

Platt Bridge Business Premises Report

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1. Introduction

1.1 The Platt Bridge Business Premises Audit was one element of the larger 'Picture This' project (October – June 2019) – which also included a creative engagement project, Platt Bridge Community Green Visioning Project and ongoing support for Abram Communities Together (ACT) Neighbourhood Forum to develop their Neighbourhood Plan¹. The audit was undertaken by community-led planning and regeneration consultant Sarah Spanton (director of Waymarking²) in close collaboration with a team formed by Abram Ward Community Cooperative³ (AWCC), and was funded by the Empowering Places Programme (from Power to Change⁴).

1.2 This co-produced project was undertaken in order to more deeply understand the business and retail landscape in Platt Bridge, which is the largest settlement and is located centrally within Abram Ward, identified by Wigan Council as a Local Centre⁵.

The main aims of the Platt Bridge Business Premises Audit were to:

- Seek essential economic evidence for ACT Neighbourhood Plan
- Understand more deeply the current business and retail character of Platt Bridge Centre
- Find out about a range of current business premises/site-related issues
- Begin a dialogue between the community and local businesses about building a stronger local economy together

2. Methodology

2.1 Sarah Spanton and the Picture This! Team began discussing what evidence the audit should collect in November 2018.

The key evidence the audit gathered was:

- Active and inactive business premises in Platt Bridge Centre
- Types of business found in Platt Bridge Centre
- Local, regional and national businesses found in Platt Bridge Centre
- Comments on Platt Bridge Centre from business owners and managers
- Amount of business premises floor space
- Use classes in Platt Bridge Centre
- Attractiveness and condition of premises
- Surveillance onto the street
- Business premises locations

2.2 Evidence was gathered in a range of ways (see Appendix 1 for examples of evidence questions):

- External visual observations of each of the business site premises
- Brief face-to-face interviews/conversations with some business managers, owners or senior members of staff
- Publicly accessible online information about business premises
- Liaison with Wigan Local Planning Authority for further data

2.3 The audit was undertaken in stages over four months.

1. Framework designed (November 2018)
2. Workshop and visual observations on site – 16 participants (November 2018)
3. Accessing online data (December 2018)
4. Follow up visual observations – two participants (February 2019)
5. Analysis of evidence (March 2019)

¹ <https://abramwardplan.co.uk/>

² <http://www.waymarking.org.uk>

³ <https://www.madeinwigan.org/>

⁴ <https://www.powertochange.org.uk/get-support/programmes/empowering-places/>

⁵ Wigan Council (2015), *Wigan Allocations and Development Management Local Plan: Initial Draft Plan*

6. Some evidence was shared with local residents and business people at AWCC's 'We Count You In Gathering' (April 2019)

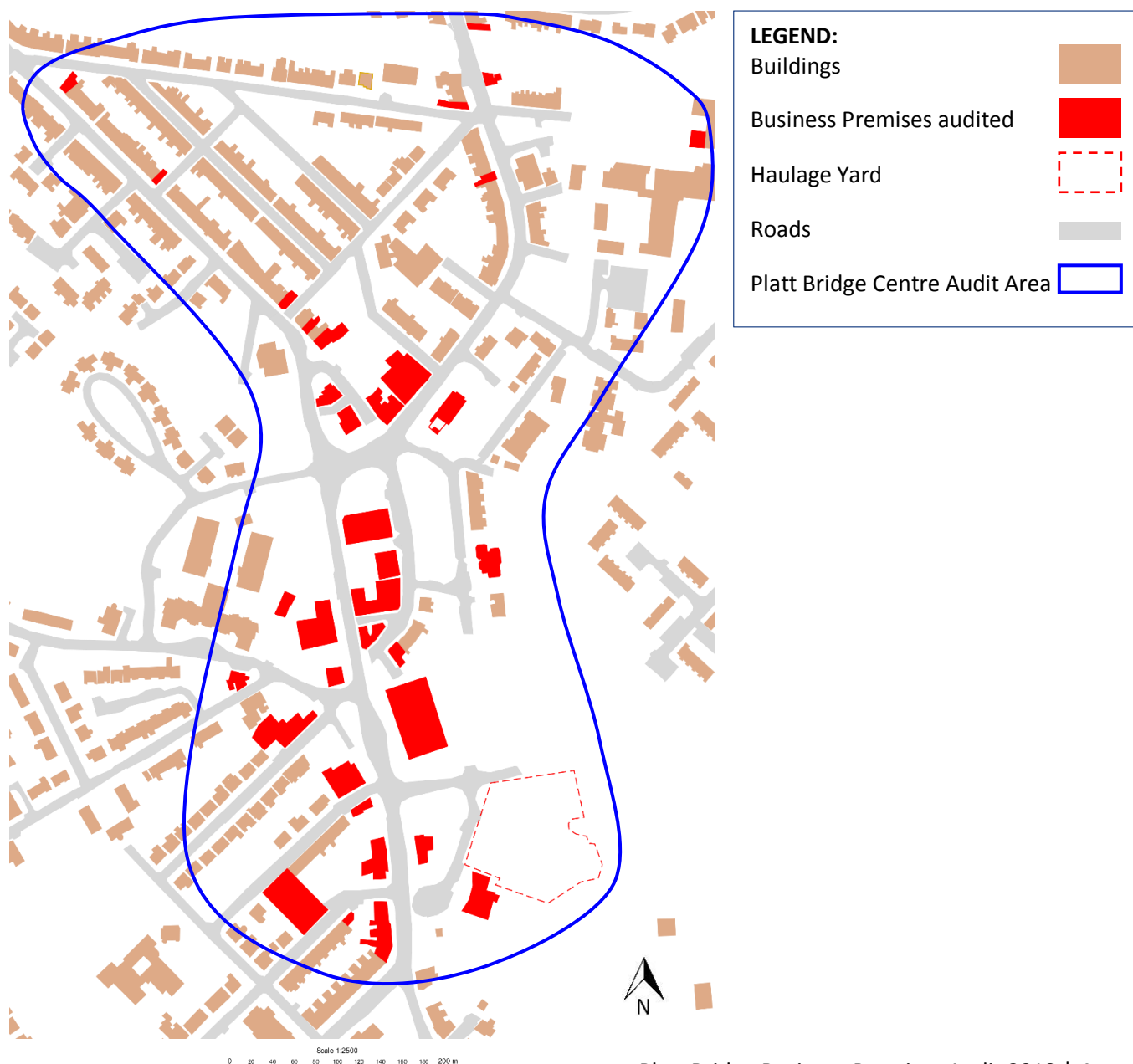
2.4 The main co-production aspect of the audit comprised a half-day workshop to introduce the audit techniques to a group of participants comprising community members, Waymarking staff and post-graduate students from University of Manchester planning department. The group then undertook a walk-about Platt Bridge Centre and undertook the audit in teams. This took place on Friday 23rd November 2018.

2.5 Platt Bridge Centre was defined by the community members of the audit team (see Figure 2).

2.6 This audit of business premises has not included faith-based organisations, churches, doctors' surgeries, community organisations and community centres unless they sell goods and services to the public.

2.7 The evidence collected pertains to the period of November – December 2018. As Platt Bridge Centre is a dynamic place, and the business/retail sector is a rapidly changing one, it is likely that some evidence has changed, since the collection of evidence in November 2018. For example, some premises may now be leased or owned by different businesses.

Figure 2 Business premises audited in Platt Bridge Centre



3. Active and inactive business premises in Platt Bridge Centre

3.1 This assessment considers how many business premises or sites there are in Platt Bridge Centre area, whether being used by active businesses or vacant/inactive (Figure 3 and 4).

3.2 To identify whether a premises is considered in business use we have used the Gov.uk website for searching business rates valuation information about a premises - <https://www.tax.service.gov.uk/business-rates-find/search>.

3.3 Notes on business premises

- There is insufficient information to know whether the Haulage Yard on Templeton Road, is in business or not, however this audit has recorded it as a vacant or inactive business premises (Figure 2).
- It noted that several businesses utilise more than one business premises (Handymans, Poole's Domestic, Ozzys, TKMA Wigan Kickboxing – see Section 11 for premises addresses).
- Handymans and Poole's Domestic share a warehouse space and this is identified as one business premises in the audit, King William Pub and Kings Wok (now vacant) are also identified as one business premises.
- Ozzy's and TKMA Wigan Kickboxing both occupy two premises (identified as two separate business premises in this audit).
- Look Ahead Hairdressers and Barber Shop are two businesses sharing one rateable business premises (identified here as one business premises).
- It is also noted that there are possibly more than one business based in Olympic House, however it was only possible to identify one business Christine Ashton Ltd.

Figure 3 Active and inactive business premises in Platt Bridge Centre

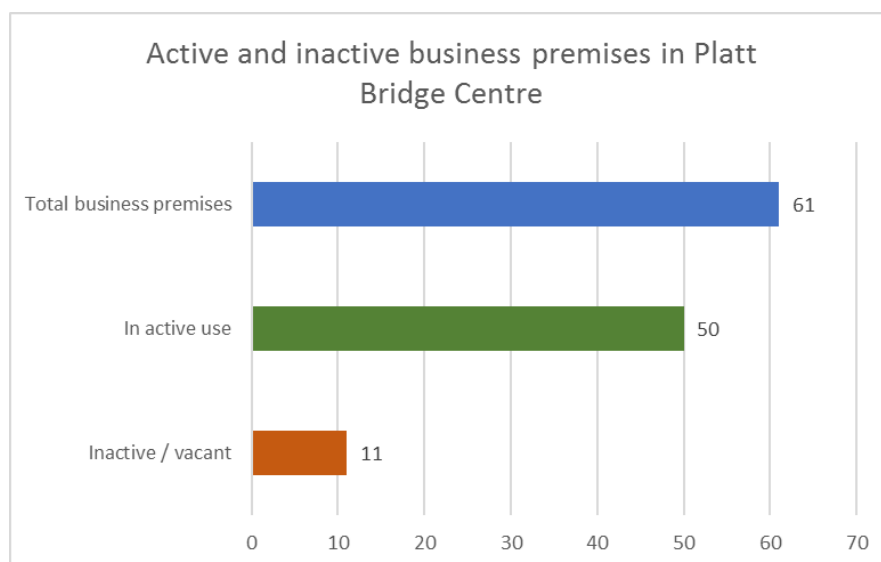
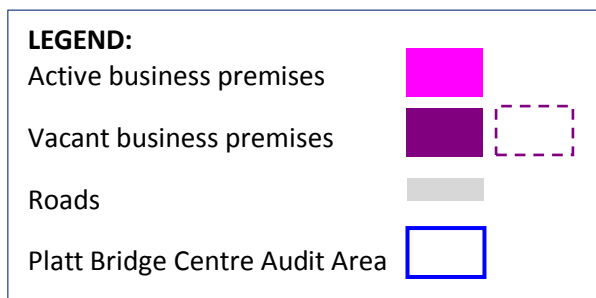
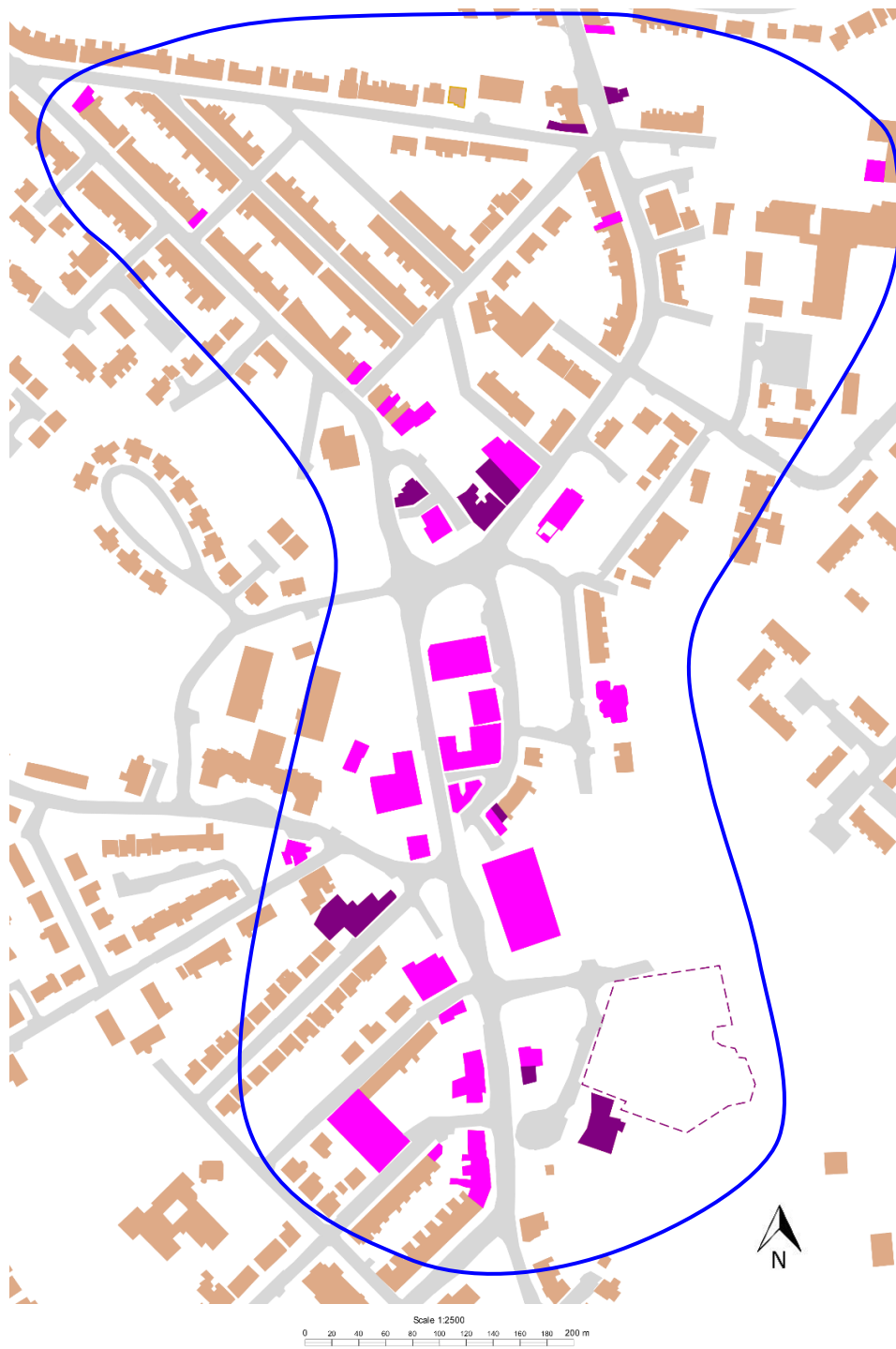


Figure 4 Active and inactive business premises audited in Platt Bridge Centre

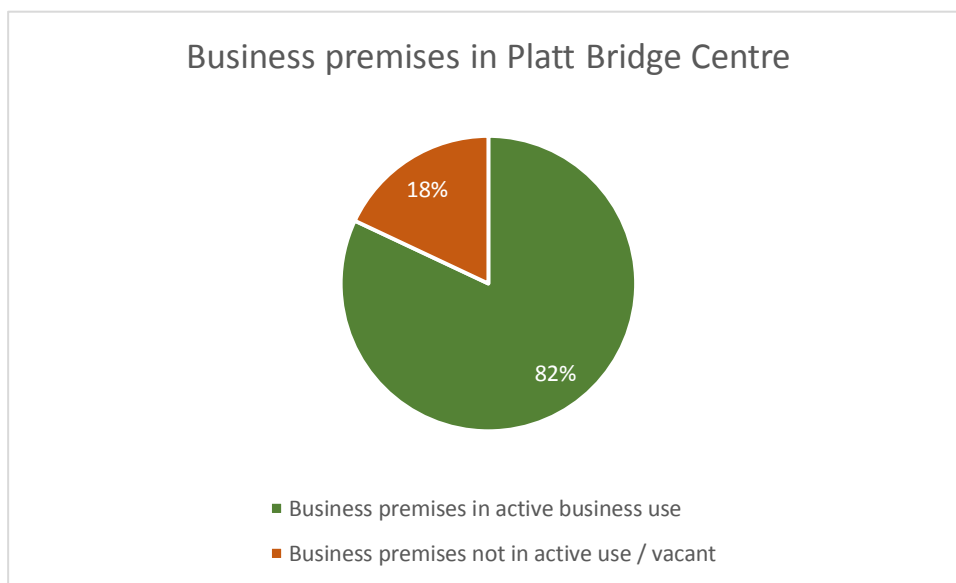


3.4 The business premises in Platt Bridge Centre are predominantly building-based, they include shops, workshops, warehouses and a haulage yard.

3.5 Of 61 business premises in Platt Bridge Centre, there are 50 premises in active business use. There are 11 business premises which are vacant and not in business use. These include the sites of former businesses King William Hotel, Graham Calderbank Motor Company and Jackos Den.

3.6 82% of business premises are in active business use, 18% of business premises are vacant or not in active use (Figure 5).

Figure 5 Percentage of business premises in active and inactive use



3.7 There are 49 businesses based in the 50 active business premises (Figure 6).

Figure 6 Businesses based in active business premises

**49 businesses are based in
50 active business premises**

4. Types of business found in Platt Bridge Centre

4.1 This audit is centred around business premises. In Platt Bridge Centre, business premises include both retail and other businesses selling goods and services. Therefore, this assessment of types of business found in Platt Bridge is wider than the retail sector.

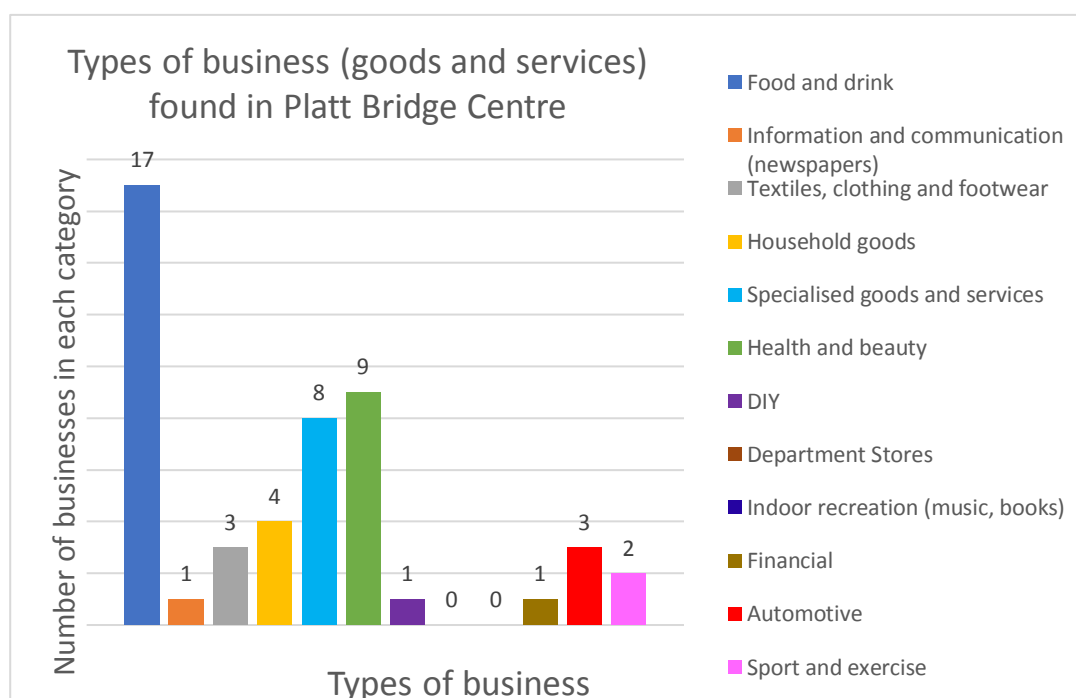
4.2 There is no agreed typology for retail in the UK as it is a complex area. Therefore, typology designed for this audit uses an amalgamation of several approaches including both local and national studies and reports – see Table 1. For more information on how the typology was devised, see Appendix 2.

4.3 There are 49 individual businesses based in the 50 active business premises. They have been divided into 12 categories to understand what types of businesses are based in the area (Table 1).

Table 1 Defining types of businesses found in Platt Bridge Centre

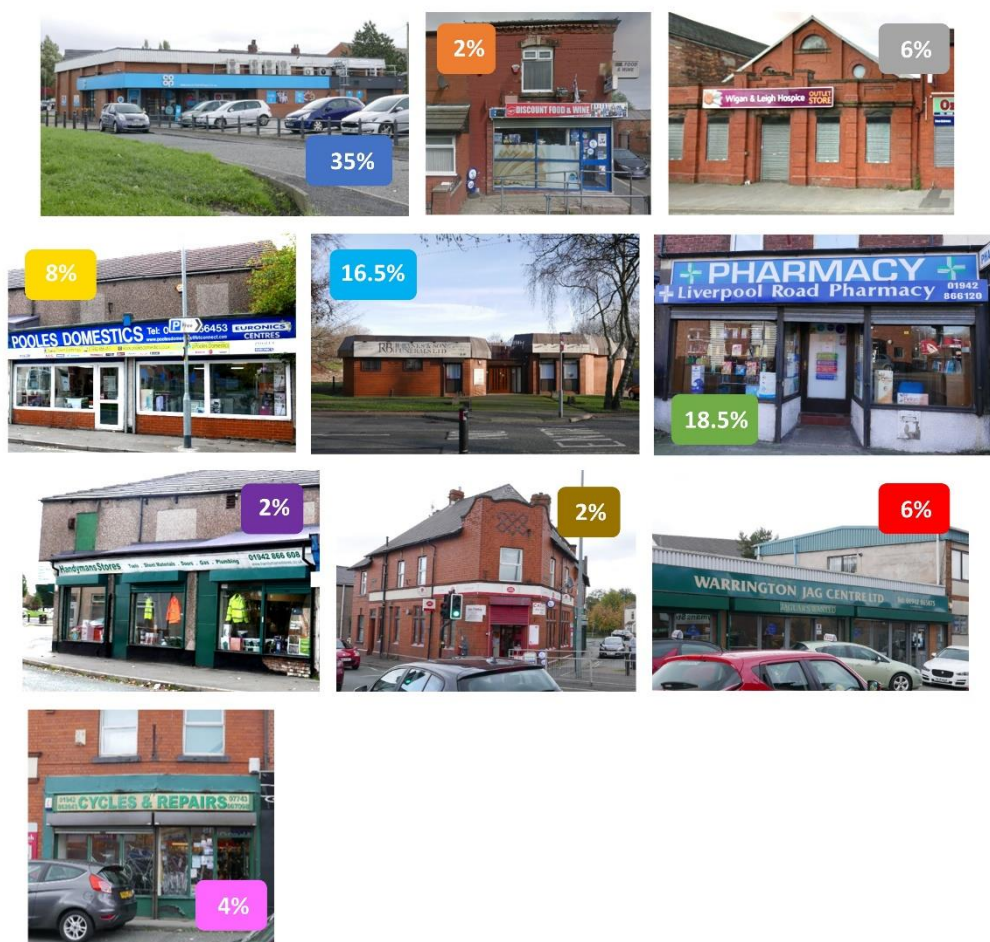
	Definitions
1. Food and drink	Supermarkets, supermarkets, specialist food stores, alcohol sales, restaurants, takeaways, cafes, bars, pubs etc
2. Information and communication (newspapers)	Information and communication equipment, resources and services such as newspaper sales etc
3. Textiles, clothing and footwear	Textiles, clothing and footwear (new or used) etc
4. Household goods	Electrical items, white goods, furniture and carpets etc
5. Specialised goods and services	Mobility sales, funeral services, removals services, dog grooming, gambling establishments, vaping sales etc
6. Health and beauty	Hairdressers, barbers, beauticians, tanning salons, dentistry etc
7. DIY	Ironmongers, DIY, gardening equipment and plants etc
8. Department stores	Department stores
9. Indoor recreation (music, books)	Music, books, toys etc
10. Financial	Banks, building societies, post offices
11. Automotive	Car-related sales and servicing etc
12. Sport and exercise	Cycling, gyms, sports goods and services etc

Figure 7 Types of businesses found in Platt Bridge Centre



4.4 Figure 7 presents the findings of how many businesses are in which category, and Figure 8 depicts the overall percentage of each business type in Platt Bridge Centre.

Figure 8 The percentage of each type of business in Platt Bridge Centre (see Figure 7 for legend)



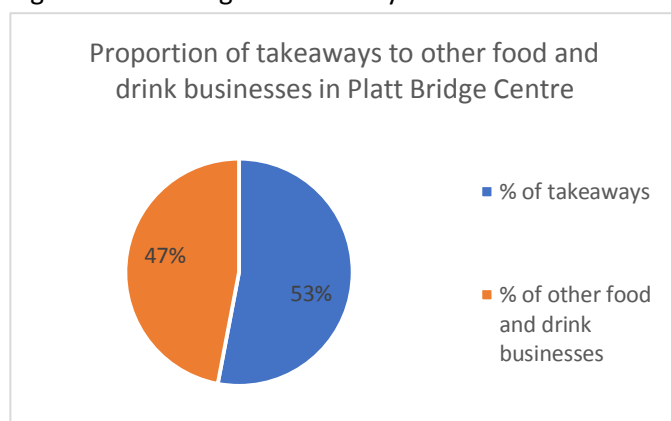
4.5 Food and drink is the category with the highest percentage at 35% - these 17 businesses include supermarkets, off licences and takeaways.

4.6 Health and beauty is the category with the second highest percentage at 18.5% - these 9 businesses include hairdressers, barbers, beauticians and dentists.

4.7 Specialised goods and services is the third highest at 16.5% - these 8 businesses include betting shops, a removals firm and a funeral parlour.

4.8 There are no shops or businesses in the Department store or Indoor recreation categories.

Figure 9 Percentage of takeaways



4.9 Finally, it is noted that of the 17 food and drink businesses, 9 of these are takeaways, meaning that 53% of food and drink businesses are takeaway businesses (Figure 9).

5. Local, regional and national businesses found in Platt Bridge Centre

5.1 There are 49 active businesses in Platt Bridge Centre. These have been analysed according to whether they are local, regional or national (and international) businesses (Figures 10 and 11).

Figure 10 Number of local, regional and international businesses

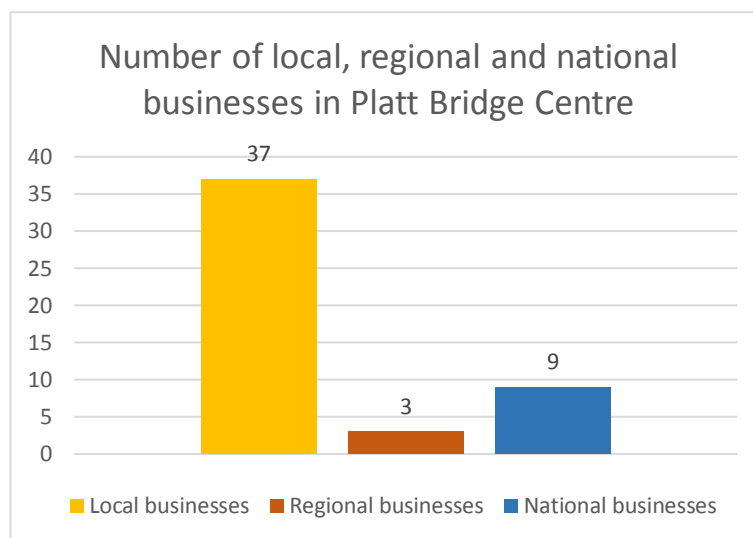
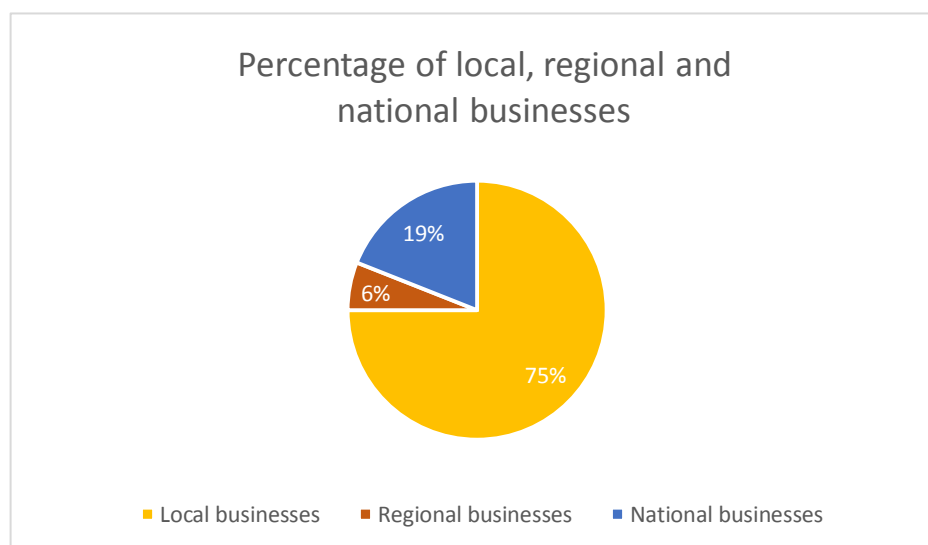


Figure 11 Percentage of local, regional and national businesses



5.2 Of the 49 confirmed businesses based in Platt Bridge Centre, 75% are local independent businesses. They total 37 in number and include Handyman's Stores, Wigan Foot Clinic, Blue Spice and A1 Bridal Boutique.

5.3 6% of businesses are regional, the three businesses are Millercare Ltd, Galloways and Wigan and Leigh Hospice.

5.4 19% of the businesses are national. There are 9 in total and include Iceland and Home Bargains. Of these, 4 are also international businesses including McDonald's and BetFred.

6. Comments on Platt Bridge Centre from business owners and managers

6.1 As part of the audit, face-to-face conversations were held with 18 out of 49 of the businesses in Platt Bridge Centre – managers, owners and senior members of staff responded to two key questions:

What's good about being based in Platt Bridge Centre?

Responses included:

- *Good community spirit*
- *On a busy main road - footfall. Close to Wigan town centre*
- *Passing trade due to location on main road*
- *Community place, convenient for locals*
- *Passing trade, lots of 'regulars', friendly community and people*
- *People. Lots of good people in Platt Bridge*
- *People are friendly and nice*

What would you like to see changed in Platt Bridge Centre?

Responses included:

- *Give the kids somewhere to go; too bored...*
- *Need a community zone, a local social hub due to pubs and labour clubs closing...*
- *More cameras for crime surveillance, police come to us for CCTV footage due to a lack of public cameras*
- *CCTV especially with winter nights this time of year*
- *More police on the streets to stop crime and drugs*
- *More bus routes, to and from work easier*

6.2 Two key themes emerged from analysis of all the comments. The first highlighted that 11 out of 18 (nearly two-thirds) of respondents commented on the community spirit and friendliness of local people.

The second theme is that exactly one-third of the comments were themed around calls for more police on the streets and more CCTV cameras.

6.3 Other themes that arose included the busyness of the main roads (which was recognised as both positive and negative), lack of activities for young people to take part in and the need for better public transport through the area.

6.4 Local business people who saw the display of findings from the audit, when attending the 'We Count You In Gathering' in April 2019, were positive about the audit being undertaken, and were interested in the findings presented.

7. Floor space of business premises in Platt Bridge Centre

7.1 In order to calculate the floor space in Platt Bridge Centre, data was found on the Gov.uk website <https://www.tax.service.gov.uk/business-rates-find/search>.

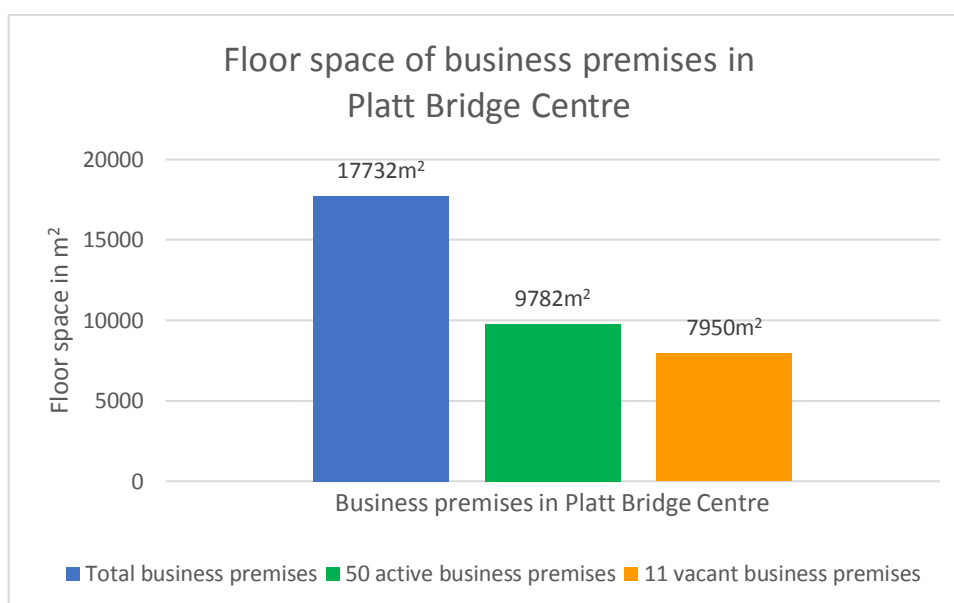
7.2 There are some anomalies in the data, for example TKMA Wigan Kickboxing's business premises are represented twice on the database, with different amounts of floorspace for each, therefore just one set of floorspace data has been included here. Additionally, data pertaining to three of the vacant business premises is not available on the database. Those business premises with no data are Former Jackos Den site, King William Hotel and Kings Wok site and Queens Arms.

7.3 There are 61 business premises in Platt Bridge Centre.

The total floor space of the 61 premises, measured in m², has been calculated (Figure 12).

There are 17732.83 m² of business premises floor space in Platt Bridge Centre.

Figure 12 Floor space in Platt Bridge Centre



7.4 The floor space of the 50 active business premises is 9782.28 m². (See Section 3 for details of active business premises.)

7.5 The floor space of the 11 vacant business premises is 7950.55 m². The data pertaining to three of the vacant business premises is not available on the database (see paragraph 7.2). It is important to note that the floorspace of the 11 vacant premises would be considerably higher if the data for the four missing premises were available.

7.6 It is important to note that the Haulage Yard on Templeton Road has been counted in this audit as a vacant premises, as it is unknown whether an active business is based on the premises.

The Haulage Yard covers a large area of 6736.77 m². Using the available vacant business premises data, 84.73% of the total vacant business premises floor space in Platt Bridge Centre comprises the vacant Haulage Yard. The vacant business premises total, minus the Haulage Yard, is 1213.78 m².

8. Use classes in Platt Bridge Centre

8.1 In the planning system, land and buildings are categorised according to their use, these are known as 'Use Classes'⁶. In the main, planning permission is needed to change from one use class to another, although there are some exceptions, for example planning permission is not needed to change A3 uses to A1 uses. National planning guidance gives an outline of what uses may fall into which use class, however Local Planning Authorities determine which use class a particular use falls into. As this report is concerned with the use class of business premises in Platt Bridge Centre, Table 2 outlines the key use classes (therefore it excludes hotels, dwelling houses and care homes, which are in Part C⁷).

Table 2 Key business use classes in Platt Bridge Centre

Part A		
A1	Shops	Shops, retail warehouses, hairdressers, undertakers, travel and ticket agencies, post offices, pet shops, sandwich bars, showrooms, domestic hire shops, dry cleaners, funeral directors and internet cafes.
A2	Financial and professional services	Financial services such as banks and building societies, professional services (other than health and medical services) and including estate and employment agencies.
A3	Restaurants and cafés	For the sale of food and drink for consumption on the premises - restaurants, snack bars and cafes.
A4	Drinking establishments	Public houses, wine bars or other drinking establishments (but not night clubs) including drinking establishments with expanded food provision.
A5	Hot food takeaways	For the sale of hot food for consumption off the premises.
Part B		
B1	Business	Offices (other than those that fall within A2), research and development of products and processes, light industry appropriate in a residential area.
B2	General industrial	Use for industrial process other than one falling within class B1 (excluding incineration purposes, chemical treatment or landfill or hazardous waste).
B8	Storage or distribution	This class includes open air storage.
Part D		
D1	Non-residential institutions	Clinics, health centres, crèches, day nurseries, day centres, schools, art galleries (other than for sale or hire), museums, libraries, halls, places of worship, church halls, law court. Non-residential education and training centres.
D2	Assembly and leisure	Cinemas, music and concert halls, bingo and dance halls (but not night clubs), swimming baths, skating rinks, gymnasiums or area for indoor or outdoor sports and recreations (except for motor sports, or where firearms are used).
Sui generis		
		Certain uses do not fall within any use class and are considered 'sui generis'. Such uses include: betting offices/shops, pay day loan shops, theatres, larger houses in

⁶ Planningportal.co.uk (2019), *Change of Use*, https://www.planningportal.co.uk/info/200130/common_projects/9/change_of_use - accessed 1.3.19

⁷ Ibid

	multiple occupation, hostels providing no significant element of care, scrap yards. Petrol filling stations and shops selling and/or displaying motor vehicles. Retail warehouse clubs, nightclubs, launderettes, taxi businesses and casinos.
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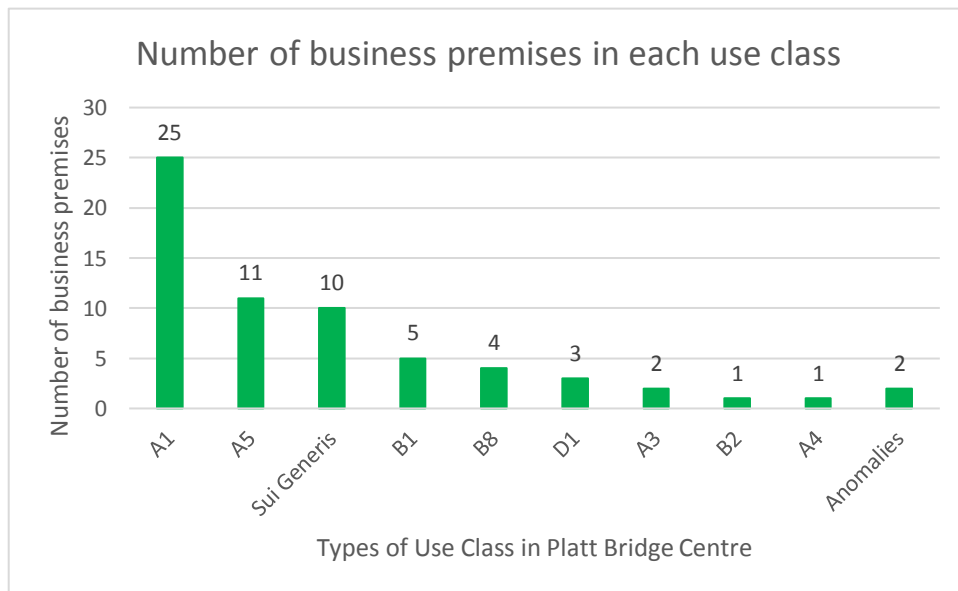
8.2 Wigan Council Local Planning Authority staff and the Economic and Regeneration Team supplied data relating to the 61 business premises in Platt Bridge Centre.

8.3 In total there are 64 pieces of use class data sited in Figure 13. Whilst there are 61 business premises considered in the audit overall, two premises have more than one use class, being of mixed use. The two premises which have mixed uses are Edwards Bakery (A1 and B2) and Queens Arms (Change of Use to mixed use B1, B8 and Sui generis). There are also two anomalies, where premises are of unknown use class⁸.

8.4 Figure 13 shows the number of business premises in Platt Bridge Centre in each use class. There are 9 use class types identified in Platt Bridge Centre.

- Within the 64 business premises use classes identified, there are 25 premises with A1 Shop uses, including shops, a funeral directors and a post office.
- There are 11 business premises with A5 Hot food takeaway uses and ten Sui generis uses, including betting shops and car showrooms. There are five B1 Business light industry uses and four B8 Storage uses, three D1 Non-residential institution uses and two A3 Restaurant and café uses.
- There is one B2 General industrial use and one A4 Drinking establishment use.
- There are no D2 Assembly and leisure uses, A2 Financial and professional services uses in Platt Bridge Centre.

Figure 13 Number of business premises in each use class

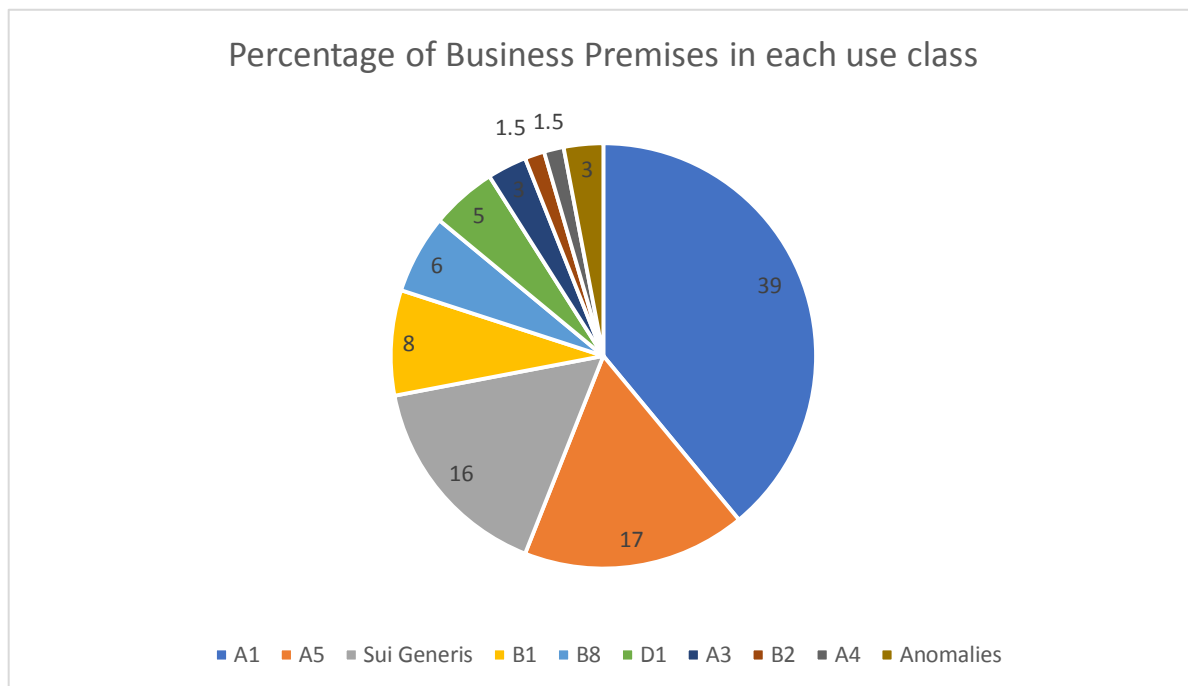


⁸ This report has highlighted that Handyman's and Poole's Domestic's share a warehouse space and this is identified as one business premises, King William Hotel and Kings Wok are also identified as one business premises. Ozzy's is identified in this report as occupying two rateable premises. In Section 8 however, there are two differences to Section 3. Whilst TKMA Wigan Kickboxing both occupies two rateable premises, it is seen as being one premises with one use class. In Section 3 Look Ahead Hairdressers and Barber Shop are identified as one rateable business premises, whereas in this Section they are identified as having two premises with two use classes.

8.5 Figure 14 identifies the percentage of business premises in each use class in Platt Bridge Centre.

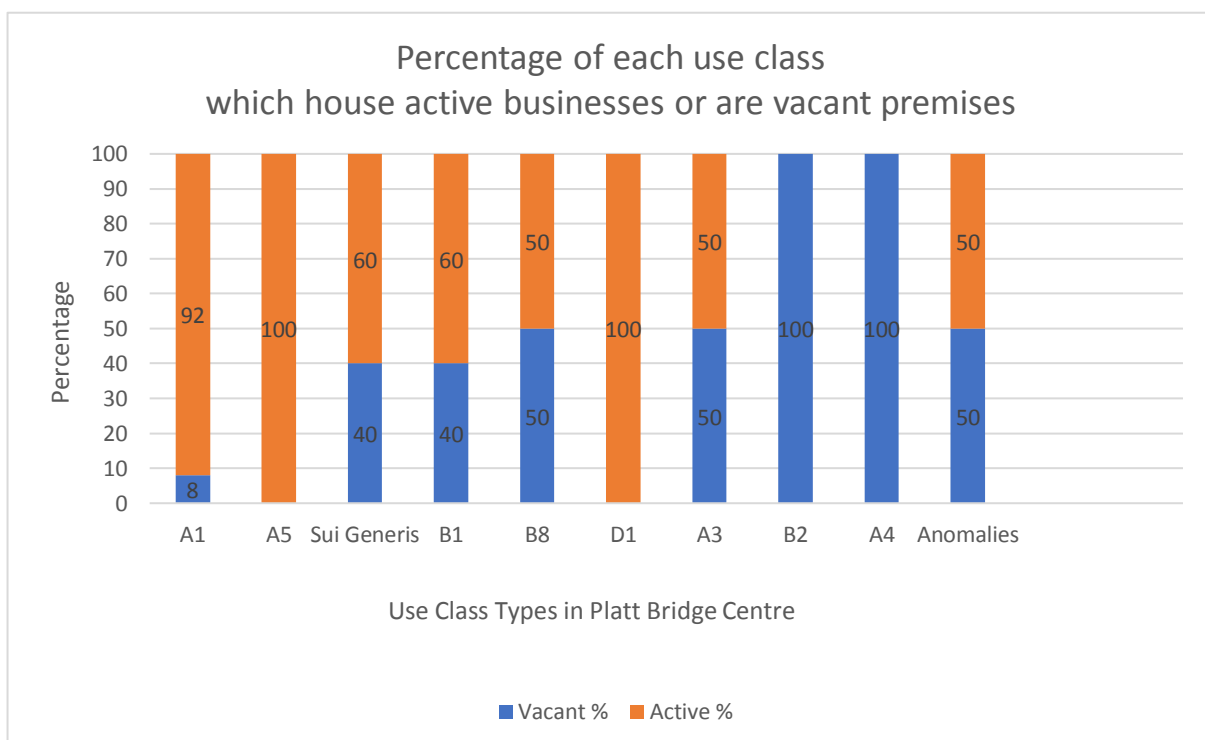
- 39% of all business premises in Platt Bridge Centre are A1 Shop uses
- 17% are A5 Hot food takeaway uses
- 16% are Sui generis
- 8% are five B1 Business light industry uses

Figure 14 Percentage of business premises in each use class



8.6 The percentage of businesses in each use class which house either active businesses or are currently vacant premises are seen in Figure 15.

Figure 15 Percentage of each use class which house active businesses or are vacant premises



8.7 Figure 14 highlights that 100% of A5 Hot food takeaways and 92% of A1 Shop use classes are in active business use. 100% of use classes B2 General industrial and A4 Drinking establishments are vacant premises.

8.8 Table 3 shows the number of businesses in each use class and presents the percentage in active business use and those which are vacant premises.

- It is noted that 100% of B2 General industrial use and A4 Drinking establishment use classes are vacant premises.
- Active businesses in Platt Bridge Centre are mainly in use classes A1 shop (92% of the 25 A1 Shop use classes are in active businesses) and A5 Hot food takeaway (100% of the 11 A5 Hot food takeaway uses are active businesses).
- 100% of the three D1 Non-residential institution uses are active businesses (such as Wigan Foot Clinic).

8.9 In terms of other use classes and their status as active businesses;

- 60% of the ten Sui generis
- 60% of the five B1 Business light industry uses
- 50% of the four B8 Storage
- 50% of the two A3 Restaurant and café are currently active businesses.

Table 3 Number of businesses in each use class and percentage in active use or vacant

		Number of premises in each use class	% of active businesses	% of vacant premises
A1	Shops	25	92	8
A2	Financial and professional services	0	NA	NA
A3	Restaurants and cafés	2	50	50
A4	Drinking establishments	1	0	100
A5	Hot food takeaways	11	100	0
B1	Business light industry	5	60	40
B2	General industrial	1	0	100
B8	Storage or distribution	4	50	50
D1	Non-residential institutions	3	100	0
D2	Assembly and leisure	0	NA	NA
Sui generis		10	60	40
Anomalies		2	50	50

8.10 In conclusion, within the 61 business premises (whether home to an active business or being vacant):

- There are 25 premises with A1 uses, including shops, a funeral directors and post office (39% of total)
- There are nine A5 Hot food takeaway uses (17% of total)
- And ten Sui generis uses, including betting shops and car showrooms (16% of total)
- There are no D2, A2 uses on PB Centre

9. Business premises condition and attractiveness

9.1 The attractiveness of shop and business frontages impacts on pride in a place, for local people, shoppers and business owners and their staff. It also impacts on the community's choice to regularly use their local businesses, as shop fronts in poor condition can discourage shopping in an area. A strong link is recognised between 'the quality of an environment and economic success of a place'⁹.

9.2 This audit identified the condition of business and shop frontages within Platt Bridge Centre, by observing each of them and considering their attractiveness and condition, scoring from 1 to 5, with 1 being low and 5 being high.

9.3 Each observation was accompanied by notes explaining why each score was given (Table 4). It is noted that the evidence is subjective, and observations were gathered from a number of people. Some scores may have been higher or lower had the same person completed all the observations.

Table 4 Examples of why attractiveness scores were given

Score	Examples of why score was given:
1	'Broken window, vandalised' or 'Looks shabby' or 'Closed, boarded up'.
2	'Tatty looking, derelict, empty for years' or 'Sign broken, not welcoming, dirty, car exhaust, pollution'
3	'Prominent clear signs, paint is flaky' or 'Plain brick wall, no windows or features'
4	'Clean, smart, tidy; upstairs is dirty' or 'Access to main road, outside needs some repair, entrance not very accessible' or 'Clean, large sign'
5	'Smart, clean & new' or 'Clean, tidy, in good condition'

9.4 60 business premises with shop/business fronts have been considered in this analysis. One business premises doesn't have a visible shop front, and couldn't be scored for attractiveness (Jagman Ltd). There are two businesses with more than one rateable business premises (TKMA Wigan Kickboxing and Ozzy's) - these have been each considered as one premises. There are two pairs of businesses who have just one rateable business between them (King William Hotel and Kings Wok; Look Ahead Hairdressers and Barber Shop).

9.5 Figure 16 presents Platt Bridge Centre's business premises attractiveness scores.

Figure 16 Business premises attractiveness scores



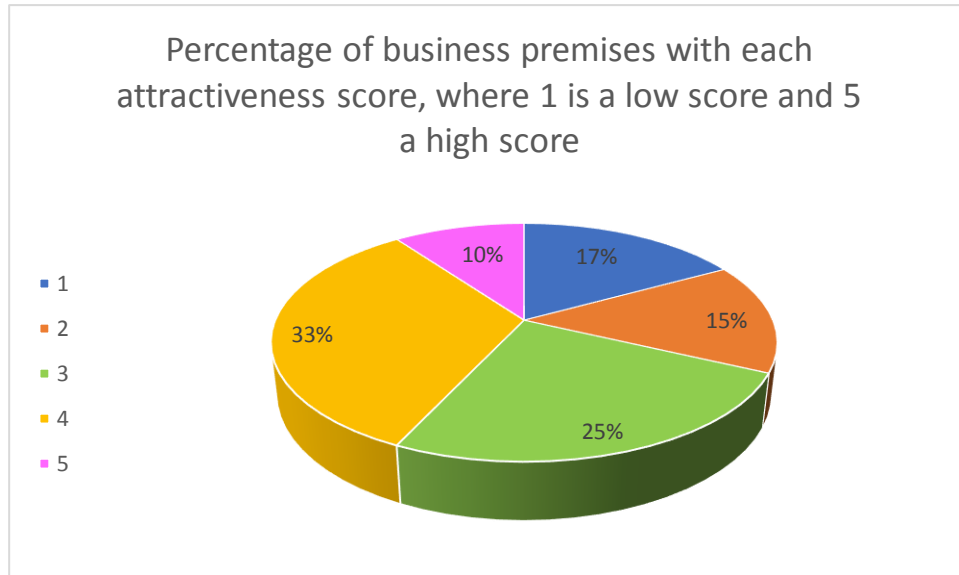
⁹ Govan Cross Townscape Heritage Initiative (2014), *Improving Govan's Shopfronts*, <http://www.getintogovan.com/thi/> - accessed 11.4.19

9.6 The percentage of businesses with a high attractiveness score are shown in Figure 17:

- Six business premises achieved a score of 5, which is 10% of the total business premises.
- 20 business premises achieved a score of 4, which is 33% of the total business premises.

Overall, 43% of the business premises in Platt Bridge achieved a score of either 4 or 5, in other words were considered either in good or very good condition and attractive.

Figure 17 Percentage of business premises with each attractiveness score



9.7 15 business premises achieved a score of 3, which is 25% of the total business premises, in other words were considered in the mid-range being between in poor condition and very good condition.

9.8 Nine business premises achieved a score of 2, which is 15% of the total business premises.

ten business premises achieved a score of 1, which is 17% of the total business premises.

Overall, 32% of the business premises in Platt Bridge Centre achieved a score of either 1 or 2, they are considered in poor condition and unattractive.

10. Surveillance onto the street from business premises

10.1 Streets feel safe when they have good surveillance¹⁰. This is when people can see out of windows from buildings adjacent to the street, and when there are plenty of passers-by. Surveillance is a natural way for shopkeepers to keep an eye on the street outside their shop, meaning that anti-social or criminal activity is discouraged because this activity is easily seen. A shopping area with good surveillance also feels more welcoming, neighbourly and attractive to shoppers and potential shoppers.

10.2 This audit has considered which businesses are able to see out onto the street outside their business as a way to assess the area's surveillance. The audit considered, in particular, how many business premises in Platt Bridge Centre have daytime surveillance onto the street. It is noted that the quality of the surveillance and night-time issues were not addressed in this audit.

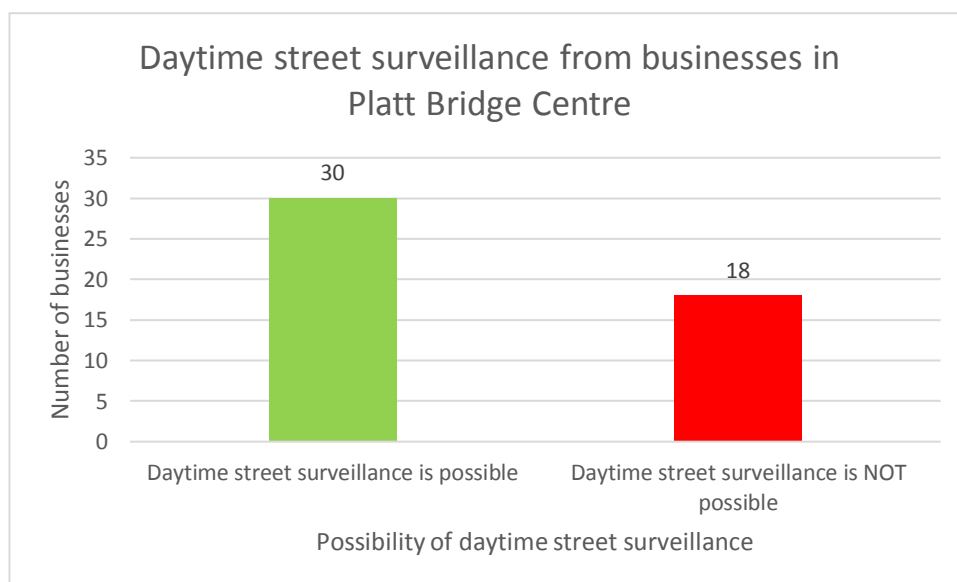
10.3 There are reasons why some shop and business premises may not be able to have surveillance onto the street, such as the privacy needed for a funeral parlour, or the law not allowing passers-by to see inside a betting shop.

10.4 48 active businesses with shop/business fronts have been considered in this analysis. Although 49 active businesses in Platt Bridge Centre have been identified in this audit, one premises doesn't have a street-facing frontage (Jagman Ltd), therefore it hasn't been included as part of this assessment. There are two businesses with more than one rateable business premises (TKMA Wigan Kickboxing and Ozzy's) - these have been each considered as one premises. There are two businesses who have just one rateable business between them - Look Ahead Hairdressers and Barber Shop.

10.5 Vacant business premises have not been included in this audit of surveillance.

10.6 Figure 18 presents the number of active businesses in Platt Bridge Centre with daytime surveillance onto the street.

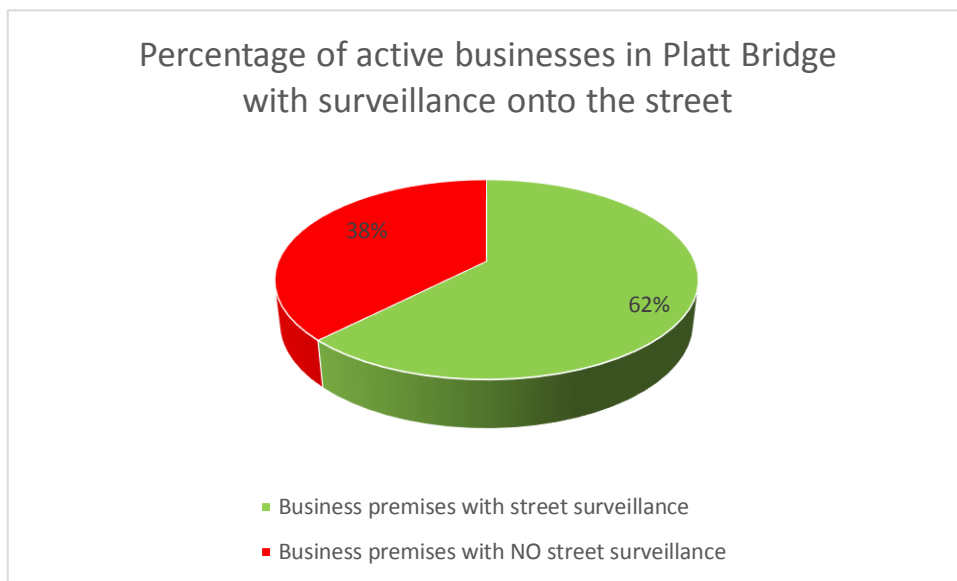
Figure 18 Daytime street surveillance from businesses in Platt Bridge Centre



¹⁰ CABE (2003), *Councillors Guide to Urban Design*

10.7 Figure 19 presents the percentage of active businesses with active surveillance on the street.

Figure 19 Percentage of active businesses with surveillance onto the street



10.8 62% of active businesses in Platt Bridge Centre have surveillance onto the street (30 businesses). 38% of active businesses do not have surveillance onto the street (18 businesses).

10.9 Six of the 18 businesses which don't have surveillance onto the street during the day are takeaways, which are open in the evenings.

10.10 Of the 19 shop and business managers, owners and senior members of staff spoken to, 7 raised concerns about anti-social behaviour, the need for more police and CCTV cameras.

11. Business premises addresses

11.1 The addresses of each of the 61 business premises in Platt Bridge Centre are presented in Table 5. Vacant premises are identified in italics.

Table 5 Platt Bridge Centre business premises addresses

Number of business premises	Name of business <i>(vacant premises in italics)</i>	Street number	Business premises addresses <i>(vacant premises in italics)</i>	Postcode
1	Millercare Ltd	Unit 1	Platt Street, Platt Bridge, Wigan, Lancs	WN2 5DA
2	Independent Jaguar Specialists (Warrington Jag Centre)		Platt Street, Platt Bridge, Wigan, Lancs	WN2 5DA
3	Independent Jaguar Specialists (Jagman Ltd)	Unit 2	Platt Street, Platt Bridge, Wigan, Lancs	WN2 5DA
4	Friends of Families		Olympic House, Platt Street, Platt Bridge, Wigan, Lancs	WN2 5DA
5	Olympic House - Christine Ashton Ltd		Olympic House, Platt Street, Platt Bridge, Wigan, Lancs	WN2 5DA
6	Pharmacy Platt Bridge Health Centre		Rivington Avenue, Platt Bridge, Wigan, Lancs	WN2 5NG
7	R Banks and Son Funeral		Templeton Lodge, Templeton Road, Platt Bridge, Wigan, Lancs	WN2 5PB
8	Iceland		Templeton Road, Platt Bridge, Wigan, Lancs	WN2 5PD
9	<i>Brown's Service Centre</i>		<i>Templeton Road, Platt Bridge, Wigan, Lancs</i>	<i>WN2 5PD</i>
10	<i>Graham Calderbank Motor Company</i>		<i>Templeton Road, Platt Bridge, Wigan, Lancs</i>	<i>WN2 5PD</i>
11	Home Bargains		Templeton Road, Platt Bridge, Wigan, Lancs	WN2 5PD
12	Diamond Hand Car Wash		Templeton Road, Platt Bridge, Wigan, Lancs	WN2 5PD
13	<i>Adj Hand Car Wash</i>		<i>Templeton Road, Platt Bridge, Wigan, Lancs</i>	<i>WN2 5PD</i>
14	<i>Haulage Yard</i>		<i>Templeton Road, Platt Bridge, Wigan, Lancs</i>	<i>WN2 5PD</i>
15	Halls International Removals		Phoenix Works, Tram Street, Platt Bridge, Wigan, Lancs	WN2 5JG
16	Wigan Foot Clinic	3	Tram Street, Platt Bridge, Wigan, Lancs	WN2 5JE
17	The Tasty Village	13	Miller's Lane, Platt Bridge	WN2 5DE
18	Post Office	1	Bank Buildings, Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5DB
19	Bicycle Centre	2	Bank Buildings, Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5DB

20	Studio of Cosmetics	4	Bank Buildings, Walthew Lane, Platt Bridge, Wigan, Lancs,	WN2 5DB
21	Handymans	1 - 5	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
22	Poole's Domestics	7 - 9	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
	Handymans and Poole's warehouse	11	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
23	Handymans and Poole's warehouse	13	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
24	Right Choice Bathrooms	12	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AN
25	<i>Adj to Right Choice</i>		<i>Walthew Lane, Platt Bridge, Wigan, Lancs</i>	<i>WN2 5AN</i>
26	Galloways	Unit 1	Walthew Parade, Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AT
27	Joe's Chippy	Unit 2	Walthew Parade, Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AT
28	One stop	Unit 3	Walthew Parade, Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AT
29	BetFred	Unit 4	Walthew Parade, Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AT
30	Beeston's Bakery	45	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
31	Familial Pizza	47	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
32	Andy's Chippy	49	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
33	Blue Spice	51	Walthew Lane, Platt Bridge, Wigan, Lancs,	WN2 5AL
34	TKMA Wigan Kickboxing and R/O 88	88	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
35	As above (part of TKMA boxing)			
36	Dogmetics	88A	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
37	Look Ahead Hairdressers	88A	Walthew Lane, Platt Bridge, Wigan, Lancs	WN2 5AL
	Barber Shop	94	Gnd Flr, Walthew Lane, Platt Bridge, Wigan, Lancs,	WN2 5AL
38	<i>Queens Arms</i>	<i>53-55</i>	<i>Walthew Lane, Platt Bridge, Wigan, Lancs</i>	<i>WN2 5AL</i>
39	Discount Food & Wine	100	Walthew Lane, Platt Bridge, Wigan, Lancs,	WN2 5AW
40	Platt Bridge Dental Surgery	152	Walthew Lane, Platt Bridge, Wigan, Lancs,	WN2 5AW
41	Taz Mahal	192	Walthew Lane, Platt Bridge, Wigan, Lancs,	WN2 5AW
42	Stanley Wine	583	Liverpool Road, Platt Bridge, Wigan, Lancs	WN2 3TA
43	<i>Former Tattoo Parlour</i>	<i>587</i>	<i>Liverpool Road, Platt Bridge, Wigan Lancs</i>	<i>WN2 3TA</i>
44	<i>Jackos Den</i>	<i>598</i>	<i>Liverpool Road, Platt Bridge, Wigan, Lancs</i>	<i>WN2 3UJ</i>
45	Liverpool Rd Pharmacy	612	Liverpool Road, Platt Bridge, Wigan, Lancs	WN2 5BB
46	McDonald's Restaurants Ltd		Liverpool Road, Platt Bridge, Wigan, Lancs	WN2 5BD
47	Ozzy's	682	Liverpool Road, Platt Bridge, Wigan, Lancs	WN2 3BB

48	R/o 682, part of Ozzy's			
49	Wigan and Leigh Hospice	684-688	Liverpool Road, Platt Bridge, Wigan, Lancs	WN2 5BB
50	<i>Platt Bridge Gym</i>	<i>694</i>	<i>Liverpool Road, Platt Bridge, Wigan, Lancs</i>	<i>WN2 5BB</i>
51	<i>King William Hotel and Kings Wok</i>	<i>698</i>	<i>Liverpool Road, Platt Bridge, Wigan, Lancs</i>	<i>WN2 5BB</i>
	<i>Kings Wok (part of King William Pub)</i>			
52	Cooperative Food	20	Warrington Road, Platt Bridge, Wigan, Lancs	WN2 5JA
53	Mando's Grill	34	Warrington Road, Platt Bridge, Wigan, Lancs	WN2 5JA
54	Platt Bridge Barber	46	Warrington Road, Platt Bridge, Wigan, Lancs	WN2 5JA
55	BetFred	48-50	Warrington Road, Platt Bridge, Wigan, Lancs	WN2 5JA
56	Infinity Hair Salon	52-54	Warrington Road, Platt Bridge, Wigan, Lancs	WN2 5JA
57	North West Vape	56	Warrington Road, Platt Bridge, Wigan, Lancs	WN2 5JA
58	Home to Roost	64-66	Warrington Road, Platt Bridge, Wigan, Lancs	WN2 5JA
59	Al Bridal Boutique	68A	Warrington Road, Platt Bridge, Wigan, Lancs	WN2 5JA
60	Wigan Carpets & Flooring	70-72	Warrington Road, Platt Bridge, Wigan, Lancs	WN2 5JA
61	<i>Edwards Bakery</i>	<i>4-8</i>	<i>New Street, Platt Bridge, Wigan, Lancs</i>	<i>WN2 5JB</i>

12. Key Findings

12.1 27 key findings have been identified:

- There are 61 business premises in Platt Bridge Centre.
- Business premises in Platt Bridge Centre are predominantly building-based, they include shops, workshops, warehouses and a haulage yard.
- There are 50 premises in active business use.
- There are 11 business premises which are vacant and not in business use.
- 82% of business premises are in active business use.
- 18% of business premises are vacant or not in active use.
- There are 49 individual businesses based in the 50 active business premises.
- In Platt Bridge Centre business premises include both retail and other businesses selling goods and services.
- The 49 businesses have been divided into 12 categories to understand what types of businesses are based in the area.
- Food and drink is the category with the highest percentage at 35% - these 17 businesses include supermarkets, off licences and takeaways.
- Health and beauty is the category with the second highest percentage at 18.5% - these 9 businesses include hairdressers, barbers, beauticians and dentists.
- It is noted that of the 17 food and drink businesses, 9 of these are takeaways, meaning that 53% of food and drink businesses are takeaway businesses.
- Of the 49 businesses based in Platt Bridge Centre, 75% are local independent businesses.
- They total 37 in number and include Handyman's Stores, Wigan Foot Clinic, Blue Spice and A1 Bridal Boutique.
- 6% of businesses are regional, the three businesses are Millercare Ltd, Galloways and Wigan and Leigh Hospice.
- 19% of the businesses are national. There are 9 in total and include Iceland and Home Bargains. Of these, 4 are also international businesses including McDonald's and BetFred.
- One of two key themes from comments from managers, owners and senior members about Platt Bridge Centre is the community spirit and friendliness of local people.
- The second key theme is around calls for more police on the streets and more CCTV cameras.
- There are 17732.83 m² of business premises floor space in Platt Bridge Centre.
- The floor space of the 50 active business premises is 9782.28 m².
- The floor space of the 11 vacant business premises is 7950.55 m².
- 39% of all business premises are in A1 Shop use class.
- 17% of all business premises are in A5 Hot food takeaway use class.
- 43% of business premises in Platt Bridge are considered either in good or very good condition and attractive.
- 32% of the business premises in Platt Bridge Centre are considered in poor condition and unattractive.
- 62% of active businesses in Platt Bridge Centre have surveillance onto the street.
- 38% of active businesses do not have surveillance onto the street. Six of the 18 businesses which don't have surveillance onto the street during the day are takeaways, which are open in the evenings.

13. Conclusions

13.1 The Platt Bridge Business Premises Audit was successful in achieving its four aims of seeking economic evidence for the ACT Plan; more deeply understanding the current business and retail character of Platt Bridge Centre; revealing a range of issues relating to current business premises; and being a process to start a dialogue with local businesses about building a stronger local economy together.

13.2 In terms of seeking economic evidence for the ACT Plan, the audit has gathered and analysed evidence in the areas of, for example, whether or not business premises have active businesses on them, how many active businesses are in Platt Bridge Centre and the percentage of different use classes. Prior to this work no detailed evidence or reporting existed on Platt Bridge Centre, this evidence will contribute to policy development in the ACT Plan.

13.3 The evidence analyses in the audit provide a much deeper understanding of the current business and retail character in Platt Bridge Centre for ACT Forum members and AWCC staff and trustees. It could also be of use to the Local Authority who have no recent ward level data on business premises in Abram Ward.

13.4 A range of issues have been discovered through the audit (see Section 12 Key findings for details), some of them revealing previously unknown positive insights into the area, such as 75% of active businesses are local independent businesses. The audit has also identified some issues that need to be addressed in order to improve the centre, such as 38% of active businesses do not have surveillance onto the street.

13.5 ACT Forum and AWCC have a goal to actively promote community economic development in Abram Ward. Through a programme of activity including the ACT Neighbourhood Plan, they are working with local people to create a strong local economy across the Ward. The goals of this work are to strengthen the local economy and encourage the development of more small locally owned businesses (meaning more local jobs), including community businesses, which trade for the benefit of the local community; and to encourage more people to shop and spend locally, ensuring that less money leaks out of the area.

13.6 A positive dialogue about building a stronger local economy together between AWCC and ACT Forum and local business people in Platt Bridge Centre has begun through the audit. When audit evidence was shared at the 'We Count You In Gathering' in April 2019, local business people responded positively to the audit findings and expressed an interest in seeing what would happen next and in being involved in the future.

13.7 Following the completion of the report a number of initial recommendations have been identified that would address some of the issues the audit has highlighted.

13.8 Platt Bridge Centre area should be defined as a smaller area than that used in the business audit evidence-gathering process (Figure 2). Economic development policy being devised for the ACT Plan highlights the potential for a Commercial Zone to be identified in Platt Bridge, based on a smaller area centring on Walthew Parade.

13.9 Additional policy development areas resulting from the audit are policies to retain existing business premises and to identify sites for new business premises (including the potential to repurpose vacant premises).

13.10 Further work could be undertaken to try to find out who owns the vacant premises in Platt Bridge Centre. Some of these vacant premises are unattractive and in poor condition. These premises are unused assets, which could be benefitting the community and supporting the building of a stronger local community.

13.11 There are a fairly high number of takeaways in Platt Bridge Centre (17% of all business premises are A5 Hot food takeaways and 100% are active businesses). It may be possible to develop policy restricting the number of A5 uses in Platt Bridge Centre.

13.12 The ACT Plan has a Community Action Plan element, which could take forward work in a number of areas including security and surveillance. The audit considered which businesses are able to see out onto the street outside their business in daytime, as a way to assess the area's surveillance (63%). Further work could be undertaken to find out about the quality of the surveillance and to look into night-time issues around security in the area. In relation to the concerns that shop and business managers raised about anti-social behaviour and security, it is noted that it is possible that better street surveillance from shops could have a positive effect on daytime (and potentially night-time) anti-social behaviour.

13.13 There could be a role for AWCC/ACT Forum to create a formal partnership to work with local small, independent businesses to work together on an inclusive regeneration strategy, focussing on building a stronger local economy in Abram Ward.

13.14 The poor condition and unattractiveness of 32% of business premises in Platt Bridge Centre has a negative impact on local pride and can discourage shopping locally. A new formal partnership between local small, independent businesses and AWCC/ACT Forum could work together to improve shopfront and fascia condition, aiming to increase those scoring good or very good by 10% a year.

13.15 A lack of day and evening sit-down healthy eating options was identified in the audit. The only daytime and evening restaurant business is McDonald's, there is only one café, Home to Roost, which closes at 3pm. This could be an opportunity for a new community business/social enterprise in Platt Bridge Centre and would support further community economic development in Abram Ward.

Appendices

Appendix 1 Example business premises audit questions

Table 6 Example business premises audit questions

Is site in business or empty?	Name of business	Street name	Street number
Type of business (describe what it does)	What period was the building built in?	How many storeys/floors?	Is the business, local, regional, national, International?
Can the staff inside see the street?	How attractive is the shop front? Score – 1-5 and say why	Why did you give it that score?	Other notes

Appendix 2 Devising typology for business premises in Platt Bridge Centre

As there is no agreed typology for retail in the UK, a bespoke typology was designed for this audit using an amalgamation of several approaches based on two main reports:

Nathaniel Lichfield and Partners (2014), *Wigan Retail and Leisure Study*, <https://www.wigan.gov.uk/Docs/PDF/Council/Strategies-Plans-and-Policies/Planning/Retail-and-centres/Retail-and-Leisure-Study/Retail-Leisure-Study-2014-Main-Report.pdf> - accessed 16.1.19

Parliament.uk (2018), *Retail sector in the UK: House of Commons Library BRIEFING PAPER Number SN06186*, <https://researchbriefings.parliament.uk/ResearchBriefing/Summary/SN06186> - accessed 8.1.19

Table 7 Devising typology for business premises in Platt Bridge Centre

Category	Definition	'Retail sector in the UK' 2018	2014 Wigan Retail and Leisure Study
Food and drink	Supermarkets, supermarkets, specialist food stores, alcohol sales, restaurants, takeaways, cafes, bars, pubs etc	Supermarkets, specialist food stores and stores that sell alcoholic drinks and tobacco (categorised as 'shops that mainly sell food' here);	
Information and communication (newspapers)	Information and communication equipment, resources and services etc	Information and communication equipment in specialised stores;	
Textiles, clothing and footwear	Textiles, clothing and footwear (new or used) etc	Textiles, clothing and footwear stores; (categorised as 'Clothing shops' here);	Comparison retail: Clothing and Footwear – 25%
Household goods	Electrical items, white goods, furniture and carpets etc	Household goods stores, such as those selling electrical items and furniture;	Comparison retail: Furniture – 12% Electrical Appliances – 16%
Specialised goods and services	Mobility sales, funeral services, removals services, dog grooming, gambling establishments, vaping sales etc	Other goods in specialised stores, such as those selling jewellery, toys, sporting goods and books; and	
Health and beauty	Hairdressers, barbers, beauticians, tanning salons, dentistry etc		Comparison retail: Health and Beauty – 11%; and
DIY	Ironmongers, DIY, gardening equipment and plants etc		Comparison retail: DIY – 11%
Department Stores	Department stores	Department stores;	
Indoor recreation (music, books)	Music, books, toys etc		Comparison retail: Recreation (Books, CDs and Toys) – 25%
Financial	Banks, building societies, post offices		
Automotive	Car related sales and servicing etc	Automotive fuel in specialised stores;	
Sport and exercise	Cycling, gyms, sports goods and services etc		