

Easy Read Version

Preston 35 – A Regeneration Plan for Preston (2024 – 2035)

About Preston 35



A **regeneration** plan has been made for Preston by Preston's Regeneration Board.

Regeneration

Regeneration means to improve the city, bring more money into the area and improve the lives of people living in Preston.



Preston's Regeneration Board are made up of:

- Preston City Council
- Lancashire County Council
- University of Central Lancashire
- Preston Partnership

The plan sets out its **vision, objectives and priorities**

Vision

Vision means where we want to be.

Objectives and priorities

Objectives and priorities mean how we will get there.

The plan runs from 2024 to 2035.

Why is it important?



Preston is the largest city in Lancashire.



Preston has strong industries like **aerospace** and **digital technology**.



A strong Preston area is important for a successful Lancashire **economy**.

Economy

Economy means how an area makes and spends its money.



Successful plans and strategies have increased **confidence** with Government and business people.

Confidence

Confidence means feeling positive about something going well.



Over £40 million of government money is being spent to improve the city.



Big recent **investments** include:

- University Masterplan
- Harris Quarter Towns Fund Programme
- Stoneygate Urban Village Masterplan
- Station Quarter
- Active Preston Levelling Up Programme
- UK Shared Prosperity Fund.

Investment

Investment means spending money to make money.

All the **investments** are **opportunities** for the city.

Opportunity

Opportunity means a time to do something positive.



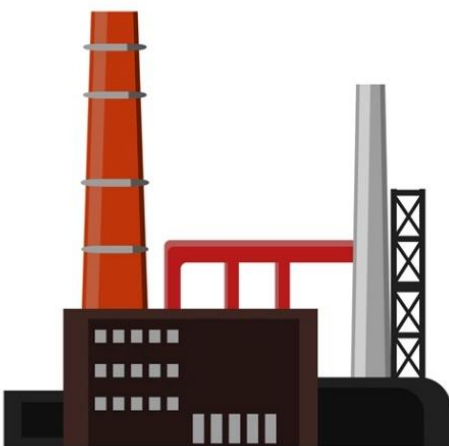
National Cyber Force's headquarters is only six miles from Preston.



National Cyber Force is a great opportunity for Preston in the cyber, digital, and innovation sectors.



Preston has a deep **history** in **arts, culture** and **leisure**.



Preston has a **strong industrial heritage**.



The £434 million Preston, South Ribble and **Lancashire City Deal** has led to **new roads, housing, and jobs.**

City facts

- Population: 147,800
- 61% of people living in Preston is under 44 years old.
- 65,000 working people living in Preston
- 96,000 total jobs.
- £4.5 billion put into the UK economy.
- 5,710 businesses.
- 1,405 new homes built in 2022/23, including 433 affordable homes.
- 7,105 City Deal new homes built in 2013-2023, including 1,863 affordable homes
- 38,000 university students

Strengths and Opportunities



Wealth building opportunities.

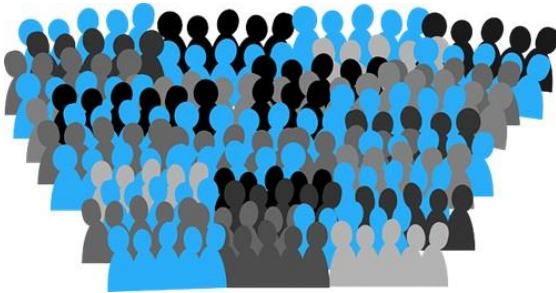
Wealth

Wealth means to build lots of possessions and money



Preston is in a **great location** in the UK.

Preston has **great travel connections**.



The number of **people** and **businesses** in Preston is **increasing**.



National Cyber Force HQ will bring **high-quality jobs** by 2030.



National Cyber Force HQ will **make Preston a global leader in the digital and cyber sectors.**



The city is focused on **growing wealth** that will **benefit the people of Preston.**

Benefit

Benefit means something that is helpful.



The city will do this by following the Preston Model, known as **Community Wealth Building.**

Community Wealth Building

Community Wealth Building means building wealth that benefits the local community and its people

Great transport



Preston is near **large motorways** linking to key places like Greater Manchester, Liverpool and Yorkshire.

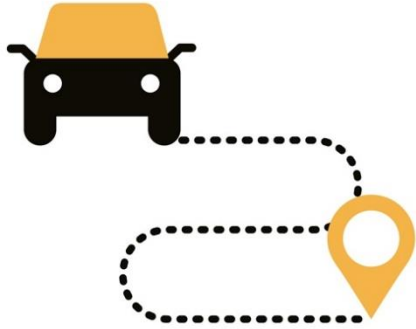


Preston Railway Station is the **third busiest** station in the **northwest of England**.



Preston Railway Station has a **direct service** to **London Euston** in 2 hours 14 minutes.





Preston has the **largest travel-to-work area** in **Lancashire**.

Variety of houses



Preston has a **growing number of houses**.



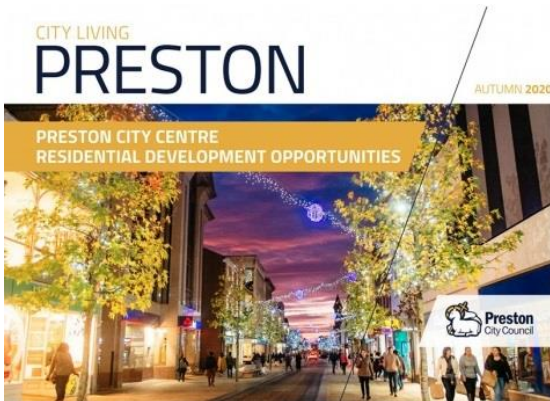
Preston has a large **variety** of houses.

Variety

Variety means different types of something.



Stoneygate is a key housing regeneration area for the city.



Stoneygate is part of the city's award-winning **City Living Strategy**.



Preston built its **largest number of houses** in **2022/23**.

Over **1,400 new houses** were built, including over **400 low cost houses**.

Culture and leisure



Preston has been a city of **culture** for hundreds of years, starting with Preston Guild 1179.

Culture

Culture means a way of life for a particular group of people.



The city has **popular** annual events and festivals like:

- Caribbean Carnival
- South Asian Mela
- Egg Rolling
- Encounter Festival

Popular

Popular means lots of people like it.

Preston's colourful culture includes:



Birley Studios, home to artists including Turner Prize winner Lubaina Himid

University of Central Lancashire's award-winning fashion department

Harris Museum, Art Gallery and Library

Health



The people and businesses of Preston enjoy **great parks** and **green spaces** in the city centre and wider city area.

Parks and **green spaces** are being **improved**. Particularly in **poorer areas** of the city.



Improvements are being made to **walking** and **cycling** travel.

Education



Preston has **excellent education**.

University of Central Lancashire is one of the **UK's largest universities** with nearly 38,000 students and staff.

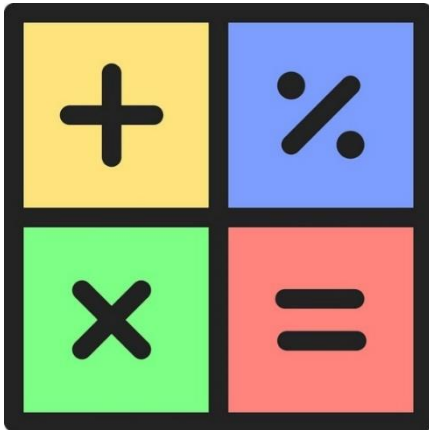


The University's £200 million Masterplan includes the **Engineering Innovation Centre**.

The Engineering Innovation Centre **trains graduates** in **aerospace, mechanical, and oil engineering**.



Preston has **excellent schools** and **colleges**, including **Preston College**.



Lancaster University are working with **Cardinal Newman College** to create a **maths centre of excellence** for 16–19-year-olds.

Educate Preston helps **young people** find the **best education route** for them.

Diversity



Diversity

Diversity means people from different ethnic and social backgrounds



Preston is committed to **treating everyone the same** and meeting the needs of people who live and work in the city.



Preston celebrates many differences in its communities.

Our challenges

Renewing the high street.



Preston's high street has faced challenges over recent years due to:

- More people shopping online
- The Covid-19 pandemic
- Cost of Living Crises

The city is focused on **improving shopping and leisure in the city centre.**



This will **bring more people** to the city centre, which will **support businesses and jobs.**

Improving wages and productivity



The **average full-time wage in Preston is higher than Lancashire** at £671 per week for male workers and £555 per week for female workers.



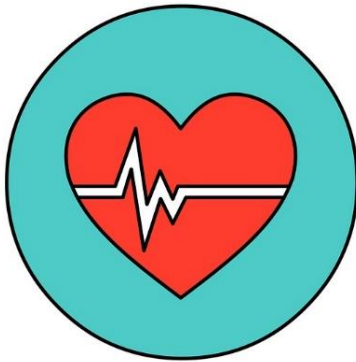
The **average wage** in **Preston** is **lower than** the **UK averages**.

To reach UK average wages, the city needs to **support employers** with skilled jobs **paying higher wages**.

Wage

Wage means a regular fixed payment given to an individual for working

Better health



People living in **poor areas** of **Preston** live **less** than people living in **richer areas**.

Men live 10.5 years less.

Women live 8.7 years less.

Preston's Community Health and Wellbeing Partnership will work with partners to make sure health and wellbeing are in strategic plans.

Improving cultural activities



Preston **does not** have **many creative organisations**.

Preston **does not** have **many creative spaces**.

The **closure** of the **Guild Hall theatre and concert space** has **made it worse**.

There is **too much reliance** on **volunteer organisations** to organise cultural activities.

Reliance

Reliance means expecting a person or group of people to do something.

Improving deprivation



Preston has a **large number** of **poor areas**.
19% of Preston's **poor areas** are in the **top 10%** of **poor areas nationally**.

Climate Change challenges



Preston City Council declared a **Climate Emergency** in 2019.

Preston City Council is committed to becoming **carbon neutral** by **2030**.



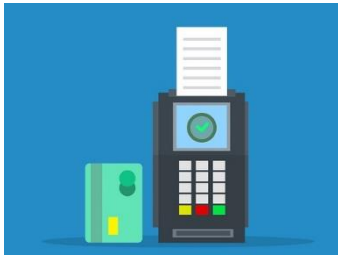
Preston City Council formed a **People's Climate Jury**.

The People's Climate Jury is made up of local people who share ideas to reduce **carbon emissions**.

Carbon emissions

Carbon emissions means when carbon dioxide is released into the air.

Our aim



To make Preston the centre for **commerce**, **culture** and **innovation** in Lancashire.

Commerce

Commerce means the activity of buying and selling

Innovation

Innovation means a new idea or product

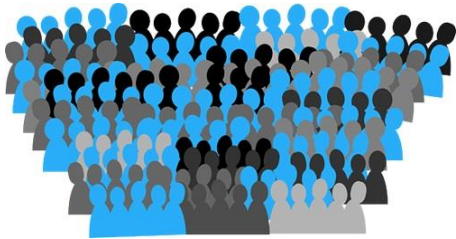


To make sure our economy is **sustainable**, growing and fair.

Sustainable

Sustainable means that something can carry on for a long time

Our objectives



Help **Preston grow** and support Lancashire's economy.



Support local businesses to bring **more jobs**.



Make sure **everyone benefits** from the city's success.

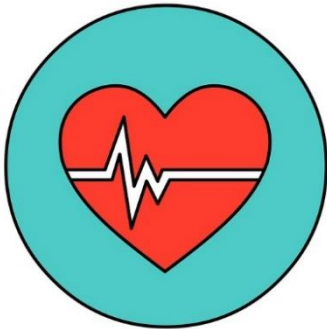


Support the university to provide excellent education, research and innovation.



Develop **key work sectors** like:

- manufacturing and engineering
- cyber, creative and digital,
- health and social care



Build **high-quality** and **affordable housing**.



Improve our **cultural activities** in the city, including Preston Guild 2032.



Improve parks and open spaces, docks, **heritage buildings**, and the Guild Wheel to benefit the people of Preston.

Heritage buildings

Heritage buildings are buildings that are protected for historical, cultural or architectural reasons.



Improve the city's **transport** and **digital infrastructure**.

Digital infrastructure

Digital infrastructure is the technology that lets digital services work.



Make sure regeneration helps the environment.



Improve the health and wellbeing of the people of Preston.



Improve the high street around **shopping, leisure and culture**.

Our priorities



Improve shopping, leisure and culture in Preston.



Take up **opportunities** from the areas new **National Cyber Facility**.



Create a new business area at **Preston Station Quarter**.



Create a **new approach to community health and wellbeing**.



Complete Stoneygate and improve city centre living.



Make **big improvements to sustainable travel and accessibility**.

Accessibility

Accessibility means providing access to places for everyone.

Regeneration projects which will help us achieve our aim



Preston Station East Phase 1. New commercial development.



Harris Quarter Phase 2. Cultural and leisure development.



Stoneygate Phase 2. New homes and city living.



Access Preston. New railway station.



Preston Community Health Hub.
New health centre for local people.



Innovate Preston. Place for new ideas and products.

Ongoing projects



Harris Quarter Towns Fund Programme.
Regeneration projects.



Transforming Cities Fund: Transforming Friargate North and Ringway. Better connectivity.



Stoneygate Masterplan. Residential development.



Active Preston. Transforming community infrastructure.



Community Health and Wellbeing Partnership. Health initiatives.



Preston Station Quarter Regeneration Framework. City hub development.



University of Central Lancashire Masterplan. Campus improvements.



National Cyber Force Headquarters. New jobs and investment.