

An aerial photograph of Preston Guild City at sunset. The sky is a vibrant orange and yellow, with the sun low on the horizon. A large, white, sans-serif word "hello" is superimposed across the middle of the image. Below the text, the city's architecture is visible, including a prominent dark stone church spire on the left and a modern building with a green and white patterned facade on the right. The foreground shows a mix of older brick buildings and modern structures.

hello

**Welcome to  
Preston Guild City**

# History

Preston Guild City has a unique charm built on over a 1,000 years of history.

From its fine architecture, fantastic parkland and intriguing history, to a rich sporting heritage and bustling nightlife, it's all tied in with the famous, northern friendly welcome you'd expect.

We are a microcosm of a big city with all the attributes you would expect...but without the hassle.

© Harris Museum & Art Gallery, Preston, England



The new look city centre has a transformed appearance, now making a trip to Preston, whatever you are doing, more enjoyable for all.

Central Lancashire, anchored by Preston, represents nearly half of Lancashire's economic wealth. This impressive achievement says a lot about private and public sector partners' commitment to making Preston and Lancashire a great place to invest, work, live, study and visit.

City Deal is a landmark agreement between Preston, South Ribble, Lancashire County Council and central government committed to a major transformation of the area and includes:

- **£434 MILLION INVESTMENT**
- **20,000 NEW JOBS CREATED**
- **17,420 NEW HOMES TO BE BUILT**
- **25 YEARS' GROWTH IN LESS THAN A DECADE**



# Economy



Preston  
Guild City



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# Location



**PRESTON HAS UNRIVALLED CONNECTIVITY BEING AT THE INTERSECTION OF FOUR MOTORWAYS INCLUDING THE M6.**



**BY RAIL LONDON IS 2 HOURS 15 AND GLASGOW 2 HOURS 20.**

Preston is ideally located right in the heart of not only Lancashire but the North West of England and the whole of the UK too. Preston station is on the main West Coast railway line half way between London and Glasgow whilst the stunning brutalist Bus Station provides a gateway to more local destinations by public transport. If you're driving there is also a large selection of city centre car parks and park and ride services. Plus Manchester airport is easily reachable by road and rail in under an hour.



# Did you know?

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The row of red public telephone boxes along Market Street is the longest continuous row of the old style kiosks anywhere in the country. They were designed by Giles Gilbert Scott who also designed Preston's war memorial in the Flag Market.

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Benjamin Franklin (one of the Founding Fathers of the United States) once owned a property on the corner of Cheapside and Friargate in the city centre.

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The first stretch of motorway was the Preston Bypass opened by Harold McMillan in 1958 and now forms part of the M6.

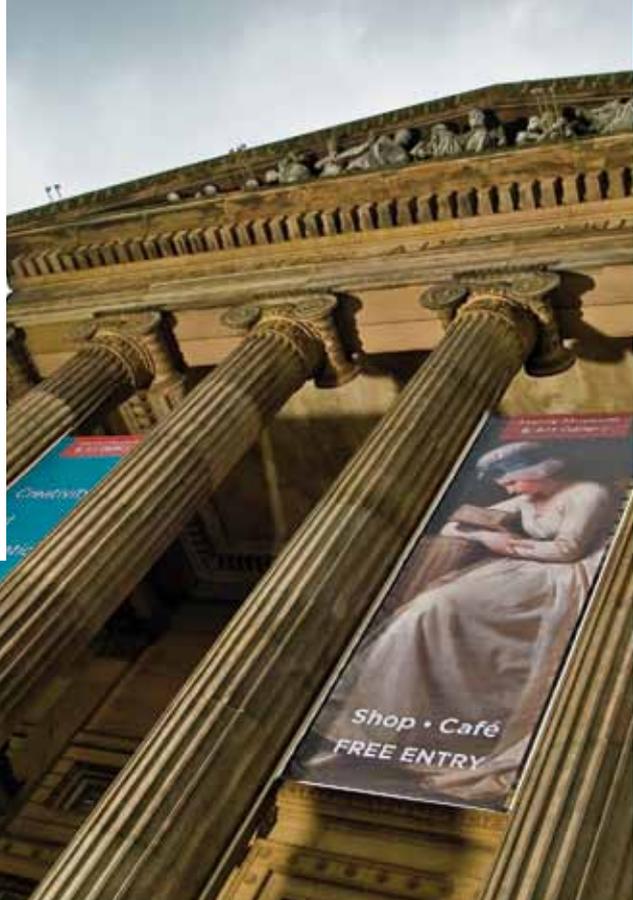
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Joseph Livesey started the Temperance Movement in Preston in 1832 which required its followers to sign a pledge of total abstinence. The term 'teetotal' is derived from a speech made in Preston by John Turner, a follower of Livesey.

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## Culture

If you're looking to soak up some culture, then why not take advantage of the Harris Museum & Art Gallery. Situated in the heart of the city, this striking Grade I listed building houses an impressive array of historic artefacts and art pieces. The city is also host to a vibrant, and diverse cultural program that takes place in a variety of venues and settings across the city.



# Education

The **CITY OF KNOWLEDGE** philosophy isn't something invented recently but rooted in the late 19th century. Take a moment and look up at one of the inscriptions, on the exterior of the Harris Museum - a commitment to literature, arts and science:

**“THE MENTAL RICHES  
YOU MAY HERE  
ACQUIRE ABIDE WITH  
YOU ALWAYS.”**

The University of Central Lancashire (UCLan) which started out as the Harris-funded Institution of the Diffusion of Useful Knowledge, offers world-class educational facilities.

There's a wealth of opportunity to study at renowned colleges too including Cardinal Newman, Myerscough and Preston's College with an enviable reputation for vocational and further education.



**STAFF AND STUDENT  
COMMUNITY  
EXCEEDING**

**40,000**

**SPANNING 120  
NATIONALITIES**



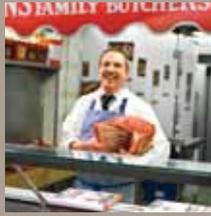
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Preston Guild City has a growing reputation as one of Lancashire's premier shopping destinations with plenty of retail options to take your fancy. Take a moment to appreciate the awe-inspiring architecture, not least the Victorian splendour of the Miller Arcade.

It's not just about famous high-street names and brands housed on Fishergate and in the shopping centres, Preston also offers indoor and outdoor markets, fresh Lancashire produce, and a variety of boutique and independent shops, many with a long, proud history of their own.



# shopping

There is plenty of choice to eat or drink from the variety of restaurants offering international cuisines to independent cafes plus all the well-known high street eateries and coffee shops.

Preston's Purple Flag Award promises quality entertainment and a safe, vibrant night out. Whether you're seeking a quiet drink, after work get together or a good night out - its bars, pubs and clubs, theatres and live music, dance and comedy are all a great draw, all part of that whole Guild City experience.

## After Hours



Preston is a multi-cultural city, with a strong basis from its industrial past while celebrating more modern influences.

Looking for a house? There is something for everyone in Preston. Whether you want a prime spot with the city centre in easy reach, a waterside or 'edge of town' setting or a more rural lifestyle, these options are here.

Preston has much to offer in terms of choice of accommodation from apartments to larger housing including affordable options.



# Living

## Sports and Outdoor



There's real commitment to sport and recreation whether you plan on playing or spectating. You might want to re-enact that most recent great Preston North End goal or 'jinking try' at Preston Grasshoppers Rugby Club; work on being the next Andy Murray at the local Indoor Tennis Centre, or seek to follow notable local heroes such as Olympian Helen Clitheroe by getting your running shoes on or Andrew Flintoff's cricketing prowess.

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**WHATEVER YOUR SPORT YOU'LL FIND A GREAT PLACE TO PLAY OR WATCH IN THIS LANCASHIRE CITY.**

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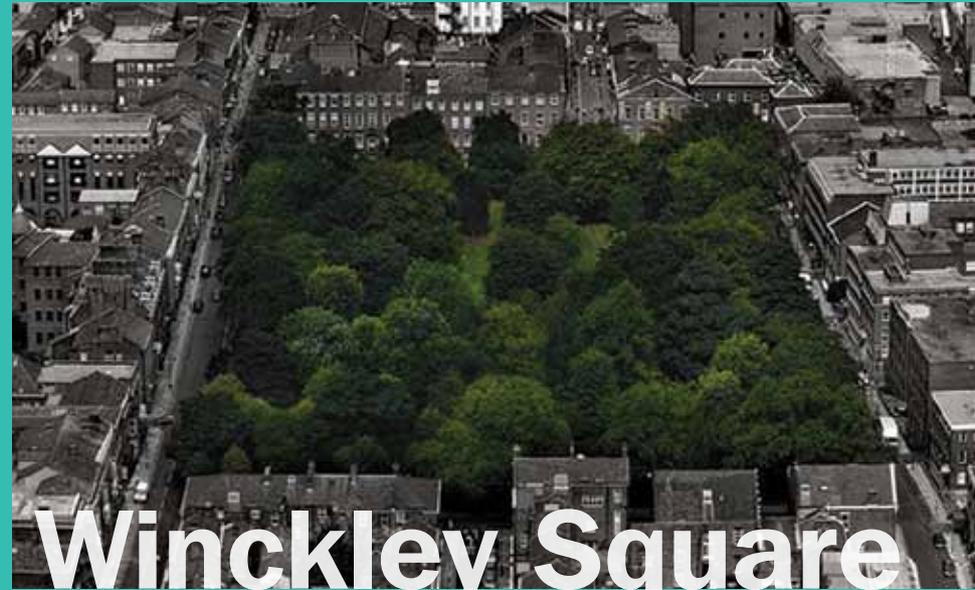
Being a compact city everything is close, including nature. Take a stroll by the River Ribble in leafy Avenham and Miller Park, spin those pedals on the 21-mile Guild Wheel cycleway, or visit nearby Brockholes nature reserve and Beacon Fell country park.



# Parks

We're spoilt for choice when it comes to the variety of parks, green spaces and scenic walks in and around Preston. The number of parks achieving national Green Flag status tells its own story about what Preston Guild City has in its own backyard.

The Grade II\* award winning Avenham and Miller parks boast tranquil settings on the banks of the River Ribble with glorious picnic spots and plenty of historical points of interest. These jewels in Preston's crown are right on the doorstep of the city centre, within a few minutes' walk of the main business and shopping areas and 10 minutes from rail and bus stations.



# Winckley Square

For a great example of a Georgian square in the North of England, look no further than Winckley Square. Modelled on London's fashionable quarters of the same era and centred on open gardens, the square is home to some fantastic period architecture. The beautiful green space is located in the heart of the city centre, scarcely 50 yards from the main retail district making it a truly charming place to visit and watch the world go by.

Winckley Square, the city's professional office quarter, is the focus of significant Heritage Lottery Fund regeneration, and home to a range of businesses, cafes and restaurants.



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## Miller Arcade

Preston's first indoor shopping centre, was constructed in 1899 and modelled on the larger Burlington Arcade in London. This architectural gem remains a draw, more than a century on, being home to a selection of shops, bars and eateries and is always worth a visit, by both shoppers and those who appreciate history and architecture.



# The Docks



Opened in 1892 by Queen Victoria's second son, Prince Albert, the 40 acre dock had good rail and road connections and pioneered roll-on roll-off ferry transportation with cotton and wood pulp the most important cargoes.

**STILL EUROPE'S LARGEST INLAND DOCK  
THERE IS PLENTY TO DO AROUND  
THE SURROUNDING WATERSIDE AREAS.**

Discover what Preston Docks has to offer by walking round taking in the marina and variety of backdrops as well as an insight into the history.

With plenty of places to visit including Ribble Steam Railway Museum, shops, cinema and eateries, the docks is a great place for a day out or evening stroll.

visit, work, what's on, live, study, welcome, inclusive, closeness, compact, character, eccentric, old, creative, multi-cultural, eclectic, imaginative, resourceful, robust, architecture, progressive, heritage, culture, fresh, proud, diverse, surprise, confident, competitive, dynamic, distinctive, entrepreneurial, people, green spaces, business, architecture, museums, history, leisure, shopping, community, neutral, bold, heritage, confident, Invest, visit, resourceful, entrepreneurial, imaginative, compact, architecture, welcome, eccentric, museums,



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