Enterprise Zone:**
New access road off the A59.

Transformational rail improvements

GAME-CHANGING FACTS

2018
Preston to Manchester **30 mins**
(for fastest service)

75,000
additional visitors to Preston every year associated with the new HS2 service

3,000
new jobs associated with the new HS2 service

200,000
sq m in additional/accelerated commercial development stimulated by creation of HS2 hub station

2033
Preston to London **76 mins**

£1bn track upgrade plus station revamp and HS2 plan puts city at heart of network

IMAGE
Preston Railway Station

“The integrated high-speed station at Preston will be at the heart of one of Britain’s most connected cities.”

David Higgins
HS2 Chairman

Lancashire is fully engaged with Transport for the North through the process of delivering its vision of providing modern transport connections to drive economic growth. Integral to these plans are providing better connections between Central Lancashire and key economic corridors of opportunity.

Rail connectivity in Central Lancashire is already undergoing a once-in-a-lifetime transformation.

This is thanks to a concentration of strategic activity including Network Rail’s electrification project, the creation of a HS2 hub station at Preston and journey times from London that will be improved to 76 minutes.

Current projects include upgrading the route infrastructure between Preston

and Manchester as part of Network Rail’s £1bn+ Great North Rail Project. The Preston to Manchester element is scheduled to be completed in 2018 and will reduce commute times between Preston and Manchester to 30 minutes (for fastest service) while helping deliver greener, quieter and more reliable journeys.

Meanwhile, the upgrade of the line between Preston and Blackpool is the largest rail investment in the area since the 19th century, according to Network Rail bosses paving the way for more reliable journeys, greater comfort and more passenger capacity.

Preston railway station has also undergone a £1.5m investment that has created a new entrance, ticket vending machines, customer information screens, car park payment

machines and new retail units. The station is already the third busiest station in the region with 5m annual passenger trips and over 1.5m interchanges each year. The improved rail infrastructure and passenger facilities will better connect Lancashire’s transport network.

The revamped station entrance and improvements are part of a wider vision to transform station facilities and provide a better-connected gateway to the city centre, in doing so accelerating commercial, leisure and residential development.

This long-term vision looks to make Preston a HS2 hub station and further cement its – and Lancashire’s – position at the heart of the Northern Powerhouse.

Leaders say the potential arrival of HS2 services in 2026 provides the opportunity to transform the station into a modern, 21st century facility, one which is fully HS2 compatible and will maximise the advantages of Preston’s location on the national rail network.

David Higgins, HS2 Chairman, said: “The integrated high-speed station at Preston will be at the heart of one of Britain’s most connected cities.”

Supporters say in the long term, productivity gains from the high-speed rail project could help provide an extra £600m for the Lancashire Enterprise Partnership region, and 3,000 additional jobs in Preston and South Ribble.

In Preston itself, HS2 could mean 75,000 extra visitors a year, adding £3.3m to the city’s economy annually.

Councilor Peter Rankin, Leader of Preston City Council, said: “HS2 is a tremendous opportunity not only for Preston but for Lancashire and the wider region too.

“Preston is already a strategic transport hub but HS2 really takes this to the next level.

“This is a transformational time for rail travel in Central Lancashire, strengthening travel across the county, to Manchester and Manchester Airport and, long-term, to the South.”

Quality of life



Central Lancashire tops table for best place to live and work in the UK

Great house prices, outdoor spaces, a thriving jobs market and personal and family wellbeing have bagged Central Lancashire the title of best place to live.

generated by the City Deal, as well as nearby areas of natural beauty that all contribute to a high sense of wellbeing.”

But Central Lancashire isn't resting on its laurels – through the City Deal, improvements will be made to local city, town and village centres to further improve the quality of life for people who live in or want to move to the area.

The area has been recognised for its quality of life in two separate national studies in just three months.

“It is a tribute to everyone who works to make it such a friendly and welcoming community.”

The City Deal Infrastructure Delivery Programme will enable critical infrastructure and allow the full development of significant commercial and housing schemes. This includes major highway schemes and the necessary local community infrastructure, such as schools and health facilities, required to support the scale of such ambitious development.

Preston was highlighted as the best North West city to live and work – beating Manchester and Liverpool – in an annual assessment of the UK's largest cities, measuring economic success and personal and family wellbeing.

Seema Kennedy
South Ribble MP

The city ranked 20th overall in the 2017 Good Growth for Cities index, which measures the performance of 42 UK cities against 10 categories including jobs, income, work-life balance, transport, skills, environment and the house price to earnings ratio.

Central Lancashire is home to award-winning outdoor spaces. Preston currently has six parks with Green Flag status. South Ribble has three Green Flag parks, including Worden Park in Leyland, which was awarded its 20th consecutive honour in the Green Flag Awards last year.

Improvements will include enhancing public space with new paving materials, lighting and landscaping, and supporting public transport, walking and cycling.

South Ribble was previously named the best place to live in the UK on a Channel 4 programme of the same name and its new status has been celebrated by residents, businesses and leaders.

As part of the City Deal, a new Central Parks is set to be created over the next 15 years in South Ribble – taking in parts of Bamber Bridge, Lostock Hall, Penwortham and Walton-le-Dale.

New roads will improve connections across Lancashire, with links to the motorway network and improved access to Preston city centre, Leyland town centre and local district centres, as well as providing access to housing and employment areas.

The show, commissioned Dr Alasdair Rae, Senior Lecturer at the University of Sheffield, to look at the latest ONS data for 391 local authority areas across the UK. Housing affordability was a key aspect along with life satisfaction, happiness and the number of jobs and wage levels.

Once finished, it will be the biggest new park in the whole of the North West.

Lancashire is also home to some of the best performing schools in the country.

South Ribble MP Seema Kennedy said: “It is a tribute to everyone who works to make it such a friendly and welcoming community.

The first stage of works has already been completed and is known as St Catherine's Park.

In 2016, the percentage of primary schools in Lancashire rated as Good or Outstanding is nearly 96%, above the latest national average of 95%.

Meanwhile, the Grade II* listed Avenham and Miller Parks on the banks of the River Ribble in Preston along with the recently refurbished Winckley Square in the city centre, offer a pleasant retreat from the hustle and bustle of city life, with a range of new residential and leisure developments taking place.

Secondary schools in the county also perform well. Over 78% are rated as 'good' or 'outstanding' by Ofsted, also above the national average of 77%.


“We are lucky to have access to good jobs and affordable housing, in part as a result of opportunities





/ 01
Worden Park, Leyland

/ 02
View of the city's Park Hotel from Preston's Miller Park

 Crowned best place to live – twice

 Award winning parks

 Good quality housing, centrally located near to coast and countryside

 Top performing schools

/ 01

/ 02

Visit Central Lancashire

Preston and South Ribble are brimming with visitor and cultural attractions.



/ 01



/ 02



/ 03

/ 04

A cultural offer to be proud of

Preston and South Ribble have a brilliant range of visitor destinations for all ages and tastes.

From historic links to Thomas Arkwright and the Industrial Revolution to those involving Preston North End and Sir Tom Finney, there's plenty to savour in Preston.

Wander through Avenham and Miller Parks and wonderful Winckley Square to get a taste of the city centre's green spaces, wildlife habitats and Georgian splendour.

From there you can also head off around the Guild Wheel (a 21-mile walkway / cycleway) too, in a city boasting more than 160 miles of footpaths and bridleways.

Alternatively, the Harris Museum, Art Gallery and Library in Preston houses impressive collections of fine and decorative art and history and is the central library for the county. And down the road we have the wonderful Samlesbury Hall, including the quirky Shepherd's Hut Hamlet.

There's much to marvel at Preston docks and marina as well, revitalised in recent years but no less historic, giving a further nod to that past heritage – from steam trains and boating to waterfront living, shopping, eateries, pubs and cinema.

Sample Preston's reputation as Lancashire's shopping destination, offering two shopping centres and numerous high street brands - yet all relatively compact and easy to explore – and you can soak up the awe-inspiring architecture too, not least the Victorian splendour of the Miller Arcade.

Towns and villages across South Ribble including Leyland, Longton, Bamber Bridge and Penwortham also have a strong independent retail offer.

Preston and South Ribble also have a range of top-class national and independent restaurants as well as a bustling bar culture perfect for a great night out.

When it comes to entertainment, the Guild Hall in Preston is a lively entertainment complex offering theatre, sporting events and live music, with plans to include much more in the near future.

And plans are at an advanced stage for two new luxury hotels in the city centre to meet the growing need for quality visitor accommodation. The Park Hotel, overlooking Avenham and Miller Parks, will be restored to its former glory and the Grade II Listed former city Post Office building will be transformed by Signature Living into a boutique hotel called The Harris. These will complement a strong hotel offer in the area.

Leyland is famous for over a century of truck and bus building with vehicles exported worldwide. During your visit take some time to browse the local shops and Leyland Market, relax in one of the friendly local cafes or pubs such as the Market Ale House which offers locally-brewed ales and ciders. One option for accommodation is the AA 4 star Hallmark Hotel Leyland, off junction 28 of the M6.

For culture or parks, visitors have the choice of the South Ribble Museum and Exhibition Centre; the British Commercial Vehicle Museum, or Worden Park, all of which are within easy walking distance from the town centre.

Other places worth a visit include Longton Brickcroft Nature Reserve - a 27-acre wetland site which makes an ideal starting point for walks through the countryside and along the marshes to the west, Hurst Grange Park in Penwortham, Brockholes, the UK's only floating visitor centre just off junction 31 of the M6.

Worden Park in South Ribble has won many accolades, and is the only green space north of London to have earned a prestigious Green Flag Award since the scheme began in 1996. As well as offering more than 60 hectares of meadows, woodlands and playing fields, the park also includes a range of attractions in its historic grounds.

/ 01
Samlesbury Hall

/ 02
Forum, Winckley Street

/ 03
Concert at the Guild Hall

/ 04
Harris Museum



“City Deal will stimulate £1bn of economic growth in the region. We want you to be part of that.”

Jim Carter
Chair, Preston, South Ribble & Lancashire City Deal

/ IMAGE
Logistics Centre,
Samlesbury Aerospace
Enterprise Zone

Get in touch with your Central Lancashire team



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Useful links

Boost, Lancashire's Business Growth Hub
boostbusinesslancashire.co.uk

Marketing Lancashire
marketinglancashire.com

Homes England
gov.uk/government/organisations/homes-england

Northern Powerhouse
northernpowerhouse.gov.uk

Lancashire Enterprise Partnership / City Deal
lancashirelep.co.uk/city-deal

Preston City Council
preston.gov.uk

Lancashire Skills and Employment Hub
lancshireskillshub.co.uk

South Ribble Borough Council
southribble.gov.uk

PARTNERS



/ IMAGE
Preston's new Harris Quarter

lancashirelep.co.uk/city-deal

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