Appendix 7

Population and Industry Sector Growth Forecasts

Employment by sector (000s)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Agriculture	1.5	1.5	1.5	1.4	1.3	1.3	1.4	1.3	1.1	1.0	0.9	0.8	0.9	0.9
Extraction	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.1
Manufacturing	3.7	3.8	3.9	6.0	8.2	8.1	7.5	8.2	7.9	8.2	7.7	8.7	7.5	8.3
Electricity, gas & water	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Construction	2.0	1.9	1.9	1.6	1.4	1.6	1.7	1.6	1.8	1.9	2.5	2.1	2.7	3.0
Distribution & hotels	4.9	5.0	5.2	5.1	5.1	5.4	5.4	5.8	5.7	8.4	6.4	7.5	8.3	9.6
Transport & communications	1.4	1.4	1.4	1.2	1.0	1.2	1.0	1.2	1.0	0.8	0.9	1.0	0.9	0.9
Financial & business services	1.4	1.3	1.1	1.4	1.7	1.4	1.6	1.7	1.9	2.0	1.7	2.0	2.0	2.2
Public administration & defence	0.5	0.4	0.4	0.3	0.3	0.7	0.3	0.3	0.4	0.5	0.4	0.3	0.3	0.3
Education & health	5.6	5.3	5.0	4.9	4.9	4.7	4.9	4.8	4.8	4.9	5.5	5.9	6.0	6.2
Other personal services	0.9	0.8	0.8	0.8	0.9	1.1	1.1	0.9	1.0	1.0	1.4	1.6	1.3	1.1
Total	22.2	21.7	21.3	22.9	25.0	25.6	24.8	25.9	25.8	26.8	27.5	30.0	29.8	30.6

Employment by sector (000s)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	000s 1998-2008	000s 2008-2018	Average % growth 1998-2008	Average % growth 2008-2018
Agriculture	0.9	0.8	0.8	0.8	0.8	0.7	0.7	0.7	0.6	0.6	0.6	0.6	0.5	0.5	-0.5	-0.3	-4.8	-3.9
Extraction	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	117.8	-4.1
Manufacturing	6.0	6.8	6.7	6.6	6.5	6.4	6.3	6.2	6.1	6.0	5.9	5.8	5.7	5.6	-1.8	-1.0	-0.7	-1.8
Electricity, gas & water	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	1.1
Construction	2.7	2.1	2.4	2.4	2.4	2.4	2.5	2.5	2.5	2.6	2.6	2.6	2.7	2.7	0.8	0.3	4.5	1.2
Distribution & hotels	7.2	6.7	6.8	7.0	7.1	7.2	7.3	7.5	7.6	7.7	7.9	8.0	8.2	8.3	1.2	1.3	3.1	1.9
Transport & communications	0.8	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	0.9	-0.3	0.0	0.1	-0.4
Financial & business services	2.2	2.5	2.7	3.0	3.1	3.2	3.3	3.4	3.5	3.6	3.7	3.8	4.0	4.1	1.4	1.1	6.3	3.8
Public administration & defence	0.3	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.4	0.0	0.0	2.3	0.4
Education & health	8.3	6.6	6.6	6.7	6.8	6.9	7.0	7.1	7.1	7.2	7.3	7.3	7.4	7.5	1.9	0.8	3.0	1.1
Other personal services	1.1	1.4	1.4	1.5	1.5	1.5	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	0.5	0.2	4.1	1.1
Total	27.8	28.4	28.7	29.3	29.5	29.8	30.1	30.2	30.4	30.6	30.9	31.1	31.4	31.6	3.4	2.3	1.6	0.9

Employment by sector (per cent per annum)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Agriculture		-1.1	1.1	-8.4	-6.0	3.8	3.7	-4.9	-13.8	-13.0	-6.9	-9.1	3.1	5.1
Extraction		22.1	16.6	-10.8	-8.2	-8.6	-56.5	66.9	32.9	23.2	-60.5	-81.0	-49.9	1346.3
Manufacturing		1.6	2.9	54.2	36.3	-0.8	-8.1	10.0	-3.6	3.0	-6.1	13.4	-13.3	-16.4
Electricity, gas & water		-11.8	-15.4	-32.4	-44.7	-6.0	-11.6	-41.8	-11.8	-13.9	4.5	-42.3	28.4	-7.1
Construction		-4.5	-3.4	-14.8	-13.0	16.5	2.9	-5.4	14.3	7.6	30.9	-16.0	25.4	12.1
Distribution & hotels		3.4	2.8	-1.6	0.5	5.1	-0.3	7.1	-1.1	12.0	-0.5	18.6	9.6	16.0
Transport & communications		-0.2	-1.2	-13.2	-12.2	12.4	-17.1	22.4	-12.4	-24.1	15.0	5.6	-9.8	2.8
Financial & business services		-11.7	-10.7	24.5	24.3	-18.6	12.2	5.0	12.3	9.5	-15.3	13.2	3.5	8.0
Public administration & defence		-14.8	-20.0	-11.2	-12.8	140.8	-53.1	7.4	28.3	13.8	-23.8	-12.0	-8.8	4.6
Education & health		-4.3	-5.7	-1.9	-0.3	-4.9	4.5	-0.9	-1.4	2.7	12.1	7.4	1.3	4.1
Other personal services		-8.0	-5.8	3.4	11.4	18.2	1.3	-12.8	3.9	-0.6	45.0	11.7	-17.4	-13.5
Total		-1.9	-1.8	7.4	9.2	2.3	-3.1	4.5	-0.7	4.0	2.4	9.0	-0.4	2.6

Employment by sector (per cent per annum)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Agriculture	-5.8	-2.6	-3.1	-2.1	-4.1	-4.0	-4.1	-4.1	-4.1	-4.1	-4.1	-4.1	-4.2	-4.2
Extraction	15.3	3.8	-22.9	1.7	-4.3	-4.4	-4.2	-4.8	-4.5	-4.7	-4.9	-4.6	-5.3	-5.0
Manufacturing	-4.1	11.7	-0.8	-1.4	-1.5	-1.4	-1.8	-1.9	-1.6	-1.6	-1.6	-1.6	-1.5	-1.5
Electricity, gas & water	74.3	45.2	8.2	3.3	1.2	1.3	1.2	1.1	0.9	1.0	0.9	-0.7	0.8	0.6
Construction	-8.6	-21.8	10.3	1.2	-1.0	1.6	2.6	1.2	1.4	1.5	1.2	1.0	1.0	1.0
Distribution & hotels	-25.3	-5.9	0.5	3.0	1.2	2.1	2.0	1.6	1.7	1.8	1.8	1.8	1.8	1.8
Transport & communications	-7.3	10.3	-1.8	0.3	0.0	-0.4	-0.5	-0.7	-0.6	-0.5	-0.5	-0.5	-0.5	-0.5
Financial & business services	2.6	11.6	7.5	11.7	3.7	2.9	3.2	2.2	2.9	3.2	3.4	3.3	3.0	2.8
Public administration & defence	7.1	7.5	0.3	0.5	1.0	0.6	0.6	0.4	0.3	0.3	0.3	0.3	0.3	0.3
Education & health	2.0	4.2	-0.1	1.6	1.8	1.5	1.1	0.9	0.9	0.9	0.9	0.9	0.9	0.9
Other personal services	-0.8	25.5	2.5	1.9	1.5	3.7	4.0	-0.4	-0.2	0.0	0.2	0.3	0.4	0.5
Total	-9.3	2.2	1.3	2.0	0.6	1.0	1.0	0.4	0.6	0.8	0.8	0.8	0.8	0.8

Working age population (000s)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Working age population	32.2	31.7	31.9	31.9	32.1	32.5	32.6	32.6	33.0	33.3	33.4	33.8	34.4	35.0

Working age population (000s)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	000s 1998-2008	000s 2008-2018	Average % growth 1998-2008	Average % growth 2008-2018
Working age population	35.1	35.6	36.1	36.6	37.3	37.7	38.2	38.7	39.3	39.8	40.4	40.9	41.4	42.0	4.0	5.3	1.1	1.4

Working age population (per cent per annum)

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004
Working age population		-1.8	0.6	0.0	0.6	1.3	0.3	0.0	1.3	0.9	0.3	1.2	1.8	1.7

Working age population (per cent per annum)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Working age population	0.3	1.4	1.4	1.4	1.7	1.3	1.3	1.3	1.4	1.4	1.4	1.4	1.3	1.2

Source: Oxford Economics

Appendix 8

NEMS Household Survey Methodology

Ribble Valley Borough Household Shopping Survey

For

BE group

April 2008

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INTRODUCTION

1. RESEARCH BACKGROUND & OBJECTIVES

To conduct a survey amongst residents in the Ribble Valley Borough area to assess shopping habits for main food and grocery, top-up and non-food shopping.

2. RESEARCH METHODOLOGY

A total of 955 telephone interviews were conducted between Wednesday 2nd April 2008 and Monday 12th May 2008 Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend. All respondents were the main shopper in the household, determined using a preliminary filter question.

A random sample of live interviews were listened in to and assessed by our CATI Team Leaders to verify that the quality of interviewing was being maintained.

2.1 Sampling

Selection was done using random stratified sampling from all available telephone numbers within the defined survey area The survey area was segmented into 5 zones, defined using postcodes codes. The zone details were:

Zone	Postcodes	Interviews
1	BB7 3, BB7 4	102
2	BB7 2	100
3	BB6 7, BB7 1, BB7 9, BB12 7	348
4	BB1 9, BB2 7, BB6 8	203
5	PR2 5, PR3 2, PR3 3, PR3 5	202
	Total	**955**

2.2 Weightings

As sample sizes within each sector were not in proportion to households, the final tabulated data was weighted to make the overall results representative of the total population within the defined survey area Details of those weightings are given in the table below:

Postcode	Households	Interviews Achieved	Weighting
BB7 3	1270	38	0.8161
BB7 4	2197	64	0.8383
BB7 2	3372	100	0.8234
BB6 7	5056	120	1.0289
BB7 1	3305	81	0.9964
BB7 9	3622	86	1.0284
BB12 7	3156	61	1.2634
BB1 9	4330	101	1.0469
BB2 7	2940	67	1.0715
BB6 8	1448	35	1.0102
PR2 5	1253	24	1.2749
PR3 2	2273	65	0.8539
PR3 3	3714	88	1.0306
PR3 5	1173	25	1.1457
Total	**37936**	**955**	

2.3 Statistical Reliability

As with any data collection where a sample is being drawn to represent a population, there is potentially a difference between the response from the sample and the true situation in the population as a whole. Many steps have been taken to help minimise this difference (e.g. random sample selection, questionnaire construction etc) but there is always potentially a difference between the sample and population – this is known as the standard error.

The standard error can be estimated using statistical calculations based on the sample size, the population size and the level of response measured (as you would expect you can potentially get a larger error in a 50% response than say a 10% response simply because of the magnitude of the numbers).

To help understand the significance of this error, it is normally expressed as a confidence interval for the results. Clearly to have 100% accuracy of the results would require you to sample the entire population. The usual confidence interval used is 95% - this means that you can be confident that in 19 out of 20 instances the actual population behaviour will be within the confidence interval range.

The 95% confidence intervals for this survey are as follows:

%ge Response	95% confidence interval
10	±2.0
20	±2.7
30	±3.04
40	±3.24
50	±3.34

Appendix 9

Retail Market Share Data

Market Share Analysis

Convenience Goods

Main Food Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Clitheroe	79.40	77.00	35.60	12.60	2.20
Blackburn	3.00	1.00	12.10	64.20	0.80
Accrington	3.60	9.00	21.50	4.40	1.00
Preston	0.00	1.00	0.60	4.50	55.50
Longridge	0.00	0.00	0.30	0.50	31.50
Burnley	3.00	0.00	10.70	0.50	0.00
Great Harwood	0.00	0.00	4.80	1.00	0.00
Nelson	2.00	1.00	1.00	0.00	0.00
Padiham	0.00	0.00	2.10	0.00	0.00
Skipton	2.00	1.00	0.50	0.00	0.00
Colne	2.00	1.00	0.00	0.50	0.00
Other	1.00	1.00	1.60	3.00	5.40
Internet / mail order	0.00	1.00	2.40	1.00	2.60
(Don't know / varies)	4.00	7.00	6.80	7.80	1.00
	100.00	**100.00**	**100.00**	**100.00**	**100.00**

Source: BE Group/NEMS Household Survey 2008

Top-Up Food Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Clitheroe	56.30	86.20	30.40	6.70	0.00
Great Harwood	0.00	0.00	21.20	3.00	0.00
Longridge	1.40	0.00	0.40	0.00	50.70
Blackburn	1.40	2.40	3.50	37.50	0.00
Accrington	1.40	1.20	6.30	2.20	1.40
Preston	1.40	0.00	0.80	3.70	21.00
Whalley	0.00	0.00	6.40	5.00	0.00
Padiham	0.00	0.00	7.40	0.00	0.00
Burnley	2.80	0.00	4.50	2.10	0.00
Rishton	1.40	0.00	0.40	0.00	0.00
Oswaldtwistle	0.00	0.00	0.00	0.70	1.40
Barrow	0.00	0.00	0.30	0.00	0.00
Nelson	0.00	0.00	0.30	0.00	0.00
Skipton	0.00	0.00	0.20	0.00	0.00
Settle	1.40	0.00	0.00	0.00	0.00

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Other	12.70	2.50	11.70	26.00	15.00
(Don't know / varies)	19.80	7.70	6.20	13.10	10.50
	100.00	**100.00**	**100.00**	**100.00**	**100.00**

Source: BE Group/NEMS Household Survey 2008

Comparison – Non-Bulky

Clothes & Footwear Shopping Destinations, Proportion of Households Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn	20.60	22.00	24.50	40.40	2.60
Preston	11.80	14.00	5.00	11.30	63.80
Manchester	6.90	8.00	10.10	6.40	4.10
Burnley	5.90	7.00	16.10	0.50	0.00
Clitheroe	9.80	10.00	6.80	3.40	1.30
Accrington	7.80	4.00	8.90	2.00	0.00
Manchester Trafford	1.00	1.00	1.70	2.50	2.50
Skipton	3.90	2.00	1.70	0.50	0.00
Colne	2.00	1.00	0.90	0.50	1.40
Whalley	1.00	2.00	0.60	1.50	0.00
Longridge	0.00	0.00	0.00	0.00	2.00
Nelson	2.00	0.00	0.00	0.50	0.00
Other	7.80	3.00	2.60	4.90	6.90
(Don't know / varies)	10.80	14.00	11.60	18.80	7.10
(Don't buy these items)	3.90	4.00	3.80	2.50	2.10
Internet / catalogue / mail order	4.80	8.00	5.70	4.30	6.20
	100.00	**100.00**	**100.00**	**100.00**	**100.00**

Source: BE Group/NEMS Household Survey 2008

Books, Toiletries, CD's, Jewellery and Recreational Goods Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn	8.90	7.00	15.20	45.50	0.00
Clitheroe	42.20	55.00	15.2	6.80	2.00
Preston	3.00	1.00	3.00	7.30	50.30
Burnley	2.00	2.00	10.80	0.50	0.00
Accrington	7.80	2.00	13.00	3.00	0.50
Longridge	0.00	0.00	0.00	0.00	14.60
Manchester	2.00	4.00	1.20	2.50	1.10

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Manchester Trafford	0.00	0.00	1.10	0.50	0.50
Great Harwood	1.00	0.00	2.80	0.00	0.00
Padiham	0.00	0.00	1.00	0.00	0.00
Skipton	1.00	0.00	0.30	0.50	0.00
Colne	0.00	2.00	0.30	0.00	0.00
Nelson	0.00	0.00	0.60	0.50	0.00
Brownhill	0.00	0.00	0.00	0.50	0.00
Whalley	0.00	0.00	0.30	0.00	0.00
Other	2.00	4.00	1.10	1.50	0.00
(Don't know / varies)	8.80	7.00	11.60	16.30	12.00
(Don't buy these items)	8.80	3.00	9.20	7.00	8.20
Internet / catalogue / mail order	12.50	13.00	13.30	7.60	10.80
	100.00	**100.00**	**100.00**	**100.00**	**100.00**

Source: BE Group/NEMS Household Survey 2008

Comparison – Bulky Goods

Large Domestic Electrical Appliances Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn	29.30	19.00	30.20	41.40	3.20
Preston	1.00	1.00	0.90	1.50	42.50
Clitheroe	27.60	27.00	11.40	2.00	0.40
Burnley	0.00	0.00	1.60	0.00	0.00
Longridge	0.00	0.00	0.00	0.00	4.20
Internet / catalogue / mail order	10.80	14.00	13.80	11.30	10.70
Other	10.80	11.00	11.90	13.90	10.30
(Don't know / varies)	16.70	14.00	14.10	21.60	16.90
(Don't buy these items)	3.80	14.00	16.10	8.30	11.80
	100.00	**100.00**	**100.00**	**100.00**	**100.00**

Source: BE Group/NEMS Household Survey 2008

Furniture and Carpets Shopping Destinations, Proportion of Households (Percent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Clitheroe	15.70	33.00	11.00	5.40	0.40
Blackburn	6.90	14.00	12.80	20.20	1.00
Accrington	7.80	4.00	7.10	4.40	0.00

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Preston	3.00	2.00	2.40	1.50	19.10
Whalley	0.00	1.00	0.00	0.00	0.00
Padiham	0.00	1.00	0.00	0.00	0.00
Burnley	2.00	0.00	1.00	0.50	0.00
Longridge	0.00	0.00	0.00	0.00	7.90
Other	13.80	5.00	7.70	7.40	3.90
Internet / catalogue / mail order	0.00	1.00	3.50	1.50	3.00
(Don't know / varies)	25.50	19.00	26.90	32.00	37.40
(Don't buy these items)	25.30	20.00	27.50	27.10	27.30
	100.00	**100.00**	**100.00**	**100.00**	**100.00**

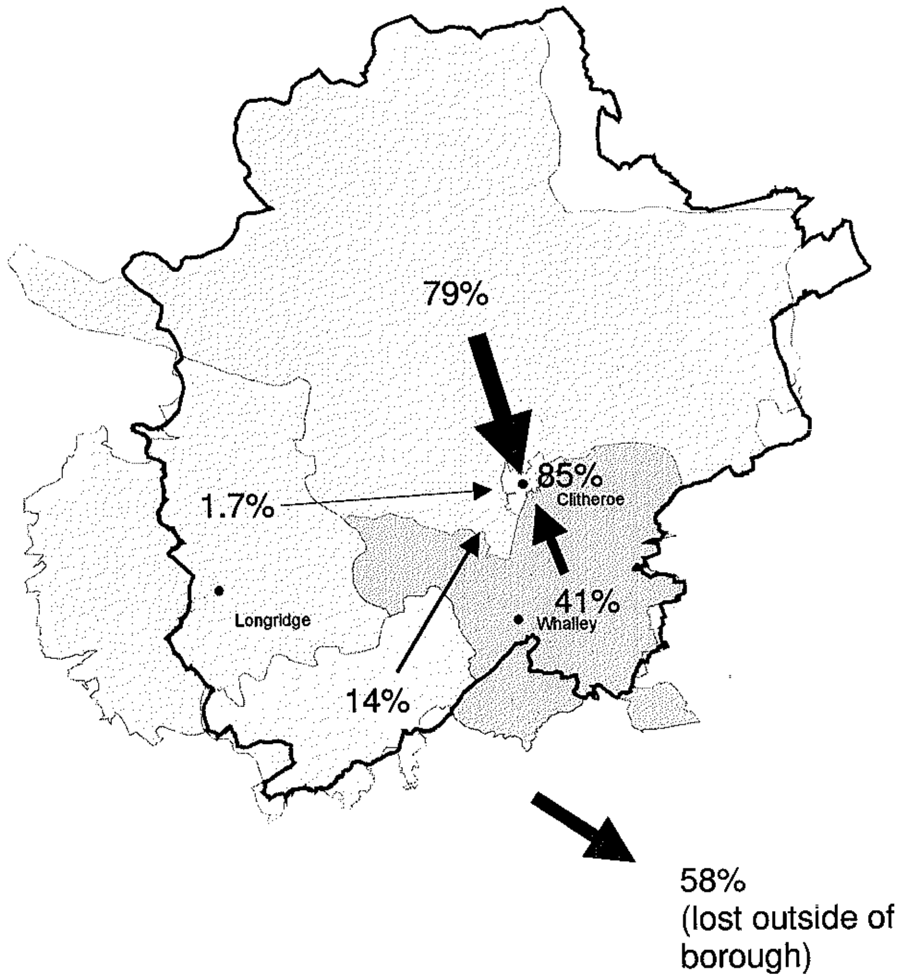
Source: BE Group/NEMS Household Survey 2008

DIY Goods Shopping Destinations, Proportion of Households (Percent)

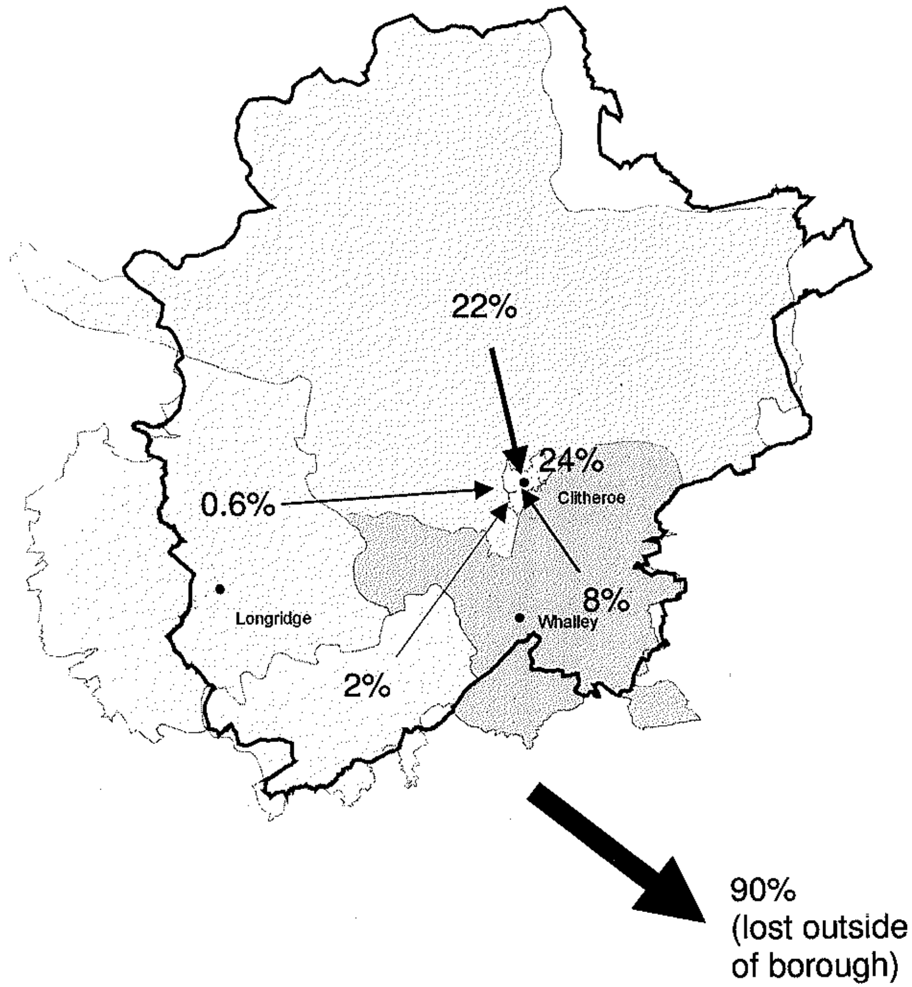
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Blackburn	29.40	20.00	27.60	58.10	0.50
Clitheroe	22.60	31.00	10.40	3.40	0.40
Preston	9.80	6.00	6.80	6.30	62.30
Accrington	2.00	7.00	7.80	0.50	0.00
Nelson	7.90	4.00	9.00	4.40	0.00
Burnley	1.00	2.00	3.80	0.00	0.00
Longridge	0.00	0.00	0.00	0.00	8.20
Whalley	0.00	0.00	2.80	0.00	0.40
Rishton	0.00	0.00	0.00	0.50	0.00
(Don't buy these items)	18.60	21.00	25.00	16.30	16.70
(Don't know / varies)	8.70	9.00	6.80	10.50	11.50
	100.00	**100.00**	**100.00**	**100.00**	**100.00**

Source: BE Group/NEMS Household Survey 2008

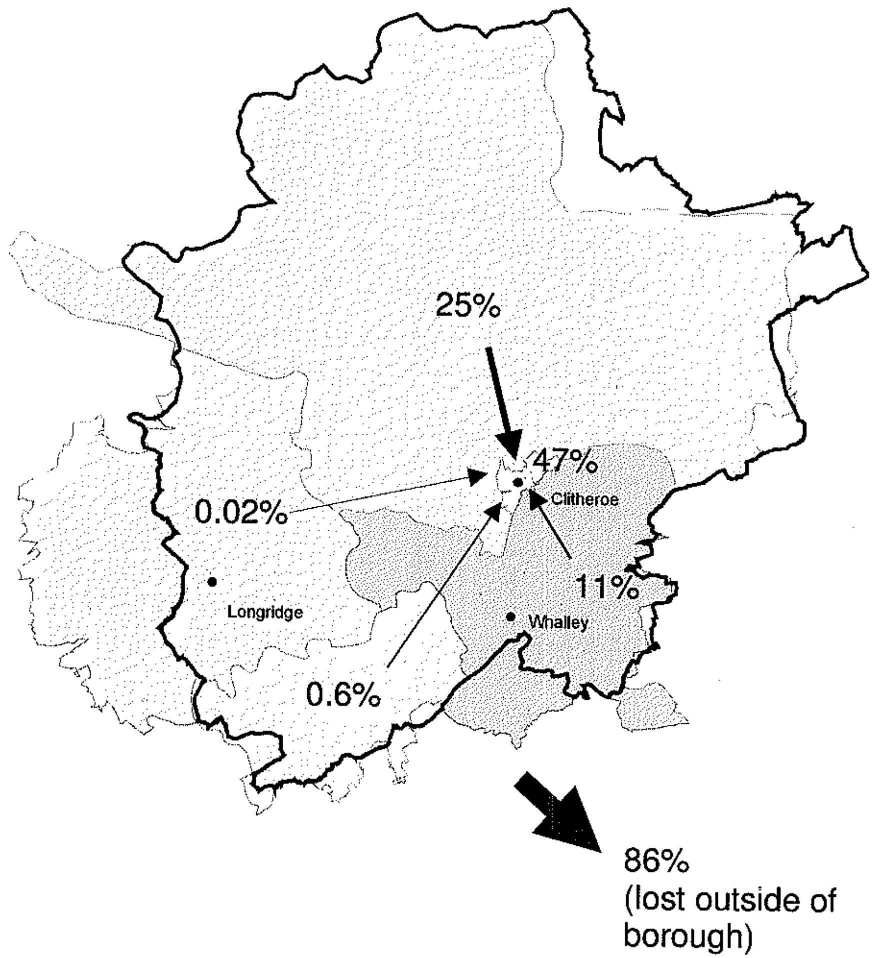
Clitheroe's Market Share – Convenience Goods



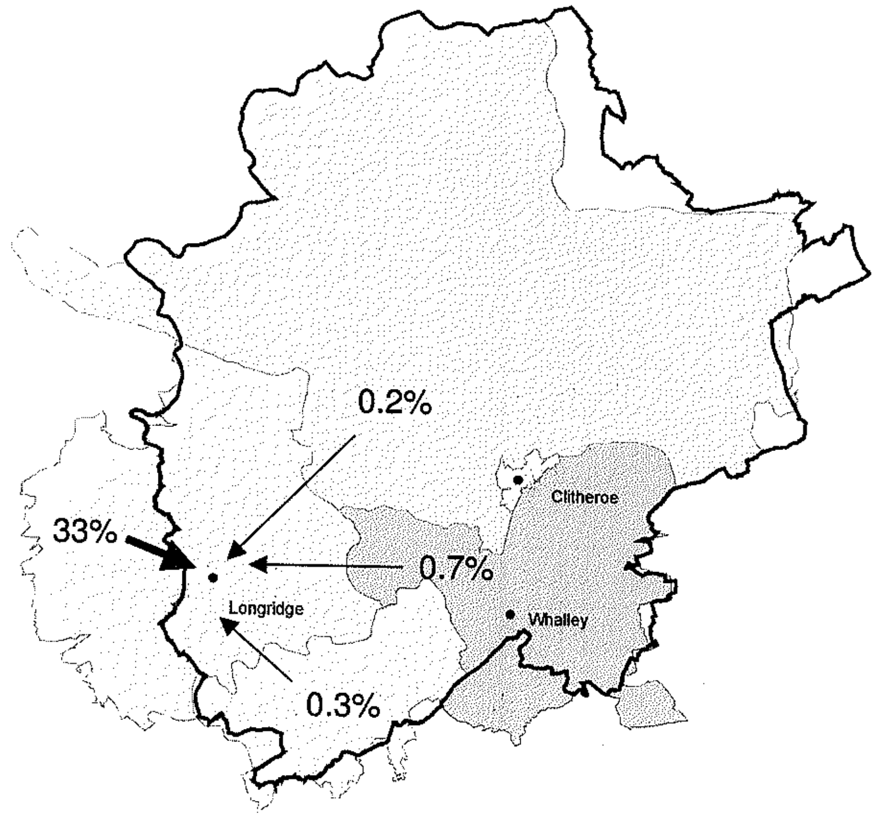
Clitheroe's Market Share – Non-Bulky Comparison Goods



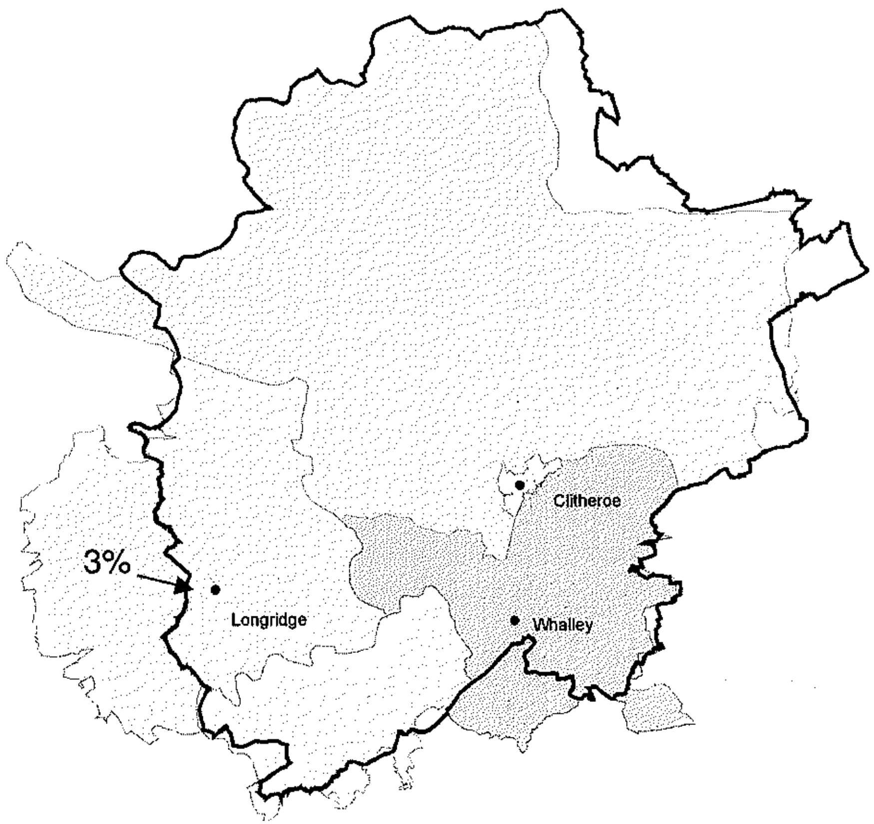
Clitheroe's Market Share – Bulky Comparison Goods



Longridge's Market Share – Convenience Goods

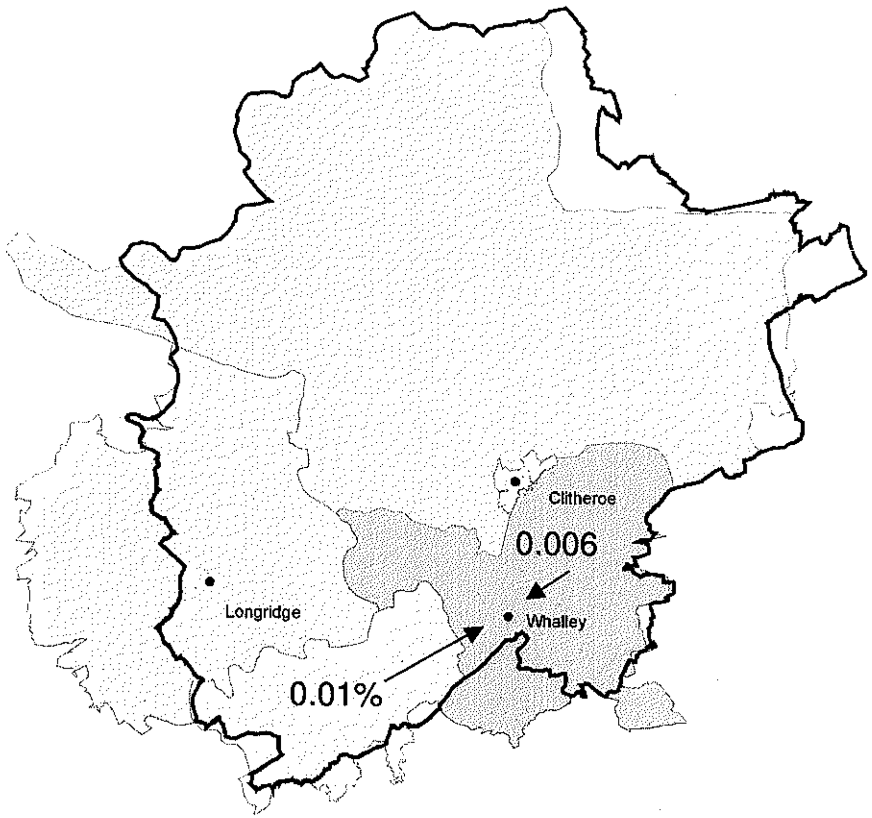


Longridge's Market Share – Non-Bulky Comparison Goods

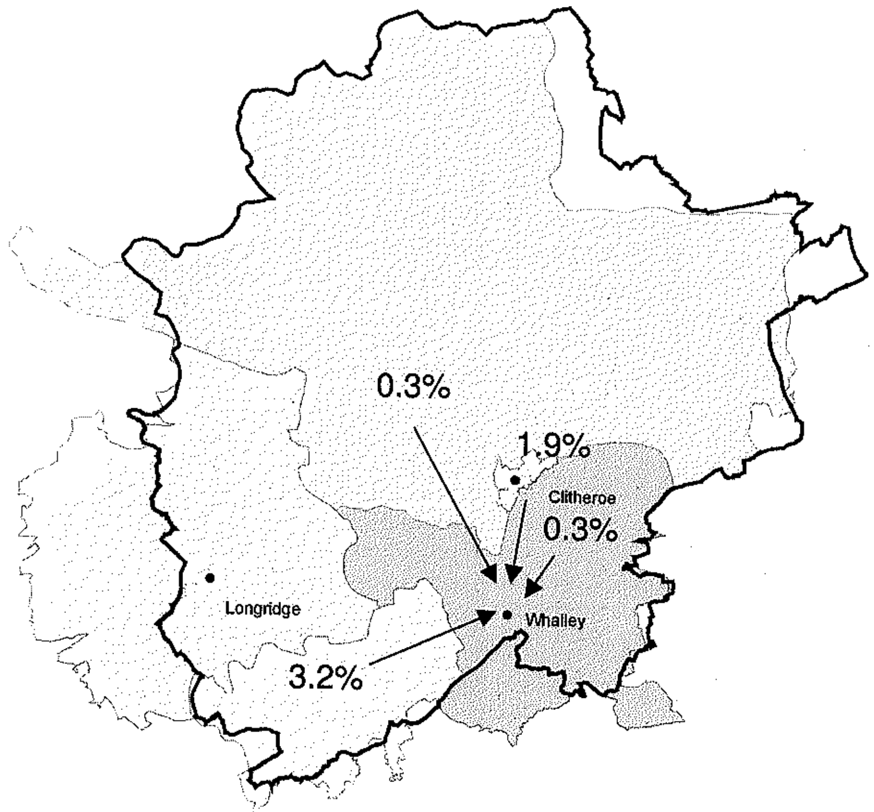


Longridge's Market Share – Bulky Comparison Goods

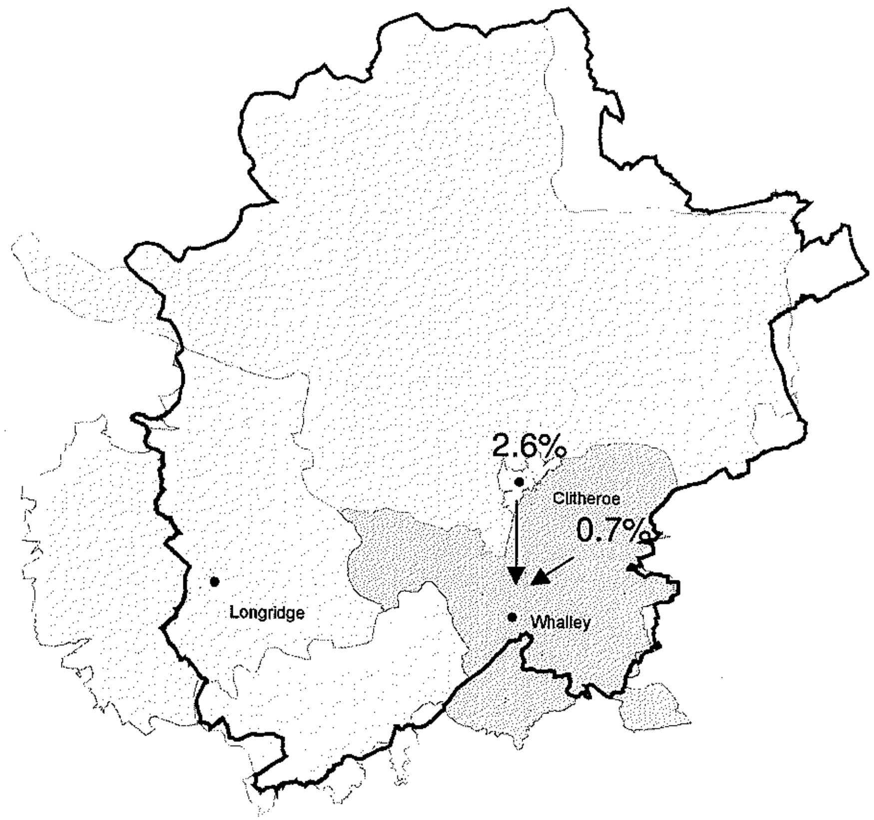
Whalley's Market Share – Convenience Goods



Whalley's Market Share – Non-Bulky Comaprison Goods



Whalley's Market Share – Bulky Comparison Goods



Appendix 10

Retail Zone Summaries

Summary of Postcode Zone Retail Spend

Zone 1

1.1 Zone 1 is the largest of the zones surveyed and lies to the north of the study area. It is largely rural in character and includes the settlements of Slaidburn, Chipping, Dunsop Bridge and Gisburn.

Main Food Shop

1.2 79 percent of households surveyed do their main food shopping in Clitheroe. Just under two thirds go to Tesco on Duck Street, the remainder is fairly evenly split between Sainsbury's and Booths. 17 percent do their main food shopping in Blackburn, Accrington, Colne, Nelson, Skipton and Burnley. Surprisingly, considering the rural nature of the zone, no one said that they do their main food shop via the internet or at Clitheroe Market. Four percent could not specify a preferred location. Just under 90 percent said that they travel by car to do their main shop. Only six percent take the bus, and two percent walk. On average, households in Zone 1 consist of two people and spend £64 a week on food.

Top-Up Food Shop

1.3 70 percent of households in Zone 1 do additional top-up food shops during the week. Just under 50 percent of households revisit supermarkets for top-up food purchases. Only seven percent visit local shops in Clitheroe, including the market. Others visit local shops in Longridge, Blackburn and Preston. On average, Zone 1 households spend £15 a week on top-up shopping and just under 85 percent travel by car.

Clothes and Footwear

1.4 Zone 1 households visit a broad spread of locations to buy clothes and footwear. The most popular destination is Blackburn (21 percent), followed by Preston (12 percent). Clitheroe is the next most popular location (10 percent) but is closely followed by Accrington (8 percent), Manchester (7 percent), and Burnley (6 percent). The remainder is split evenly between Skipton, Colne, Nelson, Manchester Trafford Centre and Whalley. Again surprisingly, only five percent said that the internet is their first preference for buying clothes and footwear. 15 percent could not decide upon one location. Four-fifths of people travel by car to their destination. On average, households in Zone 1 spend £100 per visit and go once a month.

Goods such as Books, CDs and Toiletries

1.5 Most Zone 1 households visit Clitheroe local shops to buy these goods (26 percent).

Including the supermarkets in Clitheroe, this share increases to 42 percent. Interestingly, 13 percent of households buy these goods via the internet or mail order. Other destinations include Blackburn, Accrington, Preston, Burnley, Manchester, Great Harwood and Skipton. 18 percent of households could not decide upon one location. On average, households in Zone 1 spend £30 per visit and purchase these items more than once a month.

Large Domestic Appliances

1.6 The most popular destination for Zone 1 households to buy these items is Blackburn (30 percent), including Currys and PC World. This is closely followed by Clitheroe Town Centre (28 percent), key retailers including DJP and Clitheroe Electrical Shop. 21 percent could not identify a specific location. 11 percent said they buy these goods via the internet and mail order. The remaining 12 percent are split between other destinations including Preston. On average, Zone 1 households spend £420 per visit and usually buy these items once a year.

Furniture and Carpets

1.7 51 percent of households said they either do not buy such items, or could not identify a particular location. The remainder evenly identified a broad range of locations but mostly Clitheroe shops (16 percent). Other destinations included Accrington, Blackburn, Preston, Burnley, Nelson and Colne. On average, households spent £1153 on their last visit and expect to purchase these items less than once every five years on average. No-one in Zone 1 bought their last purchase via the internet or mail order.

DIY

1.8 Just over a quarter of people could not identify a particular location as they do not buy DIY goods on a regular basis. Of the remainder, the most popular destinations for Zone 1 households were B&Q in Blackburn (30 percent) and Dawsons in Clitheroe (21 percent). The remainder is split between B&Q in Nelson (8 percent), B&Q in Bamber Bridge (2 percent), Homebase in Ashton-on-Ribble, Focus on Calverdale Road and local shops in Clitheroe. On average, Zone 1 households spend £48 on DIY goods on each visit and purchase such items once a month.

Zone 2

1.9 Zone 2 is the smallest of the zones surveyed. Largely urban in character, it comprises the town of Clitheroe.

Main Food Shop

1.10 77 percent of Zone 2 households surveyed do their main food shopping in Clitheroe. 38 percent go to Tesco on Duck Street, 23 percent visit Booths and 16 percent go to Sainsburys. Seven percent could not specify a particular destination for their main food shopping. The remaining 16 percent is split between Accrington (nine percent) and then evenly between Blackburn, Colne, Preston, Nelson, Skipton and the internet. 70 percent travel by car to do their main food shop. Only four percent take the bus, but encouragingly 21 percent walk. On average, Zone 2 households consist of two people and spend £55 a week on food – the lowest of the five zones.

Top-Up Food Shop

1.11 80 percent of Zone 2 households do additional top-up food shops during the week. Just under 70 percent of households revisit supermarkets to do this. 17 percent visit local shops in Ciltheroe. Only 1.3 percent said that they visit Clitheroe Market for top-up food shopping. 8 percent of households could not identify a particular destination for top-up food purchases. On average, Zone 2 households spend £14 a week on top-up shopping. Despite visiting shops and supermarkets nearby, 53 percent travel by car. 41 percent walk.

Clothes and Footwear

1.12 Zone 2 households visit a broad spread of locations to buy clothes and footwear, but the most popular destinations are Blackburn (22 percent), followed by Preston (14 percent) and then Clitheroe (10 percent). Manchester (eight percent), the internet (8 percent) and Burnley (seven percent) follow. The remainder is split between Skipton, Whalley, Manchester Trafford Centre and Colne. 18 percent could not decide upon one location. Just under two-thirds travel by car to their destination. On average, households in Zone 2 spend £68 per visit and purchase these items once a month.

Goods such as Books, CDs and Toiletries

1.13 55 percent of Zone 2 households visit Clitheroe Town Centre to buy these goods (includes 11 percent to supermarkets, and one percent to Clitheroe Market). 13 percent of households buy these goods via the internet or mail order. Other destinations include Blackburn, Burnley, Colne, Accrington, Preston and Manchester. 10 percent of households could not decide upon one location. On average, households in Zone 1 spend £24 per visit – the least of all the zones and buy these items more than once a month.

Large Domestic Appliances

1.14 28 percent of Zone 2 households could not identify a specific location where they go to buy these goods. The most popular destination is Clitheroe Town Centre (27 percent) and then Blackburn (19 percent – both Currys and PC World). 14 percent buy these goods via the internet and mail order. The remaining 12 percent is split between other destinations including Preston. On average, Zone 2 households spend £400 per visit and buy such items once a year.

Furniture and Carpets

1.15 39 percent of Zone 2 households said they either do not buy such items on a regular basis, or could not identify a particular location. The remainder identified a broad range of locations, with the most popular location being Clitheroe shops (33 percent). Other destinations include Blackburn (14 percent), Accrington (four percent) Preston, Padiham and Whalley (all one percent). On average, households spent £940 on their last visit and purchase such items less than once every five years. Only one percent bought their last purchase via the internet or mail order.

DIY

1.16 Just under a third of people could not identify a particular location as they do not buy DIY goods on a regular basis. Of the remainder, the most popular destinations for Zone 2 households for DIY goods were Dawsons in Clitheroe (31 percent) and B&Q in Blackburn (20 percent). The remainder is split between Homebase in Accrington (seven percent), Focus on Whitebirk Drive (three percent), B&Q in Bamber Bridge and Nelson (both 2 percent) and Focus on Calverdale Road (two percent). On average, Zone 2 households spend £41 on DIY goods on each visit, and purchase them roughly once a month.

Zone 3

1.17 Zone 3 is the third largest zone to be surveyed. Both urban and rural in character, it includes Whalley, Great Harwood and Simonstone.

Main Food Shop

1.18 36 percent of Zone 3 households surveyed do their main food shopping in Clitheroe (only 0.3 percent at the market). This comprises 16 percent at Tesco, 14 percent at Sainsburys and six percent visit Booths. Seven percent could not specify a particular destination for their main food shopping. 50 percent is split between Accrington (22 percent), Blackburn (12 percent), Burnley (11 percent) and Great Harwood (five percent). Two percent use the internet to do their main food shop. The remainder is divided between Padiham, Nelson, Preston, Skipton, Longridge and Colne. 79 percent travel by car to do their main food shop. Six percent take the bus, and 11 percent walk. On average, Zone 3 households consist of two people and spend £62 a week on food.

Top-Up Food Shop

1.19 74 percent of Zone 3 households do additional top-up food shops during the week. Just under 53 percent of these households revisit supermarkets to do this (27 percent go to Clitheroe supermarkets). Interestingly, 10 percent of people visit local shops in Great Harwood for their top-up items. Six percent visit local shops in Whalley and four percent visit local shops in Ciltheroe. Local shops in Padiham, Blackburn, Burnley and Rishton also benefit. Six percent of households could not identify a particular destination for top-up food purchases. The remainder is split between Accrington, Longridge, Preston, Nelson and Colne. On average, Zone 3 households spend £14 a week on top-up shopping. 50 percent travel by car to these destinations but 43 percent walk.

Clothes and Footwear

1.20 Zone 3 households visit a broad spread of locations to buy clothes and footwear. The most popular destinations are Blackburn Town Centre (25 percent), followed by Burnley Town Centre (16 percent), Manchester City Centre (10 percent), and Accrington Town Centre (nine percent). The remainder is split between Clitheroe, Preston, Skipton, Manchester Trafford Centre, Whalley and Colne. Six percent of Zone 3 households prefer to buy clothes and footwear on the internet. 16 percent could not decide upon one location. Just under 70 percent travel by car to their destination. On average, households in Zone 3 spend £86 per visit and purchase these items once a month.

Goods such as Books, CDs and Toiletries

1.21 15 percent of Zone 3 households visit Clitheroe Town Centre to buy these goods (includes five percent to supermarkets, and less than one percent to Clitheroe Market). 13 percent of households buy these goods via the internet or mail order. Other destinations for these items include Blackburn (13 percent), Accrington (13 percent), Burnley Town Centre (11 percent), Great Harwood (three percent), Preston (three percent), Manchester City Centre (one percent) and the Trafford Centre (one percent). 21 percent of households could not identify a specific destination. On average, households in Zone 3 spend £30 per visit and purchased these items more than once a month

Large Domestic Appliances

1.22 30 percent of Zone 3 households could not identify a specific location where they go to buy these goods. Of the remainder, the most popular destination is Blackburn (30 percent - Currys and PC World). 14 percent buy these goods via the internet and mail order. The remaining 26 percent is split between other destinations but largely Clitheroe (11 percent), Preston and Burnley. On average, Zone 3 households spend £355 per visit and purchase these items on average once a year.

Furniture and Carpets

1.23 54 percent of Zone 3 households said they either do not buy such items on a regular basis, or could not identify a particular location. The rest identified a broad range of locations, the most popular being Blackburn (13 percent), Clitheroe (11 percent) and Accrington (seven percent). Others key destinations include Preston, and Burnley. Four percent bought their last purchase via the internet or mail order. On average, households spent £974 on their last visit and purchase these items less than once every five years.

DIY

1.24 Just under a third of people could not identify a particular location as they do not buy DIY goods on a regular basis. For those that did, the most popular destination for Zone 3 households for DIY goods was B&Q in Blackburn (28 percent). A quarter is spread between Dawsons in Clitheroe (10 percent), Homebase in Accrington (eight percent) and B&Q in Nelson (seven percent). Other destinations include B&Q at Bamber Bridge, Focus at Calverdale Road and Whitebirk Drive, Whalley and Clitheroe town centres. On average, Zone 3 households spend £58 on DIY goods on each visit and buy these items once every two months.

Zone 4

1.25 Zone 4 is the second smallest zone to be surveyed. Both urban and rural in character, it includes Ribchester, Brownhill and Wilpshire.

Main Food Shop

1.26 13 percent of Zone 4 households surveyed do their main food shopping in Clitheroe supermarkets, equally split between Tesco, Sainsburys and Booths. By far the most popular destination is Blackburn, attracting 64 percent of households to do their main food shopping. Eight percent could not identify a preferred location. The remaining share is split between Preston (five percent), Accrington (four percent), Great Harwood (one percent), Colne, Burnley, Longridge and the internet. 89 percent travel by car to do their main food shop. Six percent take the bus, and one percent walk. On average, Zone 4 households consist of two people and spend £60 a week on food.

Top-Up Food Shop

1.27 68 percent of Zone 4 households do additional top-up food shops during the week. 38 percent of these households revisit supermarkets to do this (only five percent go to Clitheroe supermarkets). A significant proportion (44 percent) of people visit local shops, mainly in Blackburn but also in Great Harwood and Whalley, for their top-up items. 13 percent of households could not identify a particular destination for top-up food purchases. On average, Zone 4 households spend £12 a week on top-up shopping – the lowest of the five zones. 71 percent travel by car to these destinations but 24 percent walk.

Clothes and Footwear

1.28 Zone 4 households visit a broad spread of locations to buy clothes and footwear, with the most popular destination by far being Blackburn Town Centre (40 percent), followed by Preston City Centre (11 percent), Manchester City Centre (six percent), Clitheroe Town Centre and Trafford Centre (both three percent). The remainder is split between Accrington, Burnley, Skipton, Whalley, Nelson and Colne. Five percent of households prefer to buy clothes and footwear on the internet. 21 percent could not decide upon one location. 77 percent travel by car to their destination. On average, households in Zone 4 spend £95 per visit and shop once a month.

Goods such as books, CDs and toiletries

1.29 Seven percent of Zone 4 households visit Clitheroe Town Centre to buy these goods (mostly to supermarkets). Eight percent of households buy via the internet or mail order. The most popular destination for these items is Blackburn (45 percent – two thirds to the town centre), followed by Preston (seven percent), Accrington and Manchester (both three percent). The remainder is split between Burnley, Skipton, Brownhill and Nelson. 23 percent of households could not identify a specific destination. On average, households in Zone 4 spend £40 per visit and buy these items more than once a month.

Large Domestic Appliances

1.30 The most popular destination to buy these goods is Blackburn (41 percent). 30 percent of households could not identify a preferred location. 11 percent buy these goods via the internet and mail order. The remainder is split between other destinations, the main ones being Clitheroe and Preston. On average, Zone 4 households spend £558 per visit and buy these items once every 1-2 years.

Furniture and Carpets

1.31 60 percent of Zone 3 households said they either do not buy such items on a regular basis, or could not identify a preferred location. For those that do, the most popular locations are Blackburn (20 percent), Clitheroe (five percent), and Accrington (four percent). The remainder is split between other destinations including the internet, Preston and Burnley. On average, households spent £1192 on their last visit and buy items less than once every five years.

DIY

1.32 27 percent of people could not identify a preferred location as they do not buy DIY goods on a regular basis. 58 percent buy at B&Q in Blackburn. The remaining 15 percent is split largely between Dawsons in Clitheroe, Homebase in Accrington, B&Q (in Preston and Bamber Bridge), Focus at Whitebirk Drive and Focus in Blackburn. On average, Zone 4 households spend £90 on DIY goods per visit and purchase these items once every six months.

Zone 5

1.33 Zone 5 is the third smallest zone to be surveyed. It includes Longridge, Chipping and Goosnargh. It extends to the west side of the M6, to include Catterall and Barton (locations in Preston City Council's area).

Main Food Shop

1.34 Only two percent of Zone 5 households do their main food shopping in Clitheroe supermarkets. By far the most preferred destinations are Preston, attracting 56 percent (Asda at Fulwood being the most popular at 38 percent) and Longridge (32 percent). One percent could not identify a preferred location. The remaining share is split between the internet, Accrington and Blackburn. 88 percent travel by car to do their main food shop. Less than one percent take the bus, and six percent walk. On average, households consist of two people and spend £68 a week on food.

Top-Up Food Shop

1.35 74 percent of Zone 5 households do additional top-up food shops during the week. 51 percent of these households revisit supermarkets (two thirds go to Longridge supermarkets). A significant proportion (44 percent) of people visit local shops, mainly in Longridge (15 percent) but also Preston, Accrington and Oswaldtwistle. The remainder could not identify a preferred destination for top-up food purchases. On average, Zone 5 households spend £14 a week on top-up shopping. 62 percent travel by car to these destinations and 32 percent walk.

Clothes and Footwear

1.36 Preston by far is the most popular location to buy clothes and footwear, 64 percent. Nine percent could not identify a preferred location. Other destinations include Manchester, Blackburn, Trafford Centre, Clitheroe, Longridge and Colne. 78 percent travel by car to their destination. 12 percent use the bus. No-one walks. On average, Zone 5 households spend £75 per visit and shop once a month.

Goods such as Books, CDs and Toiletries

1.37 50 percent of Zone 5 households visit Preston to buy these goods (one third to supermarkets). Eleven percent prefer to buy these goods via the internet or mail order. Other destinations are Longridge (15 percent) and the remainder split between Clitheroe, Manchester, Accrington and the Trafford Centre. 19 percent of households could not identify a preferred destination. On average, households in Zone 5 spend £27 per visit and buy these items more than once a month.

Large Domestic Appliances

1.38 Preston stores are the most popular destinations (43 percent). 28 percent of households could not identify a preferred location. 11 percent buy these goods via the internet and mail order. The remainder is split between other destinations including Longridge, Blackburn and Clitheroe. On average, Zone 5 households spend £336 per visit and buy these items once every 1-2 years.

Furniture and Carpets

1.39 65 percent of Zone 5 households said they either do not buy such items on a regular basis, or could not identify a preferred location. For the remaining 35 percent the most popular location was Preston (19 percent), with others identifying Longridge (eight percent), the internet (three percent) and Blackburn (one percent). On average, households spent £962 on their last visit and buy items once every five years.

DIY

1.40 28 percent of people could not identify a preferred location as they do not purchase DIY goods on a regular basis. Of the remainder, the most popular destination by far is Preston (B&Qs and Wickes - 62 percent). The remaining 10 percent is split largely between Swifts in Longridge, Dawsons in Clitheroe and B&Q (in Blackburn). On average, Zone 5 households spend £76 on DIY goods per visit and purchase these items once every six months.

Appendix 11

Retail Capacity Workings (Goods Based)

Clitheroe - Convenience Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		1753	1429	1600	1474	1484
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	142668266	15384328	9748638	57886400	32881992	26766908
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365	0.0174
	Captured Spend	49222565	12250332	8299222	23721273	4487120	464619
2010	Capita £		1774	1446	1619	1492	1502
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	146383589	15984064	9939375	59277293	33765850	27417007
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365	0.0174
	Captured Spend	50564377	12727894	8461601	24291247	4607732	475903
2012	Capita £		1795	1464	1639	1510	1520
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	150209690	16613932	10108407	60801381	34635993	28049977
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365	0.0174
	Captured Spend	51964116	13229449	8605501	24915803	4726473	486890
2014	Capita £		1817	1481	1658	1528	1538
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	154126332	17252982	10283026	62360145	35523685	28706495
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365	0.0174
	Captured Spend	53392937	13738316	8754158	25554569	4847609	498286
2016	Capita £		1839	1499	1678	1546	1557
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	158092156	17908653	10455884	63939172	36423056	29365391
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365	0.0174
	Captured Spend	54843433	14260418	8901316	26201639	4970338	509723
2018	Capita £		1861	1517	1698	1565	1575
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	162111652	18465932	10675397	65562401	37342026	30065895
	Market Share	0.35	0.7963	0.8513	0.4098	0.1365	0.0174
	Captured Spend	56276810	14704172	9088192	26866822	5095742	521882

Source: BE Group/NEMS Household Survey 2008

2008-18 Residual Increase		**£7,054,245**
National Sales Density	**£8910/sqm**	**791sqm**
Local Sales Density	**£5485/sqm**	**1286sqm**

Longridge - Convenience Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		1753	1429	1600	1474	1484
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	142668266	15384328	9748638	57886400	32881992	26766908
	Market Share	0.065	0.001885	-	0.006733	0.003074	0.327865
	Captured Spend	9295745	28996	-	389738	101079	8775932
2010	Capita £		1774	1446	1619	1492	1502
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	146383589	15984064	9939375	59277293	33765850	27417007
	Market Share	0.065	0.001885	-	0.006733	0.003074	0.327865
	Captured Spend	9522101	30127	-	399103	103796	8989076
2012	Capita £		1795	1464	1639	1510	1520
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	150209690	16613932	10108407	60801381	34635993	28049977
	Market Share	0.065	0.001885	-	0.006733	0.003074	0.327865
	Captured Spend	9743753	31314	-	409364	106471	9196605
2014	Capita £		1817	1481	1658	1528	1538
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	154126332	17252982	10283026	62360145	35523685	28706495
	Market Share	0.065	0.001885	-	0.006733	0.003074	0.327865
	Captured Spend	9973431	32518	-	419859	109199	9411854
2016	Capita £		1839	1499	1678	1546	1557
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	158092156	17908653	10455884	63939172	36423056	29365391
	Market Share	0.065	0.001885	-	0.006733	0.003074	0.327865
	Captured Spend	10204091	33754	-	430490	111964	9627883
2018	Capita £		1861	1517	1698	1565	1575
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	162111652	18465932	10675397	65562401	37342026	30065895
	Market Share	0.065	0.001885	-	0.006733	0.003074	0.327865
	Captured Spend	10448566	34805	-	441419	114789	9857554

Source: BE Group/NEMS Household Survey 2008

2008-18 Residual Increase		**£1,152,822**
National Sales Density	**£8910/sqm**	**129sqm**
Local Sales Density	**£5485/sqm**	**629sqm**

Whalley - Convenience Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		1753	1429	1600	1474	1484
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	142668266	15384328	9748638	57886400	32881992	26766908
	Market Share	0.000048	-	-	0.0000576	0.0001052	-
	Captured Spend	6792	-	-	3334	3458	-
2010	Capita £		1774	1446	1619	1492	1502
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	146383589	15984064	9939375	59277293	33765850	27417007
	Market Share	0.000048	-	-	0.0000576	0.0001052	-
	Captured Spend	6965	-	-	3414	3551	-
2012	Capita £		1795	1464	1639	1510	1520
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	150209690	16613932	10108407	60801381	34635993	28049977
	Market Share	0.000048	-	-	0.0000576	0.0001052	-
	Captured Spend	7144	-	-	3502	3642	-
2014	Capita £		1817	1481	1658	1528	1538
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	154126332	17252982	10283026	62360145	35523685	28706495
	Market Share	0.000048	-	-	0.0000576	0.0001052	-
	Captured Spend	7328	-	-	3592	3736	-
2016	Capita £		1839	1499	1678	1546	1557
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	158092156	17908653	10455884	63939172	36423056	29365391
	Market Share	0.000048	-	-	0.0000576	0.0001052	-
	Captured Spend	7513	-	-	3683	3830	-
2018	Capita £		1861	1517	1698	1565	1575
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	162111652	18465932	10675397	65562401	37342026	30065895
	Market Share	0.000048	-	-	0.0000576	0.0001052	-
	Captured Spend	7703	-	-	3776	3927	-

Source: BE Group/NEMS Household Survey 2008

2008-18 Residual Increase	**£911**
National Sales Density	-
Local Sales Density	-

Clitheroe - Non-Bulky Comparison Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		518	388	525	662	454
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	49143573	4545968	2646936	18993975	14767896	8188798
	Market Share	0.073	0.2193	0.2394	0.0843	0.0205	0.0056
	Captured Spend	3580389	996860	633788	1600783	303425	45533
2010	Capita £		571	428	579	730	501
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	54934141	5145566	2940063	21189747	16520998	9137767
	Market Share	0.073	0.2193	0.2394	0.0843	0.0205	0.0056
	Captured Spend	4008411	1128342	703975	1785839	339445	50810
2012	Capita £		630	472	638	805	552
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	61409278	5826617	3257455	23678214	18462237	10184756
	Market Share	0.073	0.2193	0.2394	0.0843	0.0205	0.0056
	Captured Spend	4489183	1277686	779972	1995563	379330	56632
2014	Capita £		698	523	708	892	612
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	69035692	6629555	3630721	26608405	20746790	11420221
	Market Share	0.073	0.2193	0.2394	0.0843	0.0205	0.0056
	Captured Spend	5055391	1453758	869347	2242515	426269	63502
2016	Capita £		774	580	785	989	678
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	77583550	7539793	4044910	29891999	23306954	12799894
	Market Share	0.073	0.2193	0.2394	0.0843	0.0205	0.0056
	Captured Spend	5691176	1653358	968521	2519252	478871	71173
2018	Capita £		858	643	870	1097	752
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	87165695	8518124	4524894	33582965	26180820	14358893
	Market Share	0.073	0.2193	0.2394	0.0843	0.0205	0.0056
	Captured Spend	6399422	1867891	1083450	2830321	537918	79842

Source: BE Group/NEMS Household Survey 2008

2008-2018 Residual Increase		**£2,819,033**
National Sales Density	**£3500/sqm**	**805sqm**
Local Sales Density	**£407/sqm**	**6926sqm**

Longridge - Non-Bulky Comparison Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		518	388	525	662	454
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	49143573	4545968	2646936	18993975	14767896	8188798
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	249042	-	-	-	-	249042
2010	Capita £		571	428	579	730	501
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	54934141	5145566	2940063	21189747	16520998	9137767
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	277903	-	-	-	-	277903
2012	Capita £		630	472	638	805	552
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	61409278	5826617	3257455	23678214	18462237	10184756
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	309744	-	-	-	-	309744
2014	Capita £		698	523	708	892	612
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	69035692	6629555	3630721	26608405	20746790	11420221
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	347318	-	-	-	-	347318
2016	Capita £		774	580	785	989	678
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	77583550	7539793	4044910	29891999	23306954	12799894
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	389277	-	-	-	-	389277
2018	Capita £		858	643	870	1097	752
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	87165695	8518124	4524894	33582965	26180820	14358893
	Market Share	0.005	-	-	-	-	0.0304
	Captured Spend	436691	-	-	-	-	436691

Source: BE Group/NEMS Household Survey 2008

2008-2018 Residual Increase		**£187,648**
National Sales Density	**£3500/sqm**	**54sqm**
Local Sales Density	**£125/sqm**	**1501sqm**

Whalley - Non-Bulky Comparison Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		518	388	525	662	454
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	49143573	4545968	2646936	18993975	14767896	8188798
	Market Share	0.012	0.0033	0.0195	0.0028	0.0323	0.0000
	Captured Spend	597450	15017	51734	53162	477537	0
2010	Capita £		571	428	579	730	501
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	54934141	5145566	2940063	21189747	16520998	9137767
	Market Share	0.012	0.0033	0.0195	0.0028	0.0323	0.0000
	Captured Spend	667994	16998	57463	59307	534225	0
2012	Capita £		630	472	638	805	552
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	61409278	5826617	3257455	23678214	18462237	10184756
	Market Share	0.012	0.0033	0.0195	0.0028	0.0323	0.0000
	Captured Spend	746184	19248	63666	66272	596998	0
2014	Capita £		698	523	708	892	612
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	69035692	6629555	3630721	26608405	20746790	11420221
	Market Share	0.012	0.0033	0.0195	0.0028	0.0323	0.0000
	Captured Spend	838207	21901	70961	74473	670871	0
2016	Capita £		774	580	785	989	678
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	77583550	7539793	4044910	29891999	23306954	12799894
	Market Share	0.012	0.0033	0.0195	0.0028	0.0323	0.0000
	Captured Spend	941285	24907	79057	83664	753657	0
2018	Capita £		858	643	870	1097	752
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	87165695	8518124	4524894	33582965	26180820	14358893
	Market Share	0.012	0.0033	0.0195	0.0028	0.0323	0.0000
	Captured Spend	1057158	28139	88438	93994	846587	0

Source: BE Group/NEMS Household Survey 2008

2008-2018 Residual Increase		**£459,709**
National Sales Density	**£3500/sqm**	**131sqm**
Local Sales Density	**£300/sqm**	**1532sqm**

Clitheroe - Bulky Comparison Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		961	402	473	480	463
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	47347818	8433736	2742444	17112667	10707840	8351131
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	6003978	2108781	1292674	1989984	600282	12256
2010	Capita £		1060	443	521	529	510
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	52981102	9546118	3046148	19090953	11978971	9318912
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	6728002	2386923	1435827	2220033	671542	13677
2012	Capita £		1168	489	575	583	563
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	59290719	10809611	3374992	21332943	13386516	10386656
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	7540119	2702848	1590830	2480748	750449	15244
2014	Capita £		1295	542	637	647	624
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	66723468	12299233	3761726	23972905	15042990	11646613
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	8496581	3075315	1773121	2787742	843311	17093
2016	Capita £		1436	601	707	717	692
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	75062983	13987916	4190861	26931268	16899302	13053636
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	9571247	3497555	1975397	3131761	947376	19158
2018	Capita £		1592	666	784	795	767
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	84374356	15802928	4688163	30256652	18983072	14643540
	Market Share	0.127	0.2500	0.4714	0.1163	0.0561	0.0015
	Captured Spend	10765332	3951383	2209805	3518461	1064193	21491

Source: BE Group/NEMS Household Survey 2008

2008-2018 Residual Increase		**£4,761,355**
National Sales Density	**£3500/sqm**	**1360sqm**
Local Sales Density	**£1756/sqm**	**2711sqm**

Longridge - Bulky Comparison Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		961	402	473	480	463
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	47347818	8433736	2742444	17112667	10707840	8351131
	Market Share	0.029	-	-	-	-	0.1643
	Captured Spend	1371864	-	-	-	-	1371864
2010	Capita £		1060	443	521	529	510
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	52981102	9546118	3046148	19090953	11978971	9318912
	Market Share	0.029	-	-	-	-	0.1643
	Captured Spend	1530844	-	-	-	-	1530844
2012	Capita £		1168	489	575	583	563
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	59290719	10809611	3374992	21332943	13386516	10386656
	Market Share	0.029	-	-	-	-	0.1643
	Captured Spend	1706245	-	-	-	-	1706245
2014	Capita £		1295	542	637	647	624
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	66723468	12299233	3761726	23972905	15042990	11646613
	Market Share	0.029	-	-	-	-	0.1643
	Captured Spend	1913222	-	-	-	-	1913222
2016	Capita £		1436	601	707	717	692
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	75062983	13987916	4190861	26931268	16899302	13053636
	Market Share	0.029	-	-	-	-	0.1643
	Captured Spend	2144357	-	-	-	-	2144357
2018	Capita £		1592	666	784	795	767
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	84374356	15802928	4688163	30256652	18983072	14643540
	Market Share	0.029	-	-	-	-	0.1643
	Captured Spend	2405535	-	-	-	-	2405535

Source: BE Group/NEMS Household Survey 2008

2008-2018 Residual Increase		**£1,033,672**
National Sales Density	**£3500/sqm**	**295sqm**
Local Sales Density	**£617/sqm**	**1675sqm**

Whalley - Bulky Comparison Goods

Year		Study Area	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
2008	Capita £		961	402	473	480	463
	Proj. Pop	92122	8776	6822	36,179	22,308	18,037
	Total Spend	47347818	8433736	2742444	17112667	10707840	8351131
	Market Share	0.004	-	0.0260	0.0069	-	
	Captured Spend	188592	-	71230	117363	-	-
2010	Capita £		1060	443	521	529	510
	Proj. Pop	93384	9010	6873	36,609	22,636	18,256
	Total Spend	52981102	9546118	3046148	19090953	11978971	9318912
	Market Share	0.004	-	0.0260	0.0069	-	
	Captured Spend	210048	-	79118	130930	-	-
2012	Capita £		1168	489	575	583	563
	Proj. Pop	94666	9254	6907	37,105	22,944	18,456
	Total Spend	59290719	10809611	3374992	21332943	13386516	10386656
	Market Share	0.004	-	0.0260	0.0069	-	
	Captured Spend	233965	-	87659	146306	-	-
2014	Capita £		1295	542	637	647	624
	Proj. Pop	95961	9496	6943	37,605	23,253	18,664
	Total Spend	66723468	12299233	3761726	23972905	15042990	11646613
	Market Share	0.004	-	0.0260	0.0069	-	
	Captured Spend	262115	-	97703	164412	-	-
2016	Capita £		1436	601	707	717	692
	Proj. Pop	97241	9740	6976	38,100	23,559	18,866
	Total Spend	75062983	13987916	4190861	26931268	16899302	13053636
	Market Share	0.004	-	0.0260	0.0069	-	
	Captured Spend	293550	-	108849	184701	-	-
2018	Capita £		1592	666	784	795	767
	Proj. Pop	98520	9924	7038	38,604	23,867	19,087
	Total Spend	84374356	15802928	4688163	30256652	18983072	14643540
	Market Share	0.004	-	0.0260	0.0069	-	-
	Captured Spend	329273	-	121766	207507	-	-

Source: BE Group/NEMS Household Survey 2008

2008-2018 Residual Increase		**£140,681**
National Sales Density	**£3500/sqm**	**40sqm**
Local Sales Density	**£241/sqm**	**584sqm**

Appendix 12

Retailer Survey Analysis

CLITHEROE RETAIL QUESTIONNAIRE

Questionnaires were distributed to 210 retailers in Clitheroe. 54 responded, giving a 26 percent response rate.

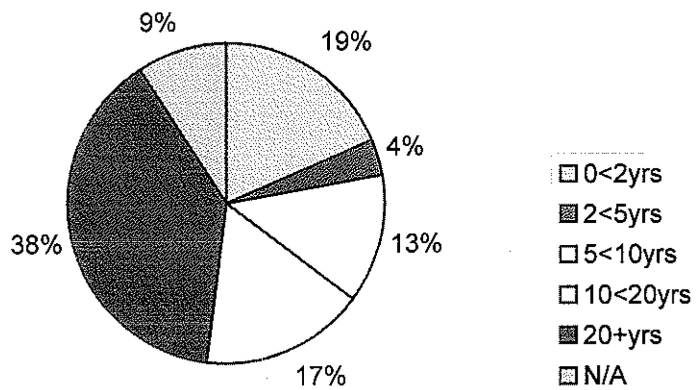
The main aim of the questionnaire was to understand retailer concerns and views, in order to identify ways to promote new retail growth.

The results of the survey are shown below and key issues are highlighted in Section 9.0 of the main report.

Business Activity

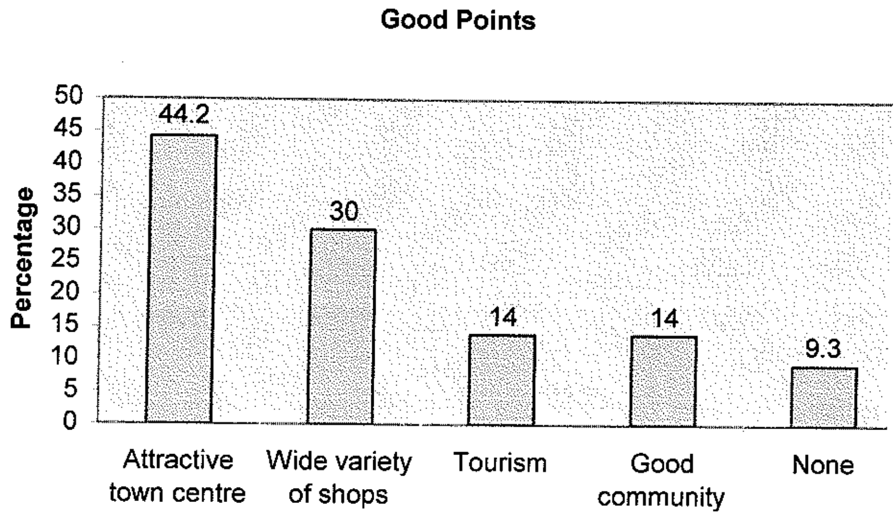
Business Activity	Number of Responses	Percentage of Responses
Clothes/accessories	14	26
Café/food Retailers	10	18.5
Professional	-	-
Health	2	3.7
Service provider	7	13
Household/furniture shops	2	3.7
Gift/antiques shops	4	7.4
Other	13	24
N/A	2	3.7
Total	**54**	**100**

Years Established

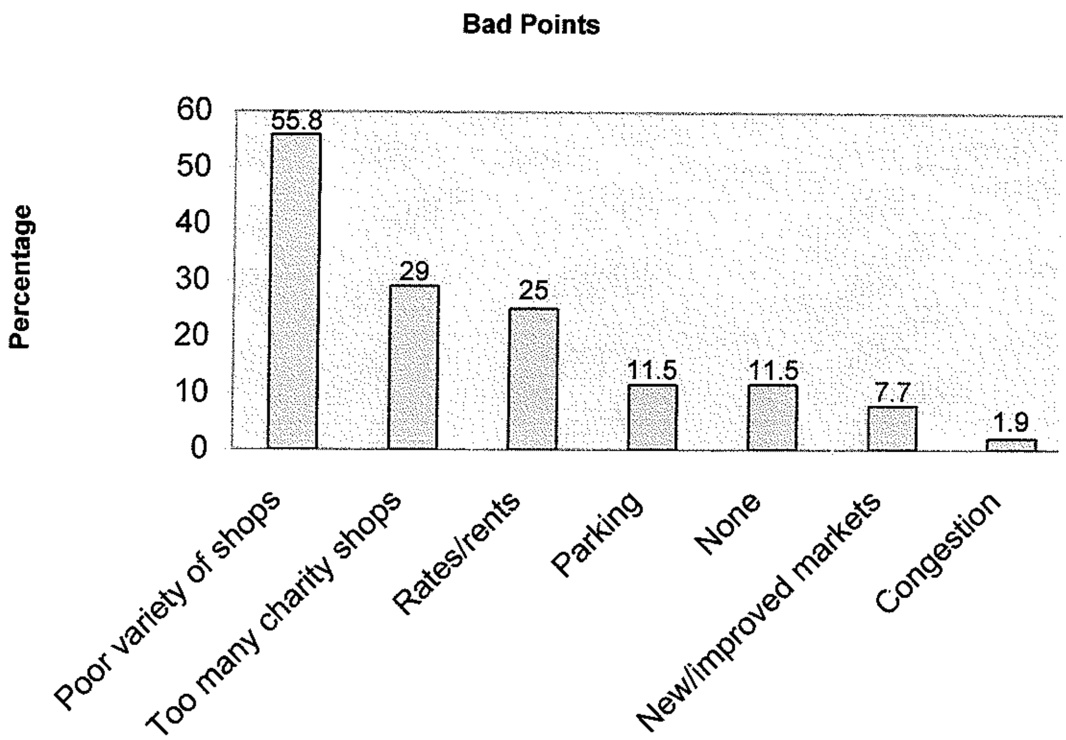


- Most businesses have been established for more than 20 years, indicating a fairly stable retail sector
- In the last two years more shops (19 percent) have opened.

Retailer Perceptions

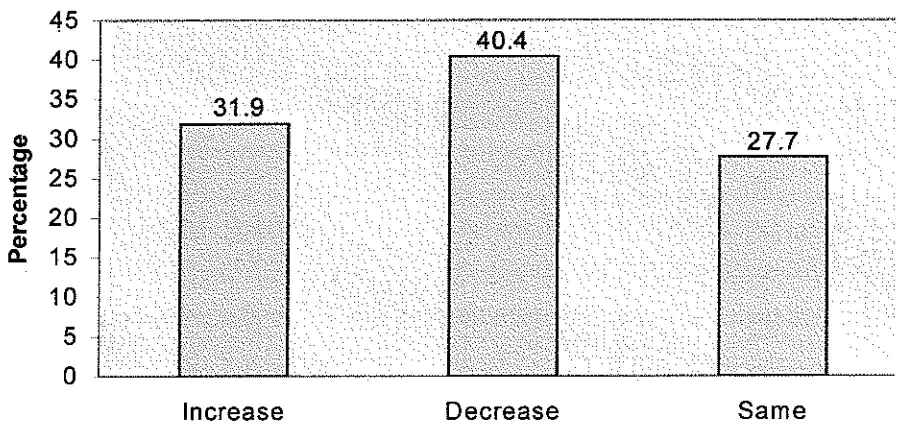


- Most retailers believe it is an attractive town centre
- They rate the wide variety of shops, tourism and good community.



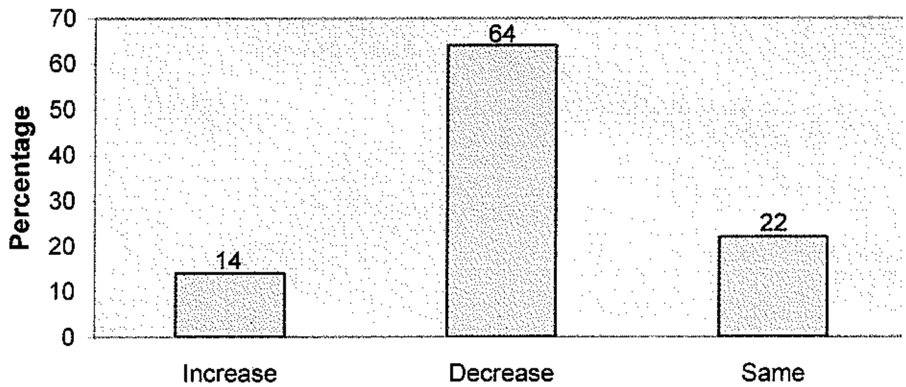
- The main concerns of town centre retailers are the poor variety of shops, number of charity shops and expense of rents and rates in the town centre.

Change in trade, last four years



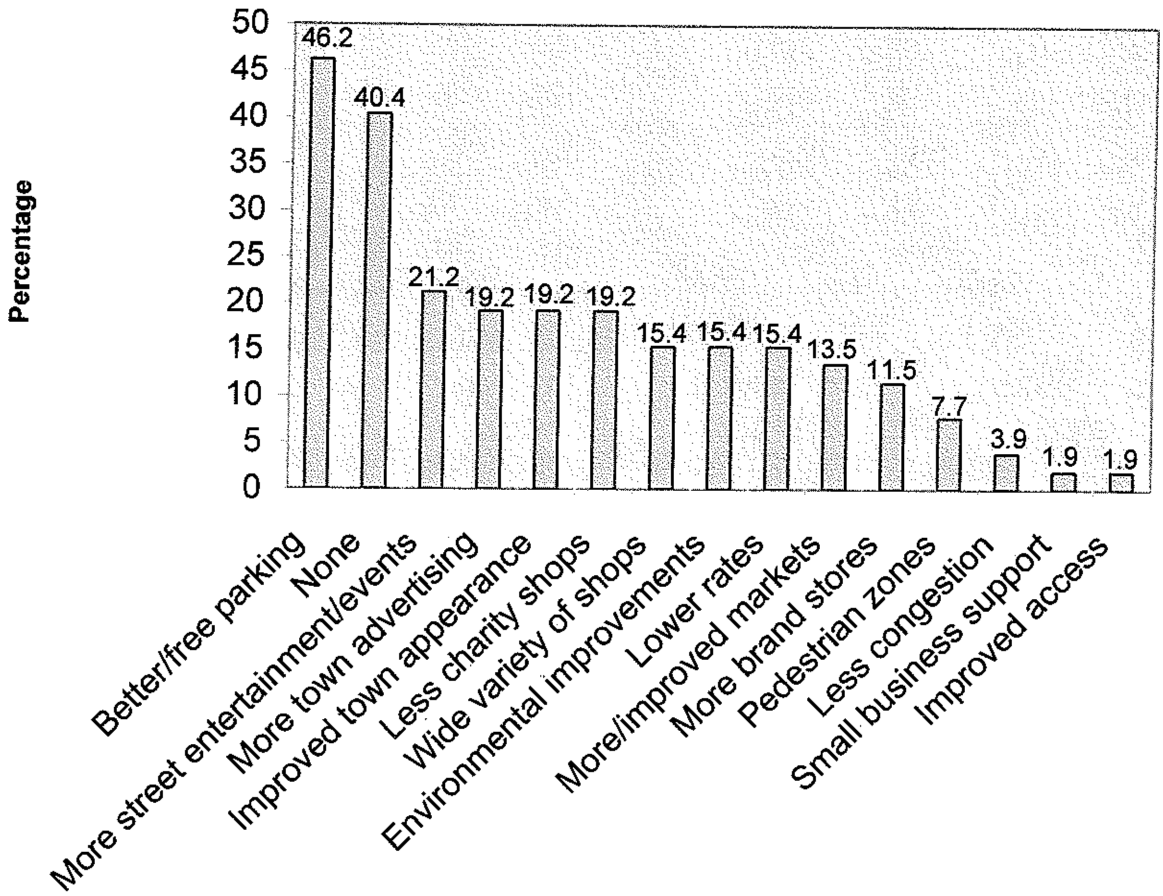
- Most businesses noted a decrease in trade over the last four years, a key concern for retailers.

Change in footfall, last four years



- Most retailers noted a decrease in footfall painting a negative picture for the town.

Suggestions to increase trade



- Most retailers think better and free parking would increase trade
- More street entertainment and events, town advertising, and an improved town appearance (shop fronts and safer footpaths) and the provision of less charity shops were also popular suggestions.

LONGRIDGE RETAIL QUESTIONNAIRE

Questionnaires were distributed to 100 retailers in Longridge. There were 27 responses, representing a 27 percent response rate.

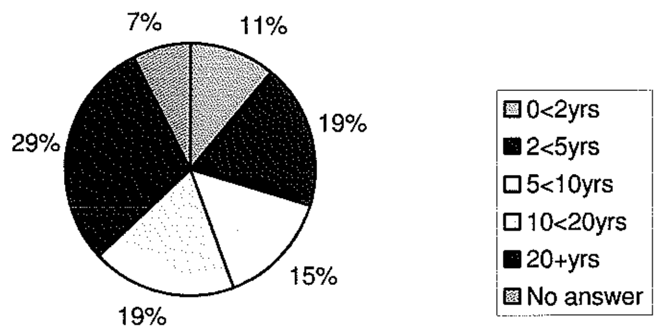
The main aim of the questionnaire was to understand retailer views, in order to identify ways to promote new retail growth.

The results of the survey are shown below and key issues are highlighted in Section 9.0 of the main report.

Business Activity

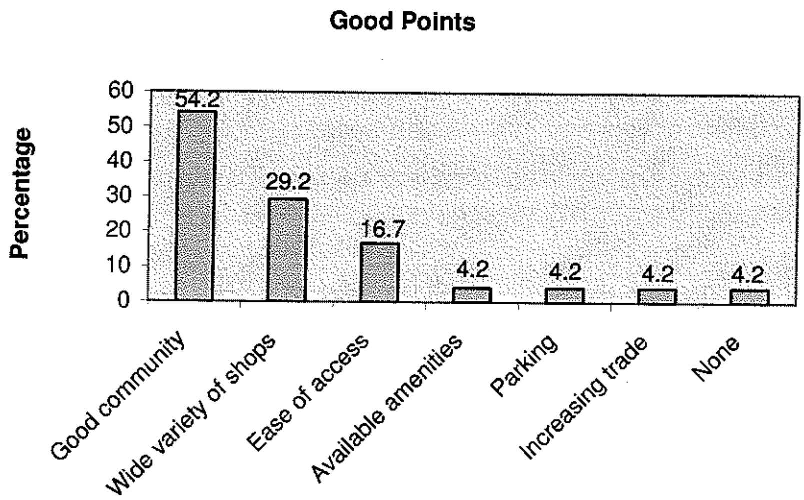
Business Activity	Number of Responses	Percentage of Responses
Clothes/accessories	4	14.8
Café/food Retailers	2	7.4
Professional	3	11.2
Health	4	14.8
Service provider	2	7.4
Household/furniture shops	5	18.5
Gift/antiques shops	2	7.4
Other	4	14.8
N/A	1	3.7
Total	**27**	**100**

Years Established

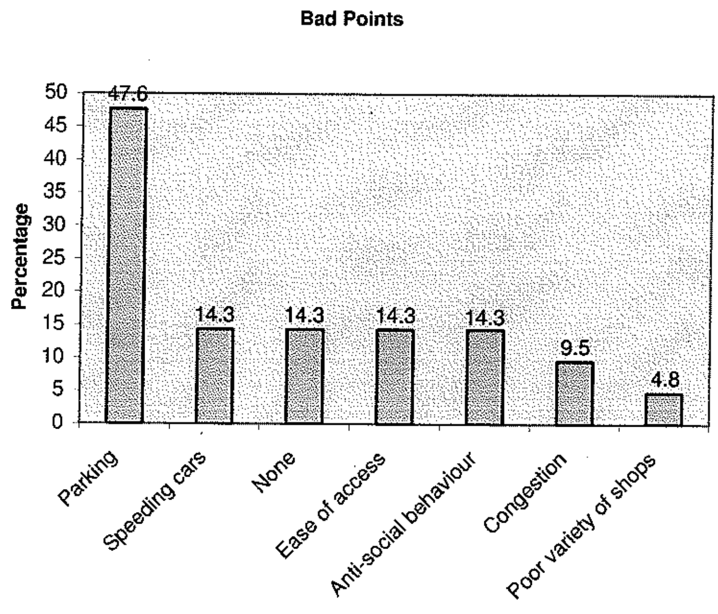


- Most retailers have been established for over 20 years. This indicates a relatively stable retailing sector
- 11 percent of businesses have opened in the last two years showing evidence of some new growth.

Retailer Perceptions



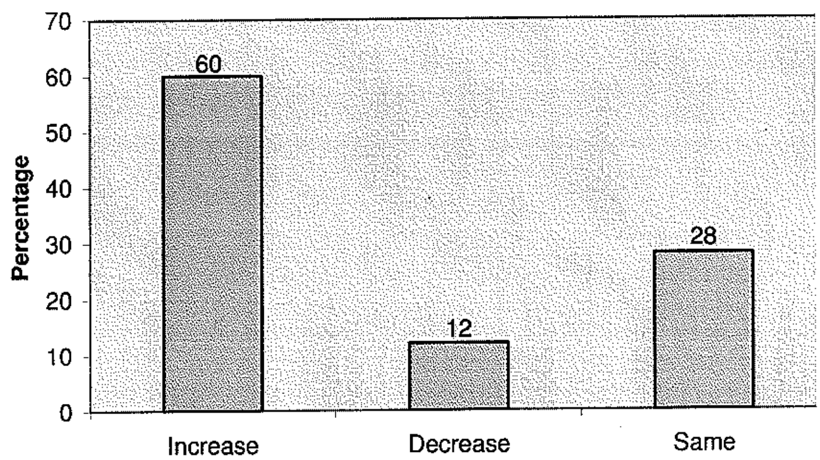
- Over half (54 percent) of retailers rated the good community spirit in the town
- Retailers also value the wide range of shops and ease of access to the town centre.



- Most retailers are concerned about parking (mostly lack of but also availability and/or expense)
- Access (such as public transport, roads and location), speeding cars and anti-social behaviour are also main concerns.

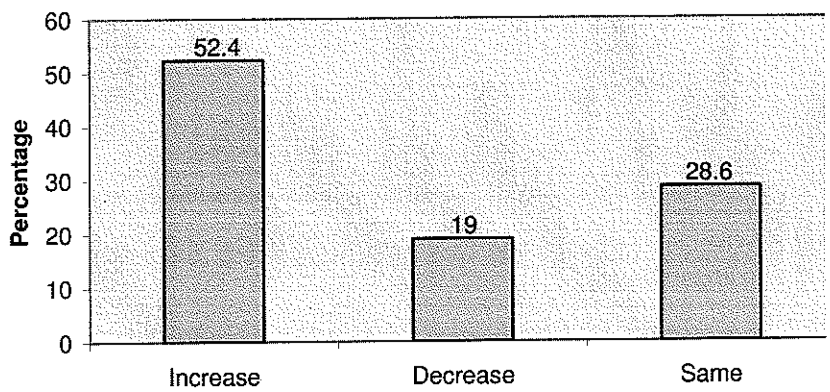
Trade and Footfall

Change in trade, last four years



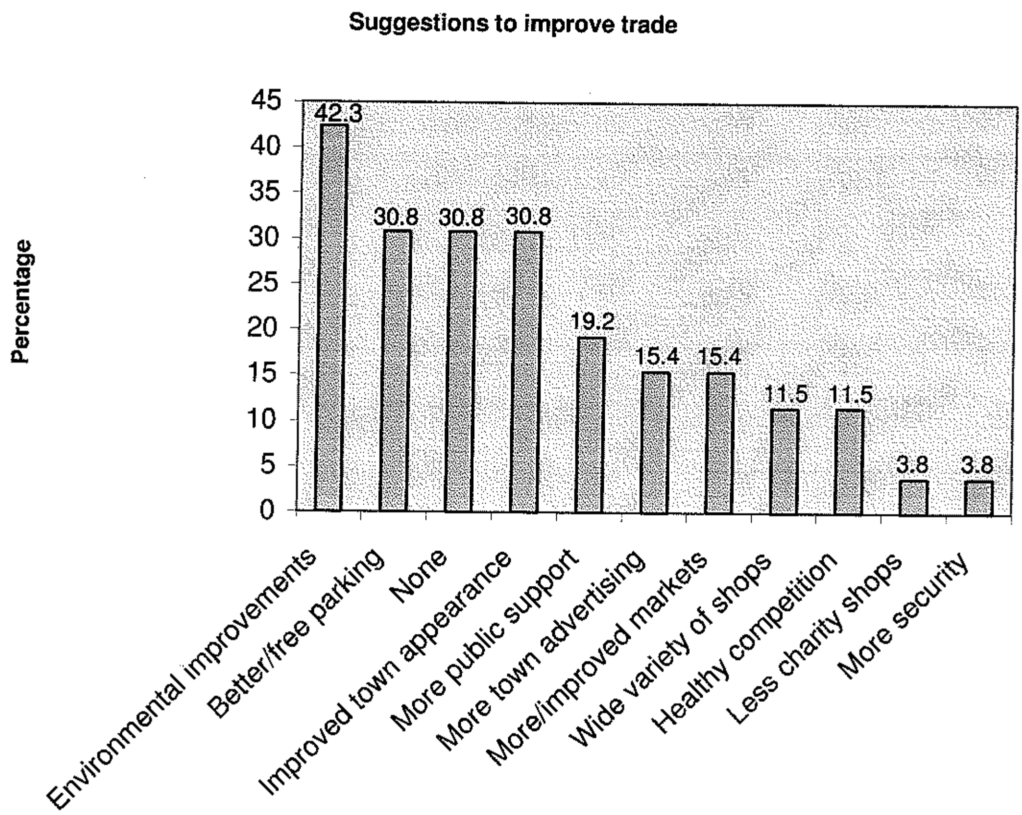
- The majority of businesses have noted an increase in trade over the last four years painting a positive picture of the town centre.

Change in footfall, last four years



- Most businesses have noted an increase in footfall over the last four years.

Trade Promotion



- Most town centre retailers believe environmental improvements would increase trade in the town centre
- Better parking and an improved town appearance (e.g. footpaths and shop fronts) would also improve trade.

WHALLEY RETAIL QUESTIONNAIRE

Questionnaires were distributed to 54 local retailers in Whalley. 20 shops responded, giving a 37 percent response rate.

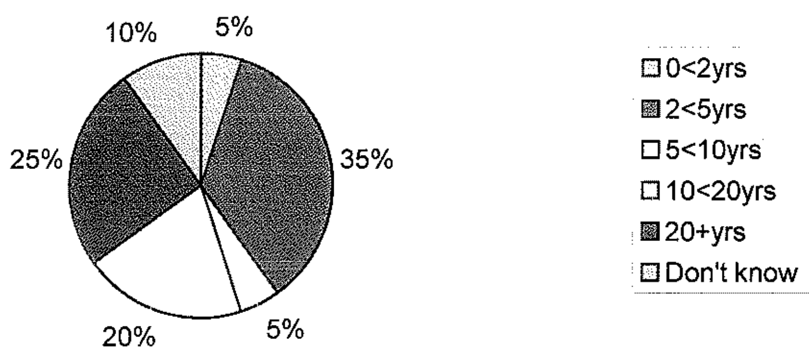
The main aim of the questionnaire was to understand retailer concerns and views, in order to identify ways to promote new retail growth.

The results of the survey are shown below and key issues are highlighted in Section 9.0 of the main report.

Business Activity

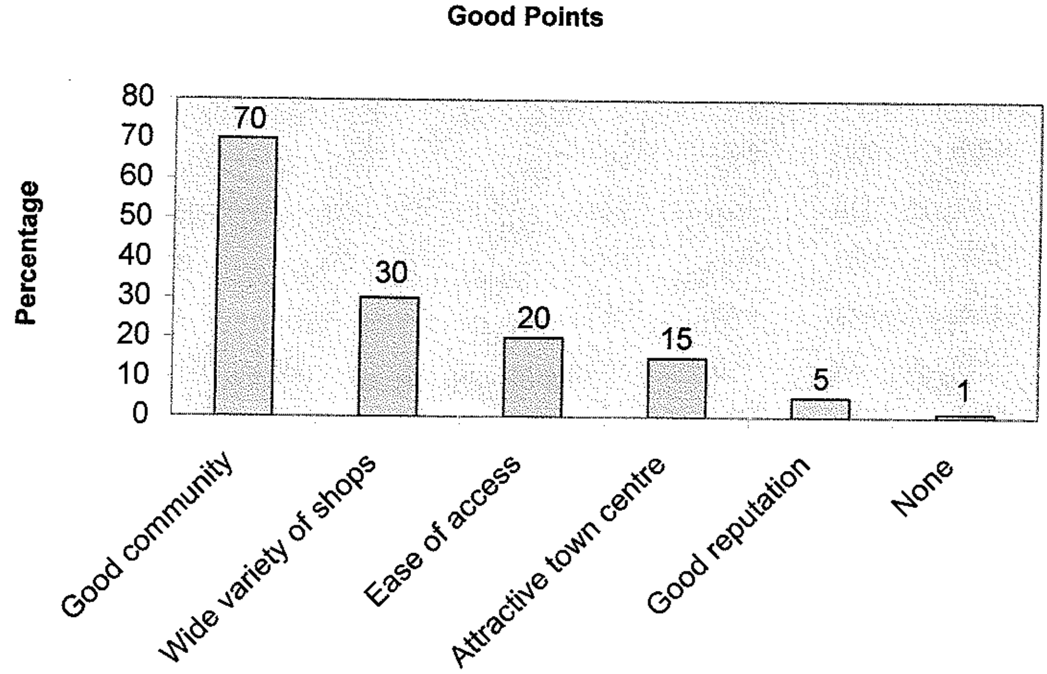
Business Activity	Number of Responses	Percentage of Responses
Clothes/accessories	6	30
Café/food Retailers	4	20
Professional	-	-
Health	1	5
Service provider	5	25
Household/furniture shops	-	-
Gift/antiques shops	2	10
Other	2	10
N/A	-	-
Total	**20**	**100**

Years Established

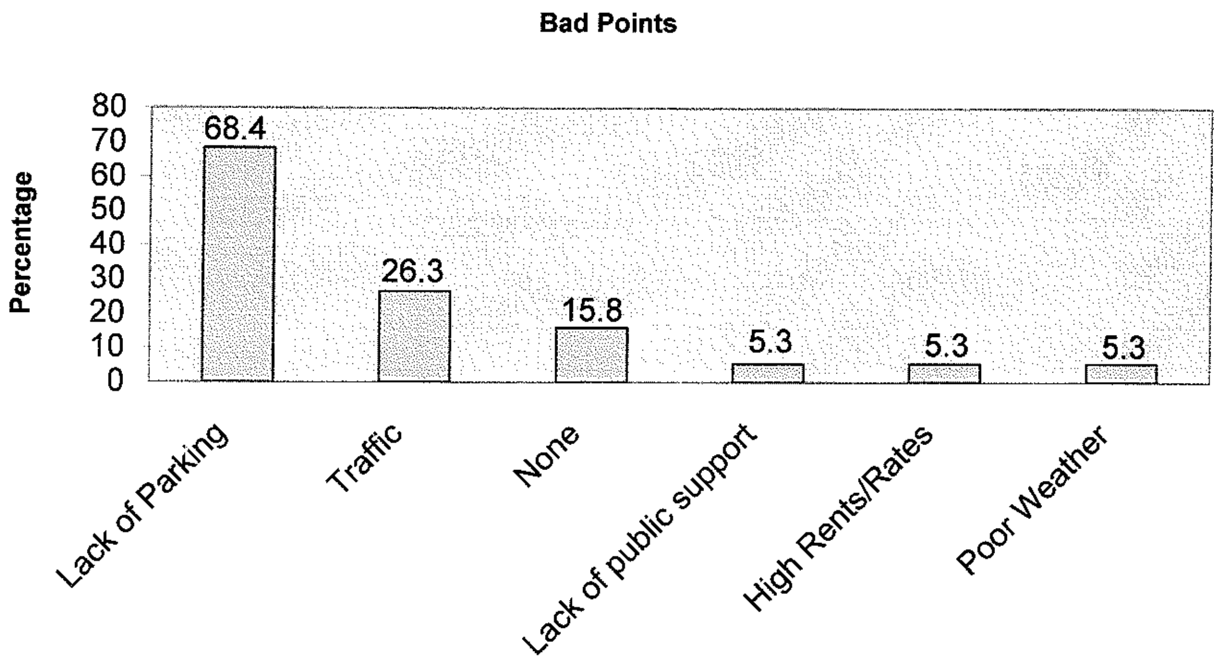


- Most businesses (35 percent) have been established for 2-5years
- 25 percent of businesses have been established for 20+ years
- Only five percent of businesses have been established for between 10-20years, and a further five percent in the last two years.

Retailer Perceptions

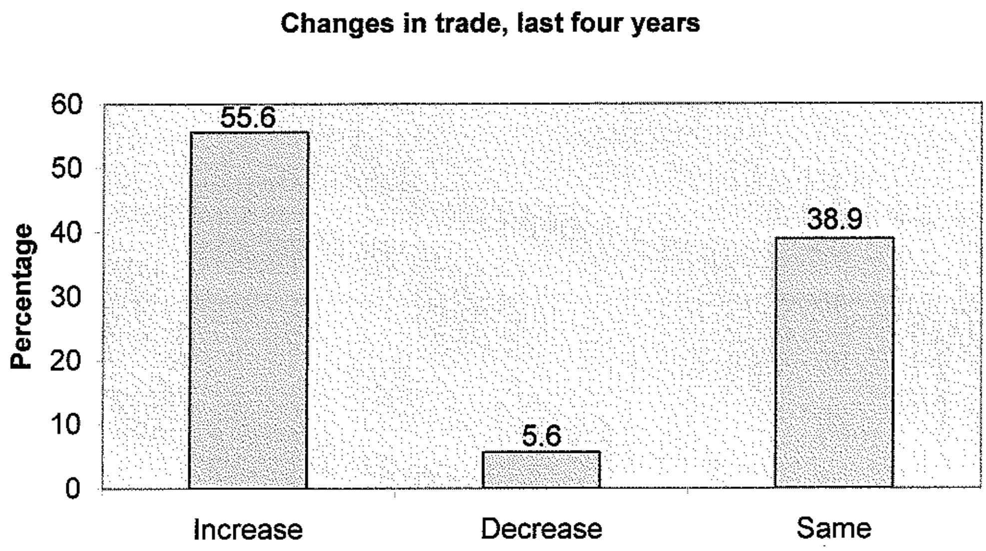


- Most town centre retailers said that the community is the town's best feature. They also rated the wide variety of shops and ease of access.

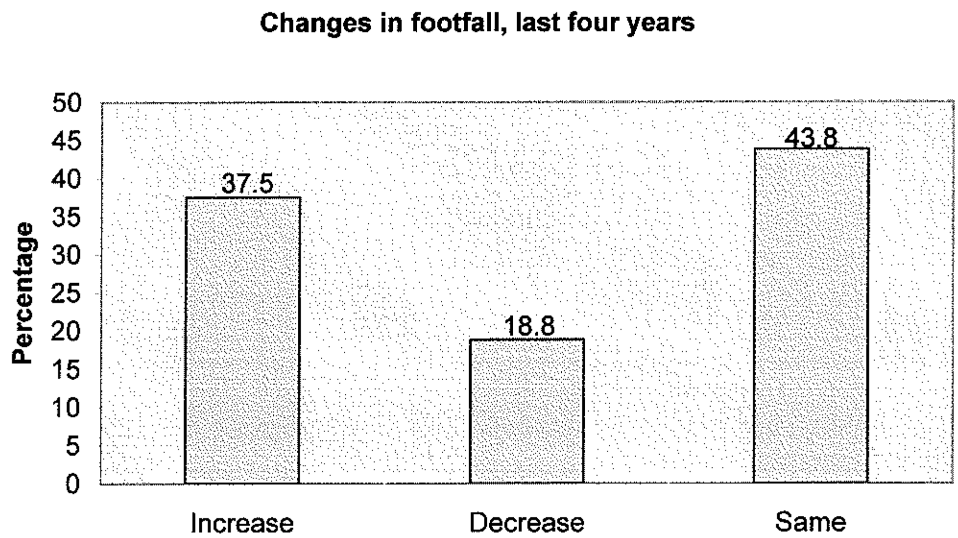


- Parking is the major concern (mainly lack of, but also expense and flexibility)
- Traffic congestion, high business rates and rents, poor weather and lack of public support are also concerns.

Trade and Footfall

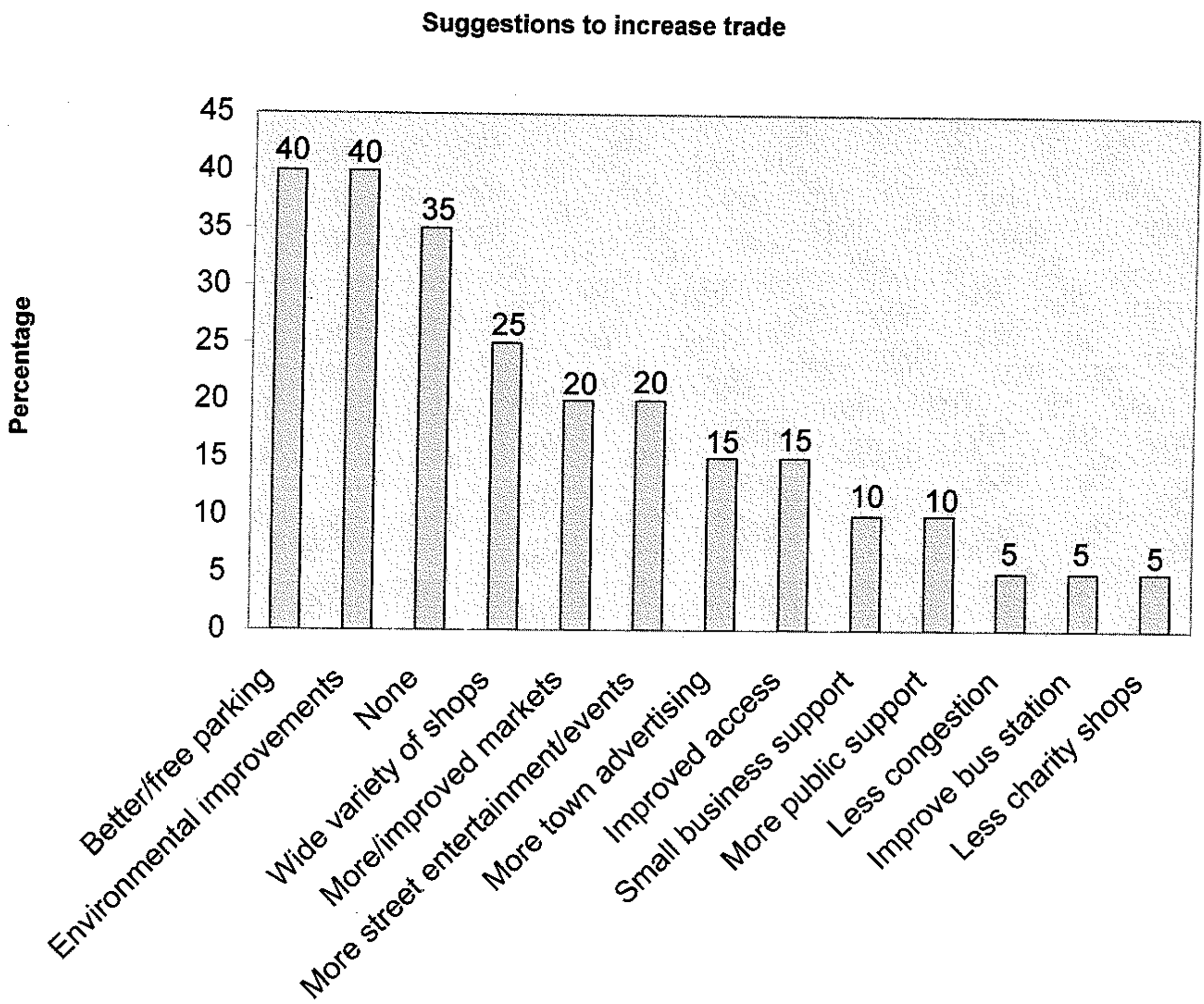


- The majority of businesses noted an increase in trade over the last four years. Very few noted a decrease.



- The majority of town centre retailers believe that footfall has stayed the same.
- A smaller but significant proportion (38 percent), believe this has increased.

Improvements



- Better parking, environmental improvements and improving the variety of shops were the most common suggestions
- More improved markets, street entertainment, events and better advertising were also thought to be needed to increase trade.

Appendix 13

GOAD Plan Summaries

Goad Centre Summary Report

(Floorspace sq ft)

experian

Centre: Clitheroe
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 21/11/2007

	Type	Floorspace sq ft	Area %	Base %	Index
Convenience					
G1A	Bakers	5,000	1.64	1.01	162
G1B	Butchers	3,700	1.22	0.45	271
G1C	Greengrocers & Fishmongers	600	0.20	1.39	14
G1D	Groceries & Frozen Foods	82,100	26.96	12.19	221
G1E	Off Licences & Home Brew	2,100	0.69	0.48	143
G1F	CTN & Convenience	3,100	1.02	1.66	62
	Total	**96,600**	**31.72**	**17.18**	**185**
Comparison					
G2A	Footwear & Repairs	2,700	0.89	1.58	56
G2B	Mens & Boys Wear	4,100	1.35	0.93	145
G2C	Womens, Girls & Childrens	14,900	4.89	4.51	108
G2D	Mixed & General Clothing	7,600	2.50	5.59	45
G2E	Furniture, Carpets & Textiles	20,100	6.60	4.68	141
G2F	Books, Arts, Crafts, Stationers & Copying	11,700	3.84	3.34	115
G2G	Electrical, Home Ent, Telephones & Video	14,300	4.70	3.50	134
G2H	DIY, Hardware & Household Goods	2,400	0.79	5.09	15
G2I	Gifts, China, Glass & Leather Goods	400	0.13	0.90	15
G2J	Cars, Motor Cycles & Accessories	6,200	2.04	2.18	93
G2K	Chemists, Toiletries & Opticians	10,600	3.48	4.02	87
G2L	Variety, Department & Catalogue Showrooms	16,500	5.42	7.87	69
G2M	Florists & Gardens	3,200	1.05	0.48	219
G2N	Sports, Toys, Cycles & Hobbies	3,000	0.99	2.45	40
G2O	Jewellers, Clocks & Repairs	3,500	1.15	0.99	116
G2P	Charity, Pets & Other Comparison	10,300	3.38	2.47	137
	Total	**131,500**	**43.19**	**50.59**	**85**
Service					
G3A	Restaurants, Cafes, Fast Food & Take Away	16,000	5.25	9.41	56
G3B	Hairdressing, Beauty & Health	13,200	4.33	3.63	119
G3C	Launderettes & Dry Cleaners	1,300	0.43	0.48	88
G3D	Travel Agents	1,600	0.53	0.90	59
G3E	Banks & Financial Services	12,000	3.94	4.70	84
G3F	Building Societies	3,000	0.99	0.53	188
G3G	Estate Agents & Auctioneers	8,700	2.86	2.23	128
	Total	**55,800**	**18.33**	**21.88**	**84**
Miscellaneous					
G4A	Employment, Careers, Pos & Info	4,900	1.61	1.09	147
G4B	Vacant	15,700	5.16	9.25	56
	Total	**20,600**	**6.77**	**10.34**	**65**

Centre Total **304,500 Floorspace in Square Feet**

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Goad Centre Summary Report

(Outlet Count)

experian

Centre: Clitheroe
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 21/11/2007

	Type	Outlets	Area %	Base %	Index
Convenience					
G1A	Bakers	4	2.12	1.95	108
G1B	Butchers	2	1.06	0.82	128
G1C	Greengrocers & Fishmongers	1	0.53	0.68	78
G1D	Groceries & Frozen Foods	8	4.23	2.93	144
G1E	Off Licences & Home Brew	2	1.06	0.74	142
G1F	CTN & Convenience	2	1.06	2.31	46
	Total	**19**	**10.05**	**9.44**	**106**
Comparison					
G2A	Footwear & Repairs	3	1.59	2.18	73
G2B	Mens & Boys Wear	4	2.12	1.10	192
G2C	Womens, Girls & Childrens	16	8.47	5.20	163
G2D	Mixed & General Clothing	4	2.12	3.45	61
G2E	Furniture, Carpets & Textiles	14	7.41	4.05	183
G2F	Books, Arts, Crafts, Stationers & Copying	11	5.82	4.21	138
G2G	Electrical, Home Ent, Telephones & Video	11	5.82	4.43	131
G2H	DIY, Hardware & Household Goods	2	1.06	2.91	36
G2I	Gifts, China, Glass & Leather Goods	1	0.53	1.70	31
G2J	Cars, Motor Cycles & Accessories	2	1.06	1.39	76
G2K	Chemists, Toiletries & Opticians	8	4.23	3.93	108
G2L	Variety, Department & Catalogue Showrooms	2	1.06	0.84	125
G2M	Florists & Gardens	3	1.59	1.08	147
G2N	Sports, Toys, Cycles & Hobbies	3	1.59	2.30	69
G2O	Jewellers, Clocks & Repairs	5	2.65	2.18	122
G2P	Charity, Pets & Other Comparison	12	6.35	3.70	172
	Total	**101**	**53.44**	**44.66**	**120**
Service					
G3A	Restaurants, Cafes, Fast Food & Take Away	15	7.94	14.70	54
G3B	Hairdressing, Beauty & Health	18	9.52	7.55	126
G3C	Launderettes & Dry Cleaners	2	1.06	1.03	103
G3D	Travel Agents	2	1.06	1.50	71
G3E	Banks & Financial Services	9	4.76	4.28	111
G3F	Building Societies	2	1.06	0.63	168
G3G	Estate Agents & Auctioneers	8	4.23	3.98	106
	Total	**56**	**29.63**	**33.65**	**88**
Miscellaneous					
G4A	Employment, Careers, Pos & Info	2	1.06	1.30	81
G4B	Vacant	11	5.82	10.94	53
	Total	**13**	**6.88**	**12.24**	**56**
	Centre Total	**189 Outlets**			

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Goad Centre Summary Report

(Outlet Count)

experian

Centre: Clitheroe
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 21/11/2007

Type	Outlets	Area %	Base %	Index
Distribution of Outlets by Floorspace				
Under 1,000 square feet	105	55.56	43.48	127.78
Between 1,000 and 2,499 square feet	63	33.33	40.57	82.16
Between 2,500 and 4,999 square feet	16	8.47	10.22	82.83
Between 5,000 and 9,999 square feet	1	0.53	3.30	16.02
Between 10,000 and 14,999 square feet	1	0.53	1.01	52.47
Between 15,000 and 19,999 square feet	0	0.00	0.47	0.00
Between 20,000 and 29,999 square feet	3	1.59	0.44	359.93
30,000 square feet and above	0	0.00	0.51	0.00

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Goad Centre Summary Report

(Floorspace sq ft)

experian

Centre: Longridge
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 30/11/2007

	Type	Floorspace sq ft	Area %	Base %	Index
Convenience					
G1A	Bakers	0	0.00	1.01	0
G1B	Butchers	3,400	2.50	0.45	558
G1C	Greengrocers & Fishmongers	400	0.29	1.39	21
G1D	Groceries & Frozen Foods	41,800	30.78	12.19	252
G1E	Off Licences & Home Brew	1,600	1.18	0.48	244
G1F	CTN & Convenience	7,400	5.45	1.66	329
	Total	**54,600**	**40.21**	**17.18**	**234**
Comparison					
G2A	Footwear & Repairs	500	0.37	1.58	23
G2B	Mens & Boys Wear	500	0.37	0.93	40
G2C	Womens, Girls & Childrens	2,900	2.14	4.51	47
G2D	Mixed & General Clothing	700	0.52	5.59	9
G2E	Furniture, Carpets & Textiles	6,500	4.79	4.68	102
G2F	Books, Arts, Crafts, Stationers & Copying	2,200	1.62	3.34	49
G2G	Electrical, Home Ent, Telephones & Video	1,700	1.25	3.50	36
G2H	DIY, Hardware & Household Goods	13,300	9.79	5.09	192
G2I	Gifts, China, Glass & Leather Goods	2,200	1.62	0.90	179
G2J	Cars, Motor Cycles & Accessories	5,600	4.12	2.18	189
G2K	Chemists, Toiletries & Opticians	2,700	1.99	4.02	49
G2L	Variety, Department & Catalogue Showrooms	0	0.00	7.87	0
G2M	Florists & Gardens	2,000	1.47	0.48	307
G2N	Sports, Toys, Cycles & Hobbies	0	0.00	2.45	0
G2O	Jewellers, Clocks & Repairs	600	0.44	0.99	45
G2P	Charity, Pets & Other Comparison	1,600	1.18	2.47	48
	Total	**43,000**	**31.66**	**50.59**	**63**
Service					
G3A	Restaurants, Cafes, Fast Food & Take Away	9,100	6.70	9.41	71
G3B	Hairdressing, Beauty & Health	5,800	4.27	3.63	118
G3C	Launderettes & Dry Cleaners	600	0.44	0.48	91
G3D	Travel Agents	800	0.59	0.90	66
G3E	Banks & Financial Services	7,800	5.74	4.70	122
G3F	Building Societies	0	0.00	0.53	0
G3G	Estate Agents & Auctioneers	7,600	5.60	2.23	251
	Total	**31,700**	**23.34**	**21.88**	**107**
Miscellaneous					
G4A	Employment, Careers, Pos & Info	2,500	1.84	1.09	169
G4B	Vacant	4,000	2.95	9.25	32
	Total	**6,500**	**4.79**	**10.34**	**46**
	Centre Total	**135,800**	**Floorspace in Square Feet**		

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Goad Centre Summary Report

(Outlet Count)

experian

Centre: Longridge
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 30/11/2007

	Type	Outlets	Area %	Base %	Index
Convenience					
G1A	Bakers	0	0 00	1.95	0
G1B	Butchers	2	2.15	0.82	261
G1C	Greengrocers & Fishmongers	1	1.08	0 68	159
G1D	Groceries & Frozen Foods	6	6.45	2.93	220
G1E	Off Licences & Home Brew	1	1.08	0.74	145
G1F	CTN & Convenience	3	3 23	2.31	140
	Total	**13**	**13.98**	**9.44**	**148**
Comparison					
G2A	Footwear & Repairs	1	1.08	2.18	49
G2B	Mens & Boys Wear	1	1.08	1.10	97
G2C	Womens, Girls & Childrens	4	4.30	5.20	83
G2D	Mixed & General Clothing	1	1 08	3.45	31
G2E	Furniture, Carpets & Textiles	5	5.38	4.05	133
G2F	Books, Arts, Crafts, Stationers & Copying	3	3.23	4.21	77
G2G	Electrical, Home Ent, Telephones & Video	2	2.15	4.43	49
G2H	DIY, Hardware & Household Goods	8	8.60	2.91	296
G2I	Gifts, China, Glass & Leather Goods	3	3.23	1.70	190
G2J	Cars, Motor Cycles & Accessories	2	2.15	1.39	155
G2K	Chemists, Toiletries & Opticians	3	3.23	3.93	82
G2L	Variety, Department & Catalogue Showrooms	0	0.00	0.84	0
G2M	Florists & Gardens	2	2 15	1 08	198
G2N	Sports, Toys, Cycles & Hobbies	0	0.00	2.30	0
G2O	Jewellers, Clocks & Repairs	1	1.08	2.18	49
G2P	Charity, Pets & Other Comparison	3	3.23	3 70	87
	Total	**39**	**41.94**	**44.66**	**94**
Service					
G3A	Restaurants, Cafes, Fast Food & Take Away	12	12.90	14.70	88
G3B	Hairdressing, Beauty & Health	8	8.60	7.55	114
G3C	Launderettes & Dry Cleaners	1	1 08	1.03	105
G3D	Travel Agents	1	1.08	1.50	72
G3E	Banks & Financial Services	6	6.45	4 28	151
G3F	Building Societies	0	0.00	0.63	0
G3G	Estate Agents & Auctioneers	6	6.45	3.98	162
	Total	**34**	**36.56**	**33.65**	**109**
Miscellaneous					
G4A	Employment, Careers, Pos & Info	2	2.15	1.30	165
G4B	Vacant	5	5.38	10.94	49
	Total	**7**	**7.53**	**12.24**	**62**
	Centre Total	**93 Outlets**			

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Goad Centre Summary Report

(Outlet Count)

experian

Centre: Longridge
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 30/11/2007

Type	Outlets	Area %	Base %	Index
Distribution of Outlets by Floorspace				
Under 1,000 square feet	54	58.06	43.48	133.55
Between 1,000 and 2,499 square feet	28	30.11	40.57	74.21
Between 2,500 and 4,999 square feet	7	7.53	10.22	73.65
Between 5,000 and 9,999 square feet	2	2.15	3.30	65.10
Between 10,000 and 14,999 square feet	1	1.08	1.01	106.63
Between 15,000 and 19,999 square feet	0	0.00	0.47	0.00
Between 20,000 and 29,999 square feet	1	1.08	0.44	243.82
30,000 square feet and above	0	0.00	0.51	0.00

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Goad Centre Summary Report

(Floorspace sq ft)

experian

Centre: Whalley
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 30/11/2007

	Type	Floorspace sq ft	Area %	Base %	Index
Convenience					
G1A	Bakers	0	0.00	1.01	0
G1B	Butchers	600	1.21	0.45	271
G1C	Greengrocers & Fishmongers	0	0.00	1.39	0
G1D	Groceries & Frozen Foods	0	0.00	12.19	0
G1E	Off Licences & Home Brew	1,300	2.63	0.48	546
G1F	CTN & Convenience	4,500	9.11	1.66	550
	Total	**6,400**	**12.96**	**17.18**	**75**
Comparison					
G2A	Footwear & Repairs	2,300	4.66	1.58	294
G2B	Mens & Boys Wear	0	0.00	0.93	0
G2C	Womens, Girls & Childrens	700	1.42	4.51	31
G2D	Mixed & General Clothing	15,400	31.17	5.59	558
G2E	Furniture, Carpets & Textiles	3,900	7.89	4.68	169
G2F	Books, Arts, Crafts, Stationers & Copying	500	1.01	3.34	30
G2G	Electrical, Home Ent, Telephones & Video	0	0.00	3.50	0
G2H	DIY, Hardware & Household Goods	1,300	2.63	5.09	52
G2I	Gifts, China, Glass & Leather Goods	800	1.62	0.90	179
G2J	Cars, Motor Cycles & Accessories	0	0.00	2.18	0
G2K	Chemists, Toiletries & Opticians	1,200	2.43	4.02	60
G2L	Variety, Department & Catalogue Showrooms	0	0.00	7.87	0
G2M	Florists & Gardens	500	1.01	0.48	211
G2N	Sports, Toys, Cycles & Hobbies	0	0.00	2.45	0
G2O	Jewellers, Clocks & Repairs	0	0.00	0.99	0
G2P	Charity, Pets & Other Comparison	0	0.00	2.47	0
	Total	**26,600**	**53.85**	**50.59**	**106**
Service					
G3A	Restaurants, Cafes, Fast Food & Take Away	5,700	11.54	9.41	123
G3B	Hairdressing, Beauty & Health	4,300	8.70	3.63	240
G3C	Launderettes & Dry Cleaners	600	1.21	0.48	251
G3D	Travel Agents	0	0.00	0.90	0
G3E	Banks & Financial Services	2,000	4.05	4.70	86
G3F	Building Societies	0	0.00	0.53	0
G3G	Estate Agents & Auctioneers	3,100	6.28	2.23	282
	Total	**15,700**	**31.78**	**21.88**	**145**
Miscellaneous					
G4A	Employment, Careers, Pos & Info	700	1.42	1.09	130
G4B	Vacant	0	0.00	9.25	0
	Total	**700**	**1.42**	**10.34**	**14**
	Centre Total	**49,400**	**Floorspace in Square Feet**		

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Goad Centre Summary Report

(Outlet Count)

experian

Centre: Whalley
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 30/11/2007

	Type	Outlets	Area %	Base %	Index
Convenience					
G1A	Bakers	0	0.00	1.95	0
G1B	Butchers	1	2.33	0.82	282
G1C	Greengrocers & Fishmongers	0	0.00	0.68	0
G1D	Groceries & Frozen Foods	0	0.00	2.93	0
G1E	Off Licences & Home Brew	1	2.33	0.74	313
G1F	CTN & Convenience	2	4.65	2.31	201
	Total	**4**	**9.30**	**9.44**	**99**
Comparison					
G2A	Footwear & Repairs	2	4.65	2.18	213
G2B	Mens & Boys Wear	0	0.00	1.10	0
G2C	Womens, Girls & Childrens	1	2.33	5.20	45
G2D	Mixed & General Clothing	6	13.95	3.45	404
G2E	Furniture, Carpets & Textiles	2	4.65	4.05	115
G2F	Books, Arts, Crafts, Stationers & Copying	1	2.33	4.21	55
G2G	Electrical, Home Ent, Telephones & Video	0	0.00	4.43	0
G2H	DIY, Hardware & Household Goods	2	4.65	2.91	160
G2I	Gifts, China, Glass & Leather Goods	1	2.33	1.70	137
G2J	Cars, Motor Cycles & Accessories	0	0.00	1.39	0
G2K	Chemists, Toiletries & Opticians	2	4.65	3.93	118
G2L	Variety, Department & Catalogue Showrooms	0	0.00	0.84	0
G2M	Florists & Gardens	1	2.33	1.08	215
G2N	Sports, Toys, Cycles & Hobbies	0	0.00	2.30	0
G2O	Jewellers, Clocks & Repairs	0	0.00	2.18	0
G2P	Charity, Pets & Other Comparison	0	0.00	3.70	0
	Total	**18**	**41.86**	**44.66**	**94**
Service					
G3A	Restaurants, Cafes, Fast Food & Take Away	8	18.60	14.70	127
G3B	Hairdressing, Beauty & Health	6	13.95	7.55	185
G3C	Launderettes & Dry Cleaners	1	2.33	1.03	227
G3D	Travel Agents	0	0.00	1.50	0
G3E	Banks & Financial Services	1	2.33	4.28	54
G3F	Building Societies	0	0.00	0.63	0
G3G	Estate Agents & Auctioneers	4	9.30	3.98	234
	Total	**20**	**46.51**	**33.65**	**138**
Miscellaneous					
G4A	Employment, Careers, Pos & Info	1	2.33	1.30	179
G4B	Vacant	0	0.00	10.94	0
	Total	**1**	**2.33**	**12.24**	**19**
	Centre Total	**43 Outlets**			

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Goad Centre Summary Report

(Outlet Count)

experian

Centre: Whalley
Base: All UK Centres
Centre Selection: All Outlets
Survey Date: 30/11/2007

Type	Outlets	Area %	Base %	Index
Distribution of Outlets by Floorspace				
Under 1,000 square feet	30	69.77	43.48	160.47
Between 1,000 and 2,499 square feet	9	20.93	40.57	51.59
Between 2,500 and 4,999 square feet	3	6.98	10.22	68.26
Between 5,000 and 9,999 square feet	1	2.33	3.30	70.40
Between 10,000 and 14,999 square feet	0	0.00	1.01	0.00
Between 15,000 and 19,999 square feet	0	0.00	0.47	0.00
Between 20,000 and 29,999 square feet	0	0.00	0.44	0.00
30,000 square feet and above	0	0.00	0.51	0.00

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Appendix 14

Marketed and Vacant Shops Schedule

Marketed and Vacant Shops Schedule April 2008

Property Agent	Property	Size (sqft)	Rent (£sqft)
Clitheroe			
Mortimers	7 Swan Courtyard, Castle Street	(No Details)	(No Details)
Mortimers	30 Castle Street	(No Details)	(No Details)
Mortimers	22 Lowergate	(No Details)	(No Details)
(Unknown, No Board)	13 Lowergate	(No Details)	(No Details)
(Unknown, No Board)	7 Lowergate	(No Details)	(No Details)
Thomas Shaw	2 Wellgate	(No Details)	(No Details)
(Unknown, No Board)	14 York Street	(No Details)	(No Details)
(Unknown, No Board)	10 York Street	(No Details)	(No Details)
Mortimers	3 Market Place	(No Details)	(No Details)
Lambert Smith Hampton	6 - 8 Castle Street	(No Details)	(No Details)
Honeywell	82 - 86 Lowergate	(No Details)	95,000 (Freehold)
Mortimers	37 - 39 Moor Lane	(No Details)	(No Details)
Mortimers	5 - 4 Moor Lane	(No Details)	(No Details)
Mortimers	2 Moor Lane	(No Details)	(No Details)
Honeywell	12 - 14 Castlegate	(No Details)	(No Details)
Honeywell	18 Castlegate	(No Details)	(No Details)
Honeywell	120 Lowergate	428	10.51
Tushingham Moore &	2 Station Road	9,773	(No Details)
Trevor Dawson	37 Castle Stree	2,144	8.86
RTA	6 New Market Street	(No Details)	(No Details)
Longridge			
Dewhurst Commercial	17 Market Place	738	(Unknown)
(Unknown, No Board)	32 Derby Road	(Unknown)	(Unknown)
Dewhurst Commercial	Calder Avenue	1,424	14.75
(Unknown, No Board)	12 Market Place	(Unknown)	(Unknown)
Whalley			
None			

Appendix 15

2006 Settlement Audit and SHLAA Candidate Sites Analysis

Strategic Housing Land Availability Assessment
The SHLAA is part of the evidence base that helps inform the Ribble Valley's Local Development Framework. The SHLAA has invited land and property owners to put forward potential housing development sites, that might then be evaluated for their suitability.

Inevitably, because of the higher capital values associated with residential land, this has led to some existing employment land (both developed and undeveloped) to be promoted for change of use.

BE Group has reviewed the circa 300 site records associated with the SHLAA. Amongst these records are 17 sites, that have been identified and detailed in Table 1. Whilst most involve aspirations exclusively for residential use, there are some where the owners suggest mixed-use schemes (including employment activity) would be appropriate.

Table 1 – Employment Land: Potential New Sites

SHLAA Site Ref	Location	Site Size, ha	Identified Source	Comments	Owner
50	Rear of Riddings Lane, Whalley	2.0	Settlement Audit	Potential extension opportunity for The Sidings	Co-op
153	Victoria Mill, Watt Street, Sabden	1.23	Settlement Audit	Current application to retain part for employment use and release approx 0.9 ha for housing	
8	Pimlico Road, Clitheroe	0.27	Settlement Audit	Open land opposite Black Horse Public House. 1994 application for industrial use refused on appeal. Adjoins Site 9	Johnson Matthey
9	Pimlico Road, Clitheroe	0.17	Settlement Audit	Includes redundant barns (listed)	Johnson Matthey
67	Rear of Worthills Farm Yard, Whalley Road, Read	0.60	SHLAA Submission	Potential to link with adjoining and existing employment site of Friendship Mill (Site 71)	H Speak
71	Friendship Mill, Whalley Road, Read	0.75	SHLAA Submission	Building occupied but in poor state of repair. Owner's agent states is available for redevelopment	Woodford Land
103	Former Clarendon Haulage Yard, Church Street, Ribchester	0.23	SHLAA Submission	Currently leased by Cronshaw Electrical. Isolated site in Conservation Area and predominantly residential village centre area	Holt Family
101	Cobden Mill, Watt Street, Sabden	1.00	SHLAA Submission	Owner recently purchased site from Tetrad. Has indicated intention to continue	Harperhouse Ltd

SHLAA Site Ref	Location	Site Size, ha	Identified Source	Comments	Owner
				employment use, but interested in mixed use including housing	
77	Longsight Road, Langho	1.99	Owner's Agent	Part in employment use. Prominent gateway site adjacent to A59 Petre roundabout and gateway to Billington/Whalley	Petre Wood Garden Products
95	Myerscough, Smithy Road, Mellor Brook	0.59	SHLAA Submission	Land and premises currently occupied by Thurstons. Adjoins A59 roundabout, close to Bae	Leehand Properties
122	Barrow Brook Business Village, Barrow	3.31 (1.67)	SHLAA Submission	Promoting mix of residential, live-work and office space on existing employment land allocation. 1.67 ha proposed as residential	Newclose Properties Ltd
123	Rear of King Charles Public House, Barrow	4.2	LDF Core Strategy Consultation	Land adjoins northern boundary of Barrow Brook Business Park. Owners willing to consider employment use, possible as part of mixed use scheme	Admiral Taverns Ltd
21	Pimlico Road, Clitheroe	12.85	Not Known	Existing employment use	John Matthey
28	Woone Lane, Clitheroe	0.65	Approach to RVBC	Existing employment area. Part of proposed Primrose Village area	David Eventhal
29	Primrose Works, Woone Lane, Clitheroe	2.61	SHLAA Submission	Vacant industrial property. Adjacent vacant land owned by The Trustees of the Stalwart Commission Turfers Self Administered Pension Fund. Part of proposed Primrose Village Area	Beck Development Ltd
63	Stalwart Commission Carpets, Primrose Road, Clitheroe	3.21	SHLAA Submission	Existing employment site, adjacent to proposed Primrose Village area. Poor vehicular access for modern employment	Seawood Investments Ltd
62	Chapel Hill, Longridge	1-2.25 2-0.32 3-2.65	LDF Core Strategy Consultancies	Site 1 includes 1.3 ha allocated for B1 use under Policy EMP4. Sites 2 & 3 comprise run down residential	United Utilities

SHLAA Site Ref	Location	Site Size, ha	Identified Source	Comments	Owner
				property and greenfield land	

Comments on these sites are summarised as follows:

Longridge

Site 62 comprises three sites, all owned by United Utilities, totalling 5.23 ha. Approximately 3.5 ha of this is not allocated for employment use The location, particularly of Sites 2 and 3 (south of Chapel Hill) presents a scarce opportunity to bring forward new employment development land in Longridge.

Barrow Brook Business Park

Site 122 relates to a proposed change to a mix of residential, live-work space and office space on what is currently allocated employment land. The intention to take 1.67 ha for residential use would deliver housing in close proximity to both the Business Park and Barrow village.

Site 123 provides the opportunity to extend the business park in a northerly direction, and to introduce B1 industrial B2 and B8 uses. Access could be delivered via the existing spine road which links to the A59 roundabout. At 4.20 ha this represents a sizeable opportunity in the context of Ribble Valley provision.

Clitheroe

A third of the sites are located in Clitheroe, split between the Primrose area (south of the town centre) and Pimlico Road (north of the town centre).

Site 28 and 29 are contiguous sites that form part of the proposed Primrose Village. Whilst some of the buildings are reaching the end of their economic life the site access arrangements are now very sub standard for modern employment site. Though not remote from the main highway network, the approach routes are narrow, tortuous or through residential streets. None are feasibly capable of being improved.

Site 63, though not part of the Primrose Village concept area, relies upon the same access routes.

Sites 8, 9 and 21 comprise ownerships of Johnson Matthey. The latter represents an extensive operational site. Sites 8 and 9 are currently vacant, and whilst being proposed for residential use, because of their location would provide suitable additional employment land.

Sabden

Sites 101 and 153 comprise almost 2.25 ha of existing employment land and premises – a substantial cornerstone of the provision in Sabden.

Read

Sites 67 and 71 are adjoining, but separate ownerships. Friendship Mill is an established employment site. Inclusion of site 67 would create an additional 0.6 ha of employment land in Read.

Langho/Whalley

Two potential further employment sites included in Table 1 are in Langho and Whalley. The former comprises prominently located land adjacent to the A59 Petre roundabout, some of which is already in employment use. The site in Whalley, although described as to the rear of Riddings Lane, abuts The Sidings, and provides the only potential opportunity to expand that fully developed site.

Table 2 provides a summary of the areas of existing employment land (either developed or currently allocated) that would be lost were the SHLAA representations to be accepted. It also provides a summary of potential new employment sites.

In summary, 13.10 ha is at risk, whilst potential new areas totalling a slightly lower figure of 12.20 ha are identified.

Table 2 – Employment Land: Potential Losses and New Sites from SHLAA Review

Potential Losses		**Potential New Sites**	
Location	***Size***	***Location***	***Size***
Victoria Mill, Sabden	1.24	Adjacent The Sidings, Whalley	2.00
Cobden Mill, Sabden	1.00	Pimlico Road, Clitheroe	0.44
Friendship Mill, Read	0.75	Adjacent Friendship Mill, Read	0.60
Barrow Brook Business Park	1.67	Petre Roundabout, Langho	1.99
Primrose, Clitheroe	6.47	Adjacent Barrow Brook Business Park	4.20
North of Chapel Hill	1.87	South of Chapel Hill, Longridge	2.97
Total	**13.10**		**12.20**

Amongst the remaining SHLAA call for sites responses are a number of individual employment sites or premises where BE Group believes that arguments may be made for their change of use, as they represent inappropriate continuing use within residential areas. There are examples in Ribchester, Longridge and Read.

Similarly there are some settlements, particularly the more rural ones, where sites or premises have been put forward for housing that should be retained or allocated for employment purposes – in order to create local job opportunities and more sustainable communities.

Settlement Audit

In Table 3 reference is made to 'Settlement Audit' as one source of the sites' identification. This relates to 'on foot' surveys of all the borough's settlements by Ribble Valley Borough Council Officers as preparatory work for the LDF.

Summaries of the audits have been supplied in terms of existing and 'potential' employment sites identified through this process.

Table 3 – Settlement Audits: Potential and Existing Employment Sites

Settlement	Existing Sites, Number	Potential Sites and Size, ha		Comments
Billington	3	Longworth Road	5.3	There are opportunities at Petre roundabout and The Sidings that could better serve local employment needs. Site at 5.3 ha is greater than needed for this location.
		Judge Walmsley Mill, Longworth Road	2.0	Poor access, and same comments as Longworth Road site.
Brockhall	3	West of Cherry Drive, Brockhall Village	3.7	Planning permission, granted for 26 live work units remains unimplemented. Landowner now promoting substantially more live work units on a site in Barrow.
Slaidburn	10			
Chatburn	25	Town End, Former Rail Station		Currently in use for caravan storage. Close to existing Pendle Trading Estate that is successful but cannot be extended.
Dunsop Bridge	1	Root Farm Estate Yard	1.0	Now being developed by the Duchy of Lancaster to provide rural workspace.
Chipping	10			
Clitheroe	53	Queensway/Wilkin Bridge	0.6	Homebase store now under construction on the site.
		Former Barkers Nursery	0.7	Site now cleared and consent granted for residential use
		Rear of 1-9 Littlemoor Road	3.4	Better locations in Clitheroe for employment use.
		Rear of 45-47 Whalley Road	0.03	Too small as site, and in established residential area
		Rear of Primrose Mill	1.1	Part of Primrose Village concept Location and access not appropriate for modern employment land.
		Primrose Mill	0.4	Part of Primrose Village concept. Location and access not appropriate for modern employment land.
		Rear and West of Primrose Mill	0.3	Part of Primrose Village concept. Location and access not appropriate for modern employment land.

Settlement	Existing Sites, Number	Potential Sites and Size, ha		Comments
		Rear of Lodematic	0.05	Part of Primrose Village concept. Location and access not appropriate for modern employment land.
Gisburn	21	Auction Mart	7.00	Site still operational. Should site become redundant, appropriate for mix of use development, including employment.
		Mill Lane r/o Stable Close	0.28	In use as allotments and garden. Ownerships may be an issue. Unlikely to be promoted by the private sector for employment use.
Tosside	1	Adj Dog & Partridge Public House	0.20	Possible location for rural workspace, with emphasis on offices – but location may limit demand/need.
Newsholme	0	Adj Demesne Farm, Settle Road	0.30	Possible location for rural workspace (Backridge Farm examples).
Rimmington	1	Adj Bustards Farm	0.82	Not seen as location with need/demand for new employment allocation.
		Adj The Old Manor House	0.58	Not seen as location with need/demand for new employment allocation.
Newby	1	Adj Rufus Carr Garage	0.10	Not seen as location with need/demand for new employment allocation.
		Opp Rufus Carr Garage	0.30	Not seen as location with need/demand for new employment allocation.
Langho	1	Longsight Road	0.30	Good employment land location, which could be integrated into adjoining, larger Petre Wood Garden Products site.
Longridge	64	North of Chapel Hill	1.80	Existing EMP4 allocation, but remedial costs unlikely to make employment development viable in absence of public sector support.
		Adj St Cecelia's RC School, Chapel Hill	0.30	Site to be realistically developed only in conjunction with above site.
Mellor Brook	0	Adj 1 Mellor Brook	0.08	Inappropriate location for employment use.
Mellor	0	R/O 6 Mellor Lane	0.40	Poor access and location for employment use.

Settlement	Existing Sites, Number	Potential Sites and Size, ha		Comments
		R/O 46 Mellor Brow	0.40	Possible rural workspace provision from conversion of redundant space (Backridge Farm exemplar).
Knowle Green	2	Hall's Arms PH, Clitheroe Road	0.12	Inappropriate location for employment use.
Ribchester	30	R/O 32-34 Church Street	0.08	Too small site, with too many constraints to be viable for continuing employment use.
		R/O 43-46 Blackburn Road	0.06	Inappropriate location for modern employment use. Site of limited capacity.
Sabden	2			
Calderstones	2	North of Pendle Drive	3.40	Employment use consent for relating to part of the site has lapsed. Site now acquired by local residential developer.
Barrow	35	Whalley Industrial Park	0.30	Site now has planning consent for industrial units, as expansion of existing Industrial Park.
		Land frontage to A59, adj to Barrow Brook BP	1.07	Landlocked site, ownership not yet determined. Relies on access/and thus possible ransom strip) from adjoining NJW Papillion site to the west.
		Land adj to Spread Eagle, Clitheroe Road	0.20	Now under construction for non-employment use.
		Residue of Barrow Brook Business Park	10.80	Much of land now subject of approvals or current applications. 1.67 ha being sought for housing consent as part of wider mixed use scheme that seeks to link the Business Park and Barrow village.
Whalley	44	R/O 41-53 King Street	0.04	Subject of current proposal to provide new community facilities.
Total	**309**	**36**	**44.53**	

Having reviewed the settlement audits data the following points are made:

- Some of the described 'potential' sites are in fact existing employment premises. The fact that they may be vacant or underutilised does not make them 'potential' sites. Therefore these sites have been included in the 'existing' sites category
- No audit information has been supplied for the northern Clitheroe area, which covers Salthill and Link 59
- The 36 'potential' sites total just under 45 ha of land supply. However it should be noted that almost 25 percent of this is represented by the currently undeveloped

element of Barrow Brook Business Park. Three other significant sites total a further 30 percent. These are the live-work space element of Brockhall Village (consented but not implemented) – 3.7 ha; the existing operational Gisburn Auction Mart – 7.0 ha; and 3.4 ha at the former Calderstones Hospital site. The latter includes approximately 2.0 ha of lapsed, but previously consented employment land. As the site has recently been purchased by a housing developer, it is unlikely it will be promoted again as an employment site

- As the notated comments in Table 3 indicate, 25 sites, totalling 22.44 ha, are inappropriate or unlikely to come forward as future employment sites. For some this is because they are now subject to other commitments; for some the location is ill-suited to modern business needs; for some it is because the locations are not seen as necessary to provide supply, and for others the site size is simply too small to justify investment.