3.0 **Burscough and Rufford**

Wards: Burscough East, Burscough West and Rufford

3.0.1 Introduction

This paper provides an overview at a local level, here examining the two Burscough wards and Rufford ward, summarising much of the evidence available to date (winter 2016 / 2017) for the West Lancashire Local Plan Review. These wards act as a proxy for analysis purposes for the Burscough and Central Parishes spatial area, which encompasses the parishes of Burscough, Lathom and Rufford. Borough-wide data on individual topics can be found in the relevant topic-based thematic papers.

Burscough is located centrally in West Lancashire, with Rufford 5km to the north. Both settlements are relatively well served by road (particularly the A59 but also the A5209 which links with the M6), and by rail with stations at both Burscough (Burscough Junction on the Preston-Liverpool line and Burscough Bridge on the Southport-Manchester line) and Rufford (Preston-Liverpool line).

Burscough developed as an agricultural village and then added an industrial role through the construction of the Leeds-Liverpool Canal and railways. A Tesco supermarket has been built in the town centre, and at the southern edge of the town is the recently developed Ringtail Retail Park. The extensive Burscough Industrial Estate is situated to the west.

Rufford is a small settlement which lacks basic services so residents look towards Burscough for many services. Both Burscough and Rufford are parished.

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*For the purposes of the Local Plan Review, West Lancashire is divided into six spatial areas, including Burscough with Rufford (which includes the Parish of Lathom), and the Eastern Parishes, which includes Newburgh. Much data tends to be available (or readily available) at ward level, including the data in this spatial evidence paper. The Burscough – Rufford Spatial Evidence Paper reports on data for Burscough West, Burscough East and Rufford Wards. However, it does not include data for Newburgh Ward - which includes Lathom Parish. (Newburgh Ward data is included in this Eastern Parishes Spatial Evidence Paper.) Hence, whilst Lathom is included within the Burscough – Rufford spatial area, data for Lathom Parish is included within the aggregate ward-based data for the Eastern Parishes area (effectively the ‘Eastern Wards’ area).*
Note: The map above does not represent the Burscough and Central Parishes Spatial area, as the BCP area includes Lathom Parish (which makes up much of Newburgh Ward; Newburgh Ward is included within the Eastern Parishes ward-based data).
3.1.0 Current baseline

3.1.1 Demographics

Burscough is the third largest and most populated settlement within West Lancashire (after Skelmersdale and Ormskirk). Along with Rufford, it is also the fourth most populated of our spatial areas (after Skelmersdale, Ormskirk and the Northern Wards).

Table 3.1 Population and number of households of Burscough and Rufford

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
<th>% of West Lancs. population</th>
<th>Area / hectares</th>
<th>Density (no. of persons per hectare)</th>
<th>Number of households</th>
<th>% of West Lancs. households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skelmersdale &amp; South Eastern Wards</td>
<td>42,698</td>
<td>38.6%</td>
<td>6197</td>
<td>6.9</td>
<td>17,606</td>
<td>38.8%</td>
</tr>
<tr>
<td>Ormskirk</td>
<td>17,960</td>
<td>16.2%</td>
<td>1,607</td>
<td>14.9</td>
<td>7,070</td>
<td>15.6%</td>
</tr>
<tr>
<td>Aughton</td>
<td>9,194</td>
<td>8.3%</td>
<td>4657</td>
<td>1.4</td>
<td>3,717</td>
<td>8.2%</td>
</tr>
<tr>
<td>Burscough &amp; Rufford</td>
<td>11,231</td>
<td>10.1%</td>
<td>1,216</td>
<td>9.2</td>
<td>4,551</td>
<td>10.0%</td>
</tr>
<tr>
<td>Northern Wards</td>
<td>13,839</td>
<td>12.5%</td>
<td>7,180</td>
<td>1.9</td>
<td>5,828</td>
<td>12.8%</td>
</tr>
<tr>
<td>Eastern Wards</td>
<td>9,841</td>
<td>8.9%</td>
<td>5768</td>
<td>1.7</td>
<td>4,096</td>
<td>9.0%</td>
</tr>
<tr>
<td>Western Wards</td>
<td>5,922</td>
<td>5.4%</td>
<td>6791</td>
<td>0.9</td>
<td>2,513</td>
<td>5.5%</td>
</tr>
<tr>
<td>West Lancashire</td>
<td>110,685</td>
<td>-</td>
<td>34,679</td>
<td>3.2</td>
<td>45,381</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: 2011 Census, ONS

Table 3.2 Population and households by ward

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
<th>% of West Lancs. population</th>
<th>Area / hectares</th>
<th>Density (no. of persons per hectare)</th>
<th>Number of households</th>
<th>% of West Lancs. households</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burscough East</td>
<td>4,172</td>
<td>3.8%</td>
<td>358.72</td>
<td>11.6</td>
<td>1,749</td>
<td>3.9%</td>
</tr>
<tr>
<td>Burscough West</td>
<td>5,010</td>
<td>4.5%</td>
<td>856.94</td>
<td>5.8</td>
<td>1,980</td>
<td>4.4%</td>
</tr>
<tr>
<td>Rufford</td>
<td>2,049</td>
<td>1.9%</td>
<td>1,262.85</td>
<td>1.6</td>
<td>822</td>
<td>1.8%</td>
</tr>
<tr>
<td>West Lancs</td>
<td>110,685</td>
<td>-</td>
<td>34,679</td>
<td>3.2</td>
<td>45,381</td>
<td>-</td>
</tr>
</tbody>
</table>

Source: 2011 Census, ONS
Rufford has one of the lowest densities (people per hectare) of all wards in the Borough owing to the size of the ward and its rural nature. Burscough West ward includes a rural hinterland so also has a relatively low density. (Density is highest in the Skelmersdale wards.)

Slightly over 10% of the Borough's population live in Burscough and Rufford. Burscough and Rufford has a higher proportion of young people than other areas of the Borough with the exception of Skelmersdale. The Western and Eastern Wards areas possess proportionately more older people. Ward level data indicates little variation in terms of age structure between the three wards of Burscough East, West and Rufford with the exception of Rufford in the 16-35 years old age group which has one of the lower percentages in the Borough.
Health

There is a polarisation in life expectancies between the most and least deprived areas of the Borough. Men in the most deprived areas have life expectancies almost 10 years shorter than those in the least deprived areas.

80% of residents in Burscough and Rufford wards rate their health as very good or good, with Rufford just above this level. These proportions are very similar to West Lancashire overall, also taking those in fair and bad health into account.

Chart 3.4 West Lancashire residents’ description of general health (by ward)

Source: 2011 Census, ONS
Education and skills

26% of West Lancashire’s workforce has a degree (or equivalent) or higher (Level 4). This compares to a regional figure of 24% and a national figure of 27%. The highest proportion of people with Level 4 qualifications (degree level) or higher are found at Aughton (38%), Parbold (45%), Newburgh (38%) and Wrightington (37%) – these are dormer settlements used predominately by commuters to other areas. Rufford is seventh best in the Borough in relation to Level 4 qualifications whilst Burscough East and West are amongst the middle range of wards. 23% of West Lancashire’s workforce has no qualifications; Burscough and Rufford has a better figure (17%).

Chart 3.5 Education achievement (highest qualification level) by ward

Source: 2011 Census, ONS

Guide to the levels:
Level 1: Includes 1-4 O-Levels/GCSEs, NVQ level 1, Foundation GNVQ
Level 2: Includes 5+ O-levels/GCSEs, 1 A-Level, Intermediate/HIGHER Diploma, NVQ Level 2.
Level 3: Includes 2+ A-Levels, Advanced Diploma, NVQ Level 3, Advanced GNVQ, ONC, ONS.
Level 4: Degree, Higher Degree, NVQ Level 4-5, HNC, HND, BTEC Higher, Higher diploma, Foundation

Chart 3.6 Educational Achievement by spatial area

Source: 2011 Census, ONS
The proportion of residents employed in higher managerial and professional occupations (grade AB) in Burscough and Rufford is highly comparable to West Lancashire overall. At ward level 34% of residents in Rufford are in grade AB and 15% are in grade DE (semi-skilled, unskilled and non-working) compared to 27% in DE for West Lancashire overall.

Chart 3.7a Approximated social grade by ward

Source: 2011 Census, ONS
Approximated grade AB – Higher and intermediate managerial, administrative, professional occupations
Approximated grade C1 – Supervisory, clerical and junior managerial, admin, professional occupations
Approximated grade C2 – Skilled manual occupations
Approximated social grade DE – Semi-skilled & unskilled manual occupations, unemployed and lowest grade occupations

Chart 3.7b Approximated social grade – spatial areas of West Lancashire (ward-based)
Deprivation

The 2015 Indices of Multiple Deprivation (IMD) ranked West Lancashire 164th out of 326 local authorities in England. This places it in the middle nationally. However, varying levels of deprivation can be found within the Borough.

Skelmersdale has 14 of its 23 Lower Super Output Areas (LSOAs) featuring in the top 20% most deprived LSOAs nationally, and one within the 1% most deprived. Conversely, 21 of the Borough’s 73 LSOAs (29%) fall within the 20% least deprived neighbourhoods nationally. There is therefore a polarisation within the Borough.

Chart 2.8 illustrates each of the LSOAs within West Lancashire, with the most deprived LSOAs in the darkest colour and the least deprived LSOAs in the lightest colour. It can be seen that Skelmersdale contains some of the most deprived areas in the Borough, with other pockets of deprivation in the rural areas to the north and south-west as well as part of Burscough East ward. The least deprived areas can be found in Ormskirk / Aughton, Tarleton and Hesketh Bank, and the eastern wards, close to the M6 commuter belt, but also in the remainder of Burscough East ward.

Chart 3.8 Overall Deprivation Rank of LSOAs across West Lancashire

Source: WLBC 2016 (IMD 2015, CLG)
The IMD measure deprivation across a number of domains as detailed below. Whilst deprivation is stereotypically expected to be greatest in urban and inner-city areas, rural areas can also experience high levels. For example, rural areas often find it harder to access services, and, as those areas often attract more people of a retirement age, they may have a greater proportion of an aged population in poor-health finding it difficult to access health care.

**Income**
The income deprivation domain measures the proportion of people in an area who are living on low incomes, including both those that are out of work and those that are in work but who have low earnings. This is done by looking at people who are on means-tested benefits such as Income Support and Working Families Tax Credit.

Income deprivation is worst in Skelmersdale and are also high in North Meols, predominately an agricultural/horticultural business area, Ormskirk (Scott ward) and Burscough.

**Employment**
The employment deprivation domain measures the involuntary exclusion of the working age population to employment by looking at people who claim benefits. It includes those people who would like to work but are unable to do so due to unemployment, sickness or disability, or caring responsibilities. Families experiencing employment deprivation are very likely to also experience income deprivation.

Employment deprivation levels are highest in Skelmersdale, followed by pockets of in Ormskirk (Scott), Burscough (East) and North Meols. The least deprived areas are seen in the eastern wards and Aughton/Ormskirk, most likely as a result of stronger transport links to employment.

**Health**
The health deprivation domain looks at the population for high rates of premature death, or whose quality of life is impaired by poor physical or mental health. Health deprivation levels are worst in Skelmersdale, followed by pockets in the urban areas in Ormskirk and Burscough and in the rural areas, particularly in the north and south. The Borough has an increasing, ageing population and this is likely to play a key contributing factor in the Borough’s comparative health rankings, as a greater number of elderly people spend longer periods in ill health. In addition, rural areas typically have more difficulty accessing health care due to their remote nature

**Education**
The education deprivation domain measures the lack of attainment and skills in the local population and has two sub-domains it uses to capture deprivation. The first looks at education deprivation for children and young people in the area, and the second looks at lack of skills and qualifications among working-age adults.

Education deprivation levels are worst in Skelmersdale, followed by pockets in the urban areas in Ormskirk and Burscough and in the rural areas in the north within Tarleton, Hesketh Bank, North Meols and Aughton and Downholland.

**Crime**
The crime deprivation domain measures the risk of personal and material victimisation at a local level, using Police Force data including indicators on burglary, theft, criminal damage and violence. In 2015, Birch Green and Digmoor in Skelmersdale have the worst crime deprivation ranking, followed by Aughton and Downholland.
**Housing & Services**
The housing and services deprivation domain looks at barriers that local people have in obtaining suitable housing, and in accessing local services in terms of distance. It measures the physical and financial accessibility, using two sub-domains: ‘geographical barriers’ which relate to the physical proximity of local services, and ‘wider barriers’ which includes issues relating to access to housing such as affordability and homelessness.

In 2015, the most deprived areas of the Borough in relation to this domain are found in the rural areas of Bickerstaffe, Aughton and Downholland and Scarisbrick. Some of the worst performing areas are in the rural areas of the Borough, where housing availability and affordability is poor and services are more difficult to access. The lowest levels of deprivation are found in LSOAs within Parbold, Tarleton, Hesketh Bank, Ormskirk and Burscough.

**Living Environment**
The living environment domain looks at deprivation in the local environment in two ways: the inside environment, which looks at the quality of housing, and the outside environment which looks at the two measures of air quality and road traffic accidents.

The 2015, the living environment deprivation levels are worst in the rural areas of Bickerstaffe, Lathom, Aughton and Downholland, Scarisbrick, Tarleton and North Meols.
3.1.2 Housing

Household numbers

Table 3.3 Number of households

<table>
<thead>
<tr>
<th></th>
<th>West Lancs</th>
<th>Skelmersdale and SE Wards</th>
<th>Ormskirk &amp; Aughton</th>
<th>Burscough &amp; Rufford</th>
<th>N Wards (North Meols, Tarleton, Hesketh-with-Becconsall)</th>
<th>W Wards (Halsall, Scarisbrick)</th>
<th>E Wards (Parbold, Newburgh, Wrightington)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of households in West Lancashire</td>
<td>45,381</td>
<td>17,606</td>
<td>10,787</td>
<td>4,551</td>
<td>5,828</td>
<td>2,513</td>
<td>4,096</td>
</tr>
<tr>
<td>% of housing in West Lancashire</td>
<td>100%</td>
<td>38.8%</td>
<td>23.8%</td>
<td>10.0%</td>
<td>12.8%</td>
<td>5.5%</td>
<td>9.0%</td>
</tr>
</tbody>
</table>

Source: 2011 Census, ONS (Figures may not sum due to rounding)

Burscough and Rufford contain the fourth highest amount of the Borough’s housing stock. Between the 2001 Census and 2011 Census, a total of 1,800 net additional dwellings have been built in West Lancashire. A total of 1,266 new dwellings have been built since 2011 (WLBC AMR 2016) and the majority of these have been in the main settlement areas of Ormskirk / Aughton (559 units) and Skelmersdale and the SE Wards (264 units). The West Lancashire Local Plan encourages development to be located in the main settlements, including a strategic site allocation at Yew Tree Farm, Burscough for at least 500 new dwellings in the period to 2027 and safeguarded land for up to 500 more dwellings beyond then.

Housing Tenure

Chart 3.9 Housing Tenure in West Lancashire

Source: 2011 Census, ONS
There is considerable variation in housing between different parts of the Borough and areas are characterised by the type of tenure that predominates. The highest proportions of privately owned houses are in Aughton, Ormskirk and the rural wards. All wards in the Burscough and Rufford area have private home ownership above the West Lancashire average with Rufford (86%) being significantly above.

The highest proportions of social rented housing in the Burscough and Rufford area are found within Burscough East ward (15%) which is the same as the Borough average and noticeably less in Burscough West (9%) and Rufford (6%). The proportion of households in the private rented sector in Burscough wards is broadly comparable to the Borough average (10%) but half that level in Rufford.

Across the Borough, less than 1% of the housing stock comprises shared ownership properties and most of these properties are located in the affluent urban areas to assist with affordability.

**Distribution of housing stock by Council tax band**

<table>
<thead>
<tr>
<th>Chart 3.10 Housing stock by Council tax band in West Lancashire</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Distribution of housing stock by Council Tax band</strong></td>
</tr>
<tr>
<td>%</td>
</tr>
<tr>
<td>A</td>
</tr>
<tr>
<td>Ormskirk &amp; Aughton</td>
</tr>
<tr>
<td>Skelmersdale &amp; SE...</td>
</tr>
<tr>
<td>Burscough &amp; Rufford</td>
</tr>
<tr>
<td>Northern Wards</td>
</tr>
<tr>
<td>Eastern Wards</td>
</tr>
<tr>
<td>Western Wards</td>
</tr>
<tr>
<td>West Lancashire</td>
</tr>
</tbody>
</table>

**Source:** WLBC 2016 (Stock of properties, VOA, 2015)
Council Tax banding information is a useful way of highlighting areas of the borough where particular bands of housing are concentrated, thus implying a less mixed and balanced community. Similarly, it also shows those areas where there is a more mixed range of council tax bands. All wards in the Burscough and Rufford area possess significantly lower proportions of properties in Band A compared to the West Lancashire average. Burscough East and West contain proportionately more properties in Bands B-D than the Borough average and proportionately less in Bands F plus. Meanwhile, Rufford has amongst the lowest proportions of Band A housing and a high proportion of Band E-H when compared to the rest of the Borough.

**Housing affordability**

The average house price in 2012 in West Lancashire stood at £180,985. This is higher than the county and regional average prices but lower than that of England (which will be skewed by London prices). The average house price in West Lancashire in 2012 has increased by 92% on the 2001 average house price, although prices have fluctuated over recent years, following the banking crisis, credit crunch and recession.

Chart 3.11 Housing affordability across West Lancashire

Source: WLBC 2010 (Hometrack)
Average house prices were highest in West Lancashire in 2010 (£194,899, and a peak of a 106% increase on the 2001 average). Using a 2001 base, house prices in West Lancashire have grown quicker than those of England.

The most readily available data on house prices by ward level dates back to 2010. Prices vary dependent on the location and the house type. The highest house prices (shown by the darkest colours on Chart 2.11) are found in the rural areas of Rufford, Aughton, Newburgh and Parbold and reflect the desirability and location of the areas. The cheapest houses across all house types (lighter areas) are located in Skelmersdale.

Chart 3.12 Average house prices for key dwellings types in West Lancashire

In terms of the Borough’s main settlements, Burscough was almost consistently less expensive than Ormskirk and more expensive than Skelmersdale; the exception to this being in the case of terraced houses, which were more expensive in Burscough. This may reflect the more historic nature of such dwellings in Burscough.
3.1.3 Employment and Economy

Economic Activity

At the 2011 Census:

- 55,680 people in West Lancashire were economically active (68%)
  o 11,504 people were economically active and employed part time (14%)
  o 29,658 people were economically active and employed full time (36%)
  o 7,807 people were economically active and self-employed (9.6%)
  o 3,180 people were economically active and unemployed (4%)
  o 3,531 people were economically active and in full time study (4%)

- 25,921 people in West Lancashire were economically inactive (32%)
  o 13,888 people were economically inactive and retired (17%)
  o 4,688 people were economically active and in full time study (5.7%)
  o 3,515 people were economically active and sick or disabled (4%)
  o 2,673 people were economically active and looking after home or family (3%)

Economic activity varies across the Borough, but levels can be attributed to different reasons. For example, economic activity is shown in Chart 2.13 as low (dark colour) in Ormskirk due to the high proportion of students registered in the town as economically inactive: full time students. Economic activity is also low in those areas that have a high proportion of the local population registered as economically inactive: retired. Lower economic activity in Skelmersdale can largely be attributed to unemployment levels and sick and disabled persons. The charts below indicate that economic activity rates are within a mid to higher range for Burscough and Rufford wards when compared with the rest of West Lancashire whilst unemployment rates were amongst the lowest in the Borough.
Meanwhile, the retired population in Rufford is one of the highest in West Lancashire and those inactive through sickness or disability were at the higher end of the Borough’s range in Burscough.

**Occupational Structure**

The occupational structure of residents of West Lancashire is provided in Table 2.5. This includes data on the occupations of those residents commuting outside of the Borough for job opportunities.

<table>
<thead>
<tr>
<th>Area</th>
<th>Higher managerial and administrative</th>
<th>Lower managerial</th>
<th>Intermediate occupation</th>
<th>Small employers and own account</th>
<th>Lower supervisory and routine</th>
<th>Routine occupations</th>
<th>Never worked and long-term</th>
<th>Full time students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skelmersdale and SE Wards</td>
<td>6%</td>
<td>15%</td>
<td>12%</td>
<td>8%</td>
<td>8%</td>
<td>18%</td>
<td>18%</td>
<td>7%</td>
</tr>
<tr>
<td>Ormskirk with Aughton</td>
<td>12%</td>
<td>23%</td>
<td>13%</td>
<td>9%</td>
<td>5%</td>
<td>11%</td>
<td>7%</td>
<td>2%</td>
</tr>
<tr>
<td>Burscough &amp; Rufford</td>
<td>9%</td>
<td>24%</td>
<td>14%</td>
<td>10%</td>
<td>8%</td>
<td>15%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>Northern Wards</td>
<td>10%</td>
<td>23%</td>
<td>14%</td>
<td>15%</td>
<td>7%</td>
<td>14%</td>
<td>9%</td>
<td>2%</td>
</tr>
<tr>
<td>Western Wards</td>
<td>10%</td>
<td>25%</td>
<td>12%</td>
<td>16%</td>
<td>6%</td>
<td>13%</td>
<td>8%</td>
<td>2%</td>
</tr>
<tr>
<td>Eastern Wards</td>
<td>16%</td>
<td>28%</td>
<td>13%</td>
<td>13%</td>
<td>5%</td>
<td>9%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>West Lancashire</td>
<td>9%</td>
<td>21%</td>
<td>13%</td>
<td>10%</td>
<td>7%</td>
<td>14%</td>
<td>12%</td>
<td>4%</td>
</tr>
</tbody>
</table>
Those accessing these jobs are not spread evenly across the Borough; higher proportions of residents in Burscough and Rufford, Ormskirk and Aughton and the rural wards (and significantly more in the Rural West and Rural East wards) are employed within higher level occupations. In contrast, more residents of Skelmersdale and Up Holland are employed in lower skilled occupations; more than double that of other areas. This is a cause and reflection of the levels of skills, employment and income deprivation concentrated in this area.

Table 3.6 Occupational structure by ward

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Burscough East</td>
<td>11%</td>
<td>20%</td>
<td>11%</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>7%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Burscough West</td>
<td>10%</td>
<td>17%</td>
<td>12%</td>
<td>11%</td>
<td>13%</td>
<td>11%</td>
<td>7%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>Rufford</td>
<td>18%</td>
<td>19%</td>
<td>13%</td>
<td>11%</td>
<td>14%</td>
<td>8%</td>
<td>4%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>West Lancashire</td>
<td>9%</td>
<td>21%</td>
<td>13%</td>
<td>10%</td>
<td>7%</td>
<td>14%</td>
<td>12%</td>
<td>4%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: WLBC 2016 (2011 Census (Ns-Sec), ONS)

Chart 3.17 Occupational structure by area

Source: WLBC 2016 (2011 Census, ONS)
Industry groups

In 2011, the largest proportion of West Lancashire residents were employed in wholesale and retail, education, human health and social work activities and manufacturing. Patterns for each West Lancashire ward follow a broadly similar pattern, although greater proportions of Skelmersdale residents are employed in the manufacturing, transport and storage industries than elsewhere in the Borough.

The greatest proportion of Burscough and Rufford residents are employed within human health and social work (15%) and education (12%). The employment of residents in industry is very similar to West Lancashire overall. It is also of note that Burscough possesses several existing employment areas including the sizable Burscough Industrial Estate to the west of the town and smaller employment areas including Abbey Lane, Platts Lane, Briars Lane, Orrell Lane and Red Cat Lane.

Chart 3.18 Proportion of residents employed in each industry

Source: WLBC 2016 (2011 Census, ONS)
Table 3.7 Proportion of Residents in each industry within Burscough and Rufford

<table>
<thead>
<tr>
<th>Industry</th>
<th>Burscough East</th>
<th>Burscough West</th>
<th>Rufford</th>
<th>WEST LANCS</th>
</tr>
</thead>
<tbody>
<tr>
<td>All categories: Industry</td>
<td>1,988</td>
<td>2,540</td>
<td>978</td>
<td>51,694</td>
</tr>
<tr>
<td>A Agriculture, forestry and fishing</td>
<td>1%</td>
<td>2%</td>
<td>6%</td>
<td>3%</td>
</tr>
<tr>
<td>B Mining and quarrying</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>C Manufacturing</td>
<td>10%</td>
<td>9%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>D Electricity, gas, steam and air conditioning supply</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>E Water supply, sewerage, waste management and remediation activities</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>F Construction</td>
<td>8%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>G Wholesale and retail trade; repair of motor vehicles and motor cycles</td>
<td>16%</td>
<td>18%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>H Transport and storage</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>I Accommodation and food service activities</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>J Information and communication</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>K Financial and insurance activities</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>L Real estate activities</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>M Professional, scientific and technical activities</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>N Administrative and support service activities</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>O Public administration and defence; compulsory social security</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>P Education</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
</tr>
<tr>
<td>Q Human health and social work activities</td>
<td>16%</td>
<td>16%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>R,S Arts, entertainment and recreation; other service activities</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>T Activities of households as employers; undifferentiated goods - and services - producing activities of households for own use</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>U Activities of extraterritorial organisations and bodies</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Source: WLBC 2016 (2011 Census, ONS)
3.1.4 Transport

Infrastructure

Burscough and Rufford have good links to the north and south via the A59 towards Ormskirk and Preston respectively, albeit congestion can occur at peak times. East-west road links are less well defined, although the A5209 provides a direct link to the M6. The A5209 is relatively narrow at points and therefore the use by HGVs can create issues. There are rail with stations at both Burscough (Burscough Junction on the Preston-Liverpool line and Burscough Bridge on the Southport-Manchester line) and Rufford (Preston-Liverpool line).

Bus services are relatively limited with one service operating between Ormskirk, Tarleton and beyond to Preston. This service ceases to run during evenings and Sundays.

Vehicle ownership

In West Lancashire, 41% of households own 1 car/van, followed by 30% with two vehicles and 9% with three or more vehicles. Ownership of 4 or more vehicles is highest in Newburgh. 20% of the Borough’s households do not own a car or van, however, this situation is somewhat better in Burscough and Rufford, reflecting the more rural nature of the area and the more limited public transport options. Car and van ownership is therefore higher in the Burscough and Rufford area than West Lancashire as a whole across all ownership categories (1-4 vehicles).

Table 3.8 Vehicle ownership by ward

<table>
<thead>
<tr>
<th></th>
<th>No cars or vans</th>
<th>1 car or van</th>
<th>2 cars or vans</th>
<th>3 cars of vans</th>
<th>4 cars or vans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burscough East</td>
<td>14%</td>
<td>46%</td>
<td>32%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Burscough West</td>
<td>14%</td>
<td>41%</td>
<td>35%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Rufford</td>
<td>7%</td>
<td>35%</td>
<td>40%</td>
<td>12%</td>
<td>5%</td>
</tr>
<tr>
<td>West Lancashire</td>
<td>20%</td>
<td>41%</td>
<td>30%</td>
<td>7%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: WLBC 2016 (Census 2011, ONS)

Journey to work by usual mode of travel

Of those West Lancashire residents in employment, the most popular method of travelling to work is by car or van (43%). Bike and foot methods are used the most by residents of Ormskirk and Skelmersdale where a range of employment opportunities exist in those areas thereby reducing the need to commute long distances. These modes of transport are slightly less used in Burscough and Rufford than for the Borough as a whole. The most notable difference between the Burscough and Rufford area and West Lancashire overall is that travel to work by car or van is somewhat higher reflecting the rural nature of the Burscough and Rufford area.
Distance travelled to work

The largest proportion of workers commuting less than 2km to work are located around the main employment hubs in the settlement areas of Skelmersdale, Ormskirk, Burscough and Tarleton. Commutes are therefore generally localised.

The commuting patterns in relation to distance travelled to work also often mirrors occupation types of West Lancashire. Elementary occupations are highest in Skelmersdale, which has the highest proportion of people travelling less than 2km to work. Rufford residents commute the greatest average distance of anywhere in the Borough, reflecting the more limited employment opportunities locally. Whilst a relatively high proportion Burscough residents commute less than 2km to work the average distance travelled is 15km which may reflect the narrower employment base locally and the need to travel further afield for those employed in certain occupations including non-manufacturing and agricultural roles.
Cycle paths and footpaths

Clusters are found around the urban areas, particularly Skelmersdale and to a lesser extent Ormskirk, with reduced pathways moving from the central to eastern parts of the Borough. A number of cycle path provision and improvement schemes are included in the Council’s Infrastructure Delivery Schedule and draft Green Infrastructure Strategy.

A key proposal of relevance to the Burscough area would be the delivery of a linear park, including a cycle/footpath, between the allocated development sites at Yew Tree Farm, Burscough and Grove Farm, Ormskirk thus improving connections between the two settlements. This would comprise part of the ‘West Lancashire Wheel’, approximately 15 miles (24km) of existing and proposed cycle routes, also to include the proposed Ormskirk-Skelmersdale linear park.
3.1.5 Land resources

Like most of the settlements in West Lancashire, Burscough and Rufford are surrounded by Green Belt and prime agricultural land (Grade 1 and Grade 2), the exception being a linear band of Grade 3 land to the east of Rufford. There are a small number of derelict and vacant brownfield sites in the Borough including some concentration at Burscough. Regeneration of these sites would provide development opportunities and improve the local area.

3.1.6 Cultural heritage

Listed buildings and Conservation Areas

West Lancashire has around 600 buildings on the statutory lists of buildings or architectural or historic interest in West Lancashire and has 28 conservation areas. A number of the conservation areas are located in Burscough and Rufford, including Top Locks, Junction Lane (both Burscough) and Rufford Park. In addition, the Briars Brook Conservation Area lies immediately to the east of Burscough East ward. There are also two Scheduled Ancient Monuments: Rufford Moat and Burscough Priory, albeit the latter lies a short distance outside the area in adjoining Derby ward, as well as several listed buildings.

3.1.7 Climate change, energy and flooding

The main settlements of Skelmersdale, Ormskirk and Burscough do not directly lie in areas of significant flood risk although properties located adjacent to the River Tawd in Skelmersdale and Sandy Brook in Ormskirk may be at some localised risk and may affect areas of development pressures in the towns. Whilst there are no defined areas at higher flooding probability from fluvial sources within the settlement, there have been instances of flooding within east Burscough which are localised in nature. There have been increasing reports of non-fluvial flooding incidents; these include incidents associated with sewage which have occurred after prolonged periods of heavy rainfall and storms.

There are extensive areas at medium and high probability from tidal and fluvial flooding located to the east, south and west of Rufford. The settlement represents the limits of tidal effects on the River Douglas so the effects of tidal surge cannot be discounted.

It is expected that in the future, as a result of climate change, there will be a higher risk of flooding due to heavier rainfall and increased sea levels. Within urban areas, the frequency and severity of flooding is expected to increase due to limitations of existing surface water drainage systems.
3.1.8 Water Quality and Resources

Within West Lancashire there are several water systems including the River Tawd in Skelmersdale. The quality of these rivers should be protected and their benefits (e.g. recreation, biodiversity, water source) supported.

There are a number of areas where sources of groundwater are protected through ‘Groundwater Source Protection Zones’ (GSPZs). These zones help to monitor the risk of contamination from any activities that might cause pollution in the area.

Inner zones and outer zones of the GSPZs are found in Ormskirk, Aughton Burscough, with the total catchment area extending to the northern part of the town.

The Borough contains a mix of Principal, Secondary A and Secondary B Bedrock Deposits (Aquifers), including Secondary A and B deposits in and around Burscough and Rufford which need to be protected from contamination or damage.

3.1.9 Air Quality

Local authorities have statutory duties for local air quality management under the Environment Act 1995. Each LA is required to carry out a review and assessment of air quality in their area, by measuring air pollution and trying to predict how it will change in forthcoming years. Where a local authority finds areas where the air quality objectives are unlikely to be met, it must declare an Air Quality Management Area (AQMA) and take action to reduce the air pollution in that area. There are no AQMAs in Burscough and Rufford with the only one in West Lancashire being designated around Moor St in Ormskirk.

CO2 emissions in West Lancashire are high in comparison to most other Lancashire authorities, and the rate for tonnes per person is noticeably above the national level. Emissions from the industry and commerce sector are relatively high, and Skelmersdale’s industry sector contributes a significant part to this.

3.1.10 Biodiversity

There are several Biological Heritage Sites in the Burscough and Rufford area, comprising the following:

- Eller Brook and Hoscar Moss Fields (part)
- Burscough North West Curve
- Platts Lane Pits
- Abbey Lane Brick Pits
- Leeds-Liverpool Canal Rufford Branch
- Rufford Boundary Sluice
- Rufford Park
- Holmeswood Woodlands (part)

In addition, Mere Sands Wood is a Site of Special Scientific Interest (SSSI). The Martin Mere Special Protection Area, Ramsar and SSSI is situated to the north-west of Burscough which is a wetlands nature reserve of European habitat importance.
3.1.11 Local Services and Sustainability

Burscough functions as a Key Service Centre, providing services for residents for the town and the surrounding area, although it is smaller than its Ormskirk counterpart. It has a high level of sustainability, providing housing, employment retail, other services and employment areas. However, there are some limitations on infrastructure at present. The town contains a library, five primary schools, a secondary school, a health centre and a police station. To the south of the town is the new Ringtail Retail Park.

Rufford has a significantly more limited range of shops and services and as a result it is considered to be a less sustainable settlement. It possesses a primary school and a community centre. Main services tend to be provided by Burscough situated 5km to the south. Employment opportunities need to be sought from neighbouring areas as there is very little within the settlement itself.

Residential development policy directs most development to the main settlements which are the most sustainable and have the best access to services and public transport facilities.

3.1.12 Open Space and Recreation facilities

The only leisure centre in this area is located at Burscough. The largest formal park in Burscough is Richmond Park which contains a playing field and further open spaces at Platts Lane and Mill Dam Lane. In addition, play facilities are located at Manor Road, Pickles Drive, Priory Close, Rees Park, Richmond Park and Mere Avenue. An additional playing field is located at Abbey Lane, immediately outside Burscough West ward and Burscough cricket ground is located off School Lane. Rufford has more limited offer, entailing a recreation ground off Liverpool Road, a cricket ground off Cousin’s Lane and play facilities at Highsands and the Rufford Play area. The Council’s Play Area Strategy recommends that the quality of the Rees Park play area should be enhanced.

The majority of residents in West Lancashire have access to either a park or amenity green space. Almost all residents have access to natural or semi-natural open space within the recommended 15 minute walk time. The Open Space Study (2009) recommended that across the Borough, the quality of existing services should be improved and new facilities introduced in some areas.
3.2.0 Future baseline

- Population will continue to increase across the Burscough / Rufford area.
- There will be a significant increase in the proportion of population who are aged. However, there is also a relatively higher proportion of young people (0-14 years) in Burscough and Rufford compared to much of the rest of the Borough.
- Housing prices increased by 92% between 2001 and 2012 and will continue to increase, at levels many times the average wage, continuing to price many people out of the market.
- Without intervention in the housing market, it is likely that the number of affordable units being granted and built within the Borough will fall below need and targets. Rufford has some of the highest house prices in the Borough and will continue to be a location where there is a lack of affordability.
- Whilst deprivation is not a major issue for Burscough and Rufford, there are pockets of deprivation e.g. within part of the Burscough East ward.
- Burscough will continue to serve an important role as a key service centre in terms of its retail and service role for surrounding areas.
- Retail, leisure and night time economy spending will continue to be lost from the Borough to areas outside and this is a situation that is unlikely to significantly improve.
- Traffic congestion along Liverpool Road will remain an issue at peak times.
- Rail services to Ormskirk and Preston are infrequent and this will remain so without positive lobbying to increase services.
- The tourist and visitor economy will remain relatively important given the presence of the Leeds-Liverpool canal and proximity of other attractions e.g. Martin Mere.
- Burscough Industrial Estate and other employment areas will continue to perform an important role in providing jobs locally, however, manufacturing industry will continue to decline.

3.3.0 Key issues for Burscough and Rufford

- As is the case across the Borough, the requirement for new housing will remain a priority. The Yew Tree Farm Strategic site will be developed to assist.
- The increasing and ageing population creates a demand for accessible and adaptable housing, services and transport.
- There is a pressing need for affordable housing and for other housing to enable first time buyers to access the housing market.
- There are hotspots of deprivation and the gap between areas, particularly in areas of proximity (e.g. Burscough East and West) needs to be addressed.
- Training is needed to improve skill levels and access to job opportunities.
- The Burscough Industrial Estate and other employment areas need to remain competitive by diversifying to address a future decline in manufacturing and by providing premises, infrastructure and public realm / environment that meets business needs.
• Options to reduce traffic congestion on Liverpool Road, particularly in Burscough town centre need to be considered e.g. by reducing dependence on cars, improving public transport.

• Improving frequency of rail services between Preston and Ormskirk and the ability to interchange between the Preston-Ormskirk and Southport-Manchester lines. The reinstatement of Burscough curves, linking the Preston-Ormskirk and Southport –Manchester lines remains uncertain.

• The decline in rural bus services (number, frequency and destination) needs to be managed e.g. through the provision of community run services.

• Town centres are facing challenging economic times with competition from larger centres outside the Borough (expenditure leakage) and online sales. Whilst Burscough town centre is relatively healthy the establishment and maintenance of a distinct offer would be desirable.

• Localised non-fluvial flooding has been reported after prolonged periods of heavy rainfall in Burscough. Meanwhile, Rufford represents the limits of tidal effects on the River Douglas and could therefore be susceptible to storm surges.

• The attractive local environment in terms of heritage, cultural and biodiversity is an asset requiring protection.

• The tourism offer has experienced growth e.g. Martin Mere but facilities are not necessarily located in the most sustainable locations.

• Qualitative improvements have been recommended in relation to open spaces, play areas and playing pitches. The need for new provision will need to be kept under review as population increases and demographics change.

3.4.0 Data Limitations

The more localised the data, the easier it is to pinpoint key issues for an area. Where available, localised data has been used. Some data may be unavailable at local level, i.e. towns or wards. Where localised data is unavailable, Borough-wide, regional or national trends have sometimes needed to be applied. Some data is still emerging through the Local Plan Review evidence base, as studies and reports are still in progress.

This spatial paper should be read in conjunction with the topic-based thematic papers, which provide insight into those issues affecting the Borough as a whole, as well as the individual component areas of West Lancashire.