

# Leyland Town Centre Masterplan

South Ribble Borough Council

## Brief

BE Group, together with Taylor Young, Aecom, Riddelltps and Enviro, was appointed by South Ribble Borough Council to masterplan a comprehensive urban design framework and development strategy for Leyland town centre. This masterplan is to guide regeneration activity and attract new investment into the town.

The study required BE Group to:

- Analyse the property market and forecast prospective demand in the key retail, leisure, office and residential sectors
- Survey all town centre businesses and other stakeholders about their views and aspirations for the future of Leyland town centre.

## Activities

The study incorporated a mix of desktop research, site survey work and consultations with businesses, key stakeholders and the community:

- Review local and regional strategies to inform the masterplan and guide future development
- Examine property data to assess market conditions and forecast future change
- Consult key landowners and stakeholders; survey the area's 160 businesses
- Provide the property perspective to the masterplan, assessing development sites and proposed uses; estimate indicative costings; and resulting values.

## Outcome

Seven specific projects were highlighted:

- Upgrade of Hough Lane
- Junction improvements at Hough Lane eastern approach
- Development of a new town square
- Establish a commercial quarter
- Development of office space
- Junction improvements to Towngate
- Create leisure facilities on King Street.

An implementation strategy was developed to kick-start and progress the regeneration of the town centre.

BE Group's recommendation to put in place a regeneration partnership to oversee the programme has been accepted. Leyland Forward established, in private sector-led regeneration board.

