

February 2022

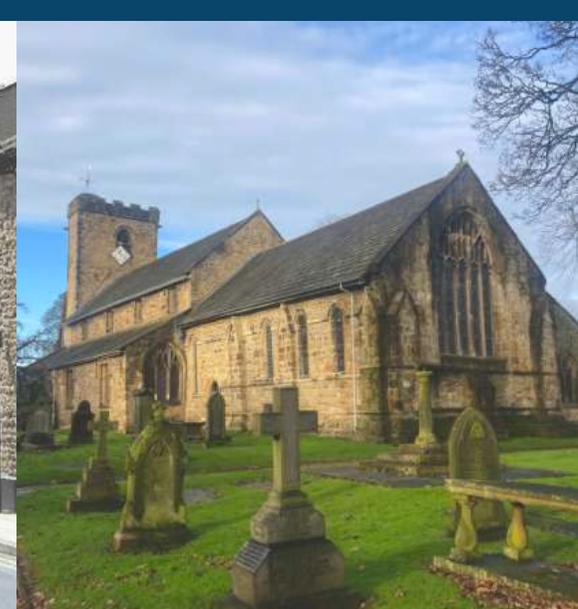
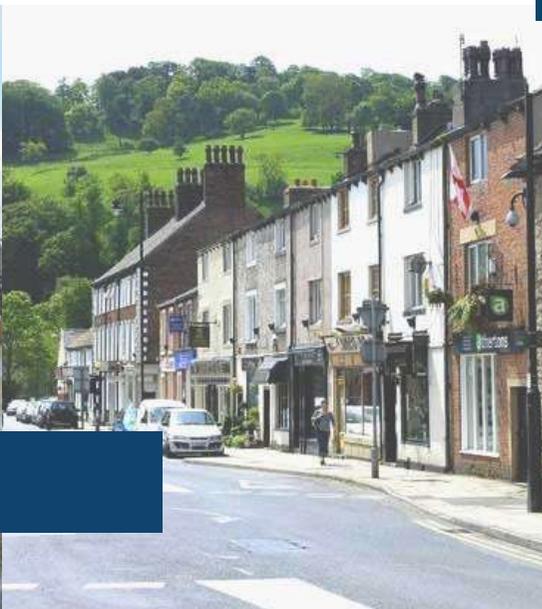


Image Deck

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CLITHEROE SUMMARY

Clitheroe is a picturesque market town and the largest retail centre in the borough. The centre is steeped in history and offers attractions such as a 12th Century Castle, which is now home to a museum and 16 acres of landscaped gardens, housing a bandstand, amphitheatre, children's playground, skate-park and Lancashire's first Labyrinth. The Grammar School is also located within the centre and students using the high street were clearly visible.

The High Street has a good mix of independent shops and chain stores including Boots, Fat Face and WH Smiths. Independent stores range from new additions such as Green Theory, a packaging free store to well established local businesses including Cowmans famous sausages and H M Sowerbutts & Co Furniture who have traded in the town for over 130 years. The centre is also home to a Booths supermarket and the Holmes Mill mixed use development which includes a food hall, hotel, Everyman Cinema and the Bowland Brewery Beerhall. The combined offer serves a wide catchment area attracting visitors wishing to explore Pendle Hill and the Forest of Bowland which are both nearby.

Clitheroe



Points of Arrival

- Arrival into the centre by car is easy and attractive
- Market car park tucked away and easy to miss.
- Pot holes in station car park
- Signage is poor
- The parking prices are reasonable



Clitheroe



Public realm and the associated infrastructure

- Market infrastructure is tired and signage poor
- Multiple bins that do not match and are duplicated in locations



Clitheroe



F&B Offer

- High standard of independent food and beverage offer
- Heritage buildings make nice setting for restaurants/cafes



Assets

- Holmes Mill is a popular feature within the town
- Good Market Offer but need to expand opening hours
- Castle and Park are a great feature but currently under utilised



Clitheroe



Overall Cleanliness

- Generally, the area was kept clean
- Over supply of bins
- Things in disrepair make areas seem unclean



Accessibility

- Stepped access into a lot of shops
- The narrow, damaged pavements are challenging for those with mobility issues or small children
- Attractions are poorly signposted



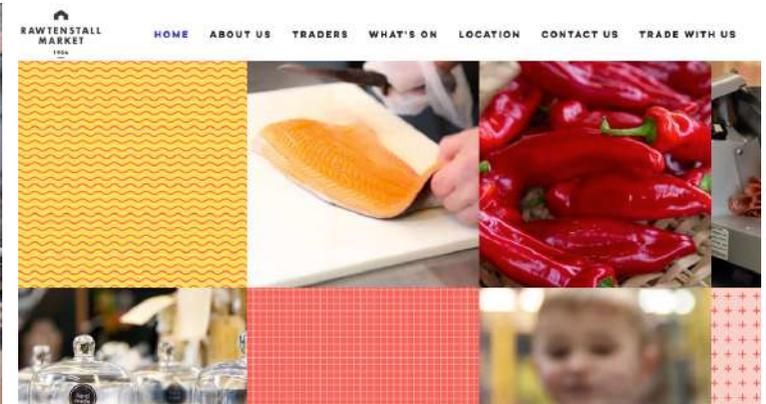
Clitheroe

Case Study

Skipton

Rawtenstall Market

Oswestry



LONGRIDGE SUMMARY

Longridge serves as a shopping and social centre for the surrounding rural district including a number of villages within North Preston. The centre consists of a linear high street offering a mix of independent shops, services, antique galleries, a pet shop, IT store, coffee shops, a local supermarket medical centre and a prominent YMCA charity shop.

As well as serving the local population, Longridge's setting in attractive countryside makes it a popular starting point for country walks and cycle rides. The village has Townley Gardens at its centre, a public park that represents the only events space except for the Civic Centre car park. The 'Old Market' cinema is currently closed and available to let.

Longridge



Points of Arrival

- The drive/ride from Clitheroe is stunning
- Parking was initially hard to find
- No card payment facility
- There is no sense of arrival at all
- There is no station
- The bus service seemed to be well used



Public realm and the associated infrastructure

- Towneley Gardens is centrally located green space, pleasant and well maintained



Longridge



Overall Cleanliness

- General very clean with no litter
- Adequate bins provided
- Gardens well maintained



OFFER

Offer

- Everything you need to live here, within the one long linear street
- Shop fronts well presented



Longridge

Case Study

Treorchy: is a former mining town in Rhondda South Wales. The now bustling town was named Champion of The Great British High Street Awards 2019.



WHALLEY SUMMARY

Whalley is located on the banks of the River Calder. It is an affluent and attractive village, filled with historic buildings, independent boutiques and a large selection of cafes, restaurants, and bars. Again, the village serves local residents well with amenities including a library, supermarket, pharmacy, medical centre, and village hall all within a 10-minute walking distance. The village no longer has any banking facilities and is becoming increasingly popular as an evening food and drink destination, attracting customers from Manchester and beyond served by its direct rail link.

Whalley



Points of Arrival

- Nice approach - lovely to drive through
- Signage to station not clear when walking
- Little to no sense of arrival
- 2-hour parking on most streets including multiple e-charging points
- Confusing payment mechanism



Whalley



Public realm and the associated infrastructure

- Generally the gardens and public spaces are very well maintained
- There were bags of building supplies left in gardens



Whalley



Landscape Features

- Gardens are well maintained
- A nice touch having plants in containers dotted around, makeS the area very pleasant



Overall Cleanliness

- General very clean with no litter
- Lots of bins, both general and recycling



Whalley



Historic Assets

- Beautiful and historic features that should be celebrated and promoted more - including the Abbey



F&B + Nighttime Offer

- Large range of cafes and wine bars including one nightclub
- This offer has grown in recent years and this is leading to increasing friction between, daytime and residential uses



Whalley

Case Study

Comparable to the affluent rural small town of Knutsford, as well as From and Lark Lane area in south Liverpool



GENERAL OBSERVATIONS & ACTIONS

Aesthetics



Aesthetics

- An appreciation that standards have dropped during the pandemic
- All three areas could do with a general tidy up



Culture and Governance



Young People

- Not a great deal for young people to do within the three areas
- There is a Young Peoples Centre
- Certain areas are under-utilised and so become a place for young people to hang out in the evenings



Residential

- Lots of new homes have been built in the areas, which could bring a new demographic, the areas need to cater for this
- Is the infrastructure sufficient enough to support this



Activation



Vibrancy

- The are areas across the borough that could be used to support and host a greater programme of events
- Shop front, particularly with in Whalley, are animated and add colour and vibrancy to the area



Activation

Night Time Economy

- Large array of places to eat and drink during the evening
- Opportunity to extend opening hours of the market and shops



Markets and Trading



Enterprise

- There is an increased demand for enterprise and co-working space driven by residential developments in the borough and a current shortage of space
- Currently a lack of space for new businesses, and costs are too expensive



Movement and Connectivity



Signage and Wayfinding

- Generally signage is very poor
- There is little to no promotion of the assets within the areas
- Lots of signs that discourage cycling
- Branding, particularly for the market, could do with an update



Meeting Places and Public Space



Meeting Places and Public Spaces

- Opportunities to create better public spaces across all Three areas using current assets
- In need of a tidy up post Covid



Movement and Connectivity



Connectivity

- Improve signage across the three areas
- Unaware of certain assets due to lack of signage
- Develop a place identity and co-ordinated promotion for Love Ribbles Valley to connect the three areas



Movement and Connectivity



Active Travel

Introducing the infrastructure required to promote active travel. For example creating multimodal mobility hubs around Ribble



Vision, Identity and Purpose



Promotion

- There is an opportunity to develop the branding and create an identity, to promote the areas
- Good use of noticeboards. Could this be continued in promoting events, activities and other key council and community messages



Vision, Identity and Purpose



Independents

- Great selection of independents
- Sell the area's independents and food offers more
- Develop a unique identity for the area and each centre



