Leyland Towns Fund:
Stage 1 - Project Scoping and Evidence Report

June 2020

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Context

- This Baseline Evidence Report provides a summary of the economic development picture in South Ribble, and where data is available, the Leyland Town Deal area specifically.

- It positions Leyland in the policy context locally, regionally and nationally.

- It also provides an indicative picture of the economic COVID-19 impact for Leyland

- As such, this report provides a platform for evidenced decisions to be made; with a view to prioritising projects for which there is strong evidence of need and a clear route to creating and catalysing economic impact for Leyland and South Ribble as a whole.

Diagram to be updated to incorporate masterplan study area and regional context

Train Station
Leyland Town Deal Area
OSM Standard

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Covid-19

Economic impact of the pandemic:

- The ongoing Covid-19 pandemic will have significant impacts across the North West. These impacts will be differentiated across the region and their severity will be dependent on the duration of lockdown measures.

- The full scale of the shock to the global economy is yet unknown, but it as been more severe than the 2008/09 'Great Recession'. As such, significant falls in GDP and employment are anticipated across 2020.

- Alongside the economic shock it is likley that the pandemic will have a societal effect; which may be sustained over the long-medium term. These social effects could contribute towards the future of Leyland and what it means to live and work in the town.

- Changing sectoral and demand dynamics may also create opportunities for Town Fund projects to create growth and support the economic recovery of Leyland.

Evidence base implications:

- It should be noticed that the vast majority of evidence base data was collected pre-Covid-19 and historical trend or future looking forecasts will not take the effects of the pandemic into account.

- Notwithstanding, the available data helps us paint a picture of Leyland's economic contexts and its Strengths, Weaknesses, Opportunities and Threats in the absence of Covid-19.

- This enables us to understand the local economy's direction of travel in order to draw out where pre-covid trends might be exacerbated or where there are opportunities for Leyland's future growth.

- In addition, we have incorporated the available evidence on short and potential long term Covid-19 impacts into this evidence base document.

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Framework for Analysis: Steer-ED's Ecosystem
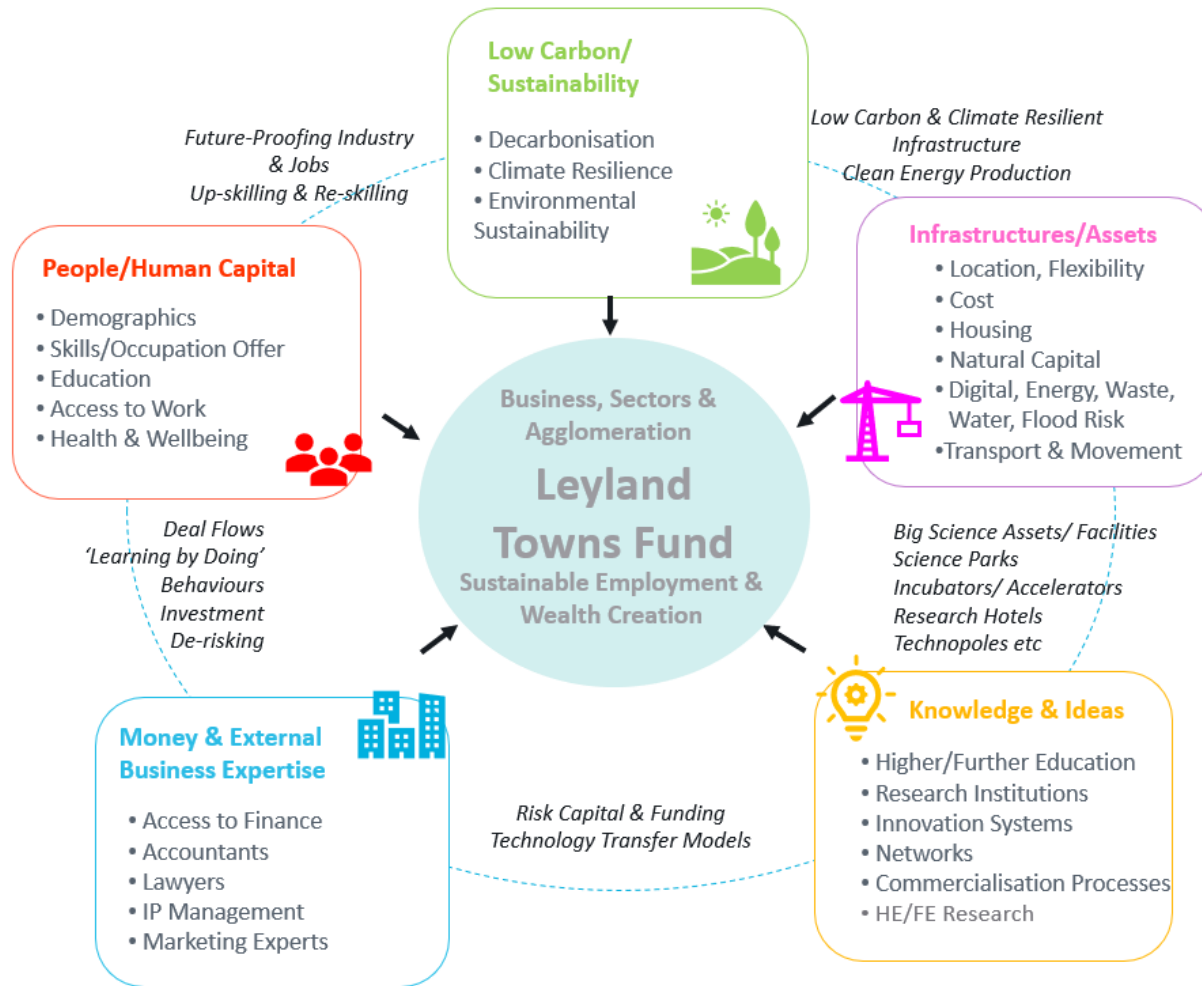
- Central to our approach is a recognition that meaningful economic development requires holistic consideration off all the elements contributing to placed-based economic success.
- Our data analysis is therefore framed around the 5 'ecosystem' domains.
- The depiction of these key strategic factors, and the way they interrelate is summarised on this diagram.

Source: Steer-ED, 2020

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Vision

Vision – Identifying Leyland's Characteristics

- Through consultation with the town deal board the key characteristics of Leyland's identity were identified. These are presented on the diagram to the right.

- There characteristics including both Leyland's strengths as well as the parts of its identity where there is a case and desire to create change through the Town Deal Investment Plan.

- These areas of action are highlighted in orange.


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Vision – Town Investment Plan Objectives

- Building on the identification of the areas for action core objectives for the Town Investment Plan have been defined. These are highlighted blue.
- The alignment of Leyland's TIP objectives with the broader objectives of the Town Fund are illustrated in black.

Leyland TIP Objectives:
1. A clear centre point supporting an improved leisure offer
2. A strong supply of skilled labour
3. An improved leisure offer that draws visitors and residents
4. Key sector strengths driving an economic purpose
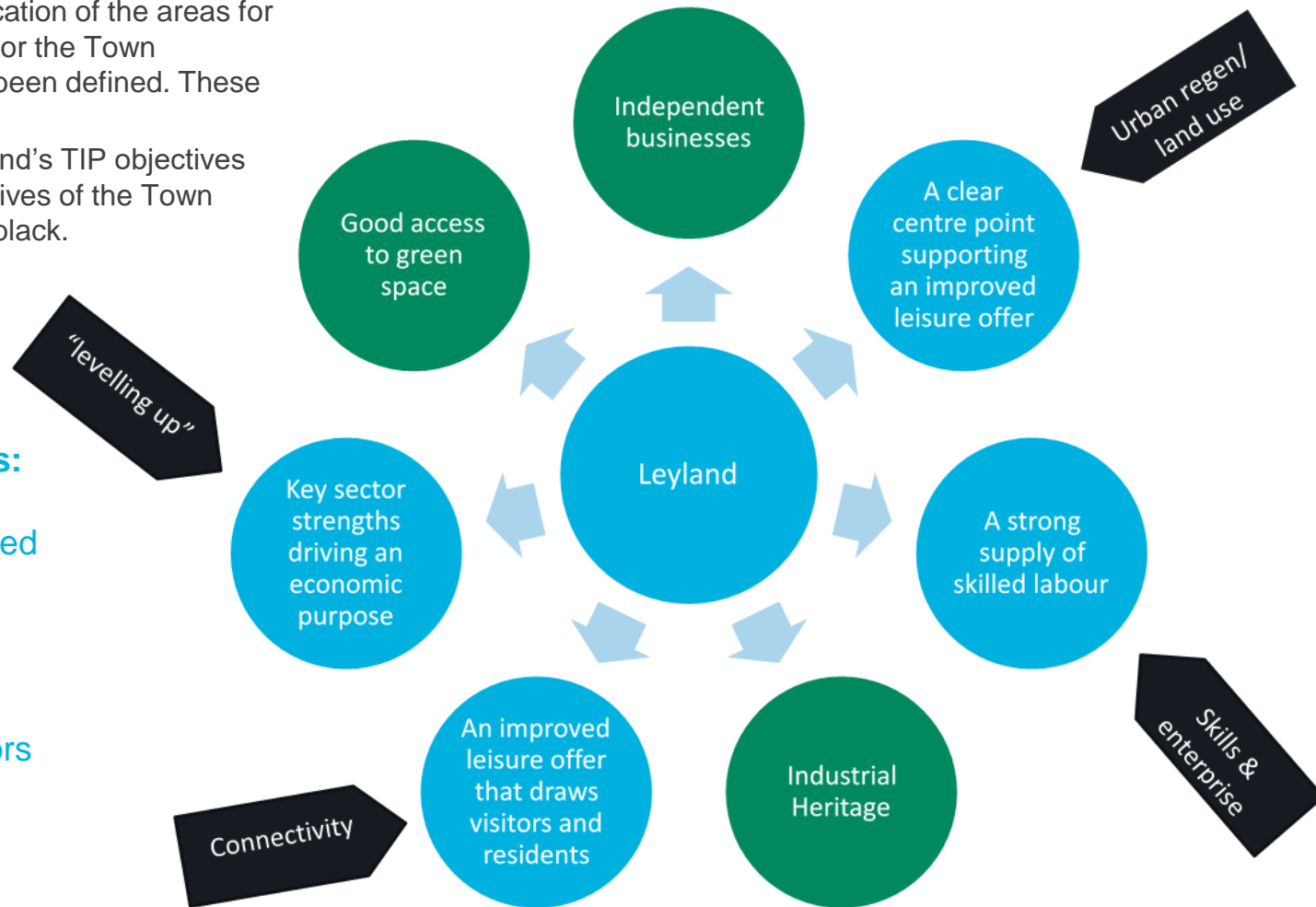
Vital Statistics

Current Performance Overview

- **South Ribble boasts a higher productivity (GVA per worker) and employment rate** than its comparators, alongside a higher proportion of the working age population with degree level or higher qualifications.

- Despite this, there is a **low proportion of a knowledge economy businesses** in South Ribble than the national and regional average – with a lower proportion of knowledge based businesses and lower proportion of employment in professional, associate professional and technical occupations.

- Further, the compensation of employees lags behind national and regional levels, with **lower average earnings**.

Legend: England — North West — Lancashire — South Ribble
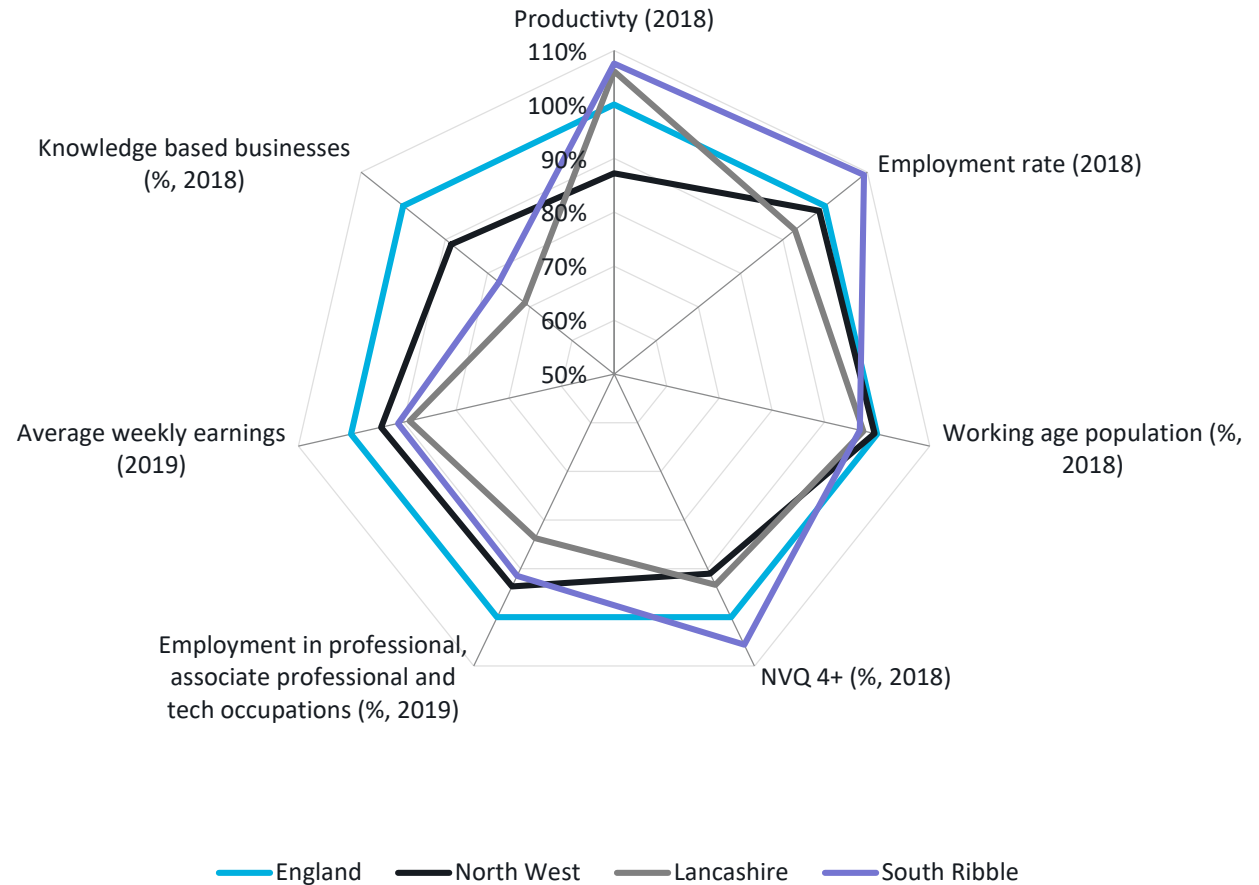
Source: ONS, 2019

Current Performance

Location Quotients: GVA by Industry, 2018 (Indexed, UK = 1.00)

	South Ribble	Lancashire	North West
Agriculture, mining, electricity, gas, water and waste	1.4	0.8	0.7
Manufacturing	1.9	1.9	1.5
Construction	3.4	1.1	1.0
Wholesale and retail trade; repair of motor vehicles	1.5	1.4	1.1
Transportation and storage	1.0	0.7	1.1
Accommodation and food service activities	0.5	1.0	1.0
Information and communication	0.4	0.5	0.7
Financial and insurance activities	0.1	0.3	0.7
Real estate activities	0.9	0.9	0.9
Professional, scientific and technical activities	0.3	0.5	0.8
Administrative and support service activities	0.6	0.8	1.1
Public administration and defence	0.6	1.0	1.0
Education	0.6	1.1	1.0
Human health and social work activities	0.5	1.3	1.2
Arts, entertainment and recreation	0.4	1.0	1.0
Other service activities	0.7	0.9	1.0
Activities of households	0.6	0.8	0.6

Source: ONS, 2019

- GVA Location Quotients reflect the size of various sectors when compared to the UK average level (e.g. LQ of 2 implies sector is x2 the size compared to the UK average %)
- **South Ribble has a very large construction sector** when compared to the UK, Lancashire and North West average.

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Current Performance

Location Quotients: Employment by Industry (Indexed, UK = 1.00)

|	South Ribble	Lancashire	North West
Agriculture, forestry & fishing (A)	0.8	1.6	0.9
Mining, quarrying & utilities (B,D and E)	3.0	1.1	1.0
Manufacturing (C)	1.6	1.7	1.2
Construction (F)	4.1	1.4	1.0
Motor trades (Part G)	1.4	1.2	0.9
Wholesale (Part G)	1.3	1.2	1.1
Retail (Part G)	0.9	1.1	1.1
Transport & storage (inc postal) (H)	0.9	0.8	1.1
Accommodation & food services (I)	0.6	0.9	1.0
Information & communication (J)	0.6	0.5	0.6
Financial & insurance (K)	0.2	0.4	0.8
Property (L)	1.2	0.8	1.0
Professional, scientific & technical (M)	0.5	0.6	0.9
Business administration & support services (N)	0.7	0.8	1.0
Public administration & defence (O)	0.9	1.0	1.1
Education (P)	0.6	1.0	1.0
Health (Q)	0.6	1.0	1.0
Arts, entertainment, recreation & other services (R,S,T and U)	0.7	0.8	1.0

Source: ONS BRES, 2019

- The Employment Location Quotient indicates that a **very significant proportion of South Ribble's workforce are employed in the Construction and Mining, quarrying and utilities sector** when compared to the UK average.

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Past Performance

- Over the last 20 years GVA in South Ribble has increased at a similar rate to the wider county, region and nationally.

- Since 1998 GVA has increased from £1.8billion to £3.7billion in 2018.

- GVA in South Ribble has fluctuated significantly in South Ribble when compared to England or the North West; indicating a **higher level of economic volatility.**

- Since 2014 the pace of growth in South Ribble has exceeded the wider county's and is in line with the North West region.
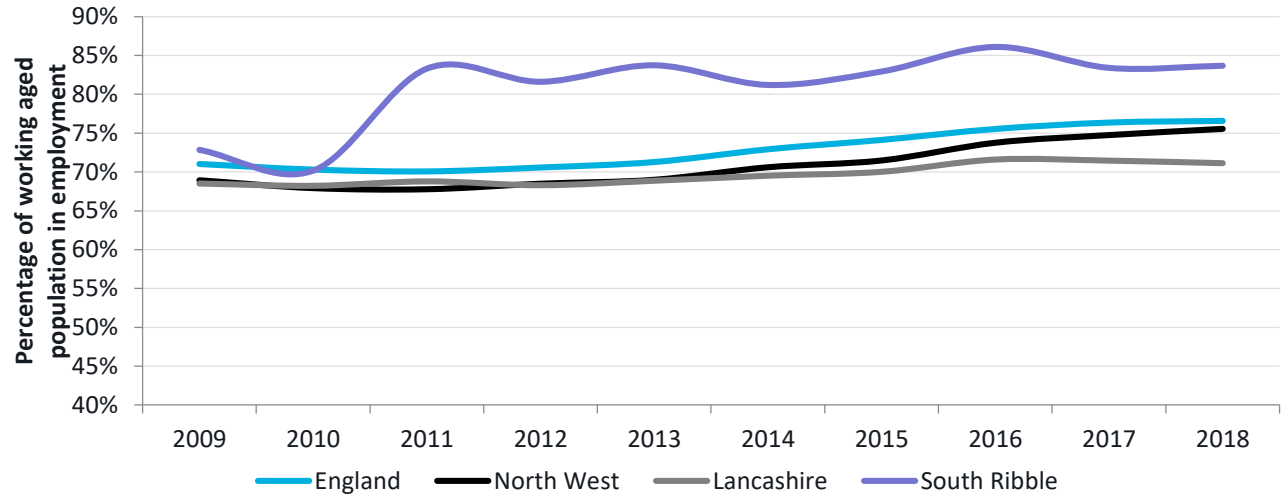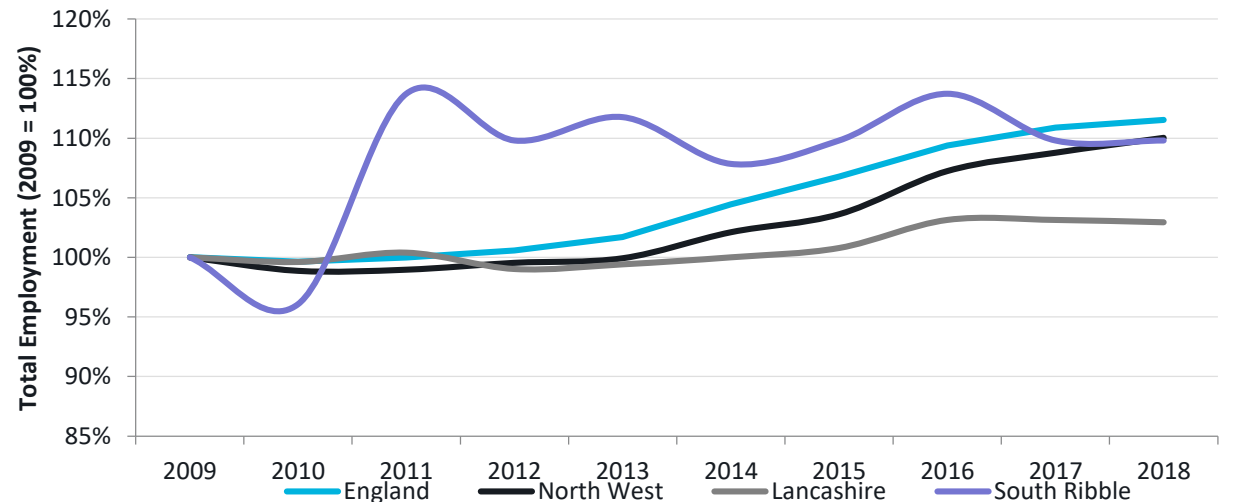
GVA Growth 1998-2018
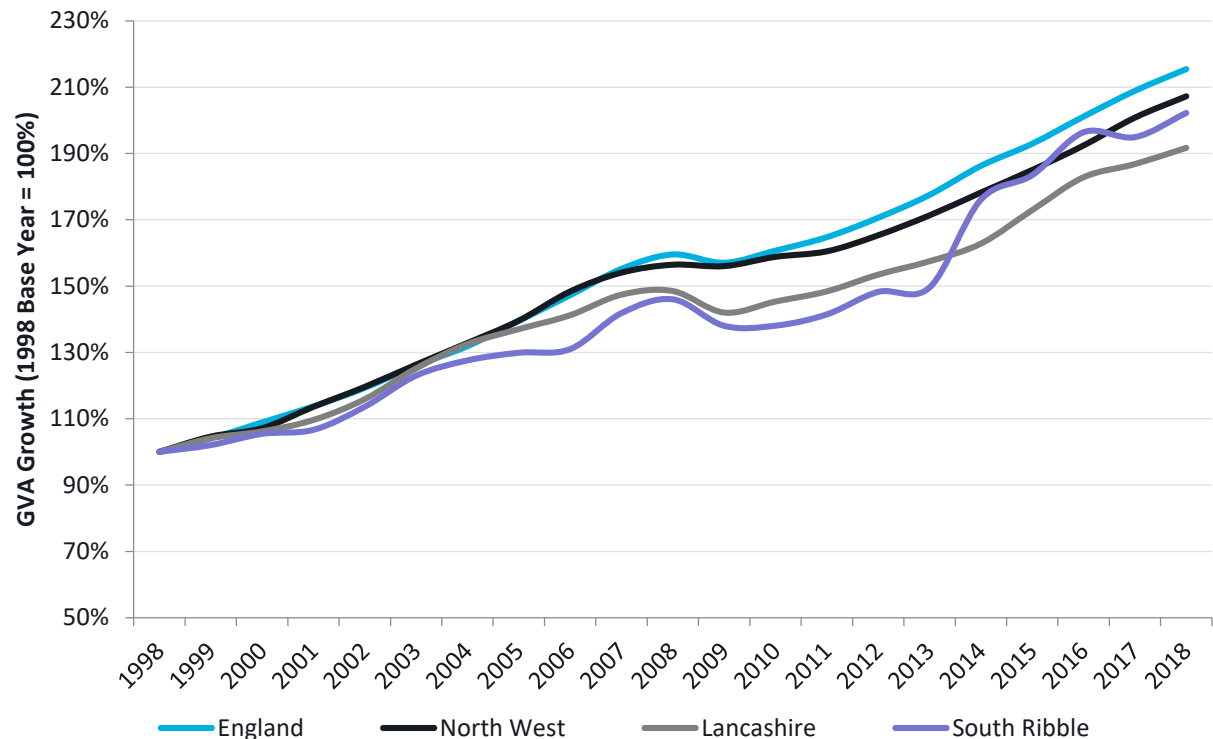
Source: ONS BRES, 2019

Past Performance

- **The employment rate in South Ribble has exceeded the national, regional and county rates for the best part of the last decade.**

- In 2018, total employment had increased by ten percentage points since the 2009 base year.

- The North West region and national employment rates saw equal proportionate growth in employment. However, Lancashire county's total employment growth lags behind.

Employment Rate, 2009-2018

Percentage of working aged population in employment

Legend: England — North West — Lancashire — South Ribble

Growth in Total Employment, 2009-2018

Total Employment (2009 = 100%)

Legend: England — North West — Lancashire — South Ribble

Source: ONS BRES, 2019

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Past Performance

- Similar to its pattern of GVA growth, **productivity in South Ribble has exhibited significant fluctuations**. Productivity in South Ribble exhibited a significant drop between 2010 and 2013, before returning to pre-recession peak in 2014.

- In 2011 there was a large increase in employment (from 49,000 in 2010 to 58,000 in 2011) without being matched with a significant increase in GVA. This, in part explains the productivity drop observed.

- Productivity overall in South Ribble is currently above the national level, with 2018 levels significantly outperforming the Regional and Lancashire rates.

Productivity (GVA per worker), 2009-2018

Source: ONS, 2019

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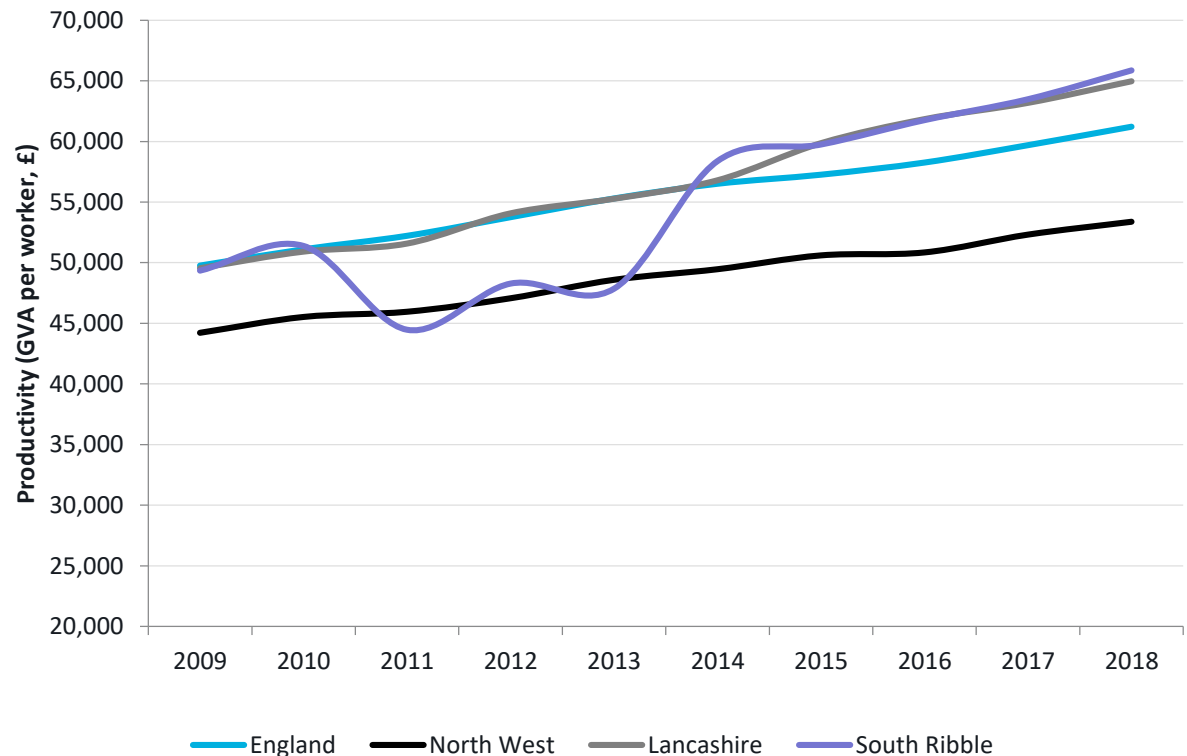
Pre-COVID 19 Forecasts

## Forecasted Growth in Total Workplace Employment, 2018-2028

- Please note, the latest available forecasts for local employment were developed pre-covid 19. However the still provide a useful picture of the anticipated direction of the economy.

- **Employment growth in South Ribble was forecast to grow inline with the North West**, although slightly below the national level to 2028.

Source: Oxford Economics, 2018

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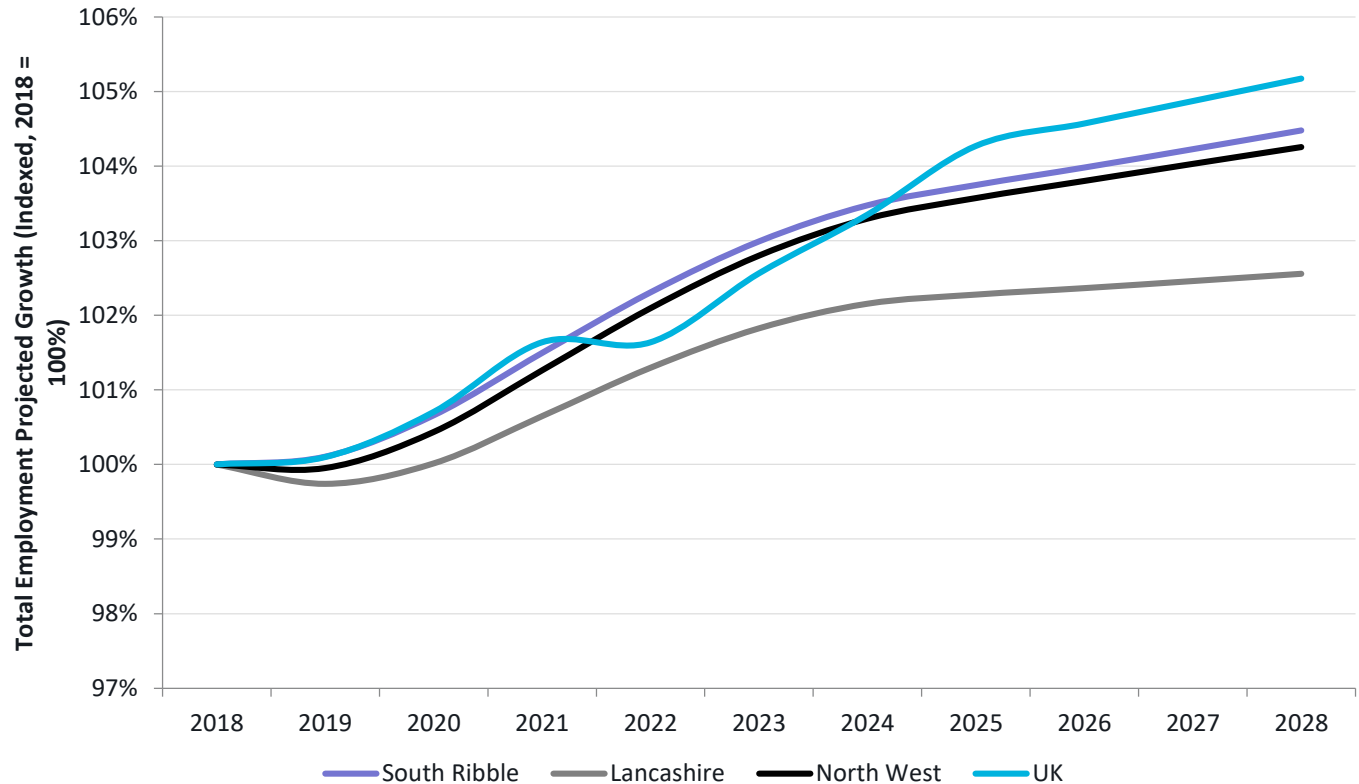
Pre-COVID 19 Forecasts

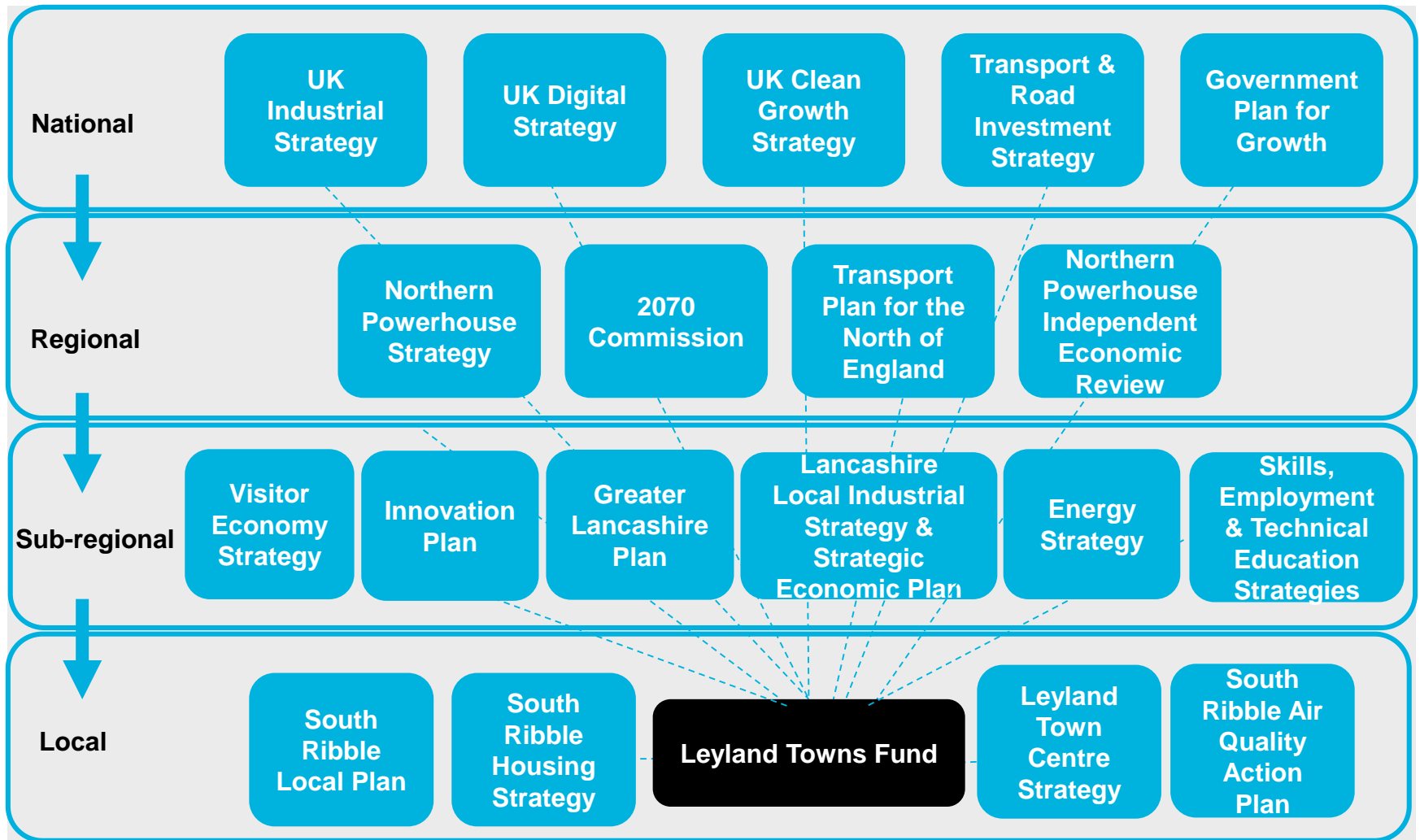## Forecasted Change in Sectoral Composition of Employment, 2018-2028
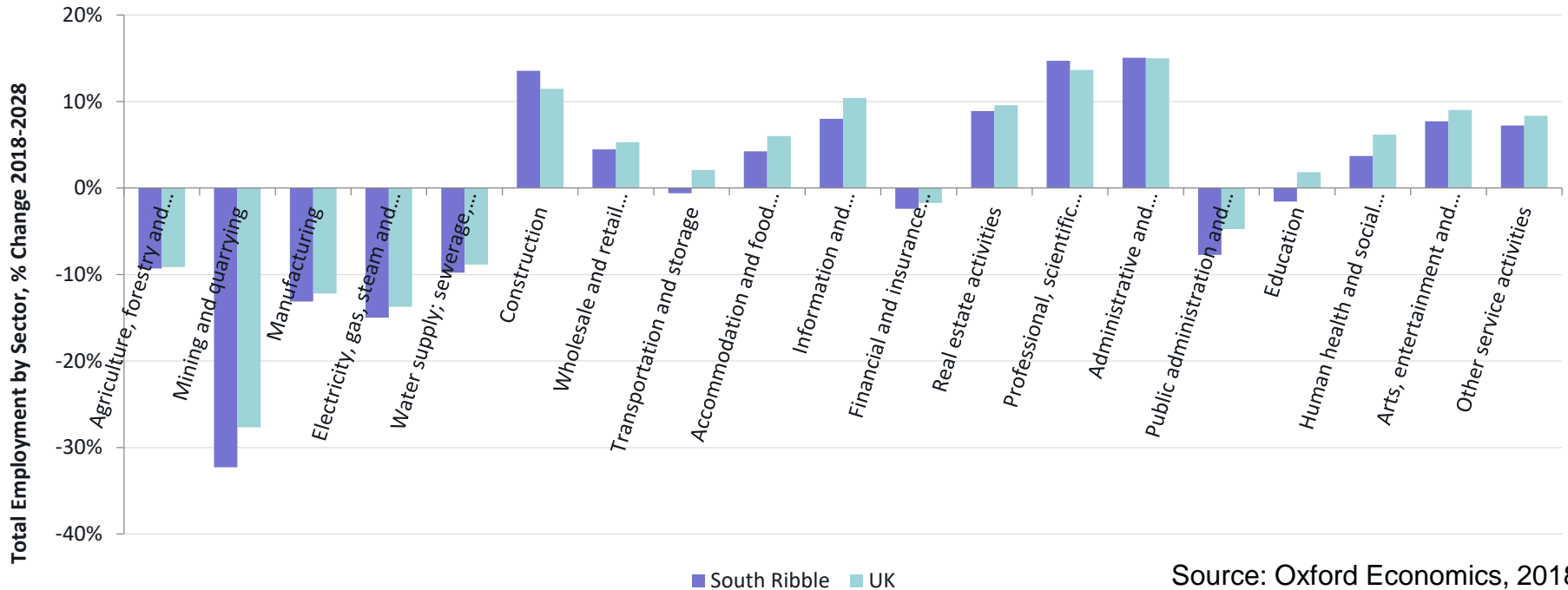
Source: Oxford Economics, 2018

- Please note, the latest available sector were developed pre-covid 19. However they still provide a useful picture of the anticipated direction of the economy. For example, where sectors are already forecast to decline we might expect the rate of change to accelerate
- South Ribble is forecast to experience changes in the current sectoral composition of employment over the next decade. **Further increases in construction** are noted, an already dominant industry in the region. Other increases include professional and scientific, information and communications, admin health, arts and other services.
- **Manufacturing, agriculture, and utilities industries are forecast to see a decrease** in employment, with smaller proportionate decreases in education, finance, transport and public administration roles.

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Policy Mapping

Policy Mapping

National
- UK Industrial Strategy
- UK Digital Strategy
- UK Clean Growth Strategy
- Transport & Road Investment Strategy
- Government Plan for Growth

Regional
- Northern Powerhouse Strategy
- 2070 Commission
- Transport Plan for the North of England
- Northern Powerhouse Independent Economic Review

Sub-regional
- Visitor Economy Strategy
- Innovation Plan
- Greater Lancashire Plan
- Lancashire Local Industrial Strategy & Strategic Economic Plan
- Energy Strategy
- Skills, Employment & Technical Education Strategies

Local
- South Ribble Local Plan
- South Ribble Housing Strategy
- Leyland Towns Fund
- Leyland Town Centre Strategy
- South Ribble Air Quality Action Plan

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National & Regional Policy

UK Industrial Strategy and Sector Deals

Focus, to raise productivity, structuring strategy around the five pillars: **Ideas, People, Infrastructure, Business Environment and Place**. Priorities include increased investment in R&D to increase innovation; a focus on Technical Education, STEM subjects and re-skilling/upskilling; major upgrades to transport, housing and digital infrastructure, including 5G broadband and electrical vehicles; support for small & medium sized businesses with the aim of creating the best place to start and grow a business; and local industrial strategies to create prosperous communities across the UK.

The two UK Sector Deals most important for Leyland's industry base are the **Automotive** & **Construction** Sector Deals. The Aerospace Sector Deal is also important for the wider county due to its large aerospace industry.

Lancashire Local Industrial Strategy

The LIS Evidence Base illustrates Lancashire's key strengths in **aerospace, automotive, energy and marine sectors** and outlines the need to stay ahead in these sectors. The LIS emphasises the importance of supporting businesses in **technology advances** to minimise market disruption. Further, the LIS stresses the importance of **upskilling and reskilling** the workforce across all age groups to respond to sectoral and occupational changes.

It also illustrates the county lags behind national averages in productivity, business start-up and survival. South Ribble performs better than the county wide average on these measures, as outlined further into this report.

The LIS points to creating a distinctive sense of place as a priority for Lancashire too, including through visitor, leisure/culture offers.

UK Digital Strategy

The digital strategy followed the industrial strategy to set support the UK to be on the cutting edge of global digital innovation breakthroughs, and to support businesses in the digital economy. Central to this is ensuring **digital infrastructure and skills**.

UK Clean Growth Strategy

This strategy is the current plan for the UK's **low carbon future**, reducing emissions while still **creating jobs**, growth and raising productivity through growing the low carbon industry. Nationally there is a target to reach net zero greenhouse gas emissions by 2050. South Ribble Borough Council declared a climate emergency last year and set a target to reach net zero carbon emissions by 2030.

Northern Powerhouse

In 2016 the Northern Powerhouse Strategy was published with the aim to tackle barriers to productivity in the North of England. Notably, commitments were made to invest in **transport infrastructure,** raise **skills, trade** and investment, building on its great successes in **manufacturing**, its world-leading universities and renewable energy production. Regional inequalities are still seen in the UK and the 2070 Commission sets out the steps needed to make changes to rebalance the national economy.

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Local Policy

Leyland Town Centre Improvement Strategy, 2019
Vision: For Leyland to be sustainable town centre, which is well equipped to meet the current and future needs of its **residents** and **visitors**, and which effectively supports the role of local **businesses**. Currently Leyland is one of two of South Ribble's key town centres (alongside Chorley) and Preston city centre. Leyland has a **strong retail and service offer** with representation from independent businesses and is home to the unique British Commercial Vehicle Museum linking with its **motor industry heritage**.
Current constraints: linear town centre with a dispersed retail offer and limited pedestrian **connectivity**, paired with the wider challenge of changing consumer behavior to online shopping which requires town centres to provide an experience to **attract visitors**. There are few green spaces within the town centre, though the Borough's Green Links strategy aims to increase connectivity between the green spaces around the town centre periphery.

South Ribble Housing Strategy, 2020-2025
Vision: By 2025 South Ribble will offer **good quality, safe and secure housing** that current and future residents can afford to live in. The priorities that sit with in this are to ensure homes are safe and **affordable**, supporting a balanced housing market including providing council owned homes, supporting independence, good health and quality of life, and reducing and preventing homelessness

South Ribble Local Plan, 2015
The Local Plan and the Central Lancashire Core Strategy vision for South Ribble is to attract investment and **visitors** attracted to the town centres for **retail**, **heritage** and education, as a great place to do **business** with a thriving market town. Further, the aims are for South Ribble be a **healthy** and **environmentally sustainable** place, with **highly skilled** and **diverse** communities, **good jobs**, **high quality affordable homes** and improved transport **connectivity**.

South Ribble Air Quality Action Plan, 2018
A new Air Quality Management Area was declared in Leyland in December 2017, due to an exceedance of average Nitrogen Dioxide target levels along Turpin Green Lane, Church Way & Golden Hill Lane, as such South Ribble's Air Quality Action Plan was updated. The focus of the plan is **to improve air quality** across the borough to **improve public health**. The plan largely focuses on air quality savings to be made from **reducing vehicle emissions** in the area.

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People

Working Age Population

- For 2007 onwards there has been a **notable decrease in working age population.** This was also seen at national levels however the rate of change in South Ribble has been more sever.

- The total population aged 65 and over has increased by just short of 10,000 since 1991. This explains, a long with a decrease in the proportion of under 16s, the decrease in the proportion of the population that is of 'working age' from 2010 onwards.

- The number of South Ribble residents under the age of 16 largely remains at the same level it was in 1991, but as a proportion of the total population has reduced from 21% in 1991 to 18% in 2018.

Working age population, 1991-2018

South Ribble — Lancashire — North West — England
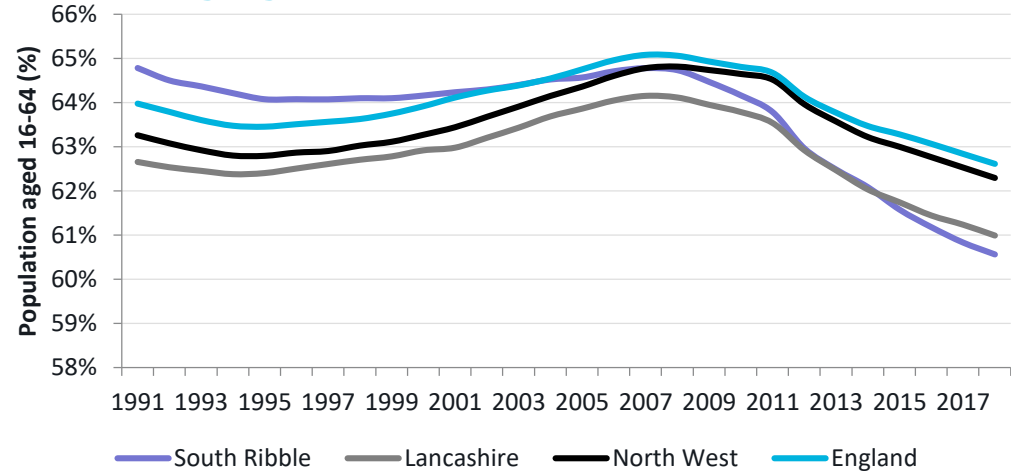
South Ribble's population by age, 1991-2018

0-15 — 16-64 — 65+
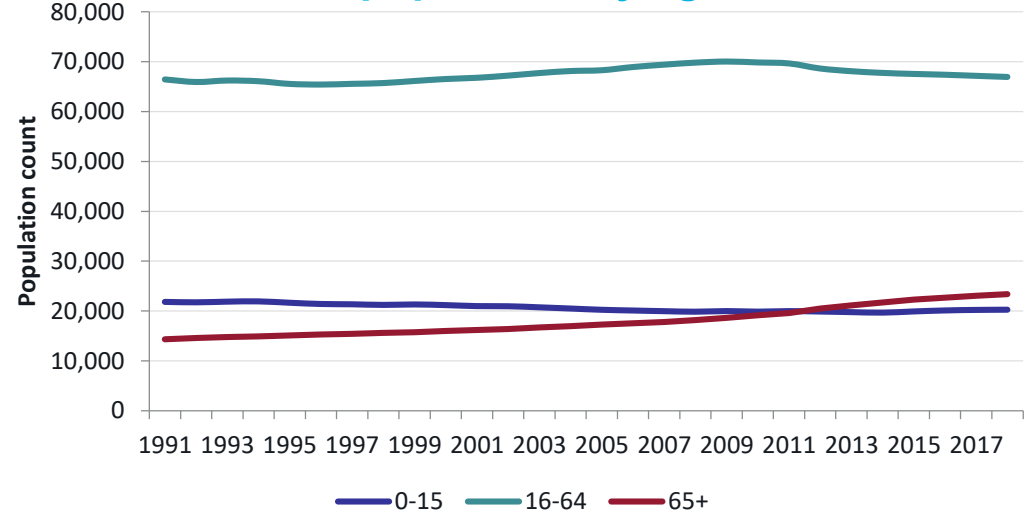
Source: ONS Population Estimates, 2018

Educational Attainment

Overall educational attainment presents a mixed picture.

School Performance
- 57% of KS2 pupils are achieving the required level in South Ribble, which is lower than the 64% nationally (2018).
- 51.4 average attainment 8 GCSE score in South Ribble, which exceeds the national average 46.8 (2018).
- Secondary school performance in Leyland varies: Leyland St Mary's Catholic High School is below average, however, Academy at Worden, Wellfield High School & Balshaws CofE's progress 8 scores are average, with attainment in line with the wider Local Authority and national averages.

Further Education
- Students living in the Leyland Town Deal area have access to a number of FE institutes: Runshaw College (more academic); Preston's College (more vocational); Myerscough College (land-based and sports subjects); Cardinal Newman College (sixth form college offering a range of A Level and BTEC subjects). There is also Blackburn College further afield.
- Ofsted grades suggest a mixed picture of provision, with Runshaw & Cardinal Newman awarded Outstanding, Myerscough awarded Good, and Preston Requiring Improvement (DfE 2017).

Apprenticeships
- South Ribble Borough Council Apprentice Factory provides apprenticeship guidance to businesses and students.
- In South Ribble, the total number of apprenticeships started in 2018/19 was 1,152, of which 523 were Advanced, 249 were Higher and 380 were Intermediate level apprenticeships. 47% of all apprenticeships in 2018/19 were started by people aged 25 and over. Just 1 apprenticeship for an under 16 was stared, 322 for 16-18 year olds and 285 for 19-24 year olds.

Total apprenticeship starts, 2018/19
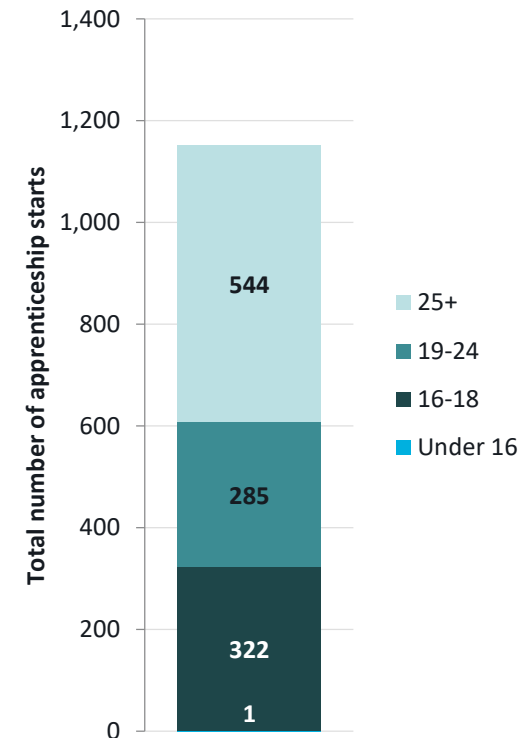
Source: South Ribble Borough Council, 2019

Workforce Skills

NVQ skills level, 2018

- **South Ribble outperforms national, regional and sub-regional levels of skills** for the working age population (those aged 16-64).

- There are higher proportions of the working age population having degree level or above qualifications and lower proportions of people with no qualifications.
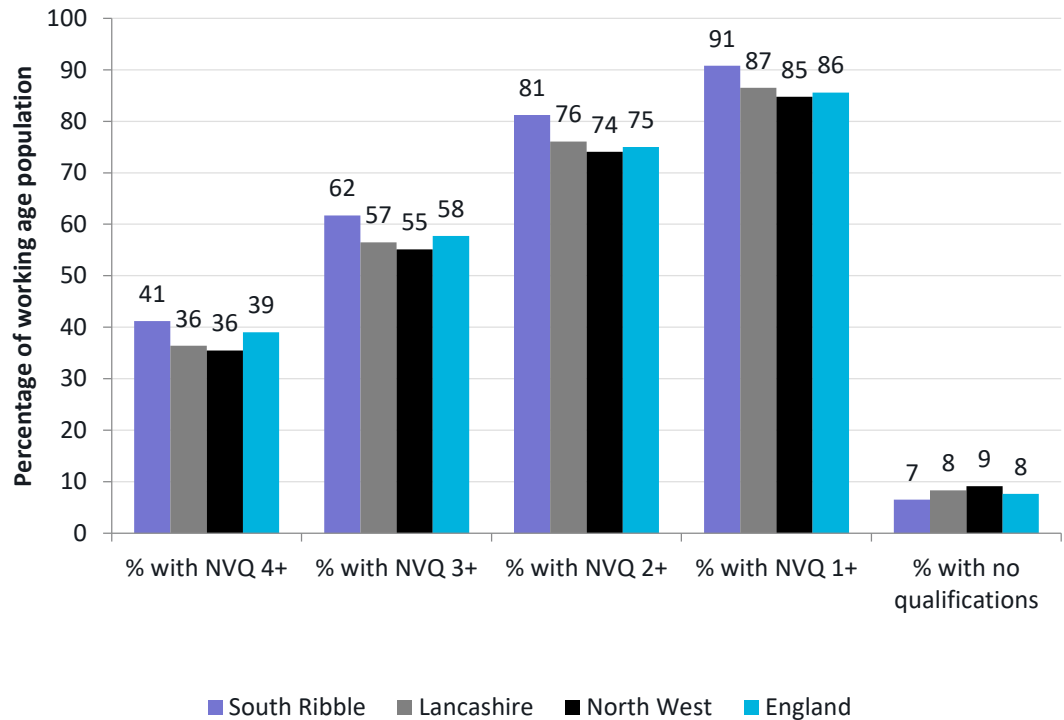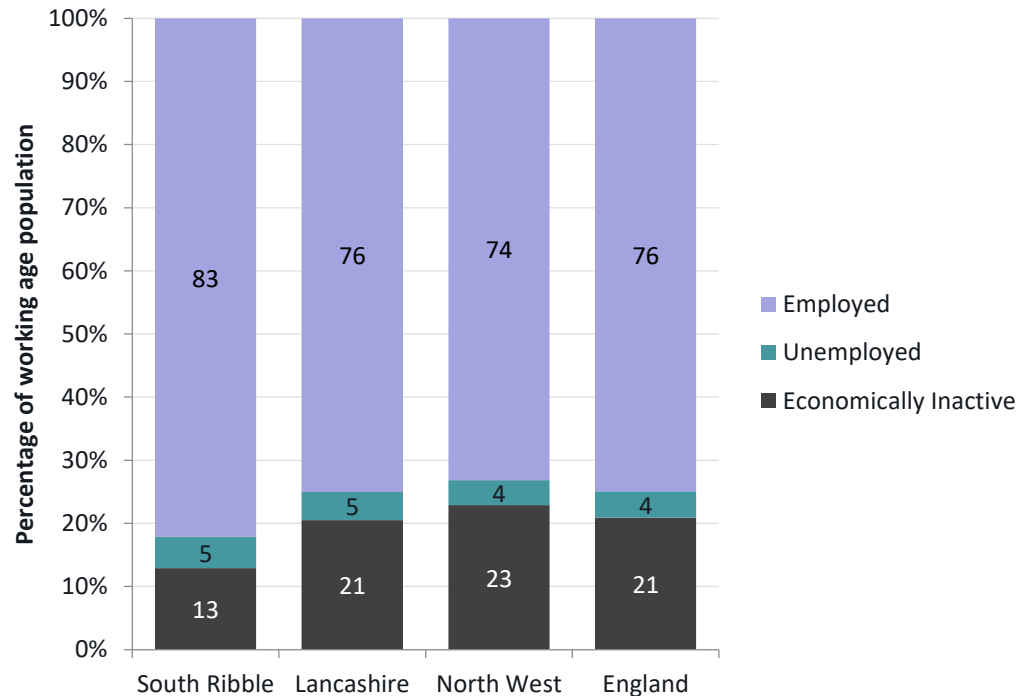

Source: ONS APS, 2018

Employment

- South Ribble has a **higher employment rate** than Lancashire, the North West and England.

- South Ribble also has a slightly higher unemployment rate, however, a much lower rate of economic inactivity.

- The ONS definition of unemployed is residents who are not currently in work but have actively searched for work over the last month, where economic inactivity refers to those currently out of work, that have not actively searched for work over the last 4 weeks (this includes students, caregivers, the retired, the unwell and the discouraged).

- The Leyland Town Deal area is home to a disproportionately high level of South Ribble's Employment Allowance claimants (42%, while constituting 33% of the total population).
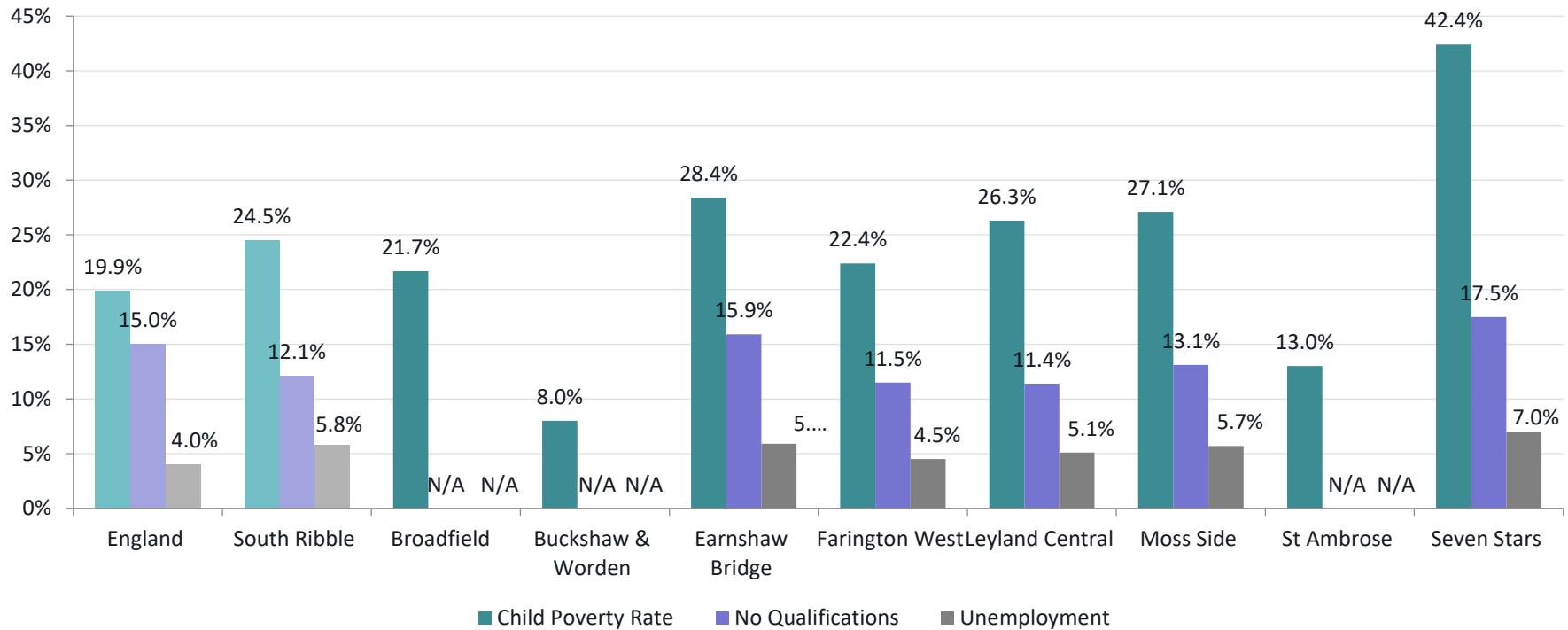
Economic activity level, 2019

Source: ONS APS, 2019

Leyland Town Deal Area

The rate of no qualifications, unemployment and child poverty across the Leyland Town Deal Area, 2019

Bar chart showing Child Poverty Rate, No Qualifications, and Unemployment across areas:

- **England**: 19.9%, 15.0%, 4.0%
- **South Ribble**: 24.5%, 12.1%, 5.8%
- **Broadfield**: 21.7%, N/A, N/A
- **Buckshaw & Worden**: 8.0%, N/A, N/A
- **Earnshaw Bridge**: 28.4%, 15.9%, 5....
- **Farington West**: 22.4%, 11.5%, 4.5%
- **Leyland Central**: 26.3%, 11.4%, 5.1%
- **Moss Side**: 27.1%, 13.1%, 5.7%
- **St Ambrose**: 13.0%, N/A, N/A
- **Seven Stars**: 42.4%, 17.5%, 7.0%

Legend: ■ Child Poverty Rate ■ No Qualifications ■ Unemployment

Source: DWP, 2019

- Of the areas where data is available, Seven Stars is the ward in the Leyland Town Deal Area with the highest rates of child poverty, no qualifications and unemployment. Here, child poverty is significantly high, twice the national rate.
- **Deprivation is not distributed evenly across Leyland.**

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Employment by Sector

Employment by broad industry grouping, 2019

|	South Ribble	Lancashire	North West	England
Agriculture, forestry & fishing (A)	1%	2%	1%	1%
Mining, quarrying & utilities (B,D and E)	4%	1%	1%	1%
Manufacturing (C)	13%	14%	9%	8%
Construction (F)	20%	7%	5%	5%
Motor trades (Part G)	3%	2%	2%	2%
Wholesale (Part G)	5%	5%	4%	4%
Retail (Part G)	8%	11%	11%	9%
Transport & storage (inc postal) (H)	4%	4%	5%	5%
Accommodation & food services (I)	4%	7%	7%	7%
Information & communication (J)	3%	2%	3%	4%
Financial & insurance (K)	1%	1%	3%	3%
Property (L)	2%	2%	2%	2%
Professional, scientific & technical (M)	4%	6%	8%	9%
Business administration & support services (N)	6%	7%	9%	9%
Public administration & defence (O)	4%	4%	4%	4%
Education (P)	5%	9%	8%	9%
Health (Q)	8%	13%	13%	12%
Arts, entertainment, recreation & other services (R,S,T and U)	3%	4%	4%	5%

Source: ONS BRES, 2018

- **The construction industry accounts for a vast 20% of all employment in South Ribble – exceeding the national proportion of employment in the sector fourfold.**
- Higher proportions of employment is also seen in manufacturing.
- Retail, health and business administration also provide significant employment across the district, though a slightly lower proportion that is seen across the wider county, regionally and nationally.

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Occupations

- The proportion of the workforce in South Ribble working as Managers, Directors & Senior Officials and in Professional Occupations is lower than the proportion across the wider county, region and country.

- There is a greater proportion of workers in Associate Professional and Technical Occupations, however.

- There is a notably greater proportion of workers in Process, Plant & Machine Operations posts and in Caring, Leisure & Other Service occupations compared to the national economy occupational makeup.

## Employment by broad occupation level, 2019
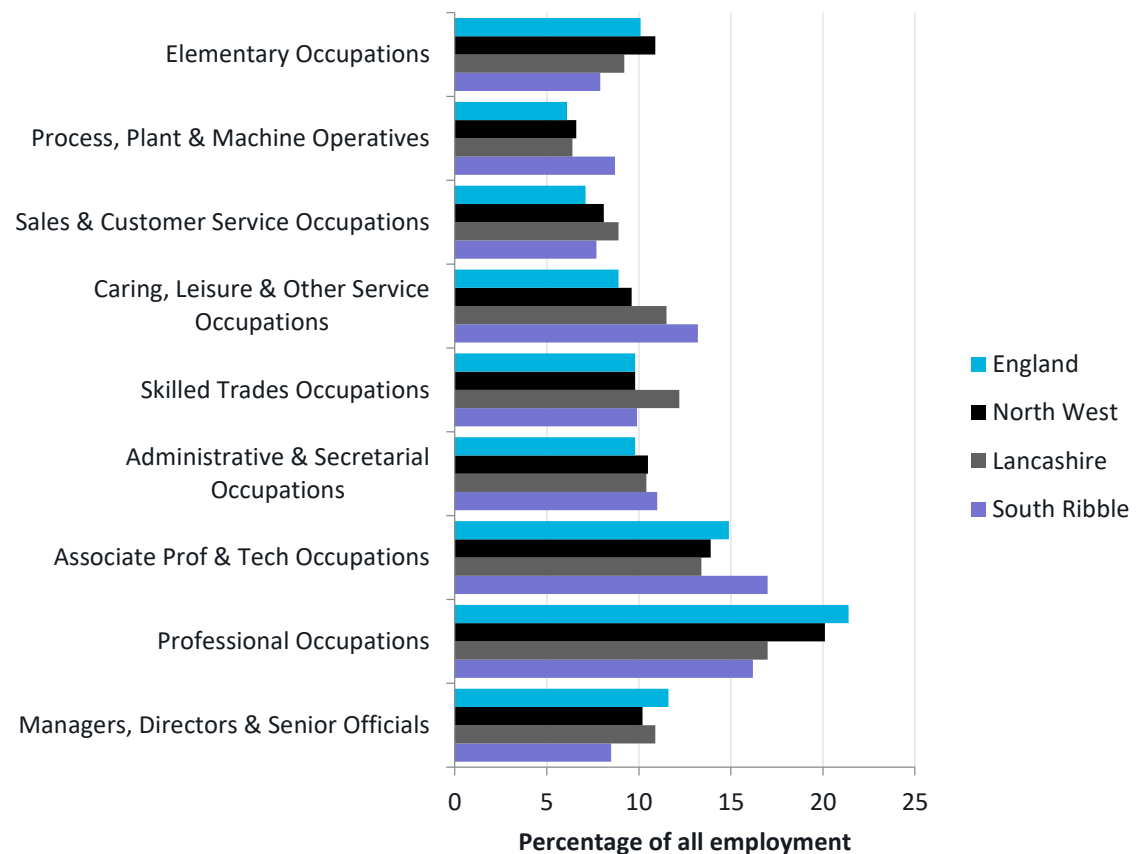
Source: ONS APS, 2019

Wages

- **Average earnings in South Ribble are lower than the national averages.**

- For the population who work in South Ribble, median pay is £439, for the resident population median pay is £455. This suggests is a prevalence of residents who commute elsewhere for higher paid work.

- Both the resident and workplace populations earn on average more than the wider county's population do on average, but are paid on average less than regional and national average wages.

Average weekly earnings, 2019

Source: ONS ASHE, 2019

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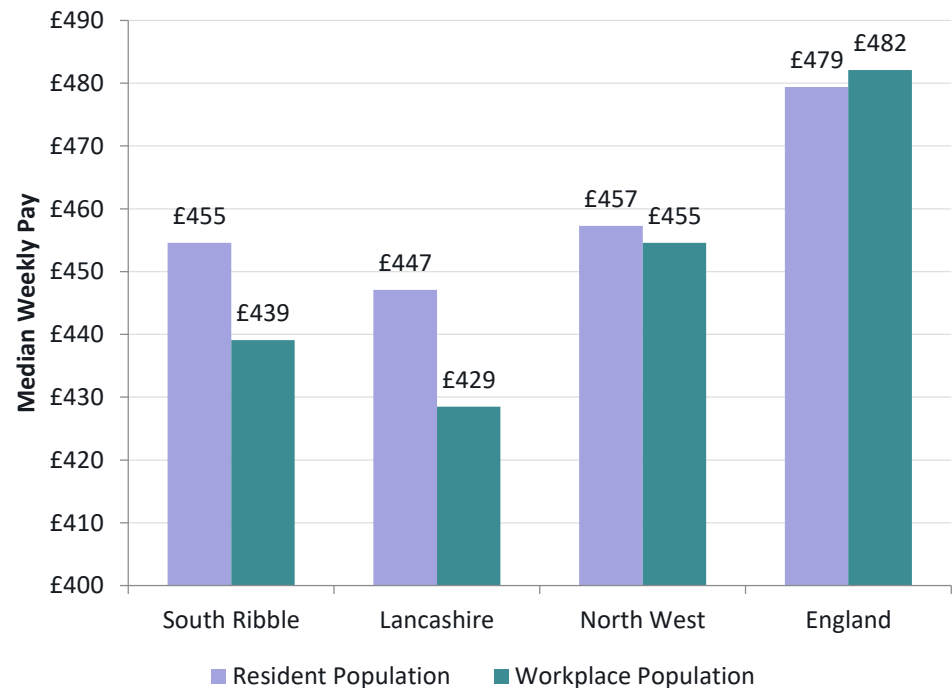
Health

- The premature mortality rate, defined by Public Health England as under 75, was at 311 premature deaths per 100,000 population for the period 2016 to 2018.

- This is lower than the regional and national rate, indicating **healthier, longer lives in South Ribble.**

## Premature mortality rate, 2016-2018
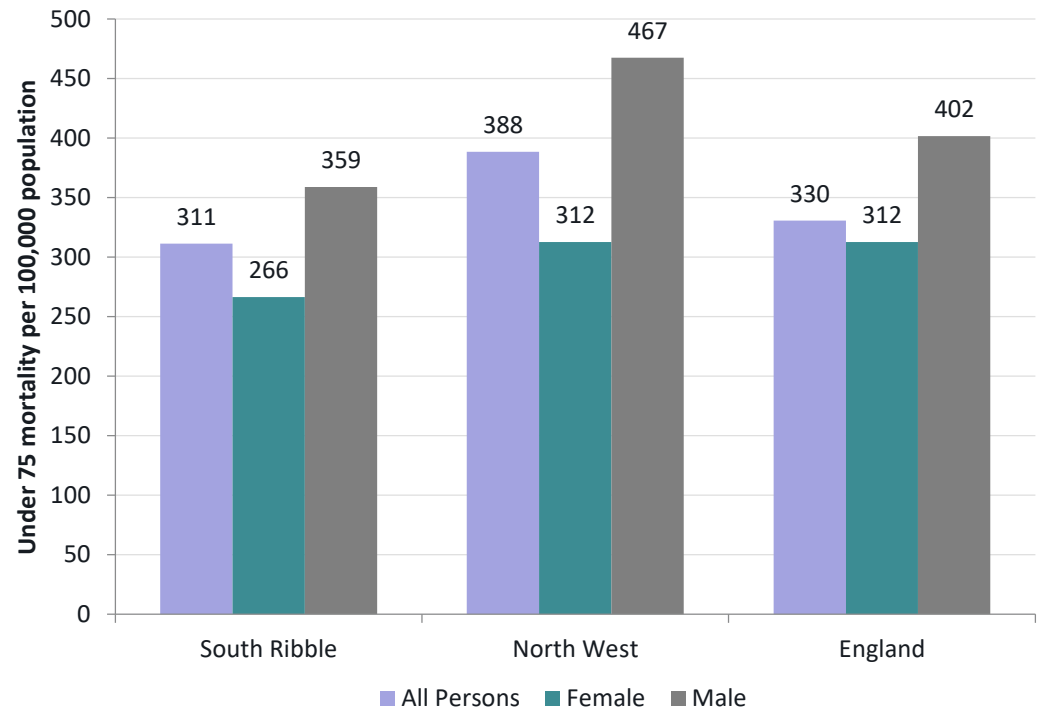
Source: PHE, 2018

Deprivation

- IMD is an important tool for identifying the most deprived areas in England to ensure activities are well directed. It combines multiple indicators including income, employment, education, health, crime, housing and living environment.

- **Deprivation in Leyland is a mixed picture with some of the least and some of the most deprived LSOAs very close together spatially**.

- Leyland in the context of wider South Ribble and nationally, has considerable deprivation.

- Leyland has some Lower Super Output Areas (LSOAs) in the most 10% deprived nationally.

Index of Multiple Deprivation (IMD), 2019
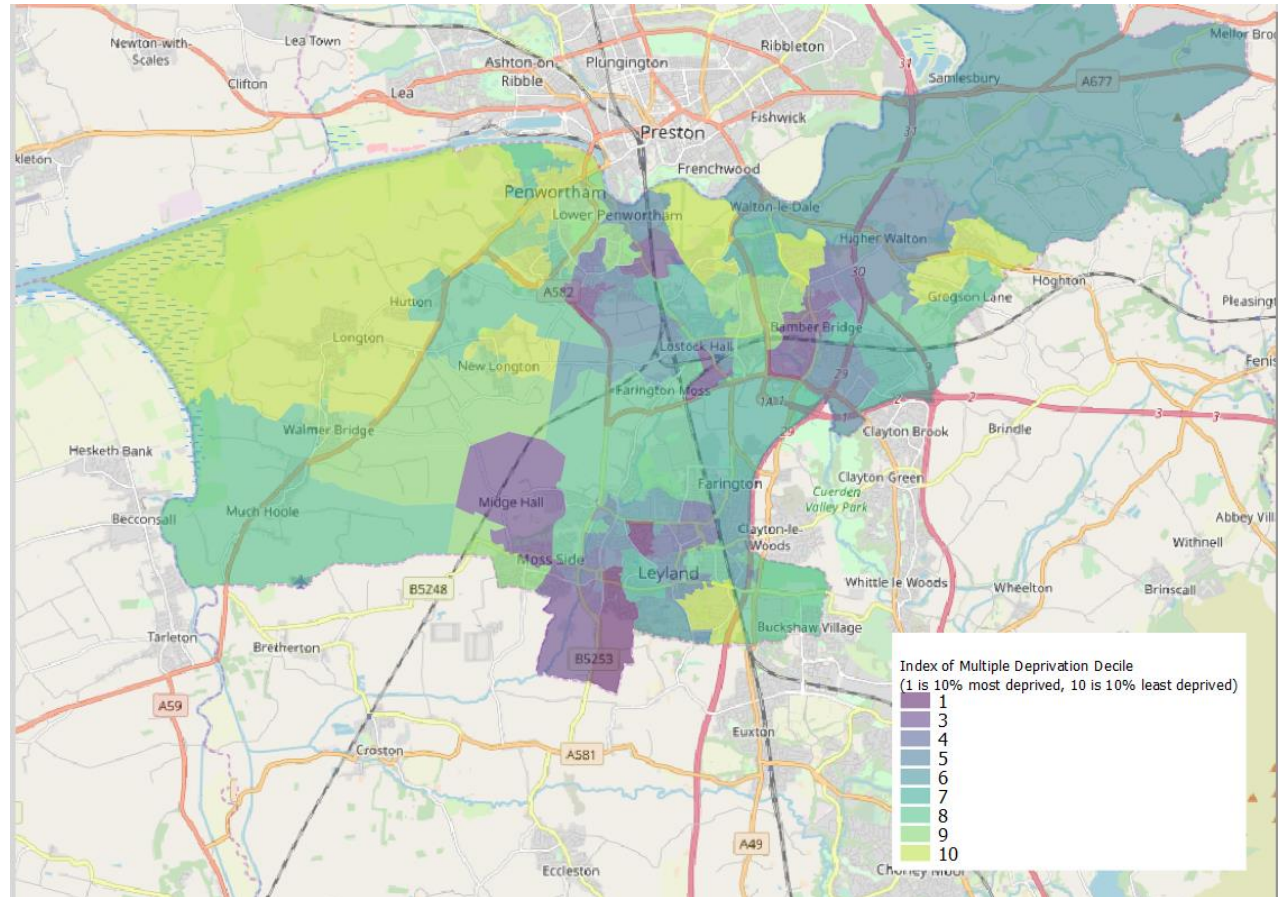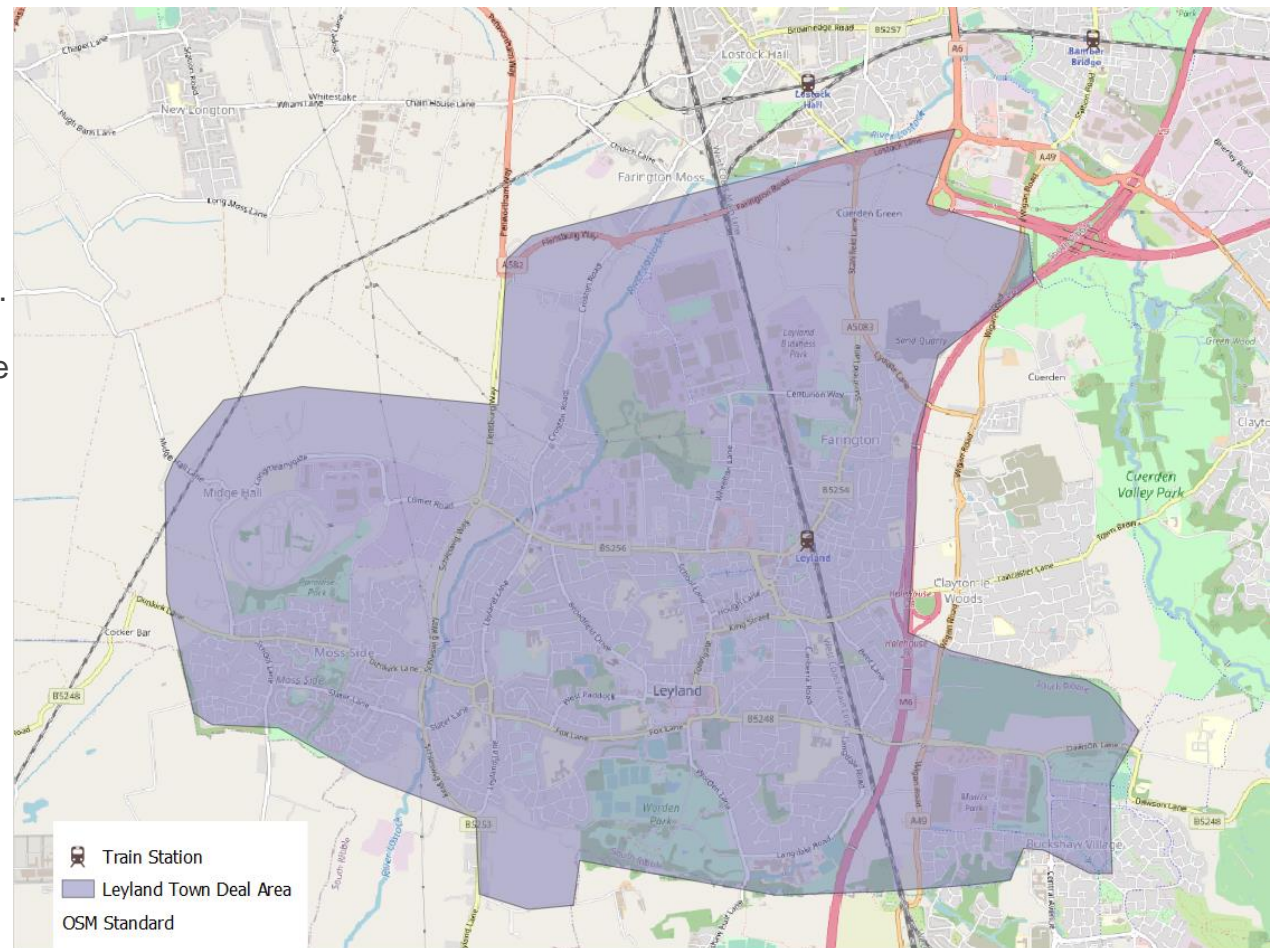

Source: Steer-ED, 2020 & MHCLG, 2019

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Infrastructure

Infrastructure

- **Leyland is reasonably well connected to nearby cities, Preston, Manchester and Liverpool**.

- Preston is just a 17 minute drive via the A6 or a mere 6 minute train journey from Leyland Train Station.

- Manchester is a 45 minute drive via the M61, or equally a 45 minute train journey from Leyland Station to Manchester Piccadilly.

- Liverpool is a 50 minute drive, or a 45 minute train journey from Leyland Station to Liverpool Lime Street.

- Good connectivity is also seen in the commuter flows presented on the following page.

- Leyland is well served in terms of bus transport too, with frequent services to Preston and Chorley.

Leyland Town Deal Area Map, 2020

Train Station
Leyland Town Deal Area
OSM Standard

Source: Steer-ED, 2020
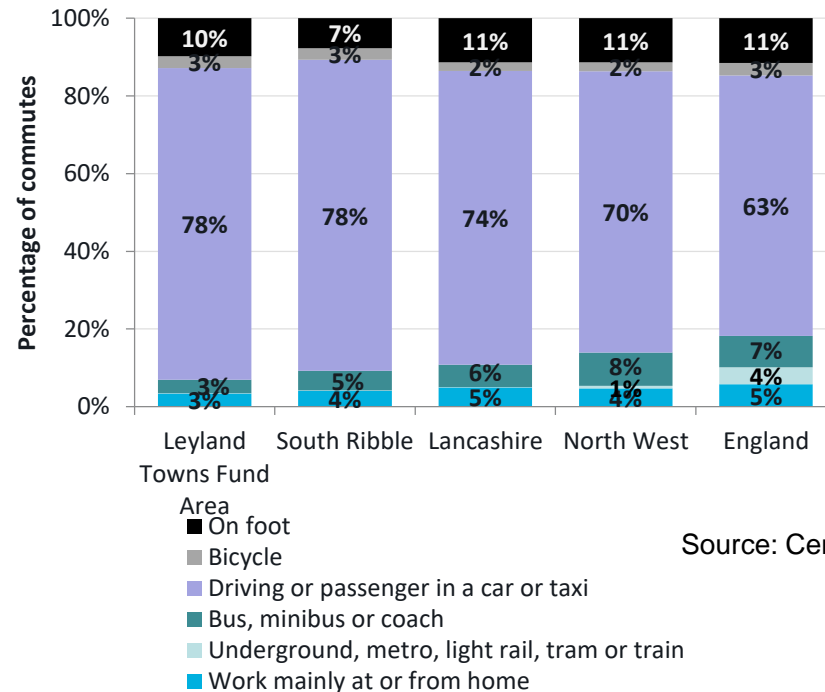
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Commuter Flows

- The most recent data available tells us that 43% of South Ribble's workforce also reside in the area, 57% commute in from elsewhere. The most common areas outside of South Ribble workers commute from are: Chorley; Preston; Wigan; and Blackburn with Darwen.

- Of the total workers who live in South Ribble, 37% work in South Ribble. 63% of all workers living in South Ribble commute elsewhere for work. The most common areas for South Ribble residents to work outside of the area are: Preston; Chorley; Fylde; and Ribble Valley. 28% of all workers from South Ribble commute to Preston for work.

- In the Leyland Town Deal Area, census data shows us that there is a considerably greater proportion of commutes made by car (78% of all commutes), and much lower proportion by bus, tram or train (just 3%). There is a higher proportion of people who walk to work than the wider South Ribble Borough however.

57% of South Ribble's workforce live elsewhere

63% of South Ribble's residents work elsewhere
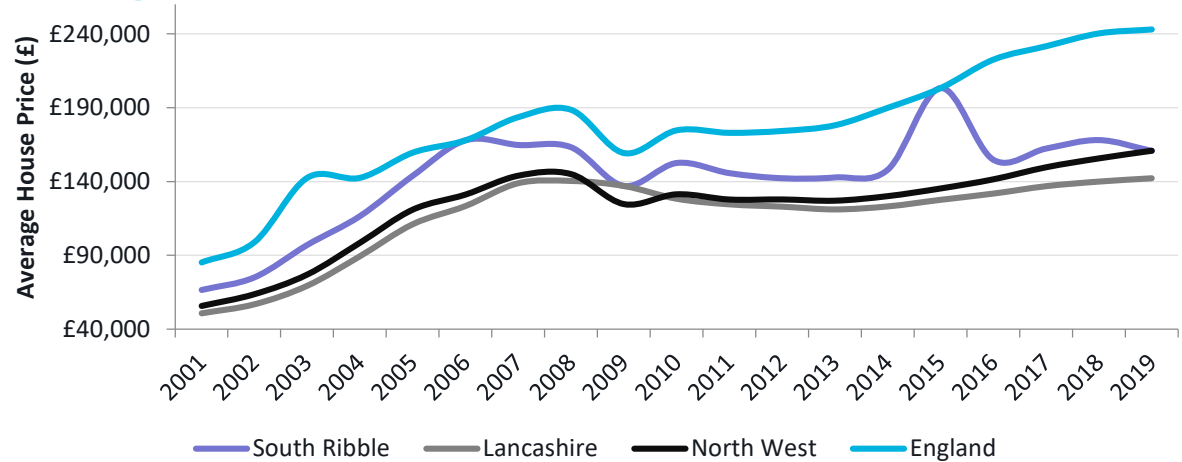
Travel to work by method, 2011

Method	Leyland Towns Fund Area	South Ribble	Lancashire	North West	England
On foot	10%	7%	11%	11%	11%
Bicycle	3%	3%	2%	2%	3%
Driving or passenger in a car or taxi	78%	78%	74%	70%	63%
Bus, minibus or coach	3%	5%	6%	8%	7%
Underground, metro, light rail, tram or train				1%	4%
Work mainly at or from home	3%	4%	5%	4%	5%

Percentage of commutes

Legend:
- ■ On foot
- ■ Bicycle
- ■ Driving or passenger in a car or taxi
- ■ Bus, minibus or coach
- ■ Underground, metro, light rail, tram or train
- ■ Work mainly at or from home
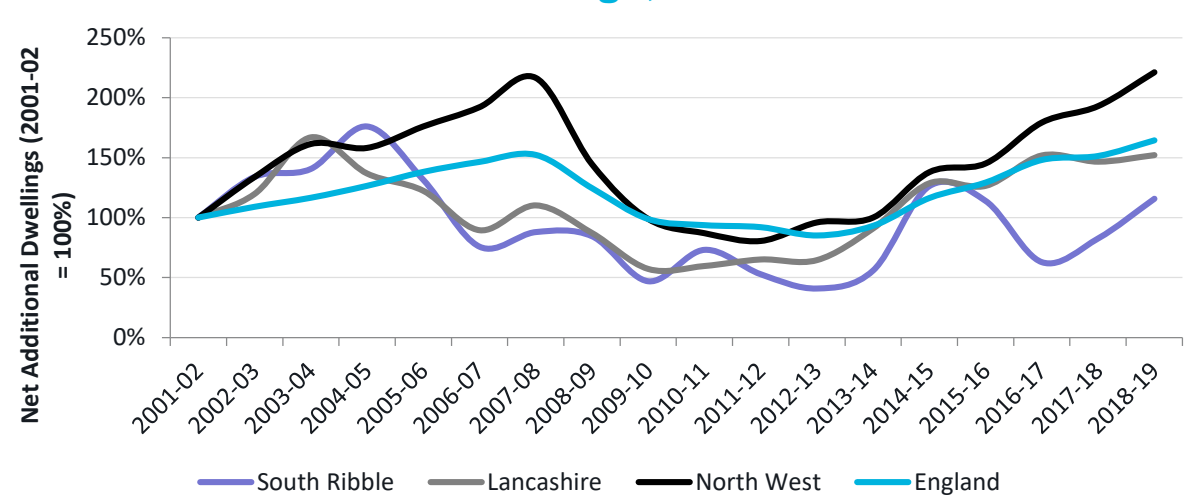
Source: Census, 2011

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Housing

- The average house price in South Ribble (£160,800) is **significantly lower than the national average, however matches the regional average and is slightly higher than the wider county average.**
- Land Registry data shows us that over the last two decades, prices increased drastically between 2001 and 2007, then plateaued around the time of the financial crisis.
- Across the North West region, Lancashire and South Ribble, average house prices have not continued to rise to the extent the national average has over the last decade.
- Since 2001, the number of dwellings in South Ribble has increased by 6,400.
- Compared to the annual increase in dwellings in the base year 2001, the annual increase in dwellings has decreased across South Ribble. At its peak in 2004, over 650 extra homes were logged. In 2014 and 2018, South Ribble saw similar increases in dwellings again (circa 450).

Average House Price, 2001-2019

Source: Land Registry, 2020

Annual Net Additional Dwellings, 2001-2019


Source: MHCLG, 2020

Digital

- **Digital coverage is good.**

- 4G coverage across Leyland and South Ribble is good with only 2.2% of households within South Ribble not receiving 4G from all providers.

- All properties within South Ribble and Leyland can receive broadband speeds of up to 2mbps, just 1% of households do not receive broadband speeds of at least 10mbps.

- South Ribble superfast coverage is 96.8%, any fibre coverage is 99.1%.

- However, according to the ONS, 8.9% of adults within South Ribble have not been online within the last 3 months resulting in an **overall digital exclusion rating of medium.**

- There is no confirmed 5G launch date for the Leyland or South Ribble area.

- Ultrafast broadband covers just over half of households in South Ribble, and full fibre coverage is limited to just 2.5%.

- South Ribble Borough Council currently operates 3 open Wi-Fi sites within the Leyland Town Deal area, including the Civic Centre, Moss Side Depot and Leyland Market.

Opportunity Sites

Source: WYG, 2020
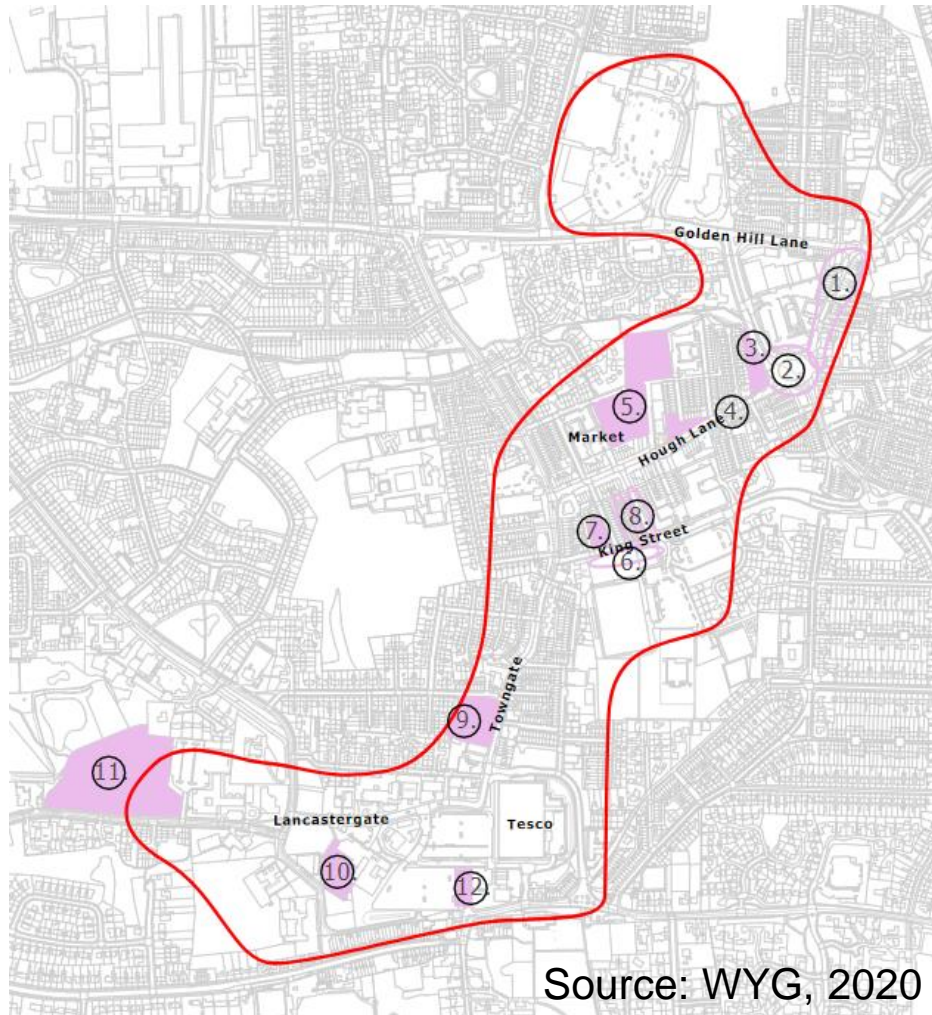
- Through WYG's Urban design, Highways and Town Planning analysis of Leyland, opportunity areas were highlighted. These areas are highlighted on the image to the right:
  1. Chapel Brow;
  2. Churchill Way Gyratory;
  3. Churchill Way Car Park;
  4. Hough Lane;
  5. Leyland Market and associated car parks;
  6. The British Commercial Transport Museum;
  7. Sumner Street and Sumner Street Car Park;
  8. Thurston Road and Meadow Street;
  9. Existing Aldi site;
  10. Existing Leyland Leisure Centre Site;
 11. Land off W Paddock;
  12. Land off North View.

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Business

Business Base Growth

Business Counts, 2010-2019

- **South Ribble's business base has growth over the last decade, but to a lesser extent than comparator geographies.**

- According to the Business Register and Employment Survey (ONS), since 2010 South Ribble has gained an additional 355 businesses, raising its total count to 3,855.

Source: ONS UK Business Counts, 2019

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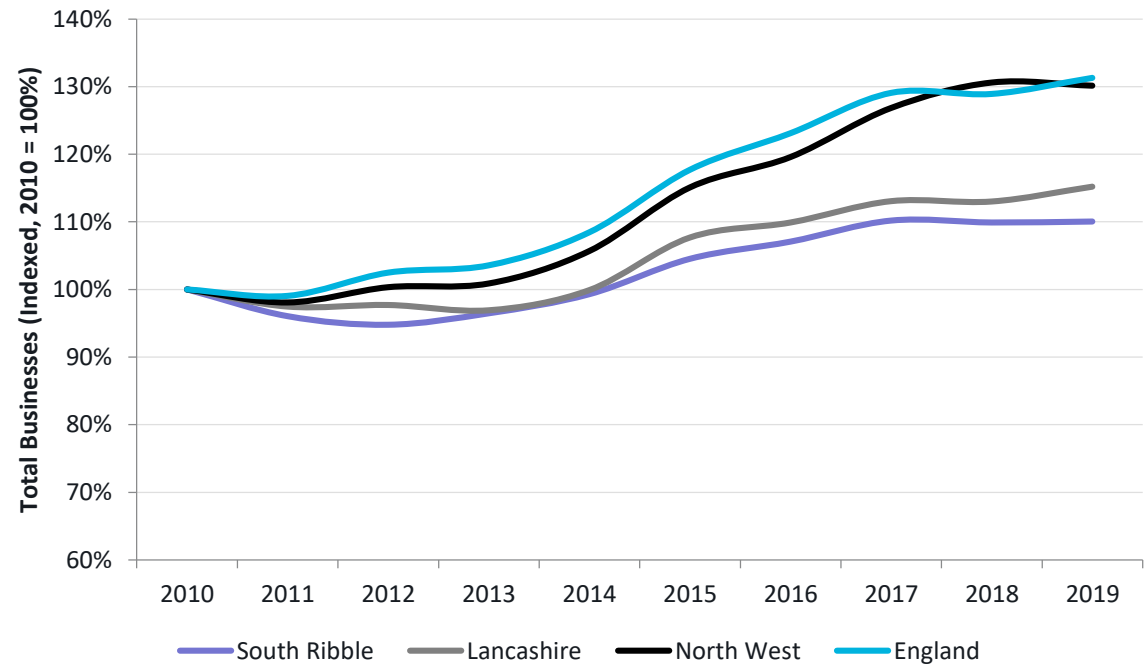
Business Base Sectoral Composition

Business Counts by Industry, 2019

|	South Ribble	Lancashire	North West	England
Agriculture, forestry & fishing (A)	5%	7%	4%	4%
Mining, quarrying & utilities (B,D and E)	0%	0%	0%	0%
Manufacturing (C)	7%	7%	6%	5%
Construction (F)	15%	13%	12%	13%
Motor trades (Part G)	4%	4%	3%	3%
Wholesale (Part G)	4%	5%	4%	4%
Retail (Part G)	8%	9%	10%	8%
Transport & storage (inc postal) (H)	5%	5%	5%	4%
Accommodation & food services (I)	5%	6%	6%	6%
Information & communication (J)	6%	5%	6%	9%
Financial & insurance (K)	2%	2%	3%	2%
Property (L)	3%	4%	4%	4%
Professional, scientific & technical (M)	14%	13%	16%	18%
Business administration & support services (N)	9%	8%	9%	9%
Public administration & defence (O)	0%	0%	0%	0%
Education (P)	2%	1%	2%	2%
Health (Q)	4%	4%	4%	4%
Arts, entertainment, recreation & other services (R,S,T and U)	7%	6%	6%	6%

Source: ONS UK Business Counts, 2019

- To a large degree, **the sectoral composition of South Ribble's business base reflects the wider county, regional and national pictures**.
- Notably, however, there is a smaller proportion of professional, scientific and technical businesses (though still representing the second largest portion of the business base) in South Ribble and across Lancashire, and a larger proportion of manufacturing and construction firms, than the wider regional and national picture.
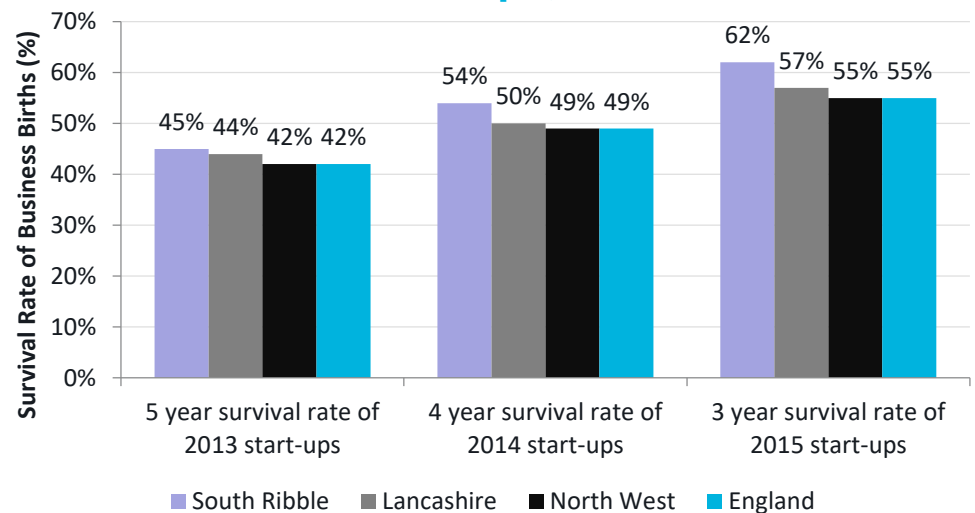
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Business Start-up and Survival

- **Annual business births are comparatively low in South Ribble.**

- However, survival rates of these start-ups are impressive – 3-year, 4-year and 5-year **survival rates exceed the county wide, regional and national rates**.
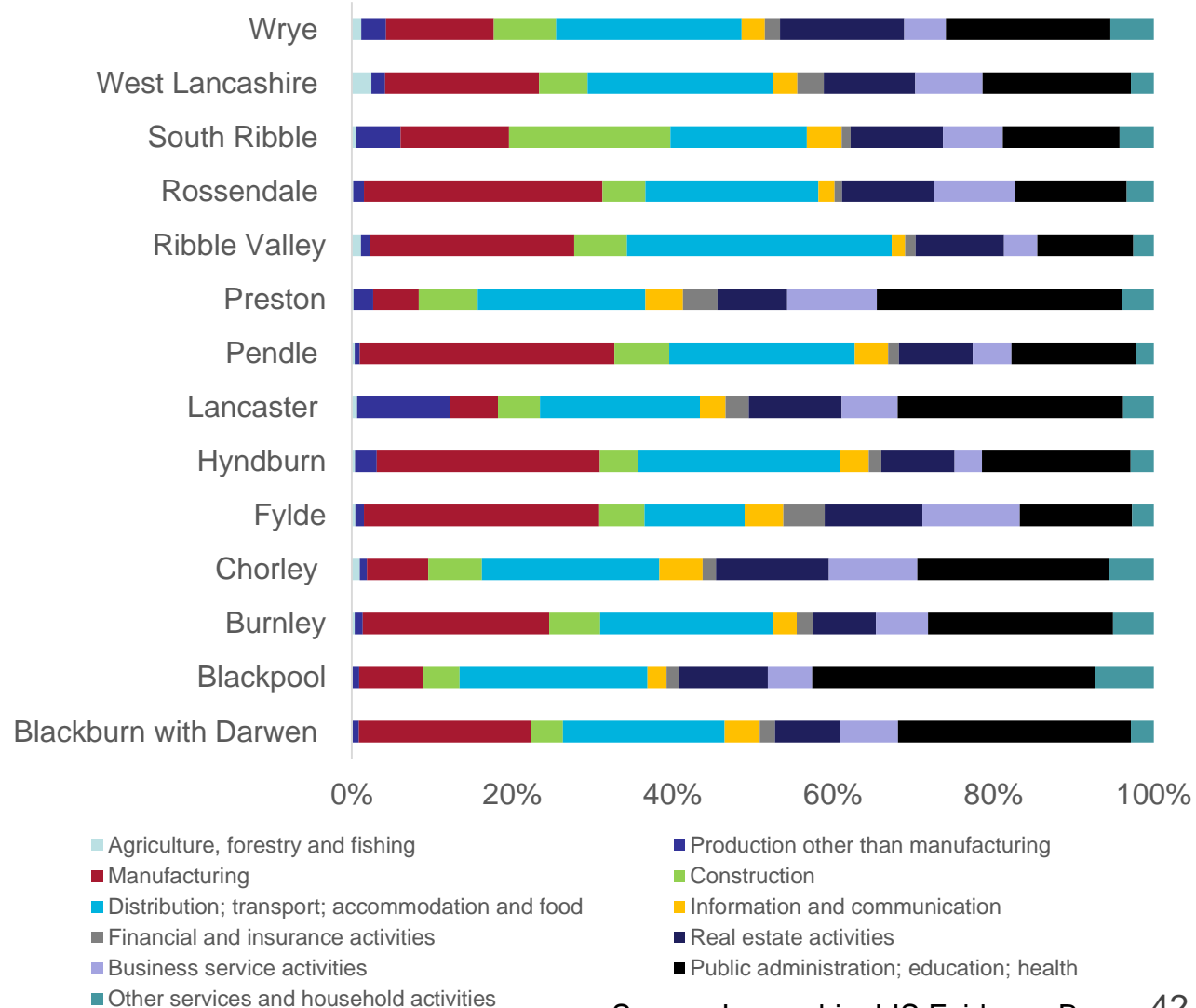
Annual Growth in Business Births, 2018

Legend: South Ribble — Lancashire — North West — England
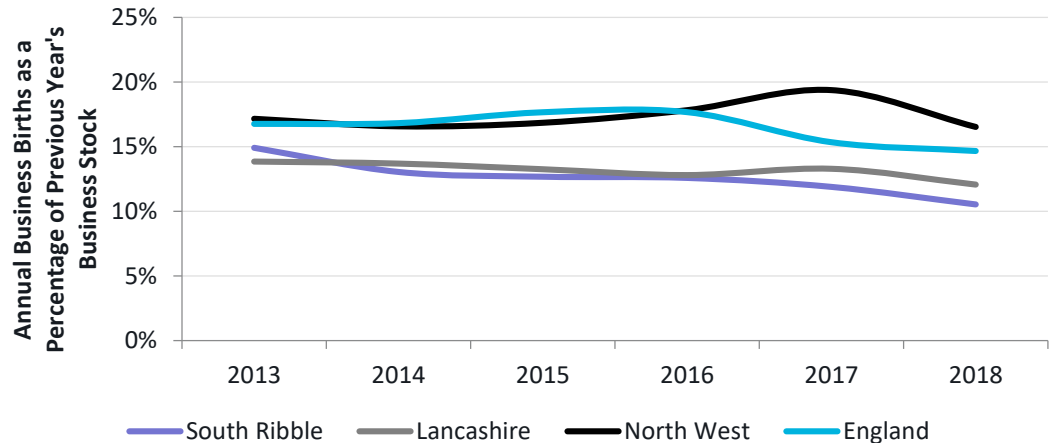
Survival Rate of Start-Ups, 2018

Legend: South Ribble, Lancashire, North West, England

GVA per job by sector

- **A high share of South Ribble's GVA comes from manufacturing and construction.** The share of GVA from construction is the highest of all the local authorities, the proportion of GVA from manufacturing is lower, however, than Lancashire's more manufacturing-focussed local authorities.

- The share of GVA from production other than manufacturing is higher than all Lancashire's local authorities except for Lancaster.

- Real estate, distribution, accommodation, transport and food, and public sector education and health also create a high share of South Ribble's GVA, similar to the wider county and national pictures.

Share of GVA by Sector, 2015

Legend:
- Agriculture, forestry and fishing
- Manufacturing
- Distribution; transport; accommodation and food
- Financial and insurance activities
- Business service activities
- Other services and household activities
- Production other than manufacturing
- Construction
- Information and communication
- Real estate activities
- Public administration; education; health

Source: Lancashire LIS Evidence Base

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Economic Assets

Lancashire's business clusters by sector

Lancashire's Innovation Assets

Source: Colliers International Lancashire CC Report, 2014

Source: Lancashire Innovation Plan, 2018

- The Collier's International report for Lancashire highlights key business clusters and innovation assets in an 'Arc of Prosperity' cluster that runs through Leyland.
- **Leyland has local innovation assets in Automotive, Advanced Manufacturing, Energy and Digital.**
- This includes clusters of Advanced Manufacturing and Engineering in Samlesbury/Warton (South Ribble).

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Major Employers

Major employers locally, in Lancashire and Leyland Business Parks and Moss Side, have been identified as:

- Leyland Trucks (Manufacturing)
- Amazon (Transport and storage)
- Doctor Oetker (Manufacturing)
- NHS Clinical Commissioning Group (Health and social care)
- Lunar Caravans (Manufacturing)

Source: Lancashire Labour Market Intelligence Toolkit Report, 2018
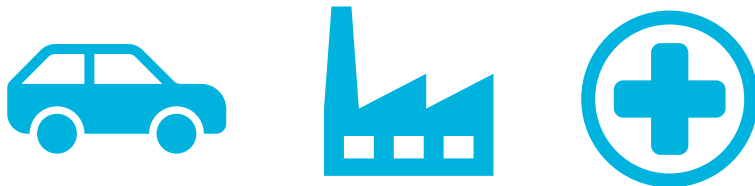
Automotive Industry

Leyland has an industrial history, with the automotive industry central to that. The manufacturing of trucks and buses at Leyland Motors (now Leyland Trucks) began in 1896, and has remained a central presence since. Leyland Trucks now operates out of one of Europe's most advanced truck assembly plants, employing over 1000 people to manufacture trucks and is a global exporter.

There is a strong automotive presence wider than this, linking with the wider Lancashire advanced manufacturing strengths in the automotive and aerospace industries, including the new AMRC presence in Preston that is supporting hundreds of Lancashire's manufacturing SMEs adopt advanced techniques.

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Ideas

Knowledge-based businesses (KIBS)

Proportion of businesses that are knowledge-intensive, date
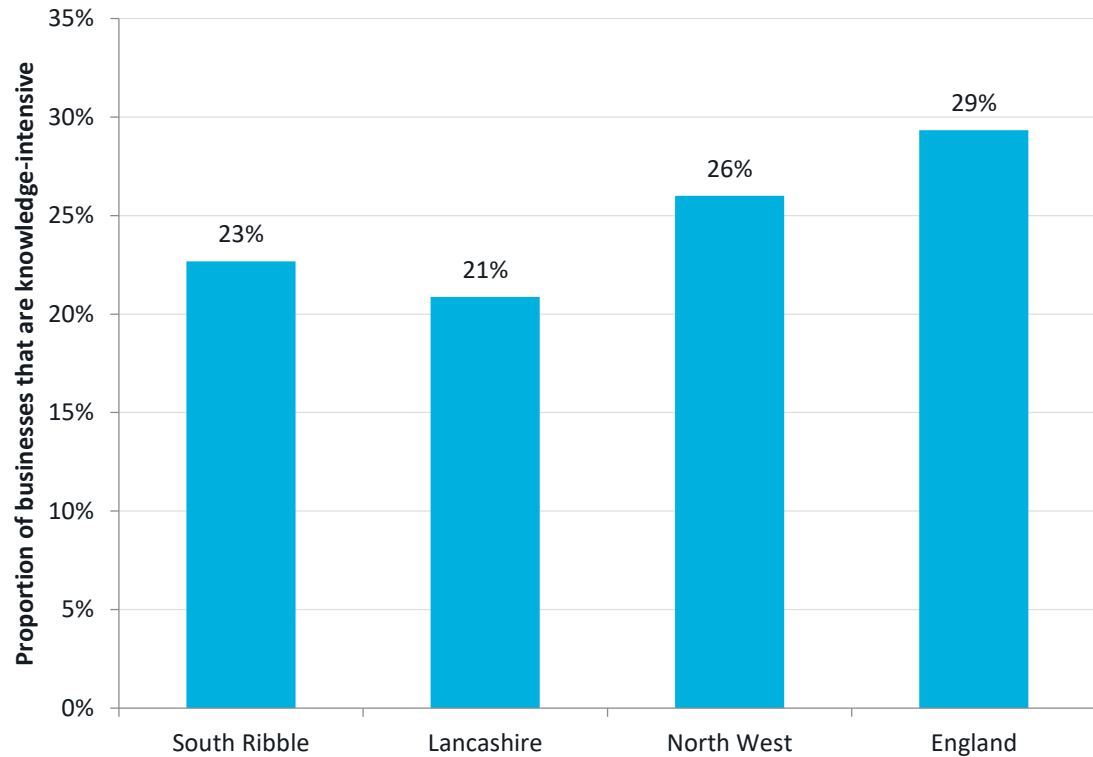
- **The proportion of total businesses that are 'knowledge-based' or 'knowledge-intensive' is lower in South Ribble** than the regional and national rates.

- However, South Ribble exceeds the wider Lancashire county's performance on this metric.

Source:

Higher Education

University of Central Lancashire

- **The University of Central Lancashire is located in Preston, a short distance from Leyland.**

- UCLan had over 23,000 enrolments in 2018/19, making it the 33rd largest university intake of the total168 UK universities that year.

- High among UCLan's priorities are maximizing student employability and equipping students with industry relevant skills.

- The university has strong links with industry. Namely, British Aerospace, Rolls Royce and Cisco Systems, and it offers business incubation facilities and training for students after graduation. In the last five years alone, it has helped more than 1,000 graduates start their own businesses - the second highest figure in the UK.

- In addition to its focus on practical skills, the university also scores highly for its research, with all 16 of its subject areas judged to be 'world leading' in the 2014 Research Excellence Framework.

- The university has recently begun a £200 million redevelopment of facilities, including the construction of a £30 million Engineering Innovation Centre.

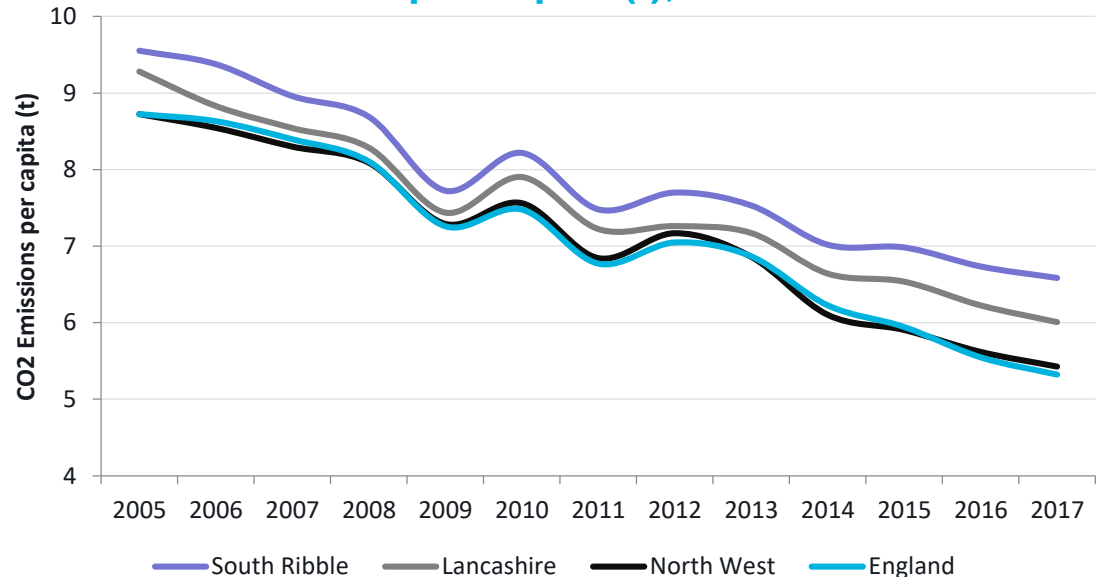Source: HESA, 2018 & The Times Higher Education World University Rankings UCLan Profile

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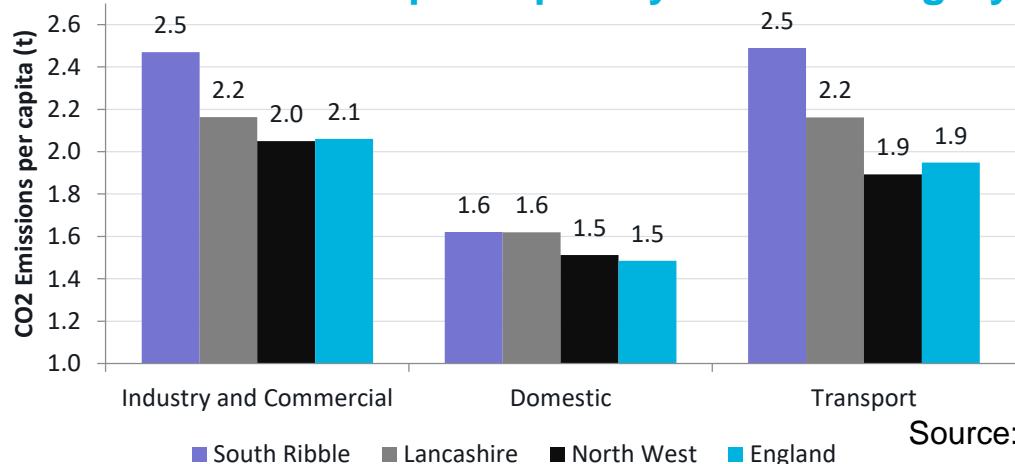# Climate Resilience & Sustainability
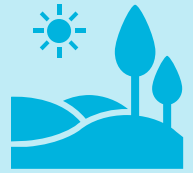
Climate Resilience & Sustainability

- Over the 2005-2017 period, South Ribble's CO2 emissions have decreased from 9.6 to 6.6 tonnes per head.

- **Though they are on a downwards trajectory, South Ribble has higher CO2 emissions per head than the wider county, regionally or nationally.**

- Domestic emissions are just above the national average, though it is emissions from industry and transport that are notably above average.

- **South Ribble Borough Council set a target to reach net zero carbon emissions by 2030, and declared a climate emergency last year.**

- With this, they have put in place a Standing Working Group on Climate Emergency and an Air Quality Action Plan, which includes Leyland as an Air Quality Management Area.

- To help reach the net zero target, this year the council launched 'Our Big Tree Plant', to plant 1 tree for every South Ribble resident – c.110,000.

Carbon Emissions per capita (t), 2005-2017

Legend: South Ribble — Lancashire — North West — England

Carbon Emissions per capita by source category (t), 2017

	Industry and Commercial	Domestic	Transport
South Ribble	2.5	1.6	2.5
Lancashire	2.2	1.6	2.2
North West	2.0	1.5	1.9
England	2.1	1.5	1.9

Legend: South Ribble — Lancashire — North West — England

Climate Resilience & Sustainability

Air Quality

- In Leyland, Golden Hill Lane, Church Way and Turpin Green Lane have been identified as an Air Quality Management Area in the South Ribble Air Quality Action Plan.

- This is due to high levels of NO_2, which main source is vehicle emissions.

Transport Emissions

- In the Leyland Town Deal Area, census data shows us that **there is a considerably greater proportion of commutes made by car than is the case nationally** (78% compared to 63%). To match national levels, a reduction in commuting by car and an increase in walking, cycling and use of public transport is required.

Green Links

South Ribble Borough Council have committed to investing £1.8million in sustainable transport infrastructure across the borough, following consultation with local residents and stakeholders.

The purpose of this is to increase connectivity (between communities, workplaces, open spaces – 68% of the Borough is green belt land) and to improve health and well-being through improved air quality and physical activity levels of residents (due to higher than national inactivity rates locally).

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COVID 19 – Impacts, Challenges & Opportunities

COVID-19: Economy Sectoral Risk

Output losses by sector in the second quarter of CY 2020

Sector	Weight in whole economy value added (%)	Effect on output relative to baseline (%)	Weight in South Ribble's economy value added (%)
Agriculture	0.7%	0	6%
Mining, energy and water supply	3.4%	-20	
Manufacturing	10.2%	-55	18.5%
Construction	6.1%	-70	20.9%
Wholesale, retail and motor trades	10.5%	-50	15.4%
Transport and storage	4.2%	-35	4.1%
Accommodation and food services	2.8%	-85	1.4%
Information and communication	6.6%	-45	2.7%
Financial and insurance services	7.2%	-5	0.4%
Real estate	14.0%	-20	12.0%
Professional, scientific and technical activities	7.6%	-40	2.7%
Administrative and support activities	5.1%	-40	3.3%
Public administration and defence	4.9%	-20	3.1%
Education	5.8%	-90	3.3%
Human health and social activities	7.5%	50	4.0%
Other services	3.5%	-60	1.1%
Whole economy	**100.0%**	**-35**	**100.0%**

- The sectors forecast to be most affected in the near term due to Covid-19 are education, accommodation and food services, wholesale and retail, manufacturing and construction.

- The latter three are likely to have the most severe effect on South Ribble's economy. Together, **at risk sectors constitute approximately half of South Ribble's GVA and employment (54% and 48%).**

- Education, accommodation and food also account for 10% of South Ribble's employment.

Source: OBR Coronavirus 'Reference Scenario', 14 April 2020 & Steer-ED, 2020

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COVID-19: Possible Futures Timeline
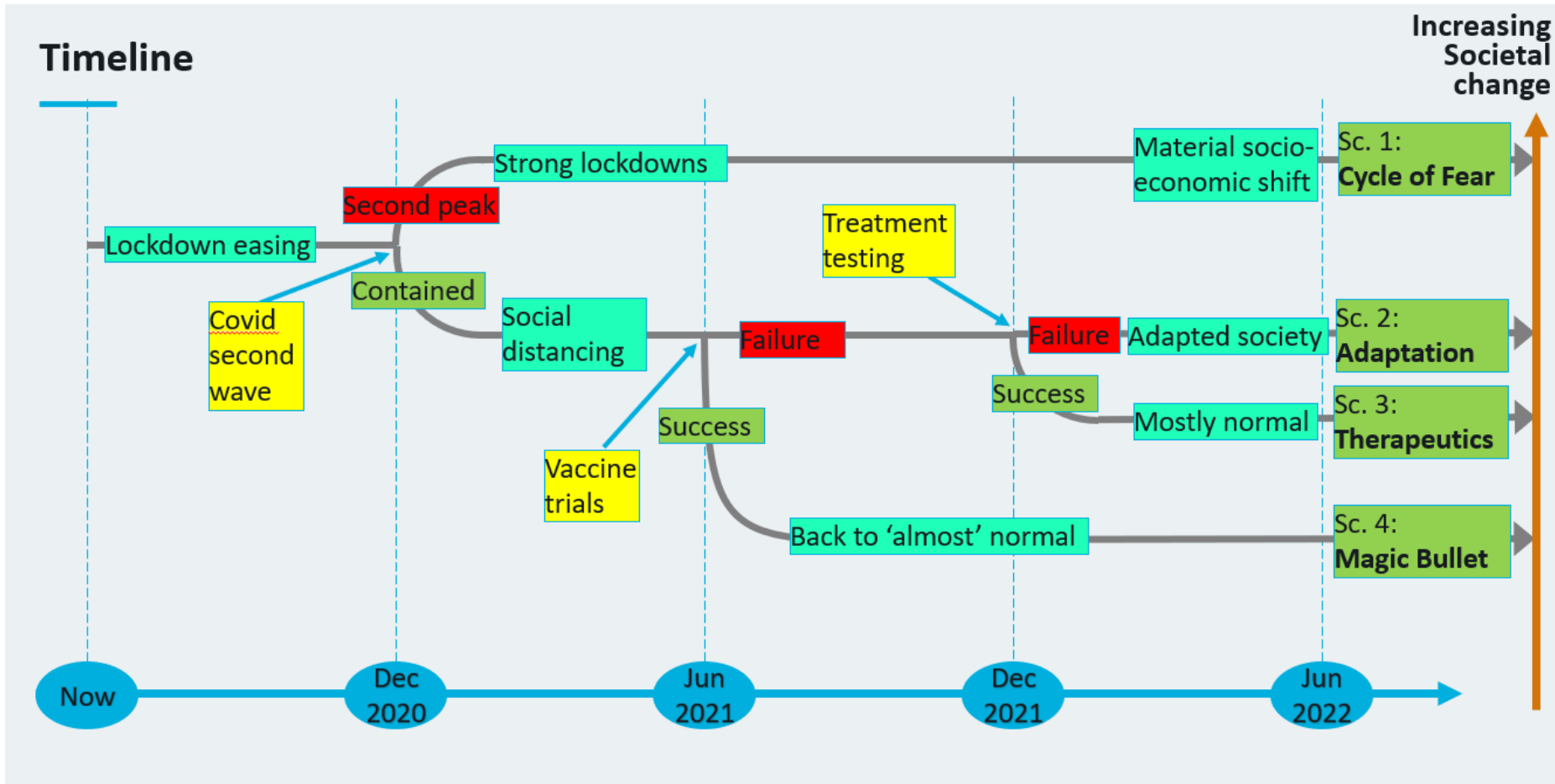
SWOT Assessment

SWOT

Strengths

- South Ribble has **relatively high productivity** and has experienced **high growth** in total GVA over the last decade.

- The employment rate in South Ribble exceeds the wider county, region and national rates significantly.

- South Ribble has a **highly skilled** working age population, exceeding national proportions of NVQ qualifications at every level.

- South Ribble has significant sector strengths in **construction and manufacturing**, which add the most value to the local economy along with agriculture, mining and utilities and wholesale and retail.

- In particular, **Leyland has economic assets in Automotive, Advanced Manufacturing, Digital and Energy.**

- There has been a high rate of apprenticeships undertaken among adults in South Ribble.

- **Business survival rates across the district are strong**.

Weaknesses

- **High working age population skills don't translate to workplace occupational breakdown** – where there is relatively low employment in management positions and professional occupations and significantly higher employment in process and plant operations and in caring and leisure.

- **Employment opportunities in South Ribble don't reflect its resident skills base** as there is a high level of out commuting particularly among higher skilled workers, though the area importantly provides employment to in commuters at scale.

- South Ribble's **knowledge economy presence is relatively small**, with lower proportion of knowledge based businesses.

- The **rate of new business start-ups is lagging** locally.

- There is **poor air quality** measured across the district including high levels of Nitrogen Dioxide in Leyland.

- Seven Stars in Leyland has significantly high child poverty rates, higher rates of no qualifications and unemployment than the rest of Leyland Town Deal Area.

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SWOT

Opportunities

- Nationally, the **Automotive Sector Deal** illustrates central governments increased investment into the sector, which is one of Leyland's key industrial strengths. Building on and grasping investment opportunities will be of benefit for Leyland's motor industry leaders and wider supply chain.

- The Northern Powerhouse motivation and **Rebalancing the Economy agenda** may provide an opportunity to raise outcomes locally.

- The **Lancashire Local Industrial Strategy** will set out Lancashire's strengths and opportunities as a powerhouse for Advanced Manufacturing, Aerospace, Automotive and Energy industries and Leyland has opportunities to grasp as part of this.

- South Ribble's **Green Links strategy** to increase sustainable connectivity between businesses, communities and green spaces brings an opportunity for town centre, retail and leisure offer improvement which will be important in the Covid-19 recovery phase.

- Increasing demand for **local retail offer** due to Covid-19 impacts and potentially a more locally focused future centred around Leyland.

Threats

- South Ribble has **higher CO2 emissions per capita** than the wider county, regional and country, with CO2 emissions from transport and industry in particular above average.

- Further, in the transition away from fossil fuels to renewables to meet local and national net zero greenhouse gas emissions targets it will be important to **safeguard this employment through skills and industry adaptation**.

- South Ribble has **high rates of commuting by car**.

- **Covid-19** is likley to impact South Ribble's key sectors (construction, manufacturing and wholesale and retail) in a significant way. This sectors reflect much of the areas employment and GVA so a downturn in these sectors could pose a significant threat to the local economy.

- A national level **decline in the retail sector** was anticipated pre-Covid-19. This may be exacerbated further.

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Next Steps

Shortlisting Intervention Options

- The next step for the development of the Town Investment Plan is to draw the insights gained through the development of this Project Scoping and Evidence report into the options assessment process.

- Longlist options are assessed against the following criteria:

  - ➤ Strategic Alignment;

  - ➤ Evidence of Need;

  - ➤ Impact;

  - ➤ Estimated Cost;

  - ➤ Deliverability;

  - ➤ Timeline;

  - ➤ Risk; and

  - ➤ Covid-19 (both the projects contribution to recovery and its potential to explore any opportunities that arise as a result of Covid019).

- The longlist of options, drawn from South Ribble Borough Council's existing project pipeline (as outlined within the readiness review) and consultation with the Town Deal Board, is presented in Annex 1 ('Project Options Matrix').

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