



Wyre Council
Wyre Local Plan Evidence Base

Settlement Study
August 2016

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Date: August 2016

1. Introduction

This study forms part of the evidence base for the Wyre Local Plan. It details research undertaken by the Wyre council planning policy team into the role and function of the borough's settlements, describing why this work has been undertaken, the methodology used and the results.

Understanding the nature of different settlements and the relative roles they can play is critical to developing and delivering local plan strategy and individual policies. With this in mind, the aim of this Settlement Study is two-fold.

First, to establish a baseline position in terms of understanding the level of economic and social infrastructure present in each settlement and how this might influence the appropriate nature and scale of development. It will provide evidence for discussions with stakeholders and developers about the nature of supporting infrastructure needed to ensure that future development is sustainable.

Second, to identify, analyse and rank the borough's settlements according to a range of indicators, and by doing so to inform the definition of the local plan settlement hierarchy (see Section 3 below).

2. What is a Settlement?

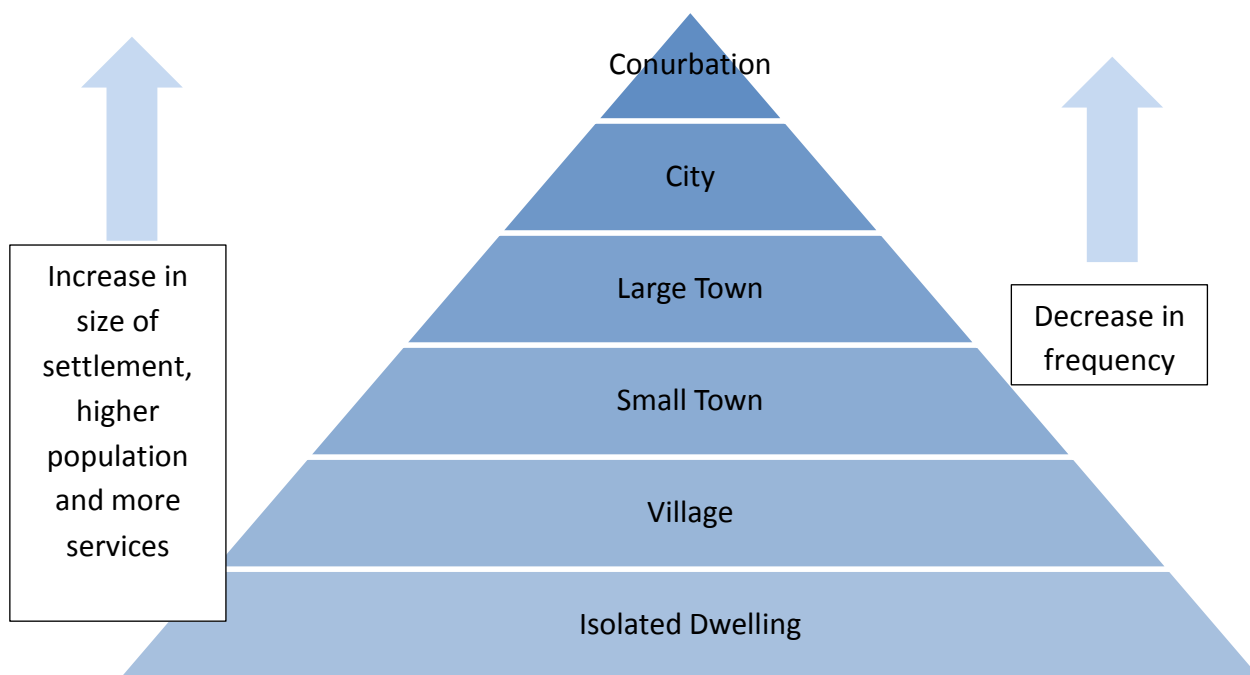
Although many people will have an innate understanding of what a settlement "is" there is no official definition of the term, nor is there a nationally recognised set of standard criteria that can be used to define whether a particular place can be described as a settlement or not. However, for the purposes of this study, it is assumed that a settlement is suggestive of a place of living where a number of dwellings and other buildings exist in relatively close proximity to each other – for instance clustered together around a key point (node) such as a road intersection or village green, or taking a more linear form, along a key line of communication, such as a road, or an environmental feature, such as a river. Some settlements, particularly those that are more urbanised, may be formed around numerous nodes, lines of communication and environmental features.

For the purposes of this study, the starting point is that a settlement is more than a scattered collection of individual and clustered properties but is something much more tangible and recognisable as a significant location with a coherent collection of buildings and structures. It implies a cohesive place of living, normally incorporating supporting services or facilities.

3. What is a Settlement Hierarchy?

Settlements can be grouped together according to their economic and social role using a range of indicators such as population and the level of services and facilities provided. Within any defined area there tends to be a greater number of smaller settlements (lower population, fewer services) than larger ones (higher population, more services). Grouping similar settlements results in a hierarchy that tends to be pyramidal in shape (Figure 1).

Figure 1: Typical Settlement Hierarchy Pyramid - Relationship between Population and Services



It is important to make it clear at the outset that although the pyramidal settlement hierarchy approach automatically leads to the use of terminology such as “top” and “bottom”, this does not imply a form of “beauty contest” between settlements – it is simply a recognition of the fact that different settlements have different sizes and roles. The council fully recognises that all places – regardless of size, role or position in a hierarchy - are important to those that live and work in them and visit them.

Settlement studies can be used to inform decisions on the current and future roles of settlements, and their place within the settlement hierarchy, by providing supporting information and by developing understanding. However, this is in the context of the fact that:

1. It is arguable that sustainability is relative not absolute. Sustainability needs to be defined according to the local circumstance. What is considered sustainable in a city environment will be different from that in a more rural area.
2. The role of a settlement and its place within the local plan settlement hierarchy may also be dependent on its **potential** for development, including development that would support existing, or attract new, services and facilities. The settlement study is therefore designed to provide a baseline understanding of the nature and role of settlements – it is a piece of evidence that will inform the plan-making process.
3. Given (2) above, the scale of proposed new development may not be proportionate to the current size of the settlement or the existence of current services and facilities.

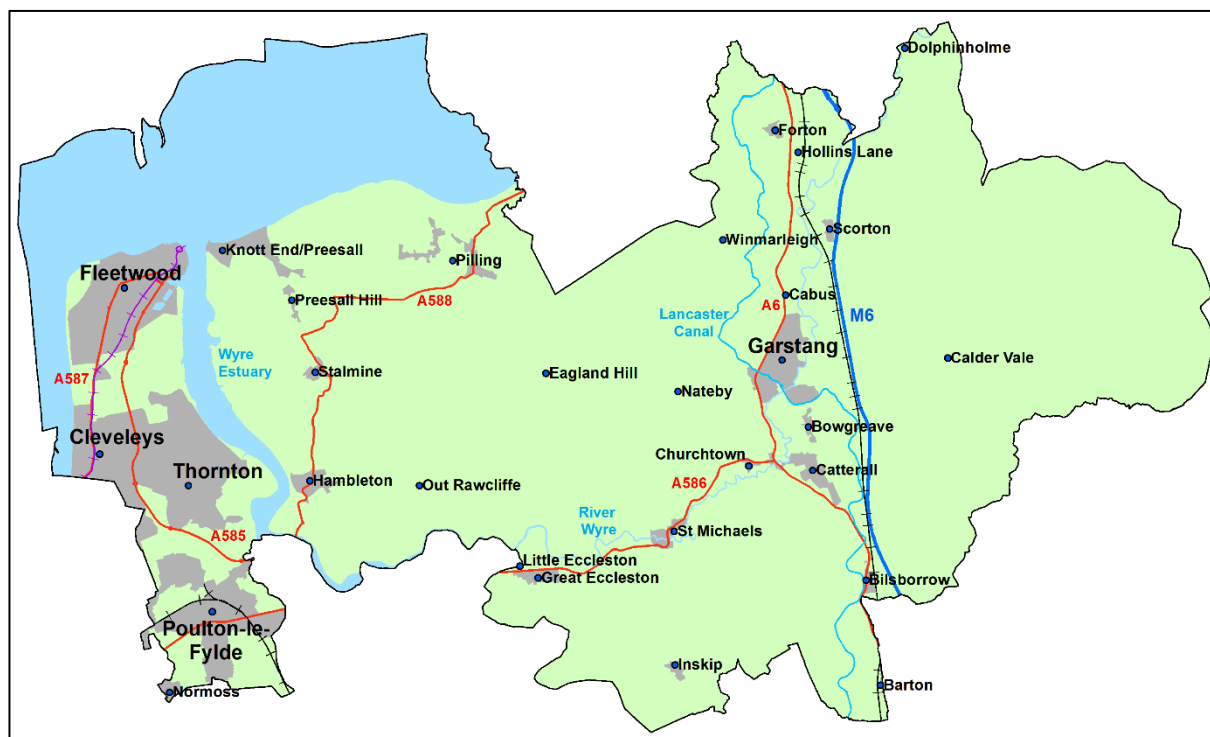
Although a key aim of this study is to act as an input into the creation of a local plan settlement hierarchy, this paper will not define the hierarchy itself nor identify policies that may be applied to different parts of the hierarchy. The settlement hierarchy and relevant policies will be set out in the local plan and will be based not just on the current ranking of settlements but also the potential role of each settlement throughout the plan period.

This study of the borough's settlements and development of a settlement ranking system takes place within the context of the local geography, as explained below.

4. The Geography of Wyre – A Summary

Wyre is a largely rural borough situated in the north west of Lancashire covering some 28,300 hectares. It is bounded by Morecambe Bay and the Lancaster City Council to the north, Ribble Valley and the Bowland Fells to the east, Preston and Fylde to the south and the Irish Sea and boundary of the unitary authority of Blackpool to the west (Map 1). Together, Wyre, Fylde and Blackpool form the Lancashire Fylde Coast sub-region.

Map 1 – The Borough of Wyre



Wyre has a distinct and varied geography, with a mix of coastal, upland, and rural plain environments within which sit a variety of towns and villages. The River Wyre is a significant feature of the landscape. Although generally taking an east/west course, at Poulton-le-Fylde the river heads north towards the Irish Sea/Morecambe Bay, which, combined with the location of the Fylde council administrative boundary at this point, means that the river and its estuary effectively divides the borough into two.

To the west of the Wyre Estuary, and bounded by the Irish Sea/Morecambe Bay, lies an urban peninsula, with Fleetwood at its head. Cleveleys and Thornton lie to the south of Fleetwood, the latter on the Wyre Estuary. Poulton-le-Fylde sits on the southern edge of the peninsula, west of the River Wyre.

To the east of the Wyre Estuary lies an extensive rural hinterland characterised by distinct, and very different, landscapes. Broadly this rural area, which is extensively farmed, consists of a large expanse of low-lying open countryside containing coastal marshes, mosslands and rural plain, generally positioned west of the M6 (which runs north/south through the borough) contrasting with the upland landscape of the Bowland Fells (which includes an Area of Outstanding Natural Beauty) that lies broadly east of the line of the M6.

This extensive rural hinterland includes a wide range of settlements including towns such as Garstang, villages of varying sizes such as Hambleton, Great Eccleston, and Calder Vale, plus numerous hamlets, small clusters of development (usually residential), farmsteads and individual dwellings.

5. Methodology

Against this geographical background, this settlement study aims to establish a simple and replicable methodology designed to create a ranking of settlements based on small number of indicators that will be easy to update and that will inform the local plan settlement hierarchy. There are three main stages to the settlement study methodology as described below.

Stage 1 - Settlement Identification

Aim - To identify settlements and communities that are recognised as being capable of being defined as a “settlement” for the purposes of this study.

Method - Desk top study utilising existing knowledge (1999 Local Plan, Core Strategy Preferred Options Document 2012) and GIS mapping.

Output - Initial list of “candidate” settlements.

Stage 2 – Settlement Indicators

Aim - To create a ranking of settlements by a process of assessment against the following indicators:

- 1) Population – as an indication of size and ability to sustain local services.
- 2) Services and facilities – as an indication of the ability of a settlement to meet the basic needs of its population.
- 3) Public transport provision – as an indication of the degree of accessibility to public transport options and the extent of connectivity to other settlements within and outside of the borough.

4) Employment – as an indication of the degree of access to local jobs.

Method - Desk-top review of data, including GIS mapping. Settlement visits to survey existing services and facilities. Base dates vary, but the majority of the work on the indicators took place between 2014 and 2016.

Output – Set of tables identifying a settlement ranking for each indicator. Settlement ranking is explained below.

Stage - 3 – Final Settlement Ranking

Aim - To identify an overall settlement ranking based on the four settlement indicators identified at Stage 2.

Method – Under each indicator each settlement has been ranked using the following method (more details on the scoring used for each indicator are given in the next section):

Indicator	Scoring	Ranking
Population	Settlements ranked according to population size.	Largest population ranks 1, second largest ranks 2 etc.
Services and facilities	Settlements scored according to the number of services and facilities present.	Greatest number of services and facilities ranks 1, second highest ranks 2 etc.
Public Transport	Settlements scored according to the degree of accessibility to public transport and connectivity to other settlements.	Highest score ranks 1, second highest ranks 2 etc.
Employment	Settlements ranked according to the number of jobs.	Greatest number of jobs ranks 1, second highest ranks 2 etc.

The final ranking is constructed by adding together the ranks for each settlement – in effect creating a combined rank-score. These rank-scores are themselves ranked, with the lowest scoring being the highest ranking settlement, for example:

Example – scoring and final rank score

Settlement	Population rank	Services & Facilities rank	Employment rank	Transport rank	Final rank score
A	1	2	2	1	6
D	3	3	2	4	12
F	2	1	1	2	6

Settlement	Population rank	Services & Facilities rank	Employment rank	Transport rank	Final rank score
B	5	6	9	6	26
L	4	5	3	5	17

Example – final rank

Settlement	Final rank score	Final Rank
A	6	1
F	6	1
D	12	2
L	17	3
B	26	4

At each stage and for the final ranking, a “dense ranking” approach has been used. Under this method settlements that have an equal score receive the same ranking number, and the next settlement receives the immediately following ranking number. Therefore the ranks are consecutive and no ranks are skipped if there are settlements that have the same score.

Output – Final settlement ranking.

To test a draft version of this methodology and the initial outcomes the planning policy team held two meetings with rural parish and town council Planning Ambassadors in August 2015 (as part of a wider meeting to discuss the Rural Housing Needs Survey). To inform discussion an early draft of this paper was circulated beforehand. Although there was general support for the approach, two key issues emerged:

- 1) The treatment of scattered rural communities; and
- 2) The relationship between “parish” and “settlement”.

In relation to the first matter, from discussions with local community representatives from the rural Parish of Out Rawcliffe it became apparent that a local community may view a relatively widely scattered collection of individual buildings and clusters as a settlement.

Whilst to some extent this is contrary to the approach to defining “settlement” described in Section 2 above, it highlights the fact that the identification of a place as a settlement may be at least partly dependent on community perceptions. The treatment of Out Rawcliffe in terms of this study is further discussed below in Section 6, however as a matter of principle

for the purposes of this study allowance has been made for the inclusion of areas that consist of more scattered collections of housing and other uses where there is evidence of community support for such an approach *and* where there are some – even if limited - supporting services and facilities in the same broad area.

In relation to the second matter, from discussions with some community representatives it was clear that some members of the community see parish and settlement boundaries as one and the same thing. However, parishes can include large areas of countryside and in some cases contain more than one settlement or have boundaries that pass through a settlement. It is clear therefore that parishes and their boundaries should not be regarded as synonymous with a settlement or its boundary. For the avoidance of doubt, parish boundaries have **not** been used to define settlements or their boundaries – the focus for the study is the physical nature of a settlement rather than its relationship to an administrative boundary. This means that in some cases a settlement may straddle parish boundaries, just as settlements may also straddle borough boundaries.

It is noted that places not defined as a settlement for the purposes of this study will still be important within the context of the local plan and will still be subject to local plan policies.

6. Results

Stage 1 - Settlement Identification

Noting that there is no official definition of settlement nor any agreed set of criteria, it is viewed that a reasonable starting point for the identification of settlements for the purposes of this study should be the existing planning policy framework in Wyre, starting with the Wyre Local Plan, 1999.

Local Plan, 1999

The current Wyre Local Plan was adopted in 1999, with various policies saved in 2007. It specifically identifies 21 settlements and classifies these as either “urban” or “rural”, with the latter being further divided into “main rural” or “small rural” (Table 1). Of the 18 rural settlements, the boundaries of eight were defined on the 1999 Proposals Map.

Table 1 – Local Plan (1999) Settlements

Urban	Main Rural	Small Rural
Fleetwood	Garstang*	Bilsborrow/Myerscough*
Thornton Cleveleys (see note below)	Catterall*	Calder Vale*
Poulton-le-Fylde	Hambleton*	Myerscough (i.e. Barton)*
	Knott-End/Preesall*	Bowgreave
	Stalmine*	Churchtown

Urban	Main Rural	Small Rural
		Forton
		Gt. Eccleston
		Hollins Lane
		Inskip
		Pilling (Smallwood Hey and Stakepool)
		Preesall Hill
		St. Michaels
		Scorton

Note that the 1999 Local Plan treated Thornton and Cleveleys as one area.

* Denotes a rural settlement with a defined local plan boundary.

The urban settlements all lie within the Fylde Coast Peninsula and their boundaries (and extent) are defined by one or more of the following:

- Physical boundaries such as the Morecambe Bay and the River Wyre;
- The administrative boundary with Blackpool Council/Fylde Council; and/or
- Green Belt and designated Countryside Areas (1999 Local Plan).

For the 1999 Local Plan, the identification of both main and small rural settlements was based on a previous version of the Lancashire Structure Plan and, for small rural settlements, by reference to the following criteria:

- a) A closely grouped or contiguous form of development which is physically separate from urban areas or other rural settlements, **and**
- b) Comprising a group of more than 20 dwellings where such a group includes at least two of the following facilities:
 - Community hall
 - Place of worship
 - Post office
 - Shop
 - Public house

Or

One of the above facilities plus a primary school which is close to and which serves the settlement.

Although the 1999 Local Plan (saved policies) remains the formal development plan for the borough, work to provide a new local plan in the form of a Core Strategy was undertaken in 2012. The relevance of this for the identification of settlements is described below.

Core Strategy Preferred Options, 2012

Although not representing adopted planning policy, the 2012 Core Strategy Preferred Options document, intended as part of the process of updating the 1999 Local Plan, groups settlements into a settlement hierarchy according to their potential role in delivering the Core Strategy. The list of settlements within the hierarchy – presented at the time for public consultation - differs from the 1999 Local Plan by including the following additional rural settlements based on a desk-top review of the 1999 Local Plan and consultation with ward councillors:

- Winmarleigh
- Nateby
- Bleasdale
- Cabus
- Out Rawcliffe
- Eagland Hill

The Preferred Options list also differs from the 1999 Local Plan by omitting Barton (Myerscough in the Local Plan), a settlement that straddles the boundary with Preston.

Identifying Candidate Settlements

As noted above, both the 1999 Local Plan and 2012 Preferred Options document identify and categorise individual settlements, albeit with some variances in terminology and, more fundamentally, the final listings. Further, a review of both documents has identified that neither fully addresses the status of settlements that lie across administrative boundaries, namely Little Eccleston (Wyre/Fylde), Dolphinholme (Wyre/Lancaster), Barton (Wyre/Preston), and Normoss (Wyre/Blackpool).

Although some of these settlements lie largely outside of the borough and their inclusion presents some difficulties in terms of data collection, it is a fact that they do, at least in part, sit within the borough. This being the case, it is important that these areas, and their residents, are properly recognised within any assessment of settlements to fully understand the role they can play in delivering the local plan.

It is arguable that Cleveleys straddles the boundary with Blackpool, although its limits are more difficult to define owing to the highly urbanised nature of the area. In addition, this review has identified other areas that lie on the western margins of the borough boundary with Blackpool. Of these, Normoss – a significant residential area functionally part of urban

Blackpool which lies to the west of Poulton-le-Fylde but is separated from it by green belt - has been identified as a separate cross-boundary settlement for the purposes of this study.

In order to ensure that this study is as comprehensive as possible whilst having regard to ensuring that the approach is both reasonable and proportionate, as a starting point it is considered reasonable to begin the process of creating a settlement ranking by combining the lists of settlements from both the 1999 Local Plan and 2012 Preferred Options document, together with the addition of the cross-boundary settlements to form a list of candidate settlements (Table 2).

Table 2 – Wyre Candidate Settlements

Name of area	Local Plan Settlement Definition	Preferred Options Definition
Fleetwood	Urban	Urban Town
Thornton	Urban	Urban Town
Cleveleys	Urban	Urban Town
Poulton-le-Fylde	Urban	Key Service Centre
Normoss	Not defined	Not defined
Garstang	Main rural	Key Service Centre
Knott End/Preesall	Main rural	Key Service Centre
Catterall	Main rural	Local rural service centre
Hambleton	Main rural	Local rural service centre
Stalmine	Main rural	Local rural service centre
Bilsborrow	Small rural	Local rural service centre
Great Eccleston	Small rural	Local rural service centre
Pilling	Small rural	Local rural service centre
Scorton	Small rural	Local rural service centre
Bowgreave	Small rural	Other
Calder Vale	Small rural	Other
Churchtown	Small rural	Other
Forton	Small rural	Other
Hollins Lane	Small rural	Other
Inskip	Small rural	Other
Preesall Hill	Small rural	Other
St. Michaels	Small rural	Other
Barton	Small rural	Not defined
Nateby	Not defined	Other
Winmarleigh	Not defined	Other
Cabus	Not defined	Other
Bleasdale	Not defined	Other
Eagland Hill	Not defined	Other
Out Rawcliffe	Not defined	Other
Little Eccleston	Not defined	Not defined
Dolphinholme	Not defined	Not defined

Of the candidate settlements, desk-top map-based research suggests that Bleasdale and Out Rawcliffe lack the degree of physical coherence required to fall within the definition of a settlement for the purposes of this study (this is consistent with the 1999 Local Plan which omits both places). However, as detailed above, community perception is also an important part of the process of defining what defines any one settlement. As a result of the parish engagement described above it is apparent that the community representatives from Out Rawcliffe see themselves as representing a rural and farm-based community occupying a settlement defined by residential and other buildings, including a limited number of services and facilities, in the form of a series of clusters. Although these are separated from each other by farmland, there is sufficient coherence to justify identifying these clusters as falling within what can be defined as the dispersed settlement of Out Rawcliffe.

Bleasdale, however, lacks the level of clustering demonstrated at Out Rawcliffe, and, in the absence of any submissions to the contrary by the appropriate parish representatives, is not defined as a settlement for the purposes of the remaining stages of this study.

Stage 2 - Settlement Indicators

Each of the remaining 30 settlements has been assessed and ranked according to the four indicators as described above, namely population, services and facilities, public transport provision and employment. These rankings have been combined to produce an overall ranking starting at a rank of 1 (if the rankings were to be directly converted into a settlement hierarchy such a settlement would be at the top of the hierarchy pyramid).

Population

This indicator is a simple high-low ranking according to population size. The initial starting point for this was the Office of National Statistics (ONS) Output Areas (OAs) derived for the 2011 Census – these are the lowest geographical level at which Census estimates are provided. Although a robust basis for this type of analysis in more urbanised areas, a drawback of using OAs for the purposes of ranking settlements is that they are designed to have a specified minimum size to ensure the confidentiality of data. For the 2011 Census the minimum OA size was 40 resident households and 100 resident people, but the recommended size was rather larger at 125 households. In effect this sets a lower limit on the population hierarchy. Further, in rural locations OAs may be drawn so widely (to capture the minimum population/households) as to have questionable physical relevance to a particular settlement.

As a result, for the purposes of this study a locally generated solution has been used based on a GIS derived count of residential properties using the Local Land and Property Gazetteer (LLPG). The LLPG count for each settlement was updated during the course of the study to reflect emerging settlement boundaries. (The work to derive settlement boundaries will be explained in a subsequent background paper.) The settlement population was calculated by multiplying the LLPG-derived count of dwellings by the average number of persons per dwelling across the borough which stands at 2.06 (derived from the mid-2013 population estimate of 108,236 persons divided by the total number of dwelling in Wyre of 52,435 based on the LLPG). Hence a dwelling count of 300 x 2.06 persons would give a population

of 618 persons. Clearly, this is an estimate but is considered to more closely reflect the actual position in relation the settlement itself.

There are three rural settlements that occupy a position straddling local authority boundaries – Barton, Dolphinholme and Little Eccleston. For the purposes of this exercise, the total population has been estimated for the whole settlement including that outside of the borough. For simplicity and consistency, the estimate of persons per dwelling has been held at 2.06.

Given the difficulty of identifying a precise boundary for Cleveleys as it in effect straddles the Blackpool boundary, only that part of the settlement that falls within the boundary of Wyre has been counted for the purposes of estimating the population.

At this stage, the opportunity was been taken to apply a simple urban/rural classification to the list of settlements based on the Rural-Urban Classification for England produced by the Government Statistical Service, available at:

<https://www.gov.uk/government/collections/rural-urban-definition>

This classification identifies urban areas as those with a resident population above 10,000 people (2011 Census) and rural areas are those that are not urban, i.e. consisting of settlements below 10,000 people or are open countryside. The urban settlements are: Fleetwood, Cleveleys, Thornton and Poulton-le-Fylde. Normoss has also been categorised as “urban” for the purposes of this study as it is physically part of the Blackpool urban area.

The resultant population ranking is set out in Appendix 1.

Key Points:

- According to the 2011 Census, the total population for Wyre was 107,749. This compares with an estimated population of 102,745 across the settlements defined in this study (which includes parts of cross-boundary settlements outside of the borough boundary, but excludes population outside of the defined settlements within the rural areas).
- The urban settlements of Fleetwood, Thornton, Poulton-le-Fylde and Cleveleys dominate the top of the rankings.
- Within the rural part of the borough, Garstang, Knott-End/Preesall and, to a lesser extent, Hambleton and Catterall, have locally significant levels of population, i.e. 2,000+.
- Great Eccleston, Pilling and Normoss all have population levels at over 1,000 people.
- Three rural settlements – Winmarleigh, Eagland Hill and Nateby - are estimated to contain less than 100 people each.

Service and Facilities

The second stage of this process involves an audit of existing services and facilities within or close to each settlement. The approach taken in this study is to identify key services and facilities that are considered important to the sustainability of a settlement. A set of 18 indicators forming eight broad categories have been used (Table 3). A review of other settlement studies undertaken by local authorities across the country demonstrates that there is no consistent methodology or set of indicators. However, the indicators used for the Wyre study are not untypical and therefore there is a high degree of confidence that they offer a sound basis for analysis.

Table 3 – Service and facilities categories

Category	Indicator	Comment
1. Retail	1a. Supermarket	
	1b. Convenience store	May include a farm shop where known to be serving a local population.
2. Sport and recreation	2a. Public park, gardens and civic spaces	Civic space Includes memorial gardens where there is seating and promenades
	2b. Outdoor provision	Includes playing fields
	2c. Children and teenagers	
3. Health	3a. Hospital/drop in	
	3b. GP Practice	NHS patients
	3c. Dentist	NHS patients
	3d. Pharmacy	Includes those in a supermarket
4. Educational	4a. Primary school	
	4b. Secondary school, further and higher education	Owing to a blurring of the lines between secondary and higher/further education, these categories have been
5. Cultural	5a. Libraries	Although some settlements are visited by a mobile library, this indicator refers to permanently located libraries only.
	5b. Faith buildings	Buildings where people congregate for religious purposes
6. Finance	6a. Bank or building society	
	6b. Post office	Full-time and part-time opening hours are included
7. Cultural	7a. Public house or social	
	7b. Community or village	
8. Miscellaneous	8a. Petrol station	Given the rural nature of large parts of the borough travel by car is considered to be an important mode of transport which justifies the use of a petrol station indicator.

The approach of this study has been to rank each settlement according to the combined total of services and facilities present in each village – in this sense the assessment is one of the “weight” of services and facilities on offer. This “settlement audit” approach avoids making value judgements on the relative importance of a service and facility to an individual or community. It also reflects to some extent the degree of choice on offer. This is a different approach to some studies which score or weight the presence of services and facilities according to their perceived relative importance. A disadvantage of such an approach is that the scoring parameters are necessarily arbitrary and don’t reflect the full extent of any one particular service or facility.

It should be noted that this study only seeks to identify the total number of services and facilities by type. It does not seek to determine the extent of the service on offer (e.g. opening times) nor does it seek to determine the degree of accessibility to that service (e.g. waiting times to see a G.P.).

The data is based on known information from locally resident officers and Members, existing survey work, consultation on the Issues and Options document, the use of Geographical Information Systems (GIS) hosted by Lancashire County Council and searches of the internet. The information is correct at the time of collection (summer 2014 to summer 2015) and inevitably may well have changed since.

The resultant service and facility ranking is set out in Appendix 2.

Key Points:

- The greatest weight of services and facilities – and therefore, on this indicator at least, the most sustainable places - generally lie in the urbanised part of the borough with Fleetwood the largest town in terms of population and service and facility provision.
- Thornton ranks one place below Garstang, mainly owing to a more limited financial services offer, however it is proximate to Fleetwood to the north, Cleveleys to the west and Poulton-le-Fylde to the south.
- Catterall has a very limited service and facility offer compared to its population - being ranked 8th in terms of population size but only 17th for service and facilities. However is close to a significant centre in the form of Garstang, which lies some 2km to the north.
- Great Eccleston, on the other hand, is notable for having a *greater* level of services and facilities than its population would suggest – ranked 7th for services and facilities but 9th for population.
- All 30 settlements record at least one service or facility, however half have less than 10.

Public Transport

The third element of the study methodology involves assessing the access to public transport, including the level of connectivity with other settlements both within and outside of the borough. Public transport for the purposes of this Study is defined as bus, train and tram.

To derive the public transport ranking a simple scoring system has been used (Table 4). Again, an analysis of similar studies indicates that the Wyre approach is not untypical for this sort of exercise and is more detailed than many. The borough only has one railway station (at Poulton-le-Fylde) whilst the tram network can only be accessed from Fleetwood and Cleveleys and is limited to destinations within Blackpool. For most communities the bus network provides the only, or primary, public transport option. As such, the number of services, their frequency and timing, and the destinations that the service provides access to, will define the level of public transport accessibility and connectivity that can be attributed to each settlement. This is reflected in the scoring matrix.

Connectivity has two dimensions – internal and external. Internal bus connectivity between settlements is measured by a simply counting the number of settlements that can be reached from each settlement. Each settlement that can be reached scores one point. A slightly different approach is taken with external locations. Blackpool, Fylde, Preston and Lancaster – in that order – are significant employment destinations for Wyre residents (Table 4).

Table 4 – Usual Place of Work (Wyre Residents)

From Wyre To:	Number
Blackpool	10,119
Fylde	3,353
Other (off shore & rest of uk)	2,698
Preston	2,404
Lancaster	1,452
Ribble Valley	451
Manchester	248
South Ribble	33
Total	20,758

Source: ONS, Census 2011

This relationship is reflected in the scoring which is weighted accordingly. There is also evidence of flows with Ribble Valley and destinations within Lancaster Borough, although these are not of the same scale. Again, this is reflected in the scoring.

Although access to a bus service and the degree of connectivity this engenders is important, within the peninsula there are also rail and tram-based options. Poulton-le-Fylde hosts the sole train station in the borough which provides a direct and frequent service to Preston (the largest settlement in Lancashire County) and Manchester (the regional centre), plus more limited direct services to Liverpool, Leeds and York. This regional connectivity is important for providing access to significant job markets and shopping/leisure activities. As such it attracts a significant weighting. On a more localised spatial scale, the tram network provides access to Blackpool. However, there is also good bus connectivity between the peninsula

locations and Blackpool so although important, access to the tram network is not critical. Accordingly, access to the tram is scored at a lower level than rail.

Table 4: Public transport scoring matrix

Indicator	Score
Bus:	
Number of Services	1 mark for each service
Frequency of service M - F daytime	Very frequent - At least one service every 10-20 minutes - 5 marks
	Frequent - At least one service at least every 30 minutes - 3 marks
	Regular - At least one service every hour - 2 marks
	Poor - More than one service operating at less than regular frequency - 1 mark
	Nil - no service - 0 marks
Evening service	2 marks
Weekend service - Sat only	1 mark
Weekend service - Sat & Sunday	2 marks
Number of internal destinations served by at least one service	1 mark for each destination
External relationships. At least one service to:	
Blackpool	5 marks
Fylde (all destinations)	4 marks
Preston	3 marks
Lancaster (City)	2 marks
Other districts - Ribble Valley (inc. Longridge, Chipping and Clitheroe) and the rest of Lancaster Borough (inc. Morecambe)	1 mark per district
Rail	10 marks
Tram	5 marks

Note: Bus scoring does not include school services. Assessments based on published bus timetables correct at as April 2016. Service provision including number of services, destinations served and frequency is likely to change over time.

In considering this indicator it is important to note that as of April 2016 as a result of budgetary cuts Lancashire County Council ceased their financial support for a number of bus services. As a result there has been a reduction in the number of routes and, in particular, of evening and weekend services. This has had an impact across the borough reducing the direct connectivity of Fleetwood to the rural hinterland and beyond (although services from Poulton-le-Fylde still provide this opportunity) and reducing evening and weekend services within rural Wyre. Due to the extent of these changes this paper underwent revision during drafting in order to capture, as far as possible, the newly emerged picture.

The resultant public transport ranking is set out in Appendix 3.

Key Points:

- Poulton-le-Fylde emerges as the best connected settlement in the borough. It is connected to six times the number of internal destinations than either Fleetwood or Cleveleys and has a high level of connectivity with external destinations including Blackpool, Lancaster, Preston and Kirkham. Poulton-le-Fylde is also connected to the regional centre of Manchester via Preston through a direct rail link, plus destinations further afield (as noted above).
- A number of rural settlements lie on frequent service bus routes along the A6 (giving access to Preston and Lancaster) – and the A586, which provides access to the central rural plain villages, such as St Michaels and Great Eccleston, and to Poulton-le-Fylde on the peninsula. Some villages such as Forton and Hollins Lane are accessible to bus routes – and other settlements – along both the A6 and A586. Consequently they score relatively highly within the transport ranking (for instance both Forton and Hollins Lane are accessible to 12 internal destinations).
- Partly as a result of this characteristic of the public transport geography, Great Eccleston, which is located on the A586 and has the joint highest (with Poulton-le-Fylde) degree of connectivity to external destinations, is again placed higher in the hierarchy – joint 2nd – than its population would suggest.
- However this A6 and A6/A586 connectivity depends on only two bus routes. Of these the no. 42 which runs along the A6/A586 from Lancaster to Blackpool via eleven of Wyre's settlements (for the purposes of this exercise, Little Eccleston, which is on the route of the no. 42, is scored as a Wyre settlement) is clearly a critical service in terms of connectivity. The withdrawal of this service, or alterations to it, would significantly affect the public transport connectivity of a considerable number of the borough's rural settlements.
- Seven rural settlements – Calder Vale, England Hill, Dolphinholme, Nateby, Out Rawcliffe, Scorton and Winmarleigh - have no public transport connectivity at all and by definition are reliant on the car or other modes of transport for movement. A further four settlements – Hambleton, Stalmine, Pilling and Inskip - are reliant on a single service.

Employment

To assess access to employment opportunities the Council has received authority to use data from the Inter-Departmental Business Register (IDBR) 2015. This is a restricted data-set produced by the Office of National Statistics that provides a comprehensive list of UK businesses and their employee establishment by location (although the ONS point out that some smaller business may be excluded). This has been presented to the council in a spreadsheet format. Using address and postcode information within the dataset it has been possible to match individual businesses against individual settlements and hence estimate the attributable number of jobs. However given the size of the database, it has not been possible to map the exact location of each business and as such the estimates presented

here will include businesses, including farms, outside of what may be regarded as the normal boundary or extent of any particular settlement.

In a small number of cases significant employment areas at a distance from the nearest settlement have been included. Notable is the inclusion of Myerscough Agricultural College which is close to Bilsborrow and has been counted as part of that settlement for the purposes of this exercise.

The IDBR holds records on 3,329 individual businesses in the borough. Many of the businesses are small scale or likely to involve self-employment. These businesses have an establishment of 29,082 posts of which 28,570 were filled at the time the latest data were collected. Owing to restrictions on the use of this data it is not appropriate in this paper to identify individual businesses, and their employee numbers, against individual settlements. However all settlements within this study have at least two businesses recorded and so it is possible to gross-up individual records, identify the total employee establishment for each settlement and rank these according to size. The resultant ranking is detailed in Appendix 4.

The resultant employment ranking is set out in Appendix 4.

Key Points:

- The data emphasize the economic importance of Fleetwood which emerges as the settlement with the most jobs at just under 8,000 - significantly above the second ranked place (Poulton-le-Fylde at just under 5,000 jobs.)
- Cleveleys and Thornton offer almost exactly the same number of job opportunities at over 3,600 each.
- The importance of the peninsula locations to the local economy is illustrated by the fact that, together, they offer over 20,200 jobs compared to some 8,500 for the rest of the borough.
- Within the rural part of the borough Garstang, Catterall and Bilsborrow are notable employment locations, however the latter includes the nearby Myerscough College as detailed above.

Stage 3 - Settlement Ranking

By arranging settlements according to the above indicators it is possible to determine a final settlement ranking (Appendix 5).

Key Points:

- Fleetwood is the highest ranking settlement overall, being the highest ranking for three out of four indicators (population, services/facilities and employment). However, it is clear that Fleetwood has been impacted upon by changes to bus service provision with residents requiring access to rural Wyre and sub-regional towns such as Lancaster and Preston having to change at Poulton-le-Fylde first.

- Poulton-le-Fylde is the second highest ranking, being ranked second to Fleetwood for services and facilities and employment but ranking first for public transport as a result of greater connectivity into the rest of Wyre and the presence of the train station.
- Eagland Hill is the lowest ranked settlement, which, in common with a number of rural settlements has a small population with a consequent limited number of services/facilities and jobs, and no access to public transport.
- All of the main urban peninsula settlements rank highly. However Thornton ranks below Garstang which has a greater services/facilities offer and better public transport connectivity, albeit that Thornton has relatively easy access to Fleetwood to the north, Cleveleys to the west and Poulton-le-Fylde to the south.
- Great Eccleston emerges as a significant settlement (ranked 6th) as a result of a high degree of bus connectivity and a good service and facility offer, particularly compared to its population size. Knott-End/Preesall also ranks 6th and would be higher (based on population, services/facilities and jobs) but for a relatively low public transport score, partly a result of the changes to the bus services described above.
- In spite of its very low services and facilities ranking, Catterall by virtue of its population size, connectivity and job offer is also highly placed in the final ranking of settlements (ranked 7th).
- Some rural settlements rank higher than their population size would suggest. Bowgreave is ranked 18th for population but achieves an overall ranking of 12th as a result of a very high ranking for access to public transport (ranked joint 2nd). On the other hand, settlements such as Stalmine rank lower than their population size would suggest (13th in terms of population but 16th overall as a result of relatively poor access to public transport and a low ranking for employment).

Appendix 1 –Population Ranking by Settlement

Settlement	Type	LLPG-derived population May 2016	Rank
Fleetwood	Urban	26,380	1
Thornton	Urban	18,305	2
Poulton-le-Fylde*	Urban	17,425	3
Cleveleys	Urban	14,330	4
Garstang	Rural	6,975	5
Knott End/Preesall	Rural	5,470	6
Hambleton	Rural	2,210	7
Catterall	Rural	2,140	8
Great Eccleston	Rural	1,130	9
Pilling	Rural	1,070	10
Normoss	Urban**	1,055	11
Barton	Rural	940	12
Stalmine	Rural	870	13
Inskip	Rural	455	14
St.Michaels	Rural	405	15
Bilsborrow	Rural	395	16
Preesall Hill	Rural	365	17
Forton	Rural	365	17
Bowgreave	Rural	350	18
Scorton	Rural	315	19
Little Eccleston	Rural	300	20
Dolphinholme	Rural	290	21
Hollins Lane	Rural	210	22
Calder Vale	Rural	205	23
Churchtown	Rural	165	24
Out Rawcliffe	Rural	155	25
Cabus	Rural	90	26
Winmarleigh	Rural	85	27
Eagland Hill	Rural	60	28
Nateby	Rural	40	29

Notes: * For the sake of simplicity, a small area of housing west of Blackpool Old Road at Westfield Avenue and that is spatially part of Blackpool has been included within the population figure for Poulton-le-Fylde. This does not affect the ranking. ** Although within the borough boundary, Normoss is also spatially part of the Blackpool urban area and as such has been categorised as “urban” for the purposes of this study.

LLPG - Local Land and Property Gazetteer – a list of property addresses maintained by the council.

Urban is defined as settlement with 10,000+ resident population – source: The Rural-Urban Classification (Government Statistical Service/DEFRA).

Population is an estimate rounded to the nearest five persons.

Appendix 2 – Service and Facility Ranking by Settlement

Settlement	Supermarket & Convenience	Outdoor recreation & civic space	Medical	Education	Library perm	Religion	Finance	Public house or social club	Community or village hall	Petrol station	TOTAL	Rank
Fleetwood	29	28	12	11	2	12	9	13	6	1	123	1
Poulton-le-Fylde	18	18	9	11	1	8	9	15	5	2	96	2
Cleveleys	27	9	7	2	1	10	12	14	6	1	89	3
Garstang	14	13	7	3	1	5	8	9	5	2	67	4
Thornton	10	16	7	6	1	7	2	7	2	1	59	5
Knott End/Preesall	4	6	3	0	1	4	2	3	4	0	27	6
Great Eccleston	3	5	3	2	0	3	1	3	2	0	22	7
Hambleton	6	3	3	1	0	2	1	2	2	2	22	7
Pilling	2	8	0	3	0	3	1	1	2	0	20	8
Bilsborrow	2	7	0	2	0	2	1	3	2	0	19	9
St.Michaels	1	4	0	1	0	1	1	1	2	1	12	10
Scorton	1	3	0	1	0	3	1	1	1	0	11	11
Stalmine	1	5	0	1	0	1	1	1	1	0	11	11
Barton	0	3	0	2	0	2	0	2	1	0	10	12
Dolphinholme	1	3	0	1	0	2	1	1	1	0	10	12
Forton	0	5	0	1	0	2	0	0	1	0	9	13
Churchtown	0	2	0	1	0	1	0	2	1	1	8	14
Out Rawcliffe	2	2	0	0	0	1	0	0	3	0	8	14
Inskip	0	2	0	1	0	1	0	1	2	0	7	15
Calder Vale	0	0	0	1	0	3	1	1	1	0	7	15
Normoss	3	0	1	0	0	0	1	1	0	1	7	15
Preesall Hill	1	2	0	2	0	0	0	1	0	0	6	16
Catterall	1	3	0	0	0	0	0	0	1	0	5	17
Winmarleigh	0	1	0	1	0	1	0	1	1	0	5	17
Bowgreave	0	2	0	1	0	1	0	0	0	0	4	18
Hollins Lane	0	0	0	0	0	1	1	1	0	0	3	19
Nateby	0	1	0	1	0	1	0	0	0	0	3	19
Cabus	0	0	0	0	0	0	0	0	1	1	2	20
Eagland Hill	0	0	0	0	0	1	0	0	0	0	1	21
Little Eccleston	0	0	0	0	0	0	0	1	0	0	1	21

Note – information collected over the period 2014-2015 and may have changed since.

Appendix 3 – Transport Accessibility and Connectivity Ranking by Settlement

Settlement	Bus							Rail/Tram	ALL	Rank
	No. Services	Frequency	Evening	Weekend	Internal Dest.	External Dest.	TOTAL BUS			
Poulton-le-Fylde	9	5	2	2	18	15	51	10	61	1
Cleveleys	7	5	2	2	3	9	28	5	33	2
Bowgreave	3	3	2	2	12	11	33	0	33	2
Cabus	3	3	2	2	12	11	33	0	33	2
Catterall	3	3	2	2	12	11	33	0	33	2
Forton	3	3	2	2	12	11	33	0	33	2
Garstang	3	3	2	2	12	11	33	0	33	2
Great Eccleston	4	2	0	2	10	15	33	0	33	2
Hollins Lane	3	3	2	2	12	11	33	0	33	2
Fleetwood	4	5	2	2	3	9	25	5	30	3
St. Michaels	3	2	0	2	10	11	28	0	28	4
Little Eccleston	2	2	0	2	9	12	27	0	27	5
Thornton	3	5	2	2	3	9	24	0	24	6
Churchtown	1	2	0	2	10	8	23	0	23	7
Barton	2	3	2	2	7	6	22	0	22	8
Bilsborrow	2	3	2	2	7	6	22	0	22	8
Normoss	3	3	2	2	1	9	20	0	20	9
Knott End/Preesall	2	3	2	1	4	7	19	0	19	10
Preesall Hill	2	3	2	1	4	7	19	0	19	10
Hambleton	1	3	2	1	4	5	16	0	16	11
Stalmine	1	3	2	1	4	5	16	0	16	11
Pilling	1	2	0	1	2	2	8	0	8	12
Inskip	1	1	0	1	1	3	7	0	7	13
Calder Vale	0	0	0	0	0	0	0	0	0	14
Eagland Hill	0	0	0	0	0	0	0	0	0	14
Dolphinholme	0	0	0	0	0	0	0	0	0	14
Nateby	0	0	0	0	0	0	0	0	0	14
Out Rawcliffe	0	0	0	0	0	0	0	0	0	14
Scorton	0	0	0	0	0	0	0	0	0	14
Winmarleigh	0	0	0	0	0	0	0	0	0	14

Appendix 4 – Employment Ranking by Settlement

Settlement	Business records	Jobs	Establishment	Comment	Rank
Fleetwood	641	7888	7976		1
Poulton-le-Fylde	646	4893	4976		2
Cleveleys	378	3642	3682		3
Thornton	430	3545	3603		4
Garstang	271	1996	2046		5
Bilsborrow	63	1066	1071	Includes Myerscough College	6
Catterall	95	672	688		7
Knott End/Preesall	107	550	565		8
Barton*	3	533	533		9
Hambleton	94	445	463		10
Pilling	88	410	441		11
Gt Eccleston	57	336	356		12
Preesall Hill	34	310	315	Includes Preesall Park	13
Bowgreave	14	248	255		14
Inskip	29	248	252		15
St Michaels	31	222	229		16
Out Rawcliffe	31	169	180		17
Cabus	34	166	175		18
Normoss	31	169	171		19
Scorton	29	154	167		20
Calder Vale	5	145	145		21
Nateby	19	135	137		22
Forton	32	127	137		22
Stalmine	35	112	117		23
Winmarleigh	11	90	94		24
Hollins Lane	12	81	83		25
Churchtown	7	56	56		26
Eagland Hill	5	10	10		27
Dolphinholme	2	2	2		28
Little Eccleston	0	0	0		29
All	3234	28420	28925		

Source: IDBR, ONS

Note: Ranking based on the full employment establishment. *Actual jobs includes figures within the Preston settlement profile for Barton. For other cross-boundary settlements the figures only relate to that portion within the Wyre borough boundary.

Note also that the figures relate to jobs associated with the above settlements only and not the whole borough.

Appendix 5 – Overall Settlement Ranking

Settlement	Population Rank	Services & Facilities Rank	Employment Rank	Transport Rank	Total Rank Score	FINAL RANK
Fleetwood	1	1	1	3	6	1
Poulton-le-Fylde	3	2	2	1	8	2
Cleveleys	4	3	3	2	12	3
Garstang	5	4	5	2	16	4
Thornton	2	5	4	6	17	5
Knott End/Preesall	6	6	8	10	30	6
Great Eccleston	9	7	12	2	30	6
Catterall	8	17	7	2	34	7
Hambleton	7	7	10	11	35	8
Bilsborrow	16	9	6	8	39	9
Pilling	10	8	11	12	41	10
Barton	12	12	9	8	41	10
St. Michaels	15	10	16	4	45	11
Bowgreave	18	18	14	2	52	12
Normoss	11	15	19	9	54	13
Forton	17	13	22	2	54	13
Preesall Hill	17	16	13	10	56	14
Inskip	14	15	15	13	57	15
Stalmine	13	11	23	11	58	16
Scorton	19	11	20	14	64	17
Cabus	26	20	18	2	66	18
Hollins Lane	22	19	25	2	68	19
Out Rawcliffe	25	14	17	14	70	20
Churchtown	24	14	26	7	71	21
Calder Vale	23	15	21	14	73	22
Dolphinholme	21	12	28	14	75	23
Little Eccleston	20	21	29	5	75	23
Winmarleigh	27	17	24	14	82	24
Nateby	29	19	22	14	84	25
England Hill	28	21	27	14	90	26