



**Wyre Council**

**District and Local Centre Study**

September 2017

# Contents

<b>1. INTRODUCTION.....</b>	<b>3</b>
<b>2. PLANNING POLICY FRAMEWORK.....</b>	<b>4</b>
<b>3. DISTRICT AND LOCAL CENTRE METHODOLOGY.....</b>	<b>5</b>
<b>4. ANALYSIS OF DISTRICT AND LOCAL CENTRES.....</b>	<b>8</b>
Cleveleys .....	8
Fleetwood .....	12
Garstang.....	22
Great Eccleston .....	24
Knott End.....	28
Normoss .....	30
Poulton-le-Fylde .....	31
Thornton .....	36
<b>5. SUMMMARY OF REVIEWED CENTRES .....</b>	<b>45</b>
<b>Appendix A: Centres Considered Based on the Proposed Retail Hierachy Local Plan Review 1<sup>st</sup> Deposit Draft.....</b>	<b>47</b>
<b>Appendix B: Summary of Key Retail and Service Attractors .....</b>	<b>48</b>
<b>Appendix C: Retail Hierarchy Filtering Methodology .....</b>	<b>49</b>

## 1. INTRODUCTION

### Scope and Purpose

- 1.1 The council is currently preparing a new Local Plan that will set out a vision for the growth and development of the entire borough to 2031. The Local Plan has to be informed by a robust evidence base and this study forms part of the evidence base in support of the retail hierarchy.
- 1.2 District and local centres are an important element of the boroughs retail hierarchy and are at the heart of the local community, providing local access to shops and facilities to meet day-to-day needs. The centres are therefore often located close to existing residential communities which reduces the need to travel to higher order centres and are an important local facility for residents who are less mobile.
- 1.3 This study seeks to undertake an assessment of the boroughs district and local centre network and seeks to highlight the current and future roles of each centre. This study builds upon and updates work previously undertaken by White Young Green (Wyre Borough District and Local Centre Study – Draft Report) in March 2008. The 2008 draft report is somewhat out of date and therefore a key component of this study has been to undertake a comprehensive review based upon updated district and local centre surveys.
- 1.4 This study has therefore undertaken an assessment of:
  - The health of each centre;
  - Defined the boundary of the centre; and
  - Defined the role of each centre within the retail hierarchy
- 1.5 The adopted Wyre Borough Local Plan (1999) did not identify district and local centres and it was as part of the Local Plan Review 1<sup>st</sup> Deposit Draft<sup>1</sup> (2004) that a number of district, main local and local centres were first identified (Appendix A). This has formed the basis for this study, it has also been considered whether there are others areas that merit consideration as part of the network of centres.
- 1.6 It should be noted that the survey and wider data in this assessment was accurate at the time the survey was undertaken and by the very nature, the composition of commercial units is changeable, for example, a post office or community facility can close or relocate within a period of months. These circumstances can be difficult to predict and the review provides a snap shot at the time. It should be noted that relaxation of permitted development rights at a national level could also lead to the diversification of centre.

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<sup>1</sup> The 1<sup>st</sup> Deposit Local Plan was published for public consultation in April 2004. Subsequently the review of the Local Plan was abandoned in 2006 in favour of preparing a new style Local Plan.

## **2. PLANNING POLICY FRAMEWORK**

### **National Planning Policy Framework (March 2012)**

- 2.1 The National Planning Policy Framework (NPPF) was issued in March 2012 and sets out the government's planning policies and how they should be applied. A key theme of the NPPF is a 'presumption in favour of sustainable development'. In terms of plan-making, local planning authorities should positively seek opportunities to meet the development needs of the area with sufficient flexibility to adapt to rapid change.
- 2.2 The NPPF is based upon achieving sustainable development and identifies three dimensions – an economic, social and environment role.
- 2.3 In terms of the economic role, the NPPF emphasises the government's commitment to achieve economic growth and places significant weight on achieving this within the planning system. Local planning authorities should plan proactively to meet the development needs of business and support the economy. For town centres this means that local planning authorities should positively promote competitive town centre environments and set out policies for the management and growth of the centres.
- 2.4 Paragraph 23 of the NPPF goes on to say that local planning authorities when preparing Local Plans should recognise town centres as the heart of their communities and pursue policies to support their viability and vitality and define a network and hierarchy of centres that is resilient to anticipated future economic changes.
- 2.5 In order to support a prosperous rural economy, paragraph 28 promotes the retention and development of local services and community facilities in villages, such as local shops.
- 2.6 In terms of the social role, paragraph 70 says that planning policies should guard against the unnecessary loss of valued facilities and services where this would reduce the communities ability to meet its day-to-day needs and ensure that established shops, facilities and services are able to develop and modernise in a way that is sustainable, and retained for the benefit of the community.
- 2.7 The NPPF requires town centres to be defined on the local authorities proposal map. Reference to town centres applies to district and local centres but excludes small parades of shops of purely neighbourhood significance unless they are identified as centres in the Local Plan. Existing out-of-centre developments do not constitute town centres.

### **Planning Practice Guidance**

- 2.8 The Planning Practice Guidance (PPG) was issued in March 2014 and provides technical guidance to supplement the NPPF. PPG 'Ensuring the Vitality of town Centres' details how retail and main town centre planning policy should be applied.
- 2.9 In relation to Town Centres, the PPG sets out that the Local Plan should set a positive vision or strategy for town centres that is based on evidence of the current

state of the town centre and provide opportunities to meet development needs and support their viability and vitality.

- 2.10 Consideration should be given to identifying the appropriate and realistic role, function and hierarchy of town centres. This will involve auditing existing centres to assess their role, vitality and viability. Paragraph 005 says that the health of the town centre and market signals should be assessed with health indicators, such as assessing diversity of use and retail representation, ground floor vacancy levels, accessibility and state of environmental quality.

### **3. DISTRICT AND LOCAL CENTRE METHODOLOGY**

#### **Introduction**

- 3.1 This chapter provides an overview of the process that the council has undertaken to review and define district and local centres. It is considered to be appropriate to define neighbourhood centres that consist of small parades of shops to support communities at the neighbourhood level, and they are therefore identified in the Local Plan.

- 3.2 The assessment focused on the district, main local and local centres identified as part of the Local Plan Review 1<sup>st</sup> Deposit Draft (2004). A general site search for other potential new centres was undertaken based on planning records and local knowledge of the borough. This exercise identified a number of standalone convenience stores but did not identify any further retail clusters that merit designation as a centre.

- 3.3 The methodology adopted has undertaken an assessment of:
- The health of each centre;
  - Defined the boundary of the centre; and
  - Defined the role of each centre within the retail hierarchy

#### **Health**

- 3.4 The health of each centre has been considered based upon the list of key indicators set out in the Planning Practice Guidance (PPG). The PPG states the indicators should be monitored regularly to judge the health and performance of the centres over time. The indicators include:
- Diversity of uses;
  - Proportion of vacant street level property;
  - Commercial yields on non-domestic property;
  - Customer's views and behaviour;
  - Retailer representation and intentions to change representation;
  - Commercial rents;
  - Pedestrian flows;
  - Accessibility;
  - Perception of safety and occurrence of crime; and
  - State of environmental quality
- 3.5 However, some of this information is not available at district and local centre level and it is therefore not been possible to be considered in this assessment. In addition, it is also recognised that some indicators, such as environmental quality are

inherently subjective and for the purposes of this study has focused on the built environment and impact of traffic.

- 3.6 In order to provide the necessary baseline information and analysis, an ‘on the ground’ assessment has been undertaken of each centre identified in the borough to ascertain the current occupiers of the commercial units. This included recording the business type and retail composition based on the sector classification identified by Experian GOAD. Ground floor vacancy rates were also recorded. Due to the difficulties in assessing upper floor usage, these were not included in the breakdown of existing uses for each centre, however the general nature of the upper floor use was recorded where relevant (e.g. residential and/or commercial).
- 3.7 The baseline data collected has then been utilised to provide an analysis of provision within the centres of key attractors and facilities, such as post offices, pharmacies and supermarkets.

#### **Defined centre boundary**

- 3.8 As part of this assessment, boundaries for each centre have been identified. The boundary proposed in the Local Plan Review 1<sup>st</sup> Deposit Draft acted as a ‘starting point’ and the baseline data utilised to understand the location of provision, generally focusing the centres around key attractors and facilities, including supermarkets, post office and other local shops and services.
- 3.9 In defining the boundaries for each centre, the council has not sought to extend areas to include all commercial units surveyed as part of the study, some of which are located away from the core area and separated by numerous residential properties at ground floor level. Boundaries have also been rationalised to provide consistency across the borough where appropriate.

#### **Classification of retail hierarchy**

- 3.10 The review has also enabled the classification of the centres within the retail hierarchy, defining the centre as a district, local or neighbourhood centre. For some centres, it has been concluded that they should not be defined centre within the retail hierarchy.
- 3.11 The classification of the retail hierarchy has been undertaken based upon the filtering approach produced by White Young Green (WYG) in the draft District and Local Centre Study (2008). The filtering process considers that the most important facilities should be available to all individuals regardless of their social status or lack of mobility. The WYG filtering methodology was based upon Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4), the characteristics of main centres<sup>2</sup> are defined as:

**District Centre** - will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library.

**Local Centre** - include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could

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<sup>2</sup> Planning Policy Statement 4: Planning for Sustainable Economic Growth – Annex B: Definitions

include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre.

- 3.12 Whilst PPS6 has since been superseded by the National Planning Policy Framework (NPPF), the NPPF and its technical guidance Planning Practice Guidance (PPG) do not provide such a definition and it is considered that the approach in PPS6 still forms a relevant basis for classification of the centres.

*First Filter – Local Centre*

- 3.13 On this basis, the first stage of the filter is to identify those centres which have one or indeed all of the key attractors and broadly accord with the definition of a Local Centre, including a range of small shops of a local nature, serving a small local catchment and typically including a general store (or supermarket), a newsagents, sub-post office and pharmacy. Other facilities could include a hot-food takeaway and launderette.

*Second Filter – District Centre*

- 3.14 Following on from this first filter, it is necessary to determine which centres have (in addition to a general store and some other key attractors) other facilities which characterise the centre as a district centre. A district centre should usually have at least one small supermarket or superstore<sup>3</sup> and include non-retail services such as banks or building societies, public facilities such as a library or sports centre and a doctor or dentist surgery. As such the second filter identifies those centres which also contain the facilities that are located in district centres and perform an important function in the provision of retail and services for a wider geographical area.

*Third Filter – Vacancy filter*

- 3.1 Having identified what kind of facilities and services the centre contain, the WYG methodology introduces a 'vacancy filter'. If a centre is currently suffering from a high level of vacancies (identified at least 30% of units for the purposes of this study) then it is more than likely that its retail mix and appearance/environment will also be judged to be poor. In addition, the high level of vacancies may be a result of limited use/patronage, although this is not necessarily the only factor.
- 3.2 It must be noted that the many shops located within a district, local or neighbourhood centre are generally independently run and therefore can be lost as a result of retirement by the proprietor rather than a fall in business sales or patronage. In addition, vacancies often persist because premises have over priced rent, reflecting the aspirations of landlords on new lettings.

*Fourth Filter – Proximity to Other Centres*

- 3.3 The fourth filter relates to the proximity of the centre in relation to the wider network of centres. For the purposes of this study, in assessing proximity to centres elsewhere, the existing town centres within the borough such as Fleetwood and Cleveleys have also been considered. It is important to note that the centres considered in this filter will be compared only with other centres within Wyre borough and not those in neighbouring authorities.

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<sup>3</sup> A small supermarket or superstore offers a range of basic goods rather than an independent retailer providing limited range of goods such as a baker, a butcher or a greengrocer. Supermarkets and superstores in this report are classified as an individual convenience goods retailer of approximately 300 square metres gross of floorspace or more.

- 3.4 As discussed in paragraph 3.1 it is considered appropriate to define neighbourhood centres in the borough and the fourth filter has also been used to refine local centres, to understand which centres are of neighbourhood significance. A qualitative judgement has also been considered.
- 3.5 The second purpose of the fourth filter is to establish whether there is any reasoned justification for high vacancy rates on the principle of ‘over supply’ in the area. When assessing the future role of centres, their proximity to other existing centres that offer vital local services (i.e. convenience store, pharmacy, post office, etc.) within the borough is important. For example, it may be the case that as a result of two centres being located within easy walking distance of each other, one of the centres suffers from high vacancy rates and has a limited local role.
- 3.6 Having applied the four levels of filtering to a centre, it is possible to arrive at a robust and sustainable conclusion in relation to the centres role, and the centres are classified into four distinct categories:
- District
  - Local
  - Neighbourhood
  - Do not define

#### 4. ANALYSIS OF DISTRICT AND LOCAL CENTRES

##### Cleveleys

##### **North Drive, Cleveleys**

- 4.1 North Drive is located to the northeast of Cleveleys Town Centre and is an attractive linear centre (Figure 4.1). The centre is surrounded by residential development and parking can be found directly in front of existing commercial premises off North Drive. Commercial properties are of good quality and generally well maintained with the upper floors being utilised for residential use.



Figure 4.1: North Drive, Cleveleys

Table 4.1: Retail Composition of North Drive, Cleveleys

Sectors	Units	
	Number	Percentage
Convenience	1	20
Comparison	2	40
Services	2	40
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>5</b>	<b>100</b>

Source: WBC Survey (February 2016)

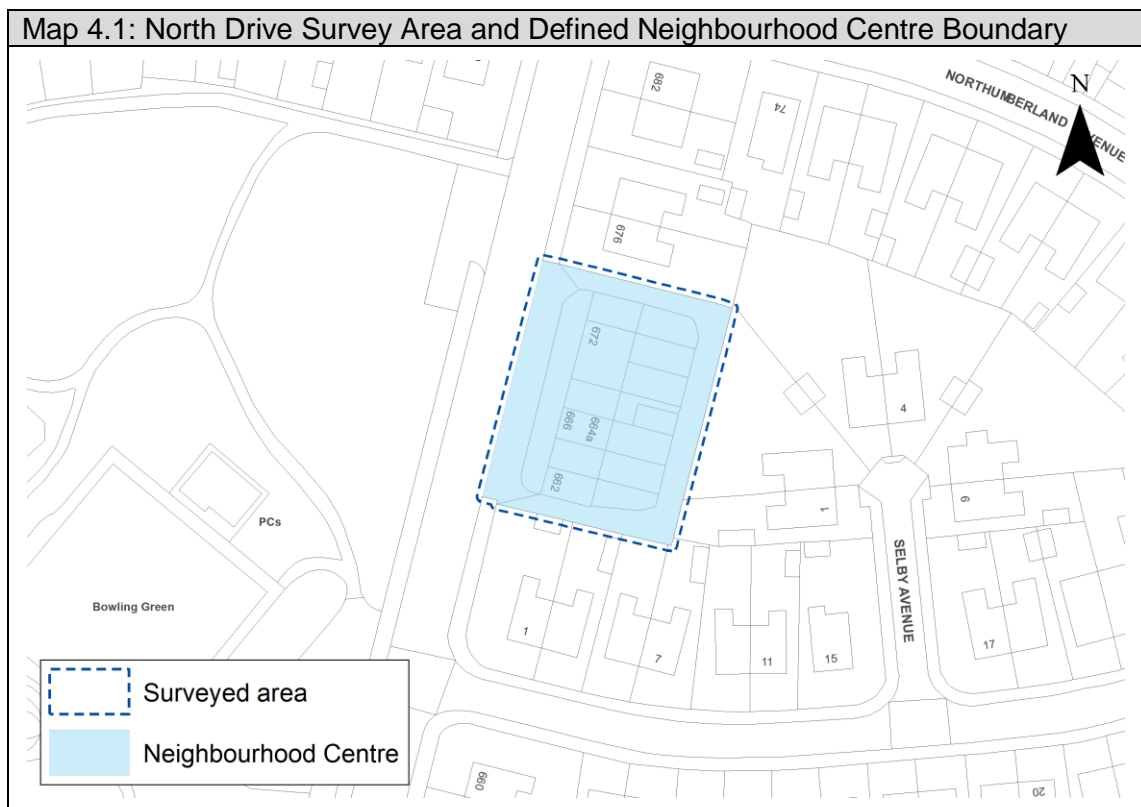
Sectors based on classification identified by Experian Goad

- 4.2 Table 4.1 indicates that North Drive comprises of five commercial units. Comparison represents 40% of all units and includes specialist shops. Services represent 40% of all units and include a hairdressers. Convenience accounts for 20% of units and



includes a Premier Convenience Store. One unit to the north of the parade is in residential use.

- 4.3 By applying the filter methodology it is evident that the limited size of the centre results in a lack of key local services, with the exception of a convenience store. Against this lack of key services, North Drive is located in a relatively remote location (some 800 metres from Rossall Road North) serving some of the day-to-day needs of the immediate local area. Therefore, it is considered that North Drive should be defined as a neighbourhood centre.
- 4.4 Map 4.1 illustrates the new boundary of North Drive. The boundary is concentrated on the purpose built shopping parade.



### Rossall Road (North) / Beach Road, Cleveleys

- 4.5 Rossall Road (North) and Beach Road were considered as two separate centres in the 1<sup>st</sup> deposit draft Local Plan. Due to their location relatively close to each other, the centres have been considered as one in this study. Rossall Road (North) and Beach Road is a linear centre north of Cleveleys Town Centre, with commercial premises located on the western side of Rossall Road (A587) and south of Beach Road. The surrounding area is predominantly residential. Some parking is available in dedicated bays in front of the main commercial premises to the North of Rossall Road and further parking is available on the surrounding residential side



streets. Commercial premises are generally in a good state of repair. The upper floorspace is general utilised for residential use.

Table 4.2: Retail Composition of Rossall Road (North) / Beach Road, Cleveleys

Sectors	Units	
	Number	Percentage
Convenience	3	10
Comparison	10	33
Services	13	43
Miscellaneous	3	10
Vacant	1	3
<b>Total</b>	<b>30</b>	<b>100*</b>

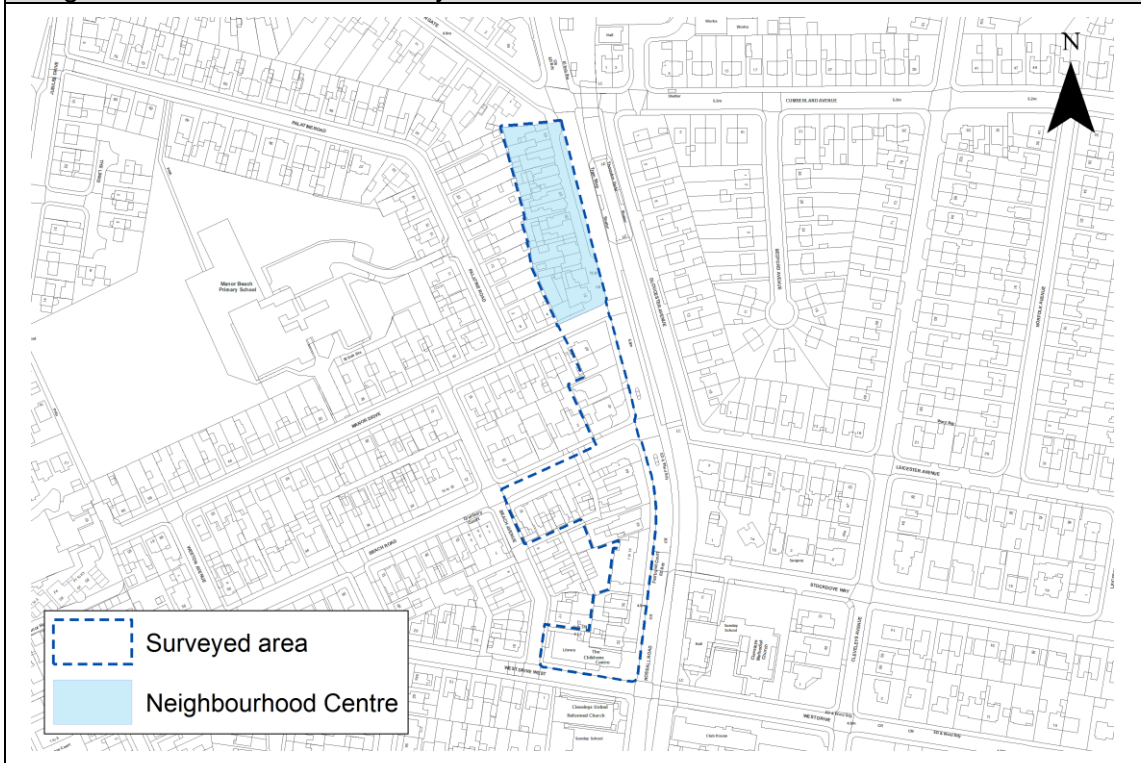
Source: WBC Survey (February 2016)

Sectors based on classification identified by Experian Goad

\*Rounded down to 99

- 4.6 Table 4.2 indicates that the service sector accounts for nearly half (43%) of all units and includes hairdressers and takeaways. The convenience sector is identified to represent only 10% of all units and includes a bakery and a two convenience store. The comparison sector is much better represented at 33% and includes independent specialist retailers, including electrical appliance showroom. There is identified to be only one vacant unit. There are 11 residential properties which are predominately located within the southern survey area and not within the main shopping parade to the north.
- 4.7 Overall, Rossall Road (North) / Beach Road is a relatively attractive centre although lacks some of the key local services. Given its close proximity to Cleveleys Town Centre (less than 500 metres), the centre serves some of the day-to-day needs of the immediate local area. Therefore, it is considered that Rossall Road (North) should be classified as a neighbourhood centre.
- 4.8 Map 4.2 illustrates the boundary of Rossall Road (North). The boundary is concentrated to focus on the one distinctive parade of shops located to the north of the survey area along Rossall Road, which offers continuous non broken commercial frontage and includes a convenience store and some comparison and service offer. The survey area located to the south of Rossall Road / Beach Road has been excluded due to the concentration of non-commercial premises that are in residential use and the commercial premises that do exist typically provide specialist offer that does not typically meet local day-to-day needs. Due to the exclusion of Beach Road, the centre will be known as Rossall Road.

**Map 4.2: Rossall Road (North)/ Beach Road Survey Area and Defined Rossall Road Neighbourhood Centre Boundary**



### Rossall Road (South), Cleveleys

4.9 Rossall Road South is a small linear centre located in close proximity to Cleveleys Town Centre. The surrounding area is predominantly residential with the Blackpool-Fleetwood tramway forming the eastern boundary. Commercial premises are generally in a good state of repair. The upper floorspace is general utilised for residential use.



Figure 4.3: Rossall Road (South), Cleveleys

Table 4.3: Retail Composition of Rossall Road (South) Cleveleys

Sectors	Units	
	Number	Percentage
Convenience	-	-
Comparison	3	60
Services	2	40
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>5</b>	<b>100</b>

Source: WBC Survey (February 2016)  
Sectors based on classification identified by Experian Goad

4.10 Table 4.3 indicates that the comparison sector represents 60% and the service sector represents 40% of the commercial units, this includes a funeral director, Chiropodist/Podiatrists and a window showroom. It is evident that the existing uses

perform a relatively limited role in meeting the day to day needs of the local population. The centre also includes four residential properties.

- 4.11 By applying the filter methodology it is evident that Rossall Road South lacks all the key local services and is located approximately 300 metres from Cleveleys Town Centre. The centre includes a high concentration of non-commercial premises that are in residential use. Consequently, it is considered that it is not necessary to identify it as a defined centre.

## **Fleetwood**

### **Broadwater, Fleetwood**

- 4.12 Broadwater is located to the south of Fleetwood Town Centre and is circular in form (Figure 4.4). The Blackpool-Fleetwood tram line and Fleetwood Road pass through the centre. The surrounding area is mainly residential. It is evident that the south shopping parade has had incremental conversion of commercial units to residential. Off street car parking is available to the front of the south shopping parade. Existing commercial properties are generally in a good state of repair. The existing McColl's store (which contains a sub-post office) is a modern development. The upper floorspace is generally utilised for residential use.



Figure 4.4: Broadwater, Fleetwood

Table 4.4: Retail Composition of Broadwater, Fleetwood

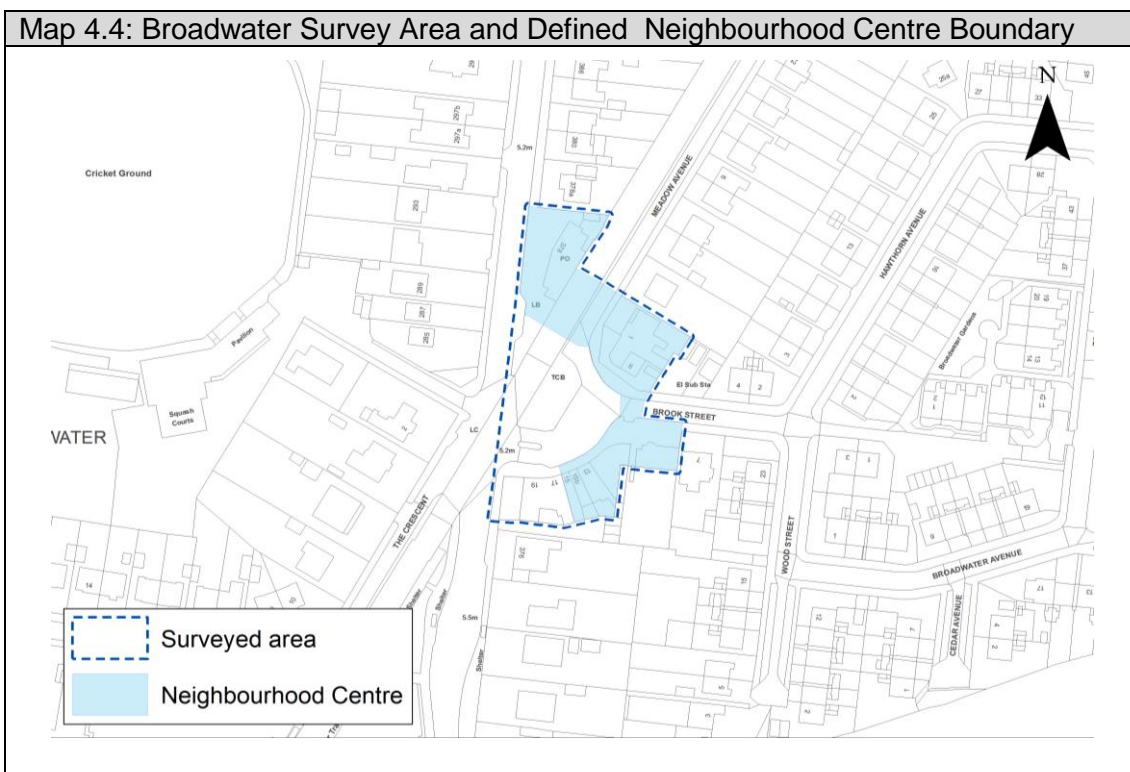
Sectors	Units	
	Number	Percentage
Convenience	2	33
Comparison	-	-
Services	4	67
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>6</b>	<b>100</b>

Source: WBC Survey (February 2016)

Sectors based on classification identified by Experian Goad

- 4.13 Table 4.4 indicates that there are 6 commercial units. The service sector represents two thirds (67%) of all units and includes three takeaways and one beauty salon. The convenience sector represents 29% of the units, this includes two convenience stores (one includes a sub-post office). Broadwater contains no vacant units. There are 6 units/properties in residential use.
- 4.14 Overall, Broadwater centre meets some of the day-to-day needs of the local population. However, the surrounding residential area together with the active tram line that bisects the centre restricts expansion of the centre.
- 4.15 By applying the filter, it is understandable given the limited size of the centre that Broadwater lacks many of key local services, with the exception of two convenience stores and a sub post office. The centre is located in a relatively remote location, some 800 metres from Larkholme Parade. Therefore, given the important role of this centre in meeting the day-to-day needs of the nearby residential population, Broadwater is identified as a Neighbourhood Centre.

- 4.16 Map 4.4 illustrates the boundary for Broadwater. The boundary excludes the residential units to the south of the centre to concentrate the centre on the commercial units.



- Chatsworth Avenue, Fleetwood**
- 4.17 Chatsworth Avenue is located to the south-west of Fleetwood Town Centre and is linear in form (Figure 4.5). The surrounding area is predominantly residential and off-street parking is located to the south of the centre. Commercial units are generally in a good state of repair and the upper floorspace of existing commercial premises are generally utilised for residential use.



Figure 4.5: Chatsworth Avenue, Fleetwood

Table 4.5: Retail Composition of Chatsworth Avenue, Fleetwood

Sectors	Units	
	Number	Percentage
Convenience	2	25
Comparison	-	-
Services	4	50
Miscellaneous	-	-
Vacant	2	25
<b>Total</b>	<b>8</b>	<b>100</b>

Source: WBC Survey (February 2016)  
Sectors based on classification identified by Experian Goad

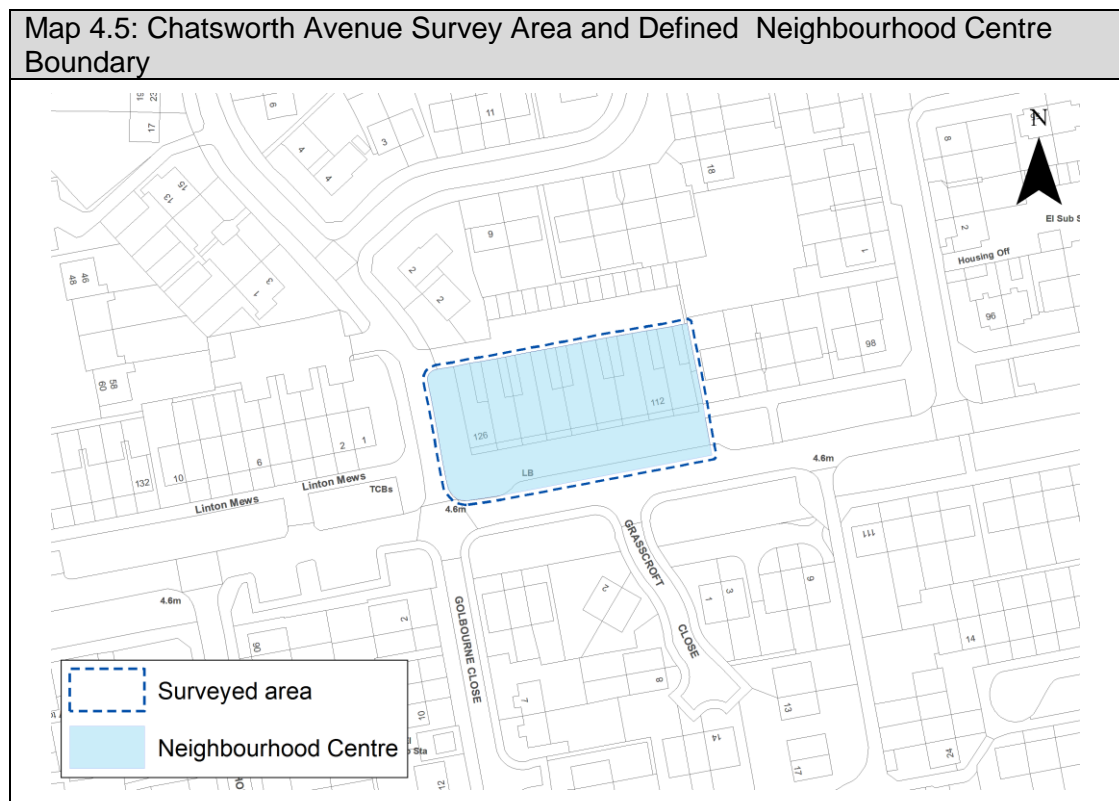
- 4.18 Table 4.5 indicates that half of existing unit falls within the service sector. This includes takeaways, a post office and a hairdresser. A quarter of units falls within



the convenience sector, containing two convenience store (One Stop Shop and Premier). Some 25% of existing units are identified to be vacant, which detract from the overall quality of the centre.

4.19 By applying the filter methodology, it is evident that Chatsworth Avenue contains a post office and two convenience stores together with a number of other local services. However, it lacks a supermarket, pharmacy and other public services. Chatsworth Avenue is located some 500 metres from West View, which is considered to provide a limited retail and service offer. The centre is located 500 metres to Larkholme which provides a small supermarket. Chatsworth Avenue performs an important role in this neighbourhood and despite a relatively high proportion of vacancies, it is considered to be a neighbourhood centre.

4.20 Map 4.5 illustrates the boundary for Chatsworth Avenue, which is focused on the purpose built parade.



**Hatfield Avenue/Highbury Avenue**

4.21 Hatfield Avenue/Highbury Avenue is a compact centre located to the south-west of Fleetwood Town Centre. The surrounding area is predominantly residential and on-street parking is located on the residential streets surrounding the centre. Commercial units are generally in a good state of repair. The units may also receive some footfall from users of the football ground on match day. The upper floorspace is utilised for residential use.



Figure 4.6 Hatfield Avenue/Highbury Avenue, Fleetwood

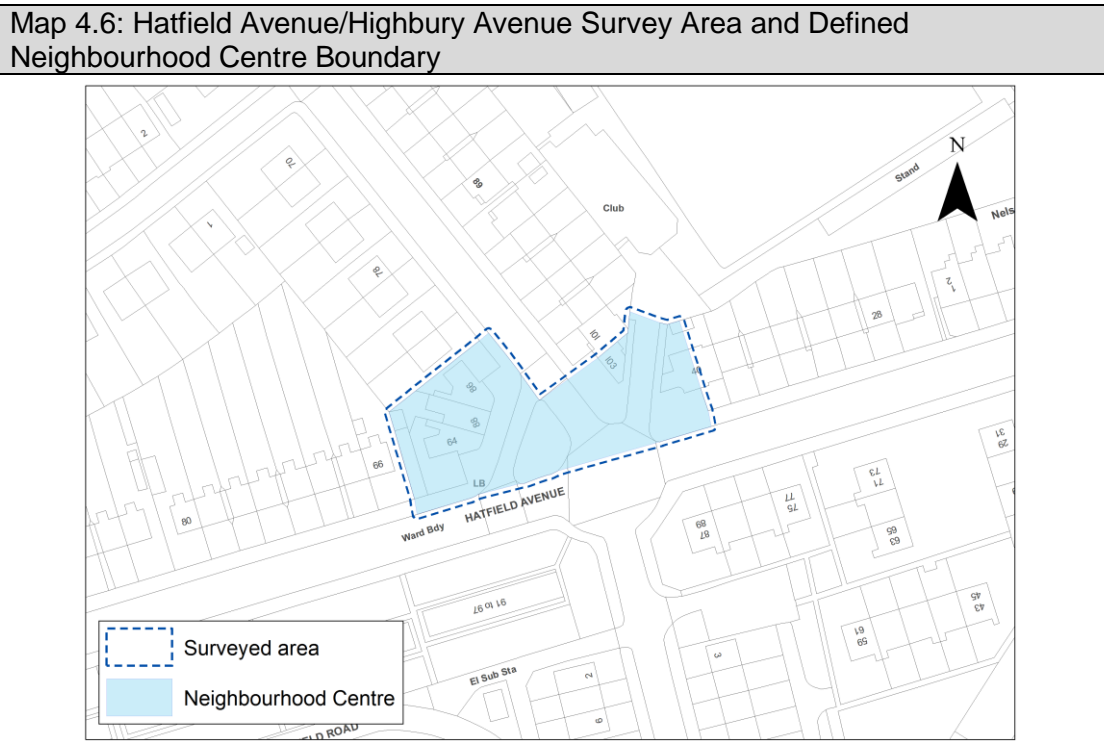
Table 4.6: Retail Composition of Hatfield Avenue/Highbury Avenue, Fleetwood

Sectors	Units	
	Number	Percentage
Convenience	1	20
Comparison	1	20
Services	3	60
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>5</b>	<b>100</b>

Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

- 4.22 Table 4.6 indicates that Hatfield Avenue/Highbury Avenue is dominated by the service sector, with 60% of units falling within this sector. Services include two hairdressers and hot food takeaway. In addition, the centre also contains a small convenience store and a florist. There are no vacant units.
- 4.23 Given the limited size of the centre, it is evident that Hatfield Avenue/Highbury Avenue performs a very limited role. By applying the filter methodology, it is apparent that the centre lacks most of the key services prescribed as being common place in either district or local centres, with the exception of a convenience store. The centre is located within 500 metres of Broadway/ Poulton Road, which is considered to provide wider retail provision for the local population and is located within 800 metres of Fleetwood Town Centre. Consequently, Hatfield Avenue/Highbury Avenue is identified as a neighbourhood centre.
- 4.24 Map 4.6 illustrates the boundary for Hatfield Avenue/Highbury Avenue that excludes the residential property to the east to concentrate the centre on the commercial units.



### Larkeholme Parade, Fleetwood

4.25 Larkeholme Parade is a centre located to the west of Fleetwood Town Centre and is circular in form (Figure 4.7). The surrounding area is predominantly residential although a local pub (Rossall Tavern) is located to the west. Off street parking is available within the centre (c. 20 spaces). Commercial units are generally of a good quality and the centre is clean and relatively well maintained. All of the upper floorspace of the commercial units appear to be used for residential use.



Figure 4.7: Larkeholme Parade, Fleetwood

Table 4.7 Retail Composition of Larkeholme Parade, Fleetwood

Sectors	Units	
	Number	Percentage
Convenience	2	20
Comparison	-	-
Services	7	70
Miscellaneous	-	-
Vacant	1	10
<b>Total</b>	<b>10</b>	<b>100</b>

Source: WBC Survey (February 2016)

Sectors based on classification identified by Experian Goad

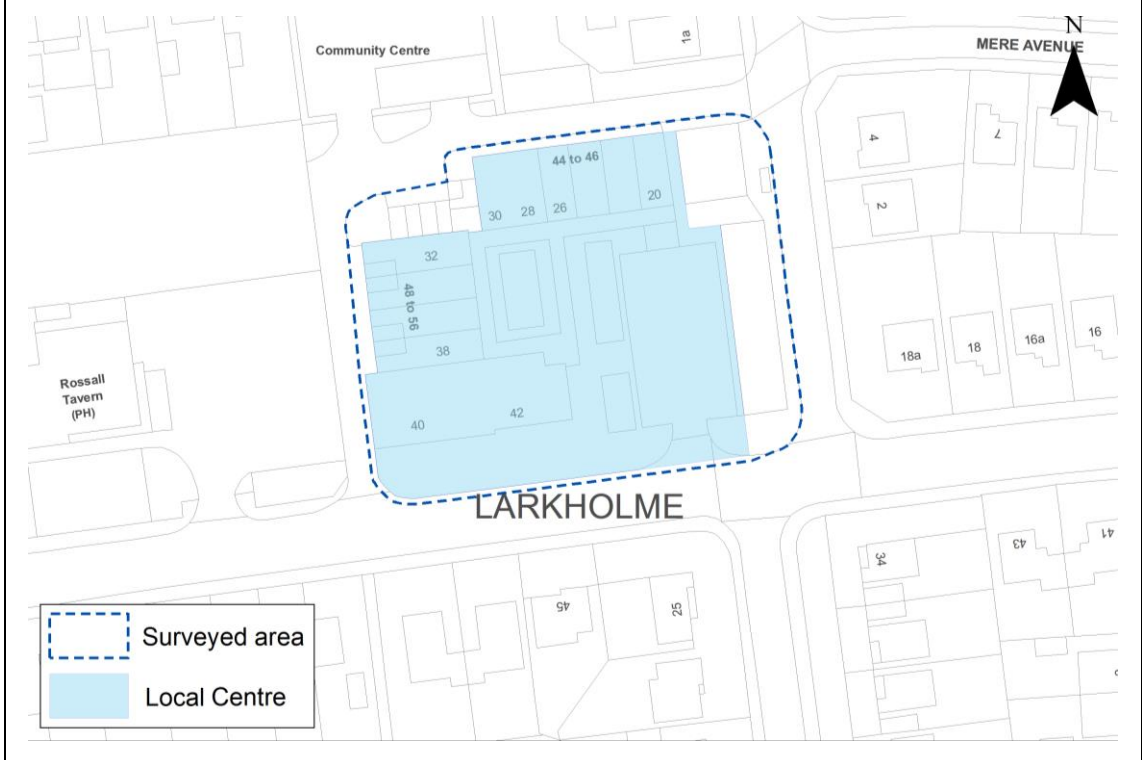
4.26 Larkeholme Parade comprises of ten units. Table 4.7 illustrates that the centre is dominated by the service sector, accounting for nearly three quarters (70%) of the units. This includes takeaways, a hairdresser, a dentist and a laundrette. The convenience sector accounts for 20% of the units, this includes a Co-Op store and an off-licence store. Larkeholme Parade includes one vacant unit, however the unit was undergoing refurbishment at the time of the survey which reflect the relative attractiveness of the centre to business.

4.27 By applying the filter methodology, it is apparent that Larkeholme Parade contains a number of key local services, including a small supermarket (c. 300 sq m), dentist, a laundrette and two takeaways. The centre is located in a relatively remote location, with the nearest centres being Chatsworth Avenue, which is located approximately 500 metres from Larkeholme Parade. Therefore, it is considered that Larkeholme Parade functions as a local centre.

4.28 Map 4.7 illustrates the boundary for the defined centre which focused on the commercial units including the car park.



Map 4.7: Larkholme Parade Survey Area and Defined Local Centre Boundary



4.29 **Manor Road, Fleetwood** Manor Road is a small liner centre located to the west of Fleetwood Town Centre. The surrounding area is residential and on-street parking for the centre is located on Manor Road. Some of the commercial units are generally of a poor quality and the environmental quality of the centre could be improved. The upper floorspace of the commercial units appear to be utilised for residential use.



Figure 4.8: Manor Road, Fleetwood

Table 4.8: Retail Composition of Manor Road, Fleetwood

Sectors	Units	
	Number	Percentage
Convenience	2	29
Comparison	-	-
Services	5	71
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>7</b>	<b>100</b>

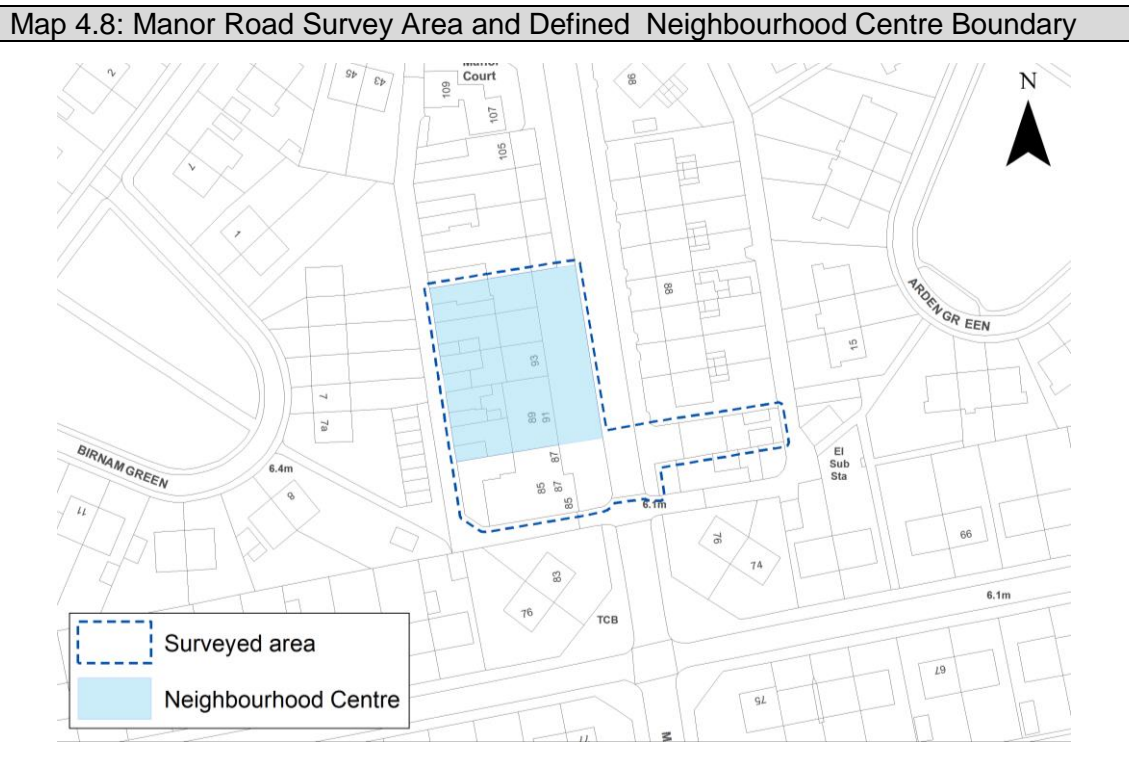
Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

4.30 Manor Road comprise of seven units. Table 4.8 illustrates that the sector is dominated by the service sector, accounting for nearly three quarters (71%) of the units and includes takeaways and hairdressers. The convenience sector represents

29% of the units and includes a Costcutter convenience store and a bakery. There is one unit in residential use.

- 4.31 By applying the filter methodology, it is evident that Manor Road lacks the majority of local services associated with a local or district centre. Furthermore, Manor Road is located in close proximity to Broadway/ Poulton Road, which is considered a much stronger centre and approximately 300 metres to the south, however it does serve some of the day-to-day needs of the immediate area and is defined as a Neighbourhood Centre.



**Poulton Road, Fleetwood**

- 4.32 Poulton Road is located to the west of Fleetwood Town Centre and is predominantly linear in nature, focused on Poulton Road (Figure 4.9). The centre comprises a range of services and retail floorspace. Parking consists of either on-street along Poulton Road or on the surrounding residential side streets. Some of the retail units are generally of a poor quality with a number of vacancies. The wider environmental quality could be improved. The upper floorspace of the commercial units appear to be utilised for residential use and there was good pedestrian footfall at the time of the survey, located around the main parade to the north.



Table 4.9: Retail Composition of Poulton Road, Fleetwood

Sectors	Units	
	Number	Percentage
Convenience	3	8
Comparison	10	25
Services	15	38
Miscellaneous	2	5
Vacant	10	25
<b>Total</b>	<b>40</b>	<b>100*</b>

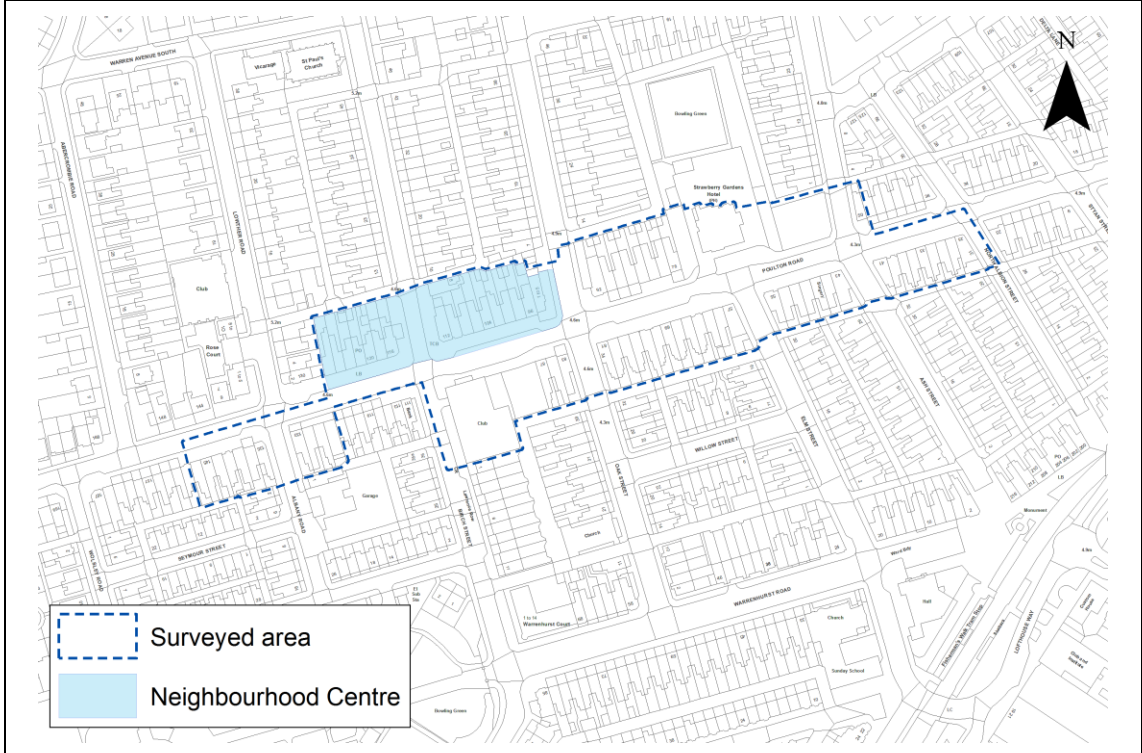
Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

\*Adds up to 101 with rounding up.

- 4.33 Table 4.9 indicates that the service sector in Poulton Road accounts for over a third of the commercial units (38%). This includes a dental surgery, takeaways, hairdressers and a bookmaker. The convenience sector comprises of three units, including a One Stop Convenience store. A quarter of all units (25%) are within the comparison sector which is dominated by independent retailers, including white goods, pet stores and children’s clothing stores. There is identified to be ten vacant units which accounts for 25% of all units. Vacancies are predominately located on the south side of Poulton Road, between Birch Street and North Albion Road; this includes the former Bingo Hall and the Strawberry Gardens Hotel Public House which both occupier a large prominent site. Poulton Road comprises of 29 residential properties.
- 4.34 By applying the filter methodology it is evident that despite being one of the largest centres surveyed it lacks a number of key local attractors such as a post office and a pharmacy, although includes a dentist. The lack of a number of key attractors is likely to be reflective of its proximity to Fleetwood Town Centre which is located approximately 350 metres to the east. Therefore, the centre typically serves some of the day-to-day needs of the immediate local area. On this basis, Poulton Road is identified as a neighbourhood centre. A plan indicating the boundary of Poulton Road is identified in Map 4.9. The defined boundary concentrates and consolidates the centres to the main shopping parade between Lowther Road and Carr Road to exclude the large concentration of vacant and residential units on the south of Poulton Road.

Map 4.9: Poulton Road Survey Area and Defined Neighbourhood Centre Boundary



4.35 **Broadway/Poulton Road, Fleetwood**  
 Broadway/ Poulton Road, is located to the west of Fleetwood Town Centre. Commercial uses are focused at the junction of Poulton Road/Highbury Avenue/Manor Road and falls within two distinct areas (Figure 4.10). The first area comprises a parade of smaller units along Poulton Road and includes a post office and a number of local services. The second area comprises two large modern retail units set back from Poulton Road by a customer car park. Bus services operate along Poulton Road. The units are generally in good condition. The upper floorspace of the commercial units in the first area appear to be used for residential use. There was good pedestrian footfall at the time of the survey.



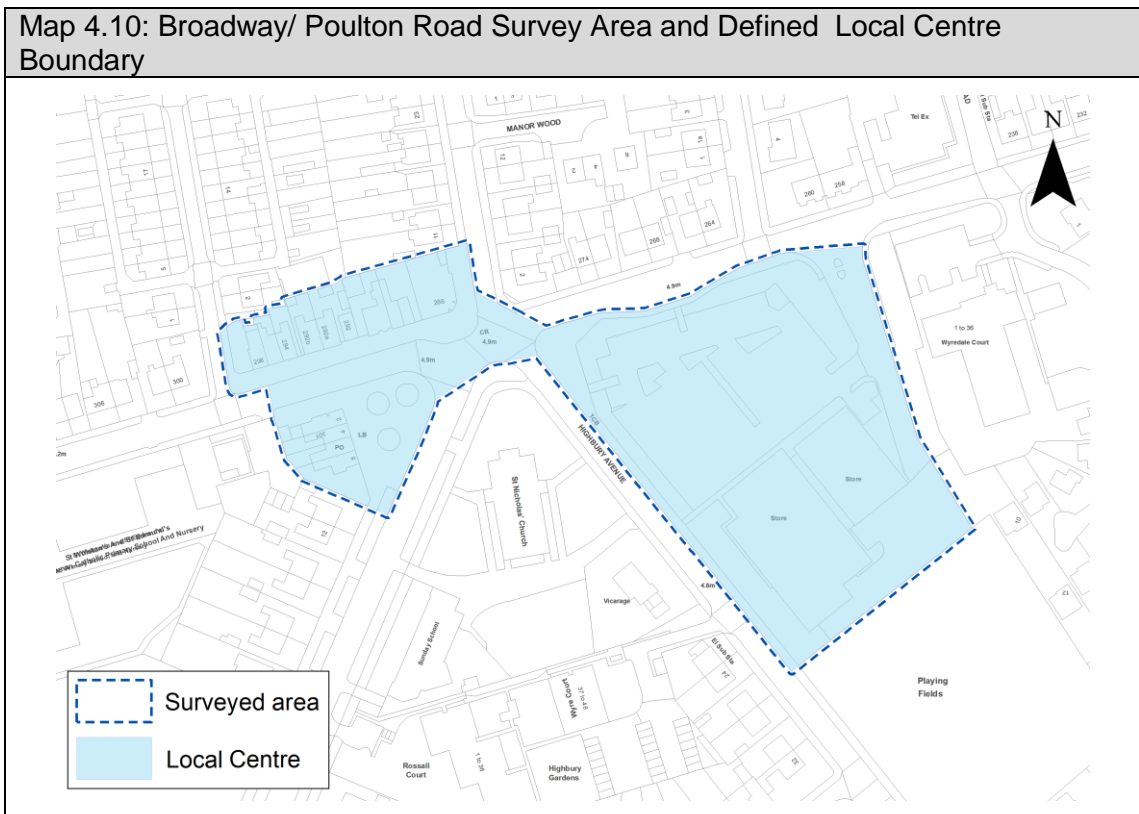
Figure 4.10: Broadway/ Poulton Road, Fleetwood

Table 4.10 Retail Composition of Broadway/ Poulton Road, Fleetwood

Sectors	Units	
	Number	Percentage
Convenience	3	21
Comparison	2	14
Services	9	64
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>14</b>	<b>100*</b>

Source: WBC Survey (March 2016)  
 Sectors based on classification identified by Experian Goad  
 Adds up to 99 due to rounding.

- 4.36 Table 4.10 indicates that the service sector is well represented at 64% of all commercial units and contains a post office and a pharmacy and a number of local services such as takeaways and a beauty salon. The convenience sector represents 21% of units and includes a local convenience store and an Aldi supermarket which is separated from the main parade of shops. The comparison sector represents 14% of units and includes a large homeware store and DIY/Gardening store. There are no vacant units. Broadway/ Poulton Road contains one residential unit (that appears to have been created from an extension to a commercial unit).
- 4.37 By applying the filter methodology, it is evident that Broadway/ Poulton Road contains a supermarket (Aldi) together with a local convenience retailer. However, it lacks many of the 'key attractors' commonplace in district centres, such as a bank and public services. However, the centre does contain a pharmacy and a Post Office. Furthermore, the centre is located approximately 1km to the west of Fleetwood Town Centre and the other nearest centre (Manor Road) serves only a limited role. This underlines the relative importance of this centre in meeting the needs of residents in this area of Fleetwood without the need to travel to the Town Centre. Therefore, Broadway/ Poulton Road is identified as a local centre.
- 4.38 Map 4.10 sets out the boundary for the defined local centre which includes the supermarket, which although it does not physically link with the main shopping parade to the west, it serves an important role and provision.





### **West View, Fleetwood**

4.39 West View is a small, compact centre located to the south west of Fleetwood Town Centre located at the junction of seven roads (Figure 4.11). The surrounding area is predominantly residential although other uses include a petrol filling station to the south east and a Tesco Express. Parking is available in front of the commercial units between Beach Road and Broadway. Commercial units are generally in a good state of repair. The upper floors are being utilised for residential use.



Figure 4.11: West View, Fleetwood

Table 4.11: Retail Composition of West View, Fleetwood

Sectors	Units	
	Number	Percentage
Convenience	1	25
Comparison	-	-
Services	2	50
Miscellaneous	-	-
Vacant	1	25
<b>Total</b>	<b>4</b>	<b>100</b>

Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

- 4.40 Table 4.11 indicates that West View comprises of only four units. One unit falls within the convenience retail sector, a Premier Late Shop. The service sector includes a takeaway and a funeral director. There is one vacant unit.
- 4.41 Given its limited size, it is evident that West View serves a very limited role in meeting the day-to-day needs of the local population. By applying the filter methodology, it is considered that it is not necessary to define West View as either a local centre or neighbourhood centre given its current limited offer and the strength of nearby provision.

### **Garstang**

#### **Croston Road, Garstang**

4.42 Croston Road is located north of Garstang Town Centre and comprises a linear centre with commercial premises located on the western side of Croston Road. The surrounding area is predominantly residential and car parking is available within a small bay area directly in front of the commercial units. Commercial properties are generally in good condition with the upper floors being utilised for residential use.



Figure 4.12: Croston Road, Garstang

Table 4.12: Retail Composition of Croston Road, Garstang

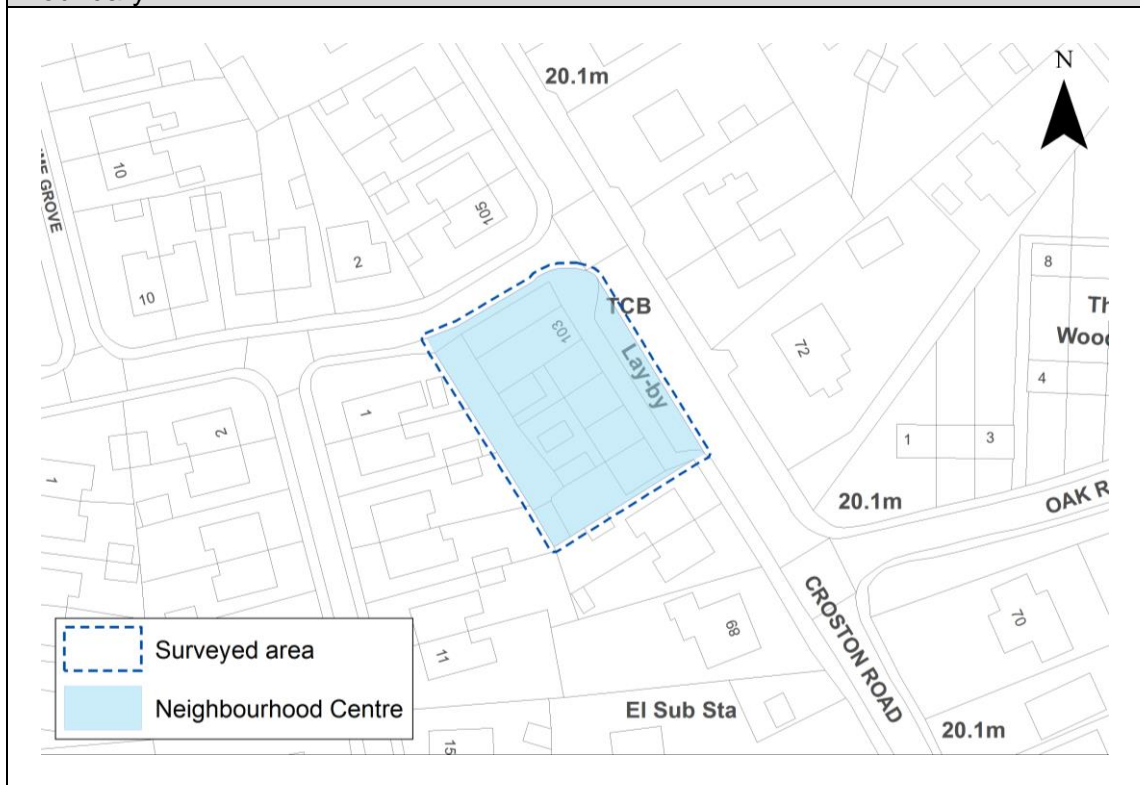
Sectors	Units	
	Number	Percentage
Convenience	2	40
Comparison	-	-
Services	3	60
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>5</b>	<b>100</b>

Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

- 4.43 Table 4.12 highlights that Croston Road comprises of five commercial units. The service sector accounts for over half (60%) of the units and includes a hairdresser and takeaways. The convenience sector accounts for 40% of the units and includes a Mace general store and an off-license. There are no vacant units.
- 4.44 By applying the filter methodology, the analysis identifies that Croston Road lacks some key local services. Whilst Croston Road is located approximately 600 metres to the north of Garstang Town Centre which provides a wider range of retail and services, Croston Road is identified as a neighbourhood centre as it serves some of the day-to-day needs of the immediate local area.
- 4.45 Figure 4.12 illustrates the boundary of Croston Road. The boundary includes all commercial units surveyed, including the car parking bays associated with the centre.

Figure 4.12: Croston Road Survey Area and Defined Neighbourhood Centre Boundary



- 4.46 **Hazelhurst Drive, Garstang**  
 Hazelhurst Drive is located to the west of Garstang Town Centre and comprises a small parade of shops set back from Hazelhurst Drive by an area of car parking and public realm. Existing commercial properties are generally in a good state of repair with the upper floors being utilised for residential use. It is evident that ground floor commercial units have been converted to residential properties overtime. Parking is available within large bays directly in front of the commercial properties (Figure 4.13).



Figure 4.13: Hazelhurst Drive, Garstang

Table 4.13: Retail Composition of Hazelhurst Drive, Garstang

Sectors	Units	
	Number	Percentage
Convenience	1	33
Comparison	-	-
Services	2	66
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>3</b>	<b>100*</b>

Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

\*adds up to 99 with rounding down

- 4.47 Table 4.13 illustrates that Hazelhurst Drive comprises of only three commercial units. The service sector includes two units and includes a takeaway and commercial dry cleaners. The convenience sector includes one unit, an independent convenience store. Hazelhurst Drive contains no vacant units. There are three residential unit located within the commercial block which interrupts continuous shop frontages.
- 4.48 The current role of Hazelhurst Drive is limited, lacking key local attractors. Whilst provision in this part of the borough is limited, with the nearest centre being Garstang Town Centre located 700 metres to the east which provides a wider range of retail and service provision. It is considered that it is not necessary to define Hazelhurst Drive as a centre in its current form.

### **Great Eccleston**

- 4.49 Great Eccleston is located centrally in the borough outside the defined urban peninsula and is accessible via the A586 (Blackpool Road). Commercial activity is focused around The Square and High Street, which provides an attractive pedestrian environment. Although some parking is available around The Square (Figure 5.9), this is limited and well used at the time of the survey. Commercial premises are generally of good quality and the centre and is well maintained. The upper floorspace is general utilised for residential and further commercial use.



Figure 4.14: Great Eccleston



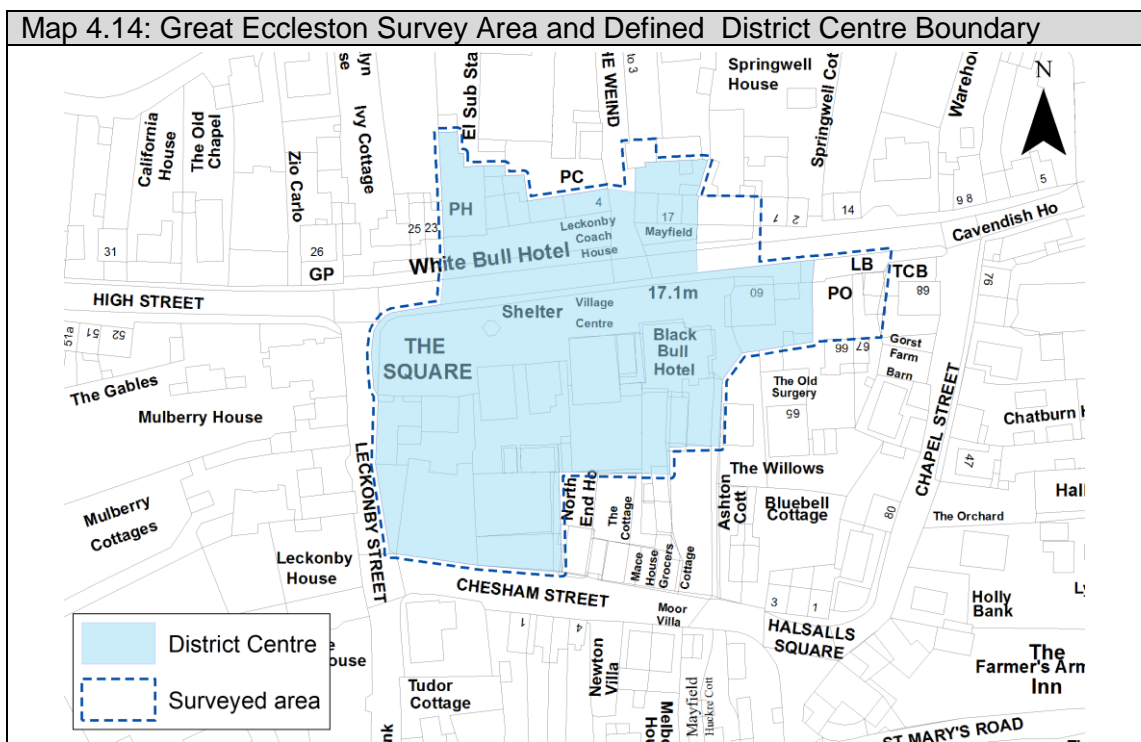
Table 4.14: Retail Composition of Great Ecclestone

Sectors	Units	
	Number	Percentage
Convenience	3	14
Comparison	3	14
Services	10	48
Miscellaneous	4	19
Vacant	1	5
<b>Total</b>	<b>21</b>	<b>100</b>

Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

- 4.50 Table 4.14 indicates that Great Ecclestone contains 21 commercial units. Commercial activity in Great Ecclestone is dominated by the service sector, representing nearly half of all commercial units (48%). Uses include hairdressers, takeaways and public houses. The convenience retail sector is also relatively well represented at 14% which includes a small supermarket (Nisa – 310 sq m) together with a butcher and bakery. The centre also contains two offices. Notably, Great Ecclestone contains a post office and dental surgery. The centre contains only one vacant unit.
- 4.51 By applying the filter methodology, it is evident that Great Ecclestone contains a convenience store, post office, dentist and some local services, although lacks a pharmacy. Despite this, the centre is well used and provides an important role in meeting the day-to-day needs of the wider population. Furthermore, Great Ecclestone is located more than five kilometres from the nearest centre in the borough (Broadpool Lane, Hambleton). Given this, the centre performs an important role in meeting the needs of residents within this part of the borough and is defined as a district centre.
- 4.52 Map 4.14 illustrates the boundary for Great Ecclestone District Centre that reflects the focus of commercial activity.



## Hambleton

### Broadpool Lane, Hambleton

- 4.53 Broadpool Lane is located centrally within the settlement of Hambleton. Commercial premises are focused within a rectangular area off Broadpool Lane with only four units visible from Broadpool Lane (Figure 4.15) with a further four unit located to the side and rear. The surrounding area is predominantly residential. The commercial properties are of good quality. On-street and off-street parking is available for visitors to the centre. The upper floors appear to be utilised for further commercial use.



Figure 4.15: Blackpool Lane, Hambleton

Table 4.15: Retail Composition of Broadpool Lane, Hambleton

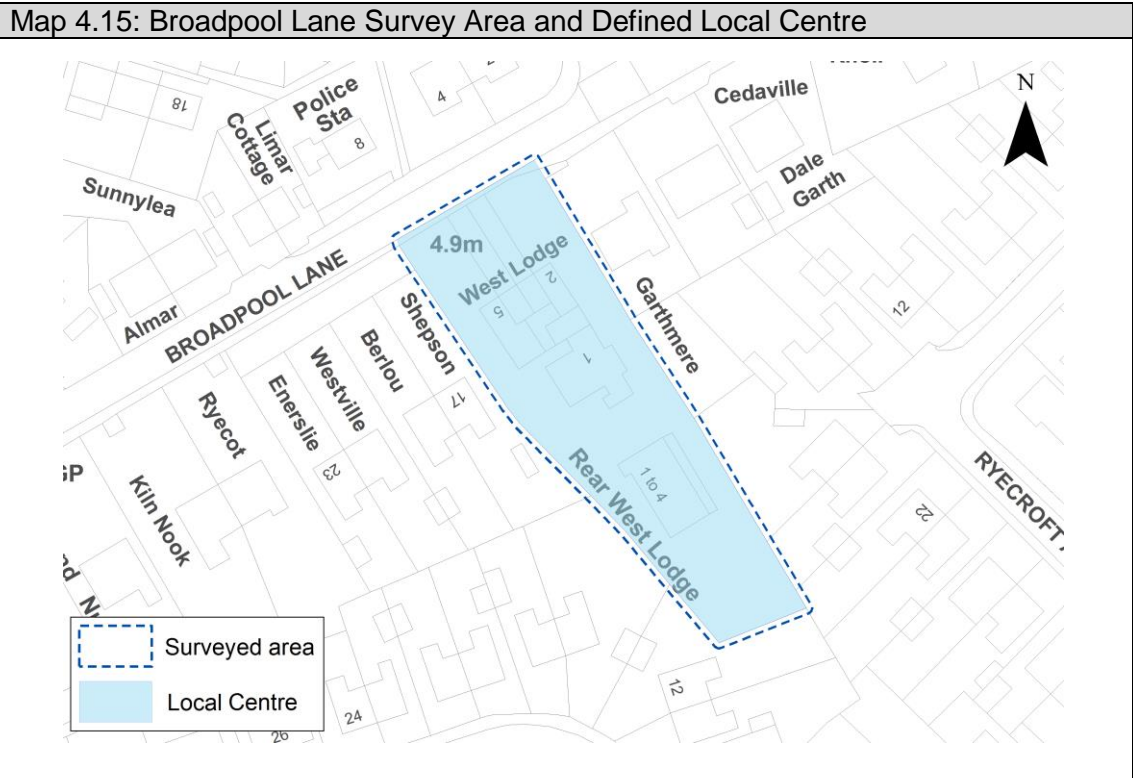
Sectors	Units	
	Number	Percentage
Convenience	3	38
Comparison	1	13
Services	3	38
Miscellaneous	1	13
Vacant	-	-
<b>Total</b>	<b>8</b>	<b>100*</b>

Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

\*Rounded up to 102

- 4.54 Table 4.15 illustrates that Broadpool Lane contains eight commercial units. A third (38%) of the units fall within the service sector and a third (38%) within the convenience sector. Uses include a dental surgery and a hairdresser in service sector and a butchers and a baker/greengrocers in the convenience sector. The comparison retail sector includes a hardware store. Broadpool Lane contains no vacant units.
- 4.55 By applying the filter methodology, whilst Broadpool Lane lacks some of the key local services, it does include some convenience provision and a dentist in addition to a range of other services to meet some of the local populations needs. Hambleton is approximately 5km from Poulton Town Centre and provision within this part of the borough is limited. Therefore, Broadpool Lane is identified as a local centre.
- 4.56 Map 4.15 illustrates the local centre boundary of Broadpool Lane. The centre boundary identified includes all commercial units surveyed and the off street car parking.



**Bank View Industrial Estate (Hambleton Service Station), Hambleton**

4.57 Bank View is located to the south of Hambleton along Shard Lane (Figure 4.16). The surrounding area is countryside with residential properties located to the north. Approximately two-thirds of the existing units have frontages which are visible from Shard Lane. The centre comprises of retail and light industrial units. Commercial units are generally in a good condition. The centre can get busy during certain periods of the day that is linked with users of the petrol filling station. Car parking is available on the site.



Figure 4.16 Bank View, Hambleton

Table 4.16: Retail Composition of Bank View, Hambleton

Sectors	Units	
	Number	Percentage
Convenience	1	7
Comparison	4	29
Services	4	29
Miscellaneous	5	35
Vacant	-	-
<b>Total</b>	<b>14</b>	<b>100</b>

Source: WBC Survey (March 2016)  
Sectors based on classification identified by Experian Goad

4.58 Table 4.16 illustrates that Bank View contain fourteen commercial units. As part of the Petrol filling station, a small convenience store/sub-post office is available. The current format of the centre is considered not to be a typical a retail centre, due to the dominance of the petrol filling station, industrial units and retail showrooms. The

remaining uses comprise a mix of local facilities, including a laundrette, takeaways and a café. Bank View contains no vacant units.

- 4.59 By applying the filter methodology, it is evidence that whilst Bank View does contain some of the key local services, many of the uses are not typical of a district or local centre and are akin to an employment area. Bank View is approximately 450 metres to Broadpool Lane which provides a wider range of retail and service provision located centrally within the Hambleton. Accordingly, it is not considered necessary to identify Bank View as a defined centre in its current form.

## **Knott End**

### **Knott End**

- 4.60 Knott End is located to the east of Fleetwood Town Centre although it is separated by the River Wyre estuary. Knott End is a linear centre with commercial premises focused along Lancaster Road and Wyre View together with Barton Square. Parking consists of off street parking at the northern end of Barton Avenue or on-street parking along Lancaster Road. A number of bus services operate along Lancaster Road. Commercial properties are generally of a good quality ranging from small units along Wyre View to larger units on Lancaster Road (Figure 4.17). The centre is well maintained with upper floors being utilised for residential and commercial use. The centre had good pedestrian footfall at the time of the survey.



Figure 4.17: Knott End

Table 4.17: Retail Composition of Knott End Centre

<b>Sectors</b>	<b>Units</b>	
	Number	Percentage
Convenience	8	21
Comparison	7	18
Services	16	41
Miscellaneous	3	8
Vacant	5	13
<b>Total</b>	<b>39</b>	<b>100*</b>

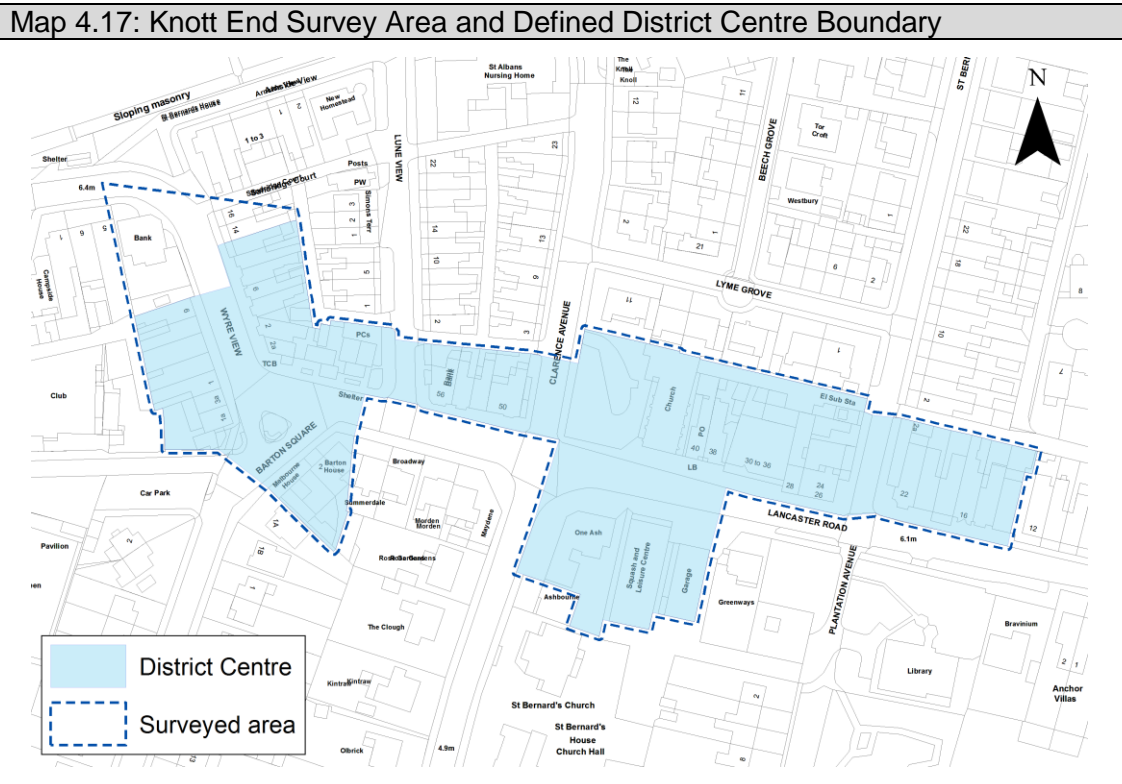
Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

Rounding adds to 101

- 4.61 Table 4.17 illustrates that Knott End Centre comprises some 39 commercial units. Almost half (41%) of these units fall within the service sector, which includes a post office, pharmacy, opticians, takeaways and estate agents. The convenience sector is also well represented, with some 21% of units falling within this sector. Retailers include a Co-op store and Spar (332 sq m) together with a number of independent retailers that include butchers, bakers, greengrocers and fishmongers. The comparison sector represents 18% of all units and includes mobile phone shop, pet shop and card/gift shop. There is identified to be five vacant units which accounts for 13% of all units, this includes the former Natwest Bank and a unit currently undergoing refurbishment for a new business. Knott End contains 5 residential properties.
- 4.62 By applying the filter methodology, Knott End is identified to contain many of the vital local services (post office, supermarket and pharmacy). Furthermore, given the

relative remoteness of the centre and the lack of provision in this part of the borough, Knott End is considered an important centre and defined as a district centre. Map 4.17 defines the district centre boundary for Knott End, which excludes some non-retail uses such as residential properties on Wyre View.



4.63 **Fordstone Avenue, Knott End**  
 Fordstone Avenue is located south of Knott End and comprises a small parade of shops located at the junction of Fordstone Avenue and Sandy Lane. The surrounding area is predominantly residential and car parking is available in a small bay area in front of existing commercial properties. Commercial premises are generally in a good state of repair with the upper floorspace being utilised for residential use (Figure 4.18).



Figure 4.18 Fordstone Avenue, Knott End

Table 4.18: Retail Composition of Fordstone Avenue, Knott End

Sectors	Units	
	Number	Percentage
Convenience	1	33
Comparison	1	33
Services	1	33
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>3</b>	<b>100*</b>

Source: WBC Survey (March 2016)  
 Sectors based on classification identified by Experian Goad  
 \*Rounded down to 99



- 4.64 Table 4.18 indicates that Fordstone Avenue comprises only three commercial units. Existing uses include a general store, a takeaway and one retailer selling car accessories. Fordstone Avenue contains no vacant units. There is one residential unit.
- 4.65 The current role of Fordstone Avenue is limited, lacking key local attractors. Whilst provision in this part of the borough is limited, with the nearest centre being Knott End (1.3km to the west) which provides a wider range of retail and service provision, it is considered that it is not necessary to define Fordstone Avenue as a centre in its current form.

## **Normoss**

### **Normoss Road, Normoss**

- 4.66 Normoss Road is an attractive centre located to the south of the borough close to the adjoining authority of Blackpool and Fylde. Commercial activity is focused at the junction of Dobson Road and Normoss Road and the built environment is dominated by the Newton Arms Public House, which has a large adjacent car park. Parking comprises mainly on-street parking. Commercial units are generally of good quality with most shops having a relatively new façade, creating an attractive built environment and the wide pavements provide a pedestrian friendly environment (Figure 4.19). Upper floor units have been utilised for residential uses. The centre had good pedestrian footfall at the time of the survey.



Figure 4.19: Normoss Road, Normoss

Table 4.19: Retail Composition of Normoss Road, Normoss

<b>Sectors</b>	<b>Units</b>	
	Number	Percentage
Convenience	4	27
Comparison	2	13
Services	9	60
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>15</b>	<b>100</b>

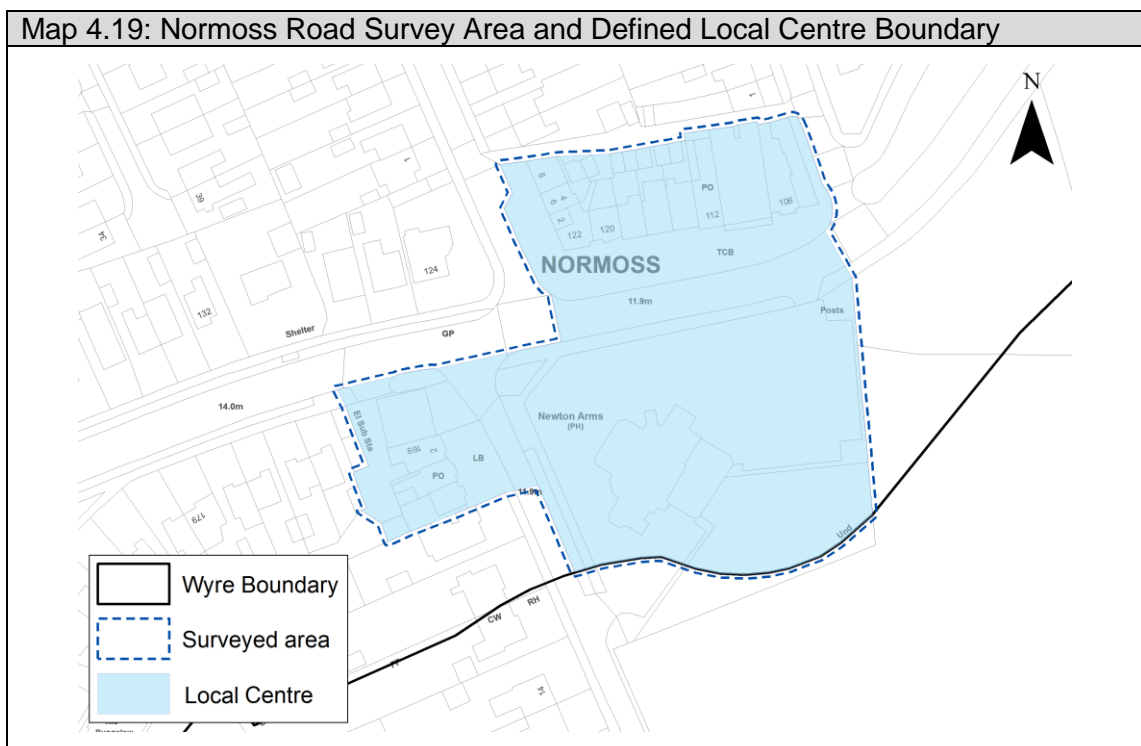
Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

- 4.67 Table 4.19 indicates that Normoss Road is dominated by the service sector at over half (60%) of the units falling within this sector, including takeaways and the Newton Arms Public House. The convenience sector is also well represented with 27% of all units falling within this sector. The convenience sector includes a Premier Convenience, Co-Op and butchers. Normoss Road also contains a pharmacy and a Post Office. Normoss Road is an attractive centre with no vacancies.
- 4.68 In terms of applying the filter methodology, it is evident that Normoss Road contains the key attractors of a post office, pharmacy and small supermarket (Co-Op) although lacks a number of public services such as a community centre. Notwithstanding this, it is evident that Normoss Road is an established and well used

centre being anchored by the Co-Op store and forms an important role in meeting the needs of the local population in the southern part of the borough. Indeed, within Wyre borough the nearest centre is Highcross Road (approximately 900 metres east), which is a small centre and comprises of only four commercial units. Given this, whilst the centre lacks some of the key facilities identified as being typically located in a district centre, Normoss Road is a strong centre serving the Normoss catchment. Therefore, with regard to the network of centres within the borough, it is designated as a local centre.

- 4.69 Map 4.19 defines the local centre boundary for Normoss Road. The defined boundary includes all shops surveyed which includes the main shopping parade on the north of Normoss Road, the extent of the Newton Arms Public House that is located in the borough of Wyre. The boundary also includes the petrol station that contains a Premier convenience store and the three shops on Staining Road.



### Poulton-le-Fylde

- 4.70 **Blackpool Old Road, Poulton-le-Fylde**  
 Blackpool Old Road is located south-west of Poulton-le-Fylde Town Centre with commercial premises located along the western side of Blackpool Old Road. Existing commercial properties are generally in a good state of repair and car parking is available along Blackpool Old Road.



Table 4.20: Retail Composition of Blackpool Old Road, Poulton-le-Fylde

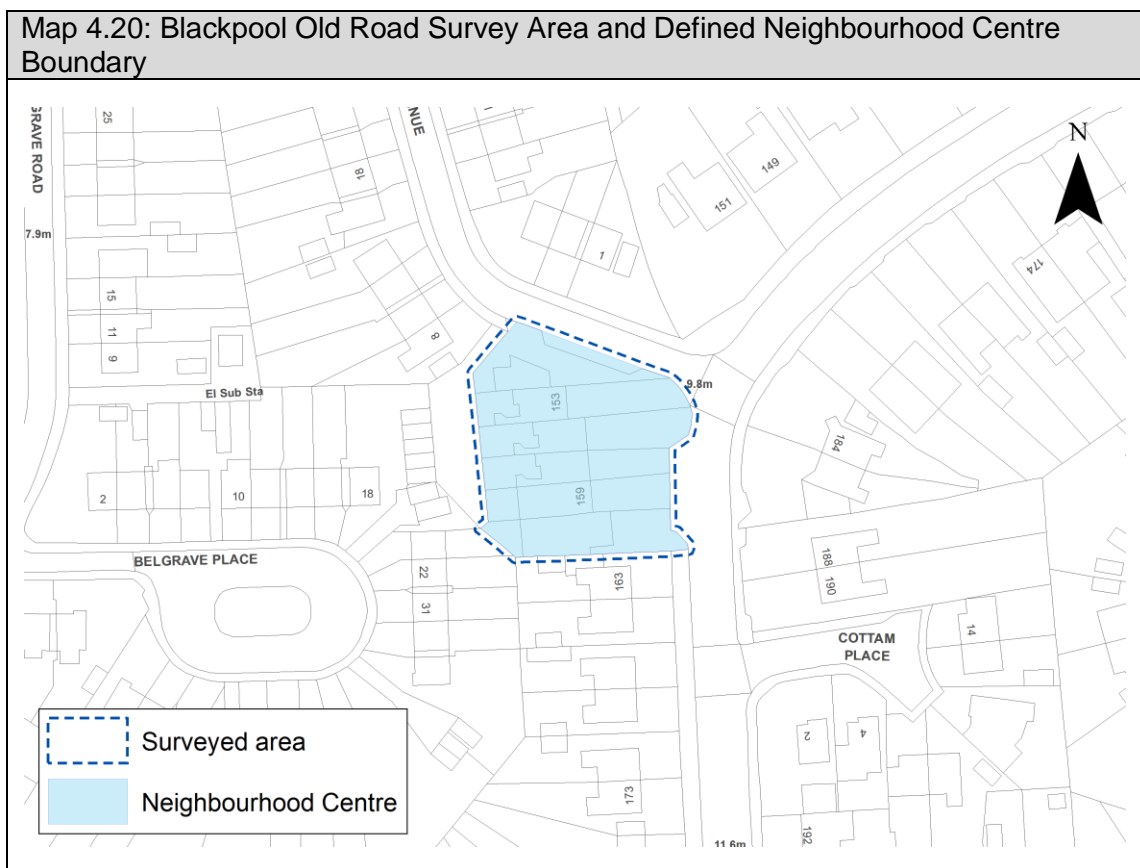
Sectors	Units	
	Number	Percentage
Convenience	1	17
Comparison	1	17
Services	3	50
Miscellaneous	1	17
Vacant	-	-
<b>Total</b>	<b>6</b>	<b>100*</b>

Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

\*Rounded up to 101

- 4.71 Table 4.20 illustrates that half (50%) of the units fall within the service sector. Uses include takeaways and a hairdresser. The convenience sector is represented by one unit, a Premier Express and the comparison sector is represented by one unit, a cake suppliers/specialist cake store. Also located on Blackpool Old Road is PIP, which is a charity service providing care for children with special needs. Blackpool Old Road contains no vacant units.
- 4.72 Blackpool Old Road is located approximately 800 metres from Poulton Town Centre. Despite its limited range of key services, due to its remote location, the centre provides an important role in meeting some of the needs of the local resident population. By applying the filter methodology it is considered that Blackpool Old Road should be classified as a neighbourhood centre.
- 4.73 Map 4.20 illustrates the boundary for Blackpool Old Road which includes all units surveyed.





### Castle Gardens, Poulton-le-Fylde

4.74 Castle Gardens is located north-west of Poulton-le-Fylde Town Centre and serves the surrounding residential area of Carleton. Commercial activity is focused on Poulton Road and the centre is dominated by the Castle Gardens Public House and adjoining car park (Figure 4.21). Parking within the centre is difficult and generally comprises on-street parking although some spaces are available directly in front of the commercial premises. The upper floorspace is generally utilised for residential use.



Figure 4.21: Castle Gardens, Poulton-le-Fylde

Table 4.21: Retail Composition of Castle Gardens, Poulton-le-Fylde

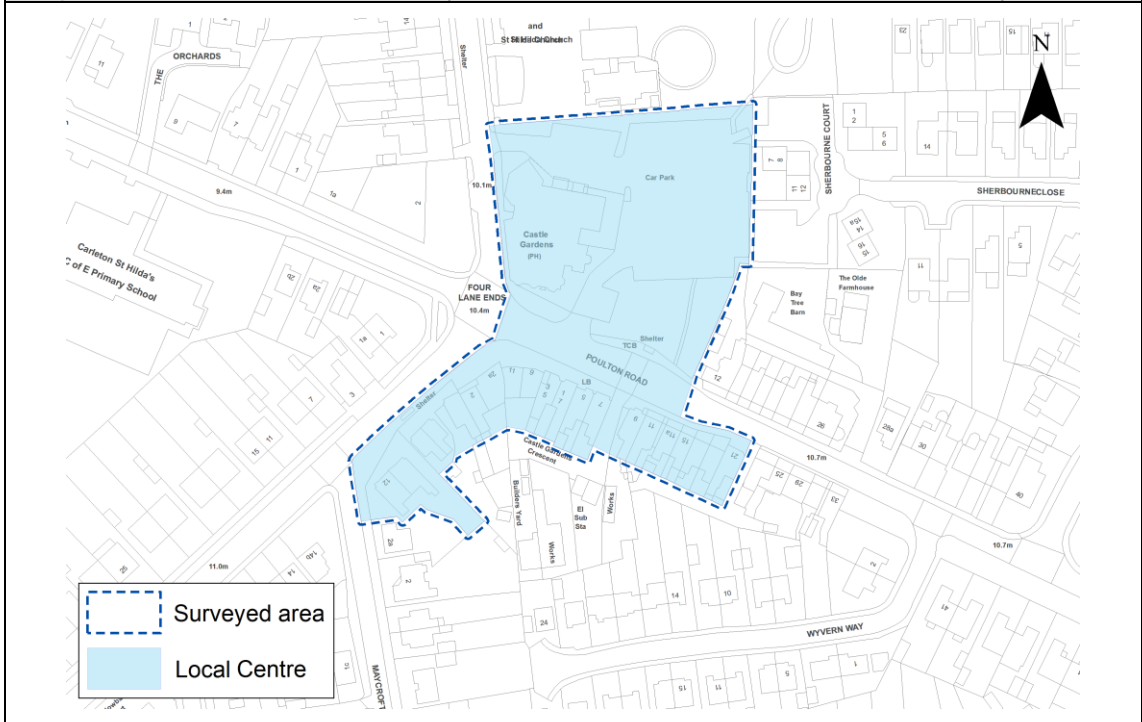
Sectors	Units	
	Number	Percentage
Convenience	3	20
Comparison	-	-
Services	11	73
Miscellaneous	1	7
Vacant	-	-
<b>Total</b>	<b>15</b>	<b>100</b>

Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

- 4.75 Table 4.21 highlights that Castle Garden comprises of 15 commercial units. The service sector dominates and represents 73% of all commercial units. Service uses include a number of takeaways, a doctor's surgery, a pharmacy and hairdressers. The convenience sector, which represents 20% of all units and includes a Costcutter convenience store (71 sq m) together with a local independent newsagents/off licence and greengrocers. There are no vacant units. There are four units in residential use.
- 4.76 By applying the filter methodology, whilst the centre contains a pharmacy and a doctor's surgery, it contains a small convenience store (Costcutter) and lacks a post office and other public services. However, the centre contains no vacancies and is situated in a relatively remote location with the nearest centre (Poulton-le-Fylde Town Centre) being located more than one kilometre away. Castle Gardens performs an important function in the network of centres and provides an important role in meeting the local communities needs in this part of the borough, therefore Castle Garden is identified as a local centre.
- 4.77 Map 4.21 illustrates the boundary for Castle Gardens Local Centre, which is concentrated on the main shopping parade on Poulton Road and includes all premises surveyed.

Map 4.21: Castle Gardens Survey Area and Defined Local Centre Boundary



4.78 **Highcross Road, Poulton-le-Fylde**  
 Highcross Road is located south of Poulton-le-Fylde Town Centre at the edge of Wyre borough. Commercial uses are located on the western side of Highcross Road at the junction with Marina Avenue. Existing commercial premises are generally in a good condition with the upper floors being utilised for residential use.



Figure 4.22: Highcross Road, Poulton-le-Fylde

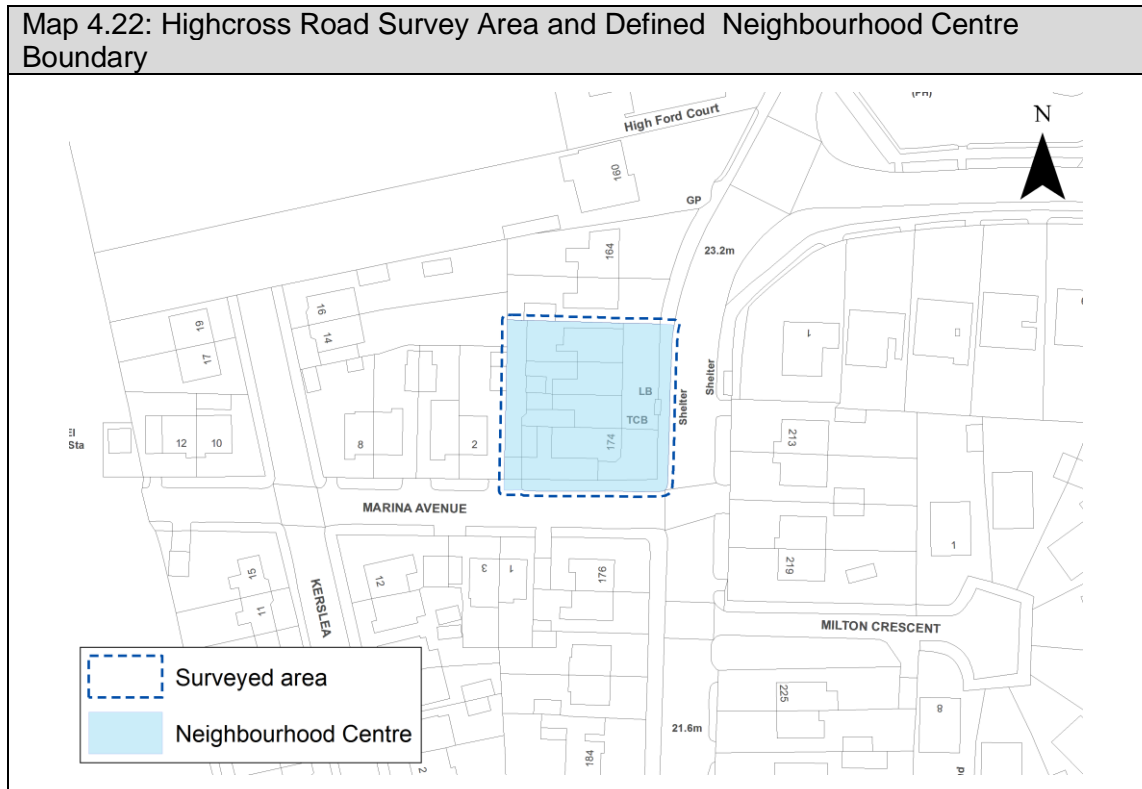
Table 4.22: Retail Composition of Highcross Road, Poulton-le-Fylde

Sectors	Units	
	Number	Percentage
Convenience	1	25
Comparison	-	-
Services	3	75
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>4</b>	<b>100</b>

Source: WBC Survey (March 2016)  
 Sectors based on classification identified by Experian Goad

4.79 Table 4.22 illustrates that Highcross Road comprises of four commercial units. Half of the units are in office use, both of which are accounting and financial services. The other uses include a convenience store (Premier Express) and health and beauty. Highcross Road contains no vacant units.

- 4.80 The current role of Highcross Road is limited lacking key local attractors, however provision in the part of the borough is very limited, with the nearest centre being Normoss Road (900 metres to the west). By applying the filter methodology it is considered that Highcross Road should be classified as a neighbourhood centre.
- 4.81 Map 4.22 illustrates the boundary for Highcross Road which includes all commercial units surveyed.



### Lower Green, Poulton-le-Fylde

- 4.82 Lower Green is located in close proximity to Poulton-le-Fylde Town Centre and is linear in form. Commercial uses are located on the northern side of Lower Green. The surrounding area is predominantly residential and car parking is available on-street along Lower Green or in the surrounding residential streets. However, parking can get problematic due to Lower Green getting busy at certain periods of the day. Commercial premises are generally in a good state with the upper floors generally being utilised for residential use.



Figure 4.23: Lower Green, Poulton-le-Fylde

Table 4.23 Retail Composition of Lower Green, Poulton-le-Fylde

Sectors	Units	
	Number	Percentage
Convenience	1	17
Comparison	-	-
Services	5	83
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>6</b>	<b>100</b>

Source: WBC Survey (March 2016)

Sectors based on classification identified by Experian Goad

- 4.83 Table 4.23 illustrates that Lower Green comprises of six commercial units. Lower Green is dominated by the Service sector, representing 83% of units. Uses include takeaways, a hairdressers and a dentist. Other uses include a newsagent. Lower Green contains no vacant units. There are four residential premises.
- 4.84 By applying the filter methodology, it is notably that Lower Green lacks a number of key services, containing only a dentist and newsagents and lack any representation from the convenience retail sector. Lower Green is located approximately 300 metres from Poulton-le-Fylde Town Centre which provides a wider range of retail and service provision including supermarkets. On this basis, it is not necessary to identify Lower Green as a defined centre.

## Thornton

### **Beechwood Drive, Thornton**

- 4.85 Beechwood Drive is a compact centre located between Cleveleys and Poulton-le-Fylde town centres. The surrounding area is residential and commercial premises are focused on the northern and southern side of Beechwood Drive. Off road car parking is available in front of the commercial premises (Figure 4.24). Existing units are generally in a good state of repair, however it is evident that some units have been converted into residential over time. Most of the upper floorspace have been utilised for residential use.

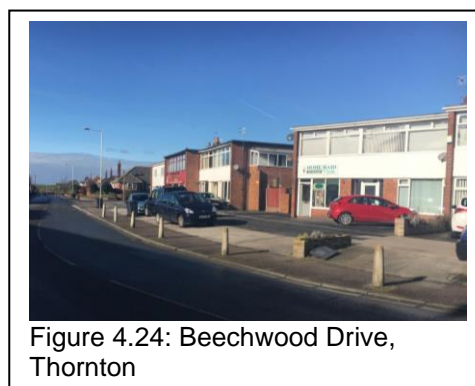


Figure 4.24: Beechwood Drive, Thornton

Table 4.24 Retail Composition of Beechwood Drive, Thornton

Sectors	Units	
	Number	Percentage
Convenience	1	17
Comparison	1	17
Services	4	67
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>6</b>	<b>100*</b>

Source: WBC Survey (February 2016)

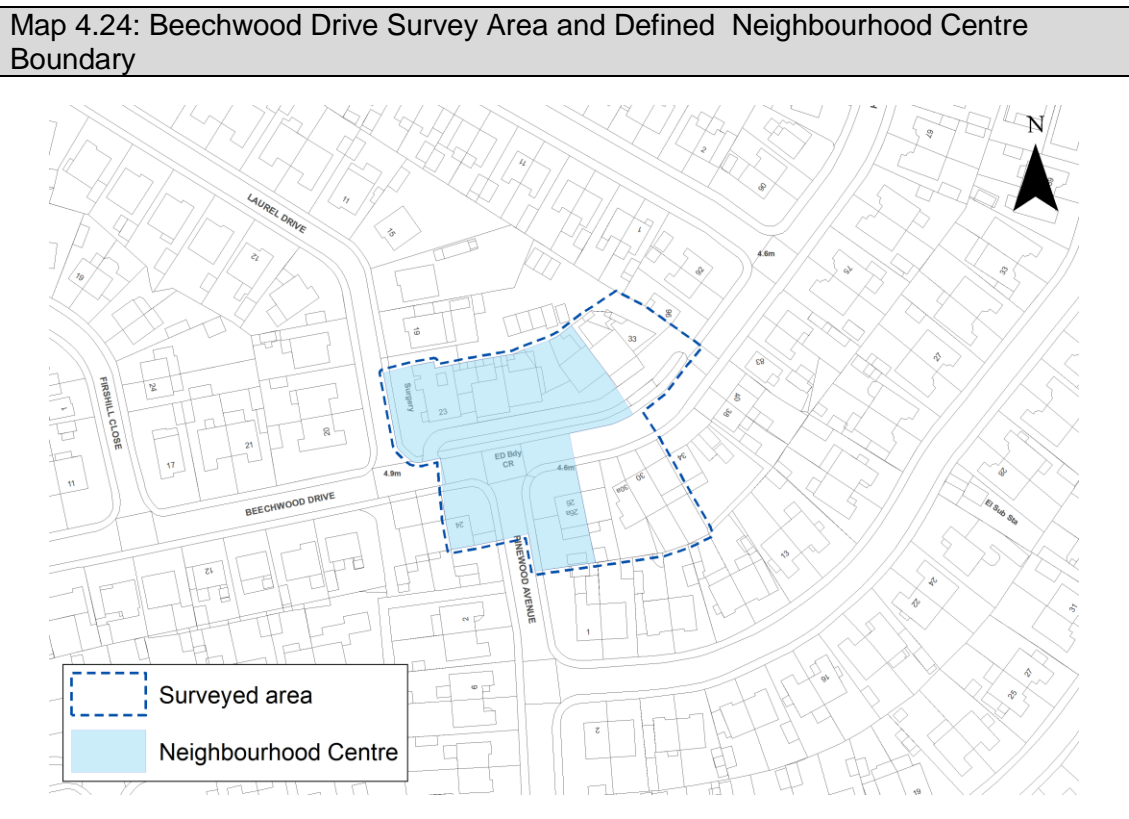
Sectors based on classification identified by Experian Goad

\*Rounded up to 101

- 4.86 Table 4.24 illustrates that services represents over half (67%) of units, this includes a Doctors surgery, a takeaway and a hairdressers. There is one convenience unit (a

small independent store) and one comparison unit. Beechwood Drive contains no vacant units. There are 8 residential premises.

- 4.87 By applying the filter methodology, Beechwood Drive lacks many of the key local services identified, comprising only a doctors surgery and newsagent/general store. Against this limited provision, it is evident that the centre is situated in a relatively remote location over 700 metres from the nearest centre (Thornton District Centre). Therefore, it is considered that Beechwood Drive should be defined as a neighbourhood centre. Map 4.24 illustrates the boundary for Beechwood Drive and is consolidated to focus on the main commercial units.



- 4.88 **Fleetwood Road North/Marsh Mill, Thornton**  
 Fleetwood Road North/Marsh Mill is located 1km from Thornton District Centre. Commercial properties are located along Fleetwood Road North from the junction with Devonshire Drive in the south and Langdale Close to the north and within the partially covered Marsh Mill Retail Centre (Figure 4.25) located off Fleetwood Road North. Parking within the centre is available either within the off road car park at Marsh Mill Centre or via on street parking on the residential streets surrounding the centre.



Figure 4.25: Fleetwood Road North/Marsh Mill, Fleetwood

A number of bus services operate along Fleetwood Road North. There was good pedestrian footfall at the time of survey.

Table 4.25: Retail Composition of Fleetwood Road North/Marsh Mill, Thornton

Sectors	Units	
	Number	Percentage
Convenience	7	14
Comparison	10	20
Services	30	60
Miscellaneous	-	-
Vacant	3	6
<b>Total</b>	<b>50</b>	<b>100</b>

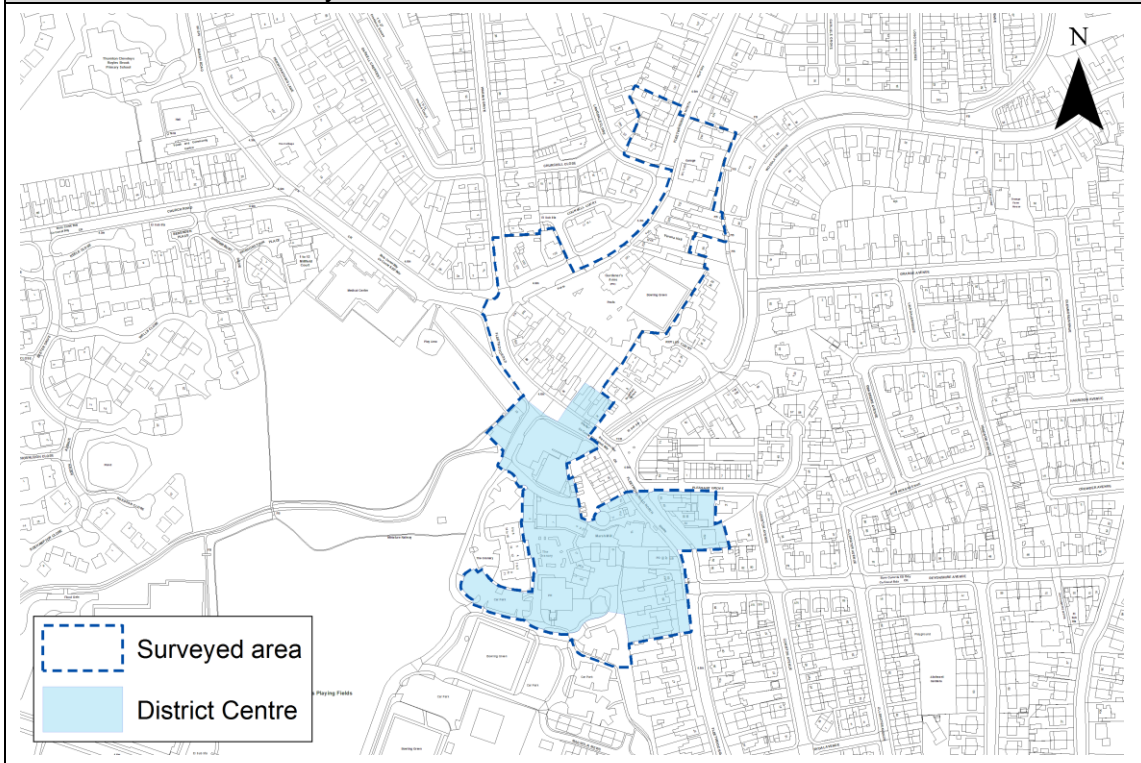
Source: WBC Survey (October 2015)

Sectors based on classification identified by Experian Goad

- 4.89 Table 4.25 illustrates that Fleetwood Road North/Marsh Mill comprises of 50 commercial units. The service sector is the most dominant representing over half (60%) of all units. Service uses include a number of restaurants, takeaways and public houses together with hairdressers, a laundrette, a dental surgery and a post office. The comparison retail sector although dominated by independent retailers represents 20% of all units. The convenience retail sector represents 14% of units and includes a supermarket (Tesco Express), bakeries, a butchers and a convenience store as part of the BP Petrol Filling Station. There is identified to be three vacant units which accounts for 6% of all units. Fleetwood Road North/Marsh Mill comprises of 28 residential properties.
- 4.90 By applying the filter methodology, it is evident that the centre contains some key local attractors including a small supermarket, a post office and a dentist, however other attractors are lacking, including a pharmacy, a bank and public services. The centre is located approximately 1km to the west of Thornton District Centre and approximately 600 metres to the west of Lawson Road and thus serves the wider local community; it is also likely that Marsh Mill Centre will attract customers from beyond the immediate residential area due to its specialist offer. Overall, it is considered that Fleetwood Road North/Marsh Mill should be designated as a district centre.
- 4.91 Map 4.25 illustrates the extent of the boundary of the district centre, which consolidate the centre to focus on the main commercial activity, excluding residential properties on Fleetwood Road. The centre is also renamed to Marsh Mill.



**Map 4.25: Fleetwood Road North/Marsh Mill Survey Area and Defined Marsh Mill District Centre Boundary**



4.92 **Fleetwood Road North (South), Thornton**  
 Fleetwood Road North (South) is a small centre located off Victoria Road East, to the west of Thornton District Centre and south of Marsh Mill. The surrounding area is predominantly residential. Some informal car parking is available in front of the commercial properties and the upper floors have been utilised for residential use.



Figure 4.26: Fleetwood Road North (South)

**Table 4.26: Retail Composition of Fleetwood Road North (South), Thornton**

Sectors	Units	
	Number	Percentage
Convenience	1	25
Comparison	-	-
Services	3	75
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>4</b>	<b>100</b>

Source: WBC Survey (February 2016)  
 Sectors based on classification identified by Experian Goad  
 \*Rounded up to 101

4.93 Table 4.26 illustrates that Fleetwood Road North (South) contains only four commercial premises (funeral services, two hairdressers and a convenience store). The centre is located 200 metres to the south of Marsh Mill which contains a greater range of convenience, comparison and services. Given this, it is considered that it is

not necessary to define Fleetwood Road North (South) as either a local centre or a neighbourhood centre given its current offer and the strength of nearby provision.

### Lawson Road, Thornton

4.94 Lawson Road is located to the north of Thornton and comprises a linear centre with commercial uses located on the southern side of Lawson Road. The surrounding area is residential and on-street car parking is available on Lawson Road and in the surrounding residential side streets. Commercial premises are generally in a good state of repair, with the upper floorspace being primarily used for residential use.



Figure 4.27: Lawson Road, Thornton

Table 4.27: Retail Composition of Lawson Road, Thornton

Sectors	Units	
	Number	Percentage
Convenience	2	17
Comparison	4	33
Services	5	42
Miscellaneous	1	8
Vacant	-	-
<b>Total</b>	<b>12</b>	<b>100</b>

Source: WBC Survey (February 2016)

Sectors based on classification identified by Experian Goad

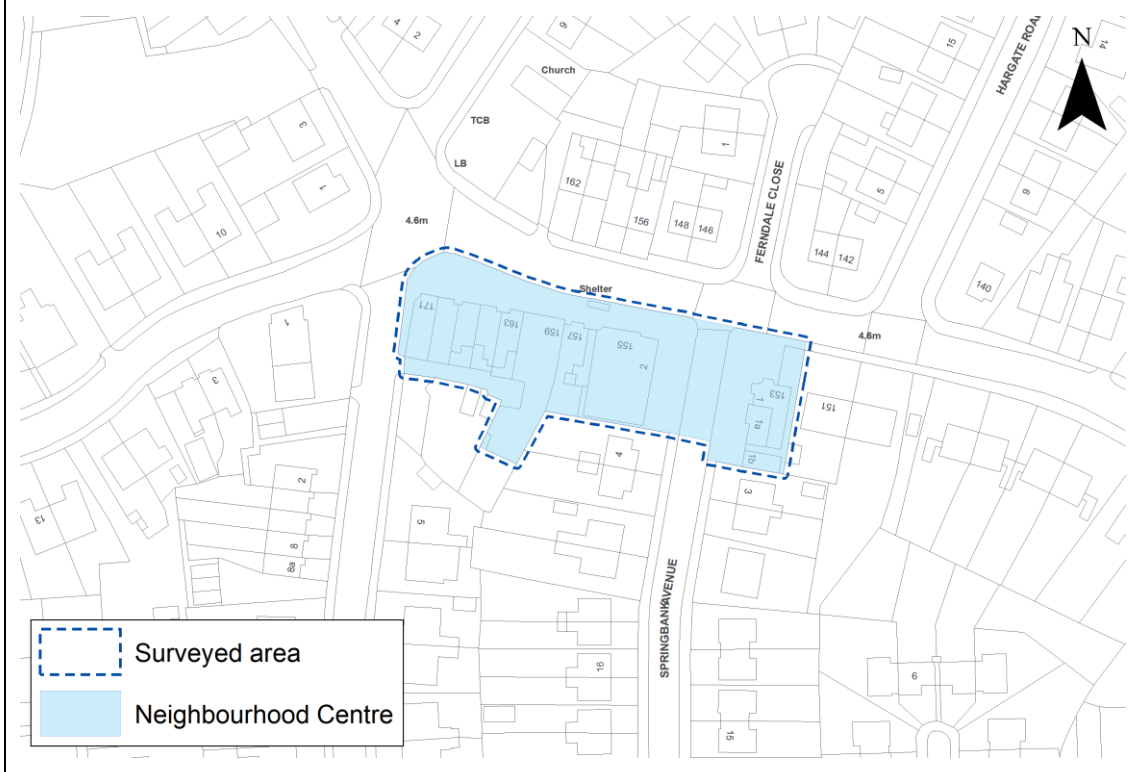
4.95 Table 4.27 indicates that the service sector is well represented with nearly half (42%) of all units in this use, which includes takeaways and a hairdresser. The comparison sector represents 33% of units and includes independent clothing and specialist retailers. The convenience sector represents 17% of units and includes a small supermarket and a butcher. Lawson Road contains no vacant units.

4.96 Overall, Lawson Road is an attractive centre that meets some of the needs of the local population. By applying the filter methodology, it is evident that the centre benefits from limited key facilities, with the exception of a small supermarket (Spar). Lawson Road is located approximately 600 metres to Marsh Mill and approximately 900 metres to Thornton District Centre which both provide a wider range of retail and service provision. Accordingly, Lawson Road is defined as a neighbourhood centre.

4.97 Map 4.27 shows the boundary of the centre which includes all units surveyed along the main shopping parade on Lawson Road and the three additional units located on the east of Springbank Avenue.



Map 4.27: Lawson Road Survey Area and Defined Neighbourhood Centre Boundary



4.98 **Linden Avenue, Thornton**  
 Linden Avenue is a compact centre located to the east of Cleveleys Town Centre. Commercial properties are located on the southern side of Linden Avenue. Commercial premises are generally in a good state of repair with the upper floors being utilised for residential use. The surrounding area is residential and off-street parking is available in front of the commercial units (Figure 4.28).



Table 4.28: Retail Composition of Linden Avenue, Thornton

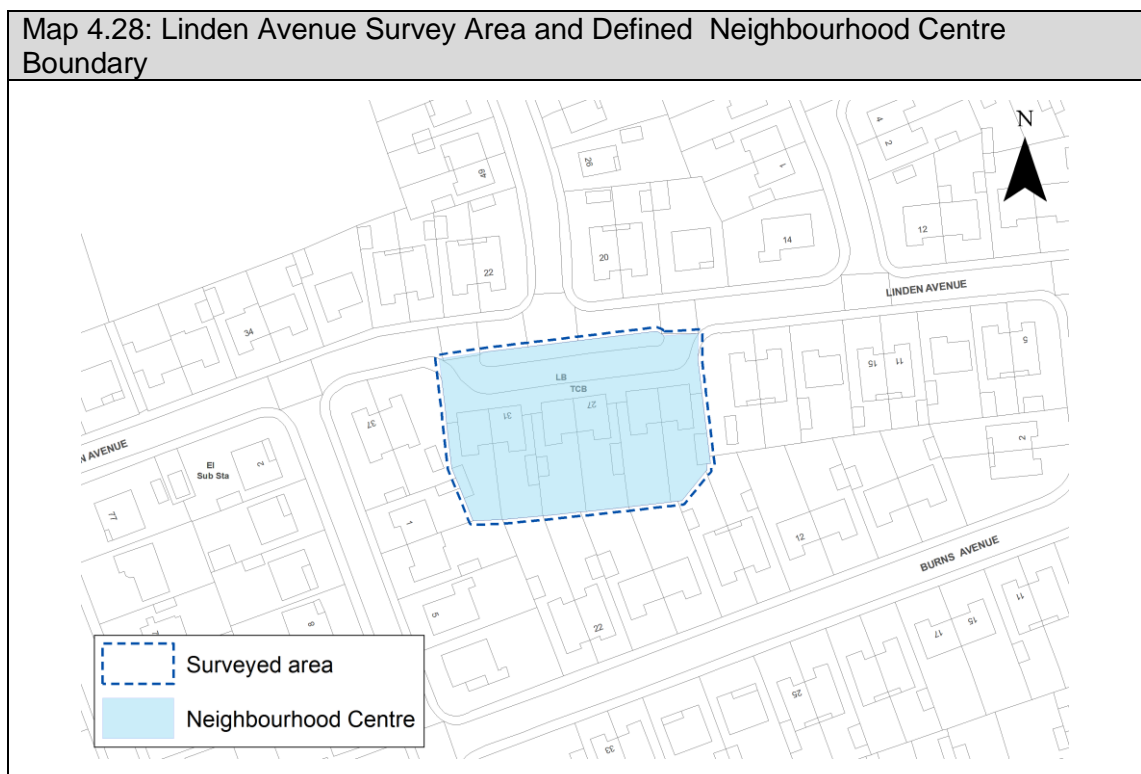
Sectors	Units	
	Number	Percentage
Convenience	1	17
Comparison	1	17
Services	3	50
Miscellaneous	1	17
Vacant	-	-
<b>Total</b>	<b>6</b>	<b>100*</b>

Source: WBC Survey (February 2016)  
 Sectors based on classification identified by Experian Goad  
 \*adds up to 101 with rounding up

4.99 Table 4.28 indicates that Linden Avenue contains six commercial units. Existing provision is dominated by the service sector that represents half (50%) of all units, including two hairdressers. The convenience sector comprises a newsagent/general

store and the comparison sector comprises a domestic water and gas showroom, albeit the unit was closed at time of site visit. Linden Avenue contains no vacant units.

- 4.100 Overall, Linden Avenue is an attractive centre with limited key local services. Despite its limited size, Linden Avenue is located in a relatively remote location, with Cleveleys Town Centre being the nearest centre (some 900 metres). The centre serves some of the day-to-day needs of the immediate local area and is identified as a neighbourhood centre.
- 4.101 Map 4.28 illustrates the boundary for Linden Avenue which includes all units surveyed.



**Thornton Centre (Victoria Road East), Thornton**

- 4.102 Thornton Centre is located to the east of Cleveleys Town Centre. Thornton is a linear centre with commercial activity focused at the junction of Victoria Road East and Lawson Road. Car parking comprises of either off road car park (2 hour free parking) to the rear of Co-Op store or limited forecourt parking to the front of the commercial units. The commercial units are generally in a good state of repair with good environmental quality. The upper floorspace of existing commercial premises are generally used for residential use (Figure 4.29). There was good pedestrian footfall at the time of the survey.



Figure 4.29: Thornton Centre, Thornton

- 4.103 The Fylde Coast Retail Study (2011) health check confirmed that Thornton is a vital and viable centre which serves an important role as a convenience and service centre.

Table 4.29: Retail Composition of Thornton Centre, Thornton

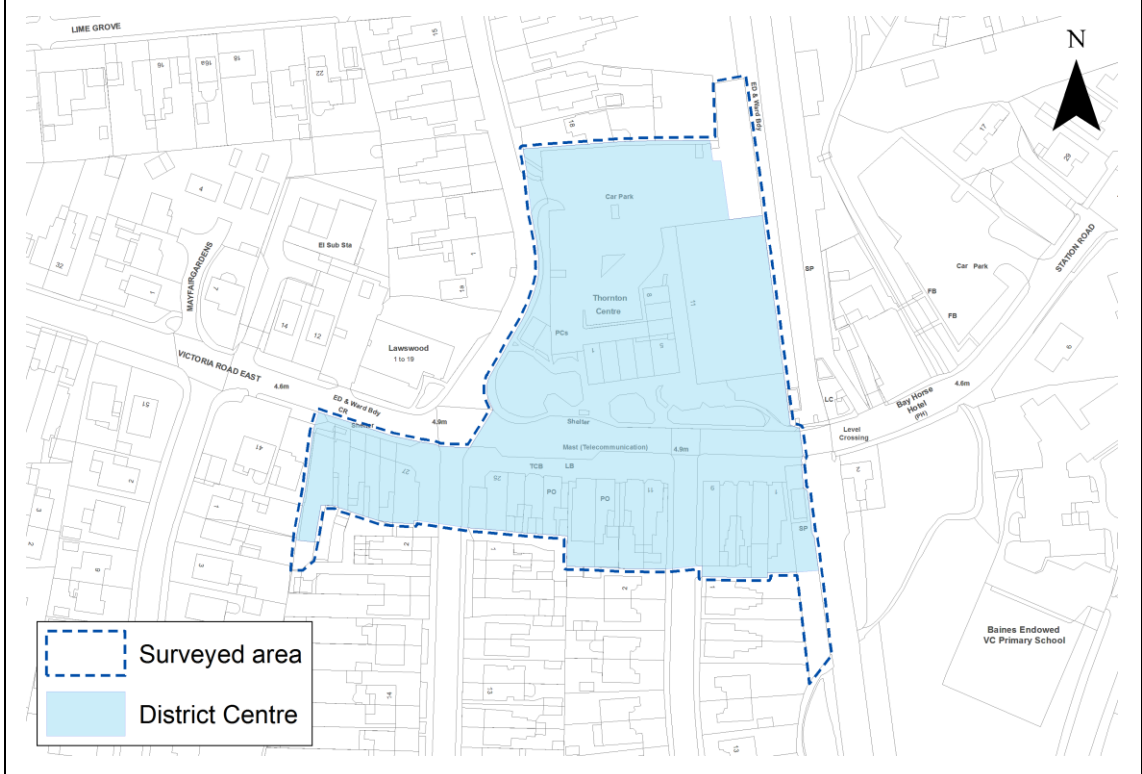
Sectors	Units	
	Number	Percentage
Convenience	4	19
Comparison	3	14
Services	12	57
Miscellaneous	-	-
Vacant	2	10
<b>Total</b>	<b>21</b>	<b>100</b>

Source: WBC Survey (October 2015)

Sectors based on classification identified by Experian Goad

- 4.104 Table 4.29 indicates that Thornton centre is dominated by the service sector with over half (57%) of all units falling within this sector, including takeaways, hairdressers, estate agents and a pharmacy. The convenience sector is also represented with 19% of units falling within this sector. The convenience sector includes a Co-Op, a convenience/off-license and a fishmonger. There are two vacant unit representing 10% of all units surveyed.
- 4.105 In terms of applying the filter methodology, it is evident that Thornton Centre contains the key attractors of a pharmacy, newsagents and supermarket (Co-Op) although lacks a number of other attractors such as doctor and public services. Notwithstanding this, it is evident that the centre is being anchored by the Co-Op store and forms an important role in meeting the needs of the local population of Thornton. Indeed, within Wyre borough the nearest centre is Beechwood Drive (approximately 700 metres south), which is a small centre and comprises only six commercial units.
- 4.106 Given this, whilst the centre lacks some of the key facilities identified as typically being located in a district centre, Thornton is a strong centre which serves the wider Thornton catchment area and is identified as a district centre.
- 4.107 Map 4.29 identifies the defined boundary for the centre. This includes all commercial units that were surveyed. The boundary also includes the off street car park that is connected to the centre but excludes an informal unsurfaced area to the rear of the Co-Op store. Thornton Centre is renamed to Victoria Road East as two district centres are identified in Thornton.

Map 4.29: Thornton Centre Survey Area and Defined District Centre Boundary



**Victoria Road East, Thornton**

4.108 Victoria Road East is located to the west of Thornton district Centre, and in effect is an extension of the district centre, that is disrupted by residential properties. The surrounding area is predominantly residential and car parking is available along Victoria Road East or on the surrounding residential side streets. Existing units are generally in a good state of repair with the upper floors used predominantly for residential purposes (Figure 4.30).



Figure 4.30: Victoria Road, Thornton

Table 4.30: Retail Composition of Victoria Road East, Thornton

Sectors	Units	
	Number	Percentage
Convenience	-	-
Comparison	2	25
Services	6	75
Miscellaneous	-	-
Vacant	-	-
<b>Total</b>	<b>8</b>	<b>100</b>

Source: WBC Survey (February 2016)  
Sectors based on classification identified by Experian Goad

4.109 Table 4.30 illustrates that Victoria Road East is dominated by the Service sector, representing 75% of all units. Uses include a dentist, estate agents and hairdressers. The only other sector represented is the comparison goods sector, which represents 25% of all units and comprises a home store and a clothes store. Victoria Road East contains no vacant units

4.110 By applying the filter methodology, it is notably that Victoria Road East lacks a number of key services, containing only a dentist and lacks any representation from the convenience retail sector. Victoria Road East is located approximately 150 metres from Thornton District Centre which provides a wider range of retail and service provision. On this basis, it is not necessary to identify Victoria Road East as a defined centre.

## 5. SUMMARY OF REVIEWED CENTRES

### Reviewed Centre

- 5.1 The analysis included in this report has provides a review of the health and retail composition of reviewed district and local centres<sup>4</sup> within the borough. After considering the centres against the overall methodology, table 5.1 summarises the retail hierarchy and defines 22 centres. A further eight centres are not defined and summarised in Table 5.2.
- 5.2 Appendix B provides a summary of the key retail and service provision of the centres surveyed based upon key attractors such as a post office and general store in a local centre and in a district centre, such as a supermarket and bank.
- 5.3 Appendix C provides a summary of the filtering methodology considering other factors such as vacancy levels and the centres proximity to other centres.
- 5.4 It is evident that the centres within the borough perform a varying role:
- The four district centres performs a much more important role in meeting the needs of the local community. Whilst these centres do not contain all of the key local services highlighted in the definition of district centres, they are well used centres and in the case of Knott End and Great Eccleston are located in parts of the borough where provision is limited;
  - The five local centres contain a number of key local services or provide important retail facilities in a rural village, and support the local catchment; and
  - The 13 neighbourhood centres typically provide small parades of shops, meeting some basic day-to-day needs for the neighbouring catchment

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<sup>4</sup> As proposed in the Local Plan Review 1<sup>st</sup> Deposit draft

Table 5.1: District, Local and Neighbourhood Centre Hierarchy

<b>Hierarchy</b>	<b>Centre</b>
District	<ul style="list-style-type: none"> <li>• Knott End</li> <li>• Great Eccleston Centre, Great Eccleston</li> <li>• Victoria Road East, Thornton</li> <li>• Marsh Mill, Thornton</li> </ul>
Local	<ul style="list-style-type: none"> <li>• Normoss Road, Poulton-le-Fylde</li> <li>• Broadway/Poulton Road, Fleetwood</li> <li>• Broadpool Lane, Hambleton</li> <li>• Castle Gardens, Poulton-le-Fylde</li> <li>• Larkholme Parade, Fleetwood</li> </ul>
Neighbourhood	<ul style="list-style-type: none"> <li>• Poulton Road, Fleetwood</li> <li>• Broadwater, Fleetwood</li> <li>• Chatsworth Avenue, Fleetwood</li> <li>• Hatfield Avenue/Highbury Avenue, Fleetwood</li> <li>• Manor Road, Fleetwood</li> <li>• North Drive, Cleveleys</li> <li>• Rossall Road, Cleveleys</li> <li>• Beechwood Drive, Thornton</li> <li>• Lawsons Road, Thornton</li> <li>• Linden Avenue, Thornton</li> <li>• Blackpool Old Road, Poulton-le-Fylde</li> <li>• Highcross Road, Poulton-le-Fylde</li> <li>• Croston Road, Garstang</li> </ul>

Table 5.2: Not defined

	<b>Centre</b>
Not defined	<ul style="list-style-type: none"> <li>• West View, Fleetwood</li> <li>• Rossall Road (South)</li> <li>• Fleetwood Road North (South)</li> <li>• Victoria Road East, Thornton</li> <li>• Lower Green, Poulton-le-Fylde</li> <li>• Fordstone Avenue, Knott End</li> <li>• Hazelhurst Drive, Garstang</li> <li>• Bank View (Hambleton Service Centre), Hambleton</li> </ul>



**Appendix A: Centres Considered Based on the Proposed Retail Hierachy Local Plan Review  
1<sup>st</sup> Deposit Draft**

	<b>Centre</b>
<p><b>District Centres</b> As identified by the Local Plan Review 1<sup>st</sup> Deposit Draft</p>	<ul style="list-style-type: none"> <li>• Knott End Centre, Knott End</li> <li>• Normoss Road, Poulton-le-Fylde</li> <li>• Thornton Centre, Thornton</li> </ul>
<p><b>Main Local Centres</b> As identified by the Local Plan Review 1<sup>st</sup> Deposit Draft</p>	<ul style="list-style-type: none"> <li>• Poulton Road, Fleetwood</li> <li>• Poulton Road/Broadway, Fleetwood</li> <li>• Great Eccleston Centre, Great Eccleston</li> <li>• Castle Gardens, Poulton-le-Fylde</li> <li>• Fleetwood Road North/Marsh Mill, Thornton</li> </ul>
<p><b>Local Centres</b> As identified by the Local Plan Review 1<sup>st</sup> Deposit Draft</p>	<ul style="list-style-type: none"> <li>• North Drive, Cleveleys</li> <li>• Rossall Road (North), Cleveleys</li> <li>• Rossall Road (South), Cleveleys</li> <li>• Beach Road, Cleveleys</li> <li>• Broadwater, Fleetwood</li> <li>• Chatsworth Avenue, Fleetwood</li> <li>• Hatfield Avenue/Highbury Avenue, Fleetwood</li> <li>• Larkholme Parade, Fleetwood</li> <li>• Manor Road, Fleetwood</li> <li>• West View, Fleetwood</li> <li>• Croston Road, Garstang</li> <li>• Hazelhurst Drive, Garstang</li> <li>• Broadpool Lane, Hambleton</li> <li>• Hambleton Service Station, Hambleton</li> <li>• Fordstore Avenue, Knott End</li> <li>• Blackpool Old Road, Poulton-le-Fylde</li> <li>• Highcross Road, Poulton-le-Fylde</li> <li>• Lower Green, Poulton-le-Fylde</li> <li>• Beechwood Drive, Thornton</li> <li>• Fleetwood Road North (South), Thornton</li> <li>• Lawsons Road, Thornton</li> <li>• Linden Avenue, Thornton</li> <li>• Victoria Road East, Thornton</li> </ul>

## Appendix B: Summary of Key Retail and Service Attractors

Sector	Key Retail and Service Provision							Vacant units
	Post Office	Pharmacy	General Store	Supermarket <sup>1</sup>	Bank	Public Services	Doctors/Dentist	
Centre								
North Drive, Cleveleys	x	x	✓	x	x	x	x	0%
Rossall Road / Beach Road Cleveleys	x	x	✓	x	x	x	x	3%
Rossall Road (South), Cleveleys	x	x	x	x	x	x	x	0%
Broadwater, Fleetwood	✓	x	✓	x	x	x	x	0%
Chatsworth Avenue, Fleetwood	✓	x	✓	x	x	x	x	25%
Hatfield Avenue/Highbury Avenue, Fleetwood	x	x	✓	x	x	x	x	0%
Larkholme Parade, Fleetwood	x	x	x	✓	x	x	✓	10%
Manor Road, Fleetwood	x	x	✓	x	x	x	x	0%
Poulton Road, Fleetwood	x	x	✓	x	x	x	✓	25%
Broadway/Poulton Road, Fleetwood	✓	✓	✓	✓	x	x	x	0%
West View, Fleetwood	x	x	✓	x	x	x	x	25%
Croston Road, Garstang	x	x	✓	x	x	x	x	0%
Hazelhurst Drive, Garstang	x	x	✓	x	x	x	x	0%
Great Eccleston Centre, Great Eccleston	✓	x	x	✓	x	✓	✓	5%
Broadpool Lane, Hambleton	x	x	✓	x	x	x	✓	0%
Bank View, Hambleton	✓	x	✓	x	x	x	x	0%
Knott End Centre, Knott End	✓	✓	✓	✓	x	✓	x	13%
Fordstone Avenue, Knott End	x	x	✓	x	x	x	x	0%
Normoss Road, Normoss	✓	✓	✓	✓	x	x	x	0%
Blackpool Old Road, Poulton-le-Fylde	x	x	✓	x	x	x	x	0%
Castle Gardens, Poulton-le-Fylde	x	✓	✓	x	x	x	✓	0%
Highcross Road, Poulton-le-Fylde	x	x	✓	x	x	x	x	0%
Lower Green, Poulton-le-Fylde	x	x	x	x	x	x	✓	0%
Beechwood Drive, Thornton	x	x	✓	x	x	x	✓	0%
Fleetwood Road North/Marsh Mill, Thornton	✓	✓	✓	✓	x	x	✓	6%
Fleetwood Road North (South), Thornton	x	x	✓	x	x	x	x	0%
Lawsons Road, Thornton	x	x	x	✓	x	x	x	0%
Linden Avenue, Thornton	x	x	x	x	x	x	x	0%
Thornton Centre, Thornton	x	✓	✓	✓	x	x	x	10%
Victoria Road East, Thornton	x	x	x	x	x	x	✓	0%

## Appendix C: Retail Hierarchy Filtering Methodology

CENTRE	FILTER 1	FILTER 2	FILTER 3	FILTER 4	CATEGORY
North Drive, Cleveleys	GS No S/N/PO/P	No S/B/PS/D	0%	Relatively remote location 800 metres from Rossall Road	Neighbourhood centre
Rossall Road (North), Cleveleys	GS No S/ N/PO/P	No S/B/PS/D	3%	Close to Cleveleys Town Centre - 500 metres	Neighbourhood centre
Rossall Road (South), Cleveleys	No GS/S/N/PO/P	No S/B/PS/D	0%	Close to Cleveleys Town Centre and Rossall Road (North) – 300 metres	Not Defined
Broadwater, Fleetwood	GS/PO No S/N/P	No S/B/PS/D	0%	Relatively remote centre, nearest centre being Larkholme Parade – 800 metres	Neighbourhood centre
Chatsworth Avenue, Fleetwood	GS/PO No S/N/P	No S/B/PS/D	25%	800 metres to Larkholme Parade	Neighbourhood centre
Hatfield Avenue/Highbury Avenue, Fleetwood	GS No S/N/PO/P	No S/B/PS/D	0%	Within 800 metres of Fleetwood Town Centre and 500 metres of Broadway/Poulton Road	Neighbourhood centre
Larkholme Parade, Fleetwood	S No N/PO/P/GS	S/D No B/PS	10%	Located 500 metres from Chatsworth Centre	Local Centre
Manor Road, Fleetwood	GS No S/N/PO/P	No S/B/PS/D	0%	Close to Broadway/Poulton Road – 300 metres	Neighbourhood centre
Poulton Road, Fleetwood	GS/N No S/PO/P	D No B/PS	25%	In close Proximity to Fleetwood Town Centre – 350 metres	Neighbourhood centre
Broadway/Poulton Road, Fleetwood	GS/S/PO/P No N	S No B/PS/D	0%	Located approximately 1km west of Fleetwood Town Centre and 300 metres from Manor Road	Local Centre
West View, Fleetwood	GS No S/N/PO/P	No S/ PS/B/D	25%	Located approximately 500 metres from Chatsworth and 600 metres Broadway/Poulton Road Centre. Standalone Tesco Express 100 metres	Not Defined
Croston Road, Garstang	GS No S/N/PO/P	No S/D/PS/B	0%	Located 600 metres from Garstang Town Centre. Although close to Garstang Town Centre provision elsewhere limited	Neighbourhood centre
Hazelhurst Drive, Garstang	GS No S/N/PO/P	No S/D/PS/B	0%	Located approximately 700 metres to Garstang Town Centre	Not Defined
Great Eccleston Centre, Great Eccleston	S/PO/N No GS/P	S/D/PS No B	5%	Remote centre serving an important role in this part of the borough	District Centre
Broadpool Lane, Hambleton	GS No S/N/PO/P	D No PS/B/S	0%	Very limited provision nearby. Located approximately 5km from Poulton Town Centre.	Local Centre
Bank View, Hambleton	GS/PO No S/N/P	No D/S/PS/B	0%	Located approximately 450metres from Broadpool Lane	Not Defined
Knott End Centre, Knott End	GS/S/N/PO/P	S	13%	Located in a key position in serving	District Centre

		No B/D/PS		this part of the borough	
Fordstone Avenue, Knott End	GS No S/N/PO/P	No S/D/PS/B	0%	Located approximately 1.3km from Knott End	Not defined
Normoss Road, Normoss	GS/S/P/PO No N	S No B/PS/D	0%	Remote location on the Blackpool-Wyre border approximately 900 metres from Highcross Road.	Local Centre
Blackpool Old Road, Poulton-le-Fylde	GS No PO/P/S	No S/PS/B/D	0%	Located approximately 800 metres from Poulton Town Centre.	Neighbourhood Centre
Castle Gardens, Poulton-le-Fylde	GS/P/N No S/PO	D No S/B/PS	0%	Remote centre serving an important role approximately 1km from Poulton Town Centre	Local Centre
Highcross Road, Poulton-le-Fylde	GS No N/PO/P/S	No S/PS/B/D	0%	Located approximately 900 metres from Normoss Road.	Neighbourhood Centre
Lower Green, Poulton-le-Fylde	GS No N/PO/P/S	D No S/PS/B	0%	Located approximately 300 metres from Poulton Town Centre.	Not Defined
Beechwood Drive, Thornton	N(GS) No S/PO/P	D No S/B/PS	0%	Located approximately 700 metres to Thornton district Centre	Neighbourhood Centre
Marsh Mill, Thornton	GS/S/PO/P No N	D/S NO B/PS	6%	Located approximately 1km from Thornton District Centre and 600 metres Lawson Road	District Centre
Fleetwood Road North (South), Thornton	GS No S/N/PO/P	No S/B/PS/D	0%	Located 200 metres from Marsh Mill	Not defined
Lawsons Road, Thornton	S No N/PO/P/GS	S No B/PS/D	0%	Located approximately 600 metres to Marsh Mill and 900 metres Thornton District Centre	Neighbourhood Centre
Linden Avenue, Thornton	N No S/PO/P/GS	No S/B/PS/P	0%	Located approximately 900 metres from Cleveleys Town Centre.	Neighbourhood Centre
Thornton Centre (Victoria Road East), Thornton	GS/S/N/P No PO	S No B/PS/D	10%	Located in a key position in serving the Thornton. Located approximately 700 metres from Beechwood Drive.	District Centre
Victoria Road East, Thornton	No GS/S/N/PO/P	D No S/PS/B	0%	Located approximately 150 metres from Thornton District Centre	Not Defined

Abbreviations: N – Newsagents, P – Pharmacy, PO – Post Office, GS- General Store, S – Supermarket, PS – Public Services, D – Dentist/Doctors and B – Bank