

## **BUSINESS PLAN**

### **Little Longridge Role Play Town**

Unit D, 29–33 Berry Lane

Longridge

PR3 3JA

Prepared in support of a planning application submitted to Ribble Valley Borough Council

### **1. Overview of the Proposal**

Little Longridge Role Play Town is a new children's role play and development centre proposed within an existing commercial unit on Berry Lane in Longridge.

The business will provide a safe, imaginative and educational environment for young children where play-based learning can take place through interactive and creative activities.

The concept is built around the principle that children learn and develop most effectively through play. The centre will therefore provide a series of themed environments designed to encourage imaginative role play, exploration and social interaction.

The premises comprise an existing commercial unit with a total internal floor area of approximately **85m<sup>2</sup>**. The facility will include a variety of child-scale play environments alongside seating areas for parents and carers and a small refreshment area.

The proposal represents the reuse of an existing town centre premises to provide a new family-focused leisure facility for the local community.

### **2. Vision and Concept**

Little Longridge Role Play Town has been designed to create an engaging play environment where children can explore different roles through imaginative play.

The centre will feature a range of themed areas that replicate familiar environments children encounter in everyday life. These may include settings such as a small shop, café, creative arts area or construction space where children can explore different activities and develop new skills.

Children will be encouraged to use costumes, props and play equipment to immerse themselves in these environments. Staff members will support and supervise activities, helping children develop confidence, communication and cooperation skills while allowing them the freedom to explore their creativity.

The play environments will support several aspects of early childhood development including:

- imaginative play and creativity
- speech and language development
- social interaction and teamwork
- problem solving and confidence building
- physical movement and coordination

Dedicated areas will also be available for younger children including spaces designed specifically for babies and toddlers.

The centre aims to provide a calm and welcoming environment where families can spend time together while children learn and develop through play.

### **3. Target Age Group**

The facility will primarily cater for children aged 0–7 years, with particular emphasis on toddlers and early primary school aged children.

Different play environments will be designed to accommodate the developmental needs of different age groups, ensuring that younger children and babies can play safely in spaces appropriate to their abilities.

The centre will also provide opportunities for parents and carers to engage with their children's learning and development through play.

### **4. Operating Model**

The role play centre will operate on a session-based booking system. This system allows visitor numbers to be controlled and helps ensure that the facility remains safe, enjoyable and manageable for staff and visitors.

Sessions will run throughout the day and will be separated by short intervals to allow staff to reset play areas, undertake cleaning and manage the arrival and departure of visitors.

Opening hours are proposed as:

Monday to Sunday  
09:30 – 17:00

Each session will accommodate approximately 25 children, accompanied by parents or carers.

The booking system will allow families to reserve their visit in advance, helping to ensure that capacity limits are respected and the experience remains enjoyable for all visitors.

### **5. Visitor Experience**

Families arriving at the centre will be welcomed through a reception area where staff will manage entry and ensure that bookings are confirmed.

Children will then be able to explore the various play zones within the centre. Seating areas will allow parents and carers to relax while maintaining clear visibility of the play areas.

The centre aims to create an environment that is both stimulating and safe, allowing children to explore freely while staff provide guidance and supervision where required.

Activities will vary depending on the day and may include creative play sessions, arts and crafts activities and seasonal events.

## **6. Refreshment Provision**

A small refreshment area will be provided for families attending the centre.

This facility will provide pre-prepared food and drinks only, including items such as sandwiches, snacks, pastries and hot or cold beverages.

No cooking will take place on the premises and the refreshment offer will remain ancillary to the primary role play use.

The refreshment area will be available exclusively for visitors attending the play sessions and will not operate as a standalone café open to the general public.

## **7. Staffing and Management**

The centre will typically operate with two to three staff members per session.

Staff responsibilities will include supervising play activities, supporting children's interaction within the play environments and ensuring that the centre operates safely and efficiently.

All staff will hold appropriate safeguarding training and enhanced DBS checks. First aid training will also be provided to ensure that the safety and wellbeing of children remains a priority.

## **8. Community Benefits**

Little Longridge Role Play Town aims to provide a valuable resource for families within Longridge and the surrounding area.

The centre will offer a safe indoor environment where children can develop important social and developmental skills through play. It will also provide opportunities for parents and carers to connect with other families within the community.

The development is expected to generate several wider benefits including:

- providing a new family-focused recreational facility
- supporting early childhood learning and development
- encouraging families to visit Longridge town centre
- increasing footfall for nearby local businesses
- creating local employment opportunities

The centre will also provide opportunities to work alongside local nurseries, schools and community organisations to support early years learning and development.

## **9.0 Economic Impact and Local Demand**

Little Longridge Role Play Town will contribute positively to the local economy by attracting families into Longridge town centre and encouraging increased footfall within the area.

Family leisure facilities often generate linked trips, with visitors combining activities with visits to nearby cafés, shops and services. As a result, the proposed development has the potential to support surrounding businesses and contribute to the ongoing vitality of the town centre.

The centre is expected to attract families not only from Longridge but also from surrounding communities including villages within the wider Ribble Valley and Preston area. The town centre location allows visitors to easily access other local services and facilities during their visit.

The proposal will also generate employment opportunities through the creation of new jobs within the centre. Staff roles will include operational management, play supervision and hospitality roles associated with the refreshment provision.

In addition to its economic contribution, the centre will provide a valuable community facility for families with young children. By offering a safe and engaging indoor environment for play and social interaction, the centre will support early childhood development while strengthening community connections between families within the area.

The development therefore represents both an economic and social benefit to Longridge, reinforcing the role of the town centre as a destination for families and local residents.

## **11. Transport and Parking**

The proposed role play centre is located within the established town centre of Longridge on Berry Lane, a highly accessible location for visitors arriving by a range of transport methods.

The premises benefit from convenient pedestrian access from surrounding residential areas and are located within easy walking distance of a number of town centre services and facilities. As a result, many visitors are expected to access the centre on foot, particularly families living within the town.

Public transport is also available nearby. A bus stop is located on Berry Lane within a short walking distance of the premises, providing regular services connecting Longridge with surrounding towns including Preston and other nearby villages.

For visitors travelling by car, there are a number of public parking facilities available within the town centre. These include public car parks within walking distance of the premises as well as on-street parking in appropriate locations nearby.

The role play centre will operate on a pre-booked session system, which helps to manage visitor arrivals and departures. This system ensures that visitor numbers are controlled and reduces the likelihood of large numbers of visitors arriving or leaving at the same time.

The modest scale of the premises, combined with the session-based booking system, means that the development is not expected to generate significant additional traffic within the town centre.

Overall, the location of the premises within a well-connected town centre environment ensures that the centre can be accessed conveniently and sustainably by a range of transport options.

## **10.0 Summary**

Little Longridge Role Play Town will introduce a new children's role play and development centre within Longridge town centre.

The proposal will bring an existing commercial unit back into active use while providing a high-quality play environment designed to support early childhood learning and creativity.

Through its focus on imaginative play, social interaction and community engagement, the centre will provide a valuable new facility for families within Longridge and the surrounding area.