THE SKELMERSDALE STORY
Skelmersdale was first mentioned in the Domesday Book of 1086 and it has grown to being a town of around 40,000 people today. It sits on high ground above the River Tawd within the beautiful countryside of West Lancashire and is the dominant urban centre for miles around.
The town is extremely well connected and located with Preston to the North, Manchester to the East and Liverpool to the West all within easy reach. Not only does the town have green surroundings it is green in itself with large areas of open space; the Tawd Valley park running right through the centre and as you drive around you feel at one with a rural environment.
Skelmersdale has been designed to drive around efficiently with large roads and excellent links to the motorway network which is why it has become a home to all types of businesses, for all types of businesses.
Skelmersdale has ambitious plans, and the space to grow its population and business base becoming an even more significant economic centre within Lancashire and the Liverpool/Manchester region.
SKELMERSDALE IS A SPECIAL PLACE
We've taken a long hard look at our town and area so we know what's special about Skelmersdale and can be clear what we need to focus on in order to be thought about and chosen. We're clear on why we are special and how we are different.
Our new story explains what Skelmersdale has to offer, captures the essence of the area and will be what puts us ‘on the map’ for all the right reasons. It is unlikely that the words we use to represent this new thinking will be seen by our ‘customers’, they’re not marketing slogans but instead describe the essence of the future Skelmersdale. They will determine how we develop our offer through the way we communicate, what we build, the environment we create and the way we behave.

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Whilst some elements describe what we have and the way we are now, they also reflect what we want and need to be in the future; so our approach is both aspirational and rooted in a reality that can be seen today.
THE THEMES OF THE SKELMERSDALE STORY
Skelmersdale theme

CELEBRATION OF WORKING VALUE
Skelmersdale is home to big businesses; big brands including SCA Hygiene, Hotter Shoes, Procter & Gamble, PepsiCo; plus smaller innovative companies and entrepreneurs.
There are a plethora of business parks which are virtually always full and there is a spirit of enterprise and a work ethic that is helping drive the local economy. Equally, there is a vibrant third sector with excellent examples of social enterprise and volunteering in organisations across the area.
We’re going to shout about our ‘stand out’ companies and celebrate our working heroes.
It is acknowledged that for all the successes there are opportunities to better link young people with work opportunities, to ensure we are growing young people with the right skills to power the economy and to promote the values of hard work. Whilst there are shining lights we need more of them.
A major priority is aligning business and work requirements with the key local education assets of Edge Hill University and West Lancashire College which will provide the workforce and entrepreneurs of tomorrow. These two organisations will continue to take leading roles in the development of the economy and as promoters of growth.
Skelmersdale values those that value work.
Skelmersdale benefits from being a significant town and urban centre in the south of Lancashire whilst having important and growing relationships with Liverpool and Manchester; it has the best of all worlds.
With the need to work with and within more than one Local Enterprise Partnership, three cities and other important organisations such as SuperPort, there is a premium on the public and private sector leadership of Skelmersdale building and maintaining great relationships with their counterparts.

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It is these relationships that will determine the future success of the local economy. Skelmersdale has lots to gain but lots to offer.
However, it is vital that it is able to quickly develop a railway station and rail connectivity to Liverpool which will be the ‘growth game changer’ needed to benefit the Skelmersdale and wider Lancashire/ North West economy.

The town is fantastically well connected by road to the M6 and other networks and has a road infrastructure designed to provide the most efficient and rapid movement of goods and people.
As Skelmersdale continues to grow the business community and education providers will play an ever more prominent role alongside the public sector in promoting and supporting the development of the area. As many businesses as possible need to become ambassadors for the place and ‘tell and sell’ its story, they will be empowered and enabled to do this.
Skelmersdale intends to play an even larger role in the Lancashire and wider North West economy by increasing its available employment land and growing the population with new housing to either work locally or in the surrounding cities. The town and surrounding area can play an active role in driving growth and as an important location within the Northern Powerhouse.
Skelmersdale has all the right connections.
Skelmersdale theme
GREEN TOWN LIVING
There can’t be many greener town environments than Skelmersdale where countryside meets urban green space providing a very special and different living environment.
From mature woodland to natural habitats to the stunning views from Beacon Country Park, it's a green outlook that dominates and a short walk from the town centre takes you to Tawd Valley Park. It's hard to believe that this rural oasis is part of a major town centre as you can walk and cycle next to the river and just enjoy space to breathe.
As Skelmersdale looks to grow the population and create a new town centre environment you are guaranteed that this will provide a tremendous quality of life opportunity for those choosing this area to grow their lives. There is a focus on improving town centre facilities for shopping, leisure and the night time economy to service what is a growing place.
Not only does Skelmersdale have space to grow and green space at that, it is also a great value location where ‘green living’ is affordable with the added benefit of three great cities on the doorstep whether for work or play.
You can also enjoy beautiful surrounding villages such as Burscough and Parbold, the popular market town of Ormskirk is close by and the splendour of seaside Southport is within easy reach. There are various golf courses to test yourself on and tremendous attractions for all the family such as WWT Martin Mere Wetland Centre; Lancashire Wildlife Trust’s Mere Sands Wood; the National Trust’s Rufford Old Hall and Beacon Country Park to name just a few.
Skelmersdale, where the growth will always be green.
THE ‘BIG IDEA’ FOR THE SKELMERSDALE STORY
The ‘big idea’ is an emotional statement of intent for Skelmersdale and the surrounding area that sits above and alongside the themes. It projects what the place is about, what it stands for and what matters. This is not a strap line or marketing message it is a ‘strategic signature’ for Skelmersdale.
SKELMERSDALE: GROWING FROM THE GREEN
Many places emphasise their green credentials but few can deliver on the rhetoric: Skelmersdale can.

This is a town entering a new and exciting phase in its development with ambitious growth plans for
the centre, housing, businesses, population and the economy. Skelmersdale has the land, location and
linkages to make this growth happen and is developing a shared sense of ambition and confidence
involving private and public sector organisations and educational establishments.
Skelmersdale is opening up and animating its green environment; thinking bigger and wider about the relationships that will determine its future success; focussing on entrepreneurship and employment; creating a ‘place led’ approach for what it does and ensuring that it is a town where you will want to grow your life and that of your family.
Skelmersdale: green growth, new horizons