

PENDLE BOROUGH COUNCIL **CORPORATE PLAN**

2023 – 2027

Including the 2023/24 Action Plan



Contents

Page

Foreword	1
Introduction	2
Introducing Pendle	3
Our Vision	4
Our Priorities	5/6
Priority 1: Providing High Quality Services And Facilities	7
Priority 2: Proud And Connected Communities and Places	8
Priority 3: Good Growth	9
Priority 4: Healthy Communities	10
Ensuring We Deliver	11

Foreword

The Corporate Plan 2023-2027 sets out the vision and priorities of the Shared Administration of Pendle Borough Council. It has been built on a strong understanding of what is important to our communities now and in the coming years and decades. We have listened to our residents, businesses and communities and considered the opportunities as well as the challenges facing the borough.

Pendle has a distinctive cultural heritage, astounding natural beauty, and is the home to a number of advanced technology and aerospace businesses. However, many people in our communities faced hardship through the Covid-19 pandemic and continue to struggle financially due to recent global events leading to high inflation.

The Council's unique role in Pendle means it has an important leadership role to play in providing support to people when they need it but also planning for a better future. For this reason, we are focusing on a number of key initiatives such as improving health inequalities through a new partnership with health and community partners, developing digital skills in the community with Nelson and Colne College, building key skills for young people through the YES Hub, and regenerating our towns through Nelson Town Deal, Levelling Up in Colne and enhancing public realm and street scape in Barnoldswick, Earby and Brierfield.

We will strengthen our response to climate change across a number of areas, ensuring we reduce our own emissions and helping businesses and residents do the same. With health and wellbeing so vital for our people, we are committed to delivering a review of leisure services with an ambition to preserve leisure centres in our three main townships. This will mean ensuring they provide the right mix of services to be popular and commercially viable into the future

and improving their energy use to save money and reduce our carbon emissions. We will also facilitate the provision of youth services throughout the borough working in partnership with community organisations where we can.

Everyone has the right to a decent home, so we will be developing a new Local Plan which meets community and business needs, provides the right housing in the right places and utilises brownfield sites wherever possible. We will work with partners to increase social housing and bring empty properties back into use, particularly those which have been empty for a long time. We also need to improve existing homes and make sure they are safe from dangerous damp and mould and are affordable to heat, whilst reducing harmful emissions into the surrounding area. Our joint ventures through the PEARL companies will continue to be a key delivery tool, with new homes coming on stream in Brierfield, Colne, Nelson and Earby during the early stages of the Corporate Plan period.

We will prioritise street level Issues to ensure our neighbourhoods are great places to live whilst working to maintain front line local services in the face of funding challenges. We'll continue to work with partners to keep our residents safe through the Community Safety Partnership and by taking an active stance on improving flood defences in parts of our borough where this poses a risk to people and property.

The Plan sets out our priorities and the actions we will be taking to make sure they are delivered. This will help us keep track of our progress and secure those vital improvements we need for the benefit of our communities.



Councillor Asjad Mahmood
Leader
Leader of the Labour Group



Introduction

This Corporate Plan sets out our ambitions and priorities for the years ahead. It outlines what we want to achieve and how we intend to do it. It builds on our Strategic Plan for 2020-2023, and includes key developments such as the Nelson Town Deal, which was identified in the refresh of the previous Strategic Plan, in 2021-22.

This Plan has been developed collectively by councillors, the Corporate Management Team and staff across the Council. In summer/autumn 2022, working with our creative partners, we asked local people for their priorities for the area.

Our survey, *This is Pendle*, reached across Pendle's towns and villages, and built on the findings from the *Life in Pendle* survey of 2021. We also met with key partners, including our business community and community and voluntary organisations, to find out what was important to them.

Engaging with our communities and key partners in a conversation has helped to define our overall priorities, as outlined here. The Corporate Plan is not an exhaustive list of everything we will be doing in the next four years. It sets out the critical activity for the Council and ensures this activity is focused through our governance and performance arrangements.

We have developed and outlined here how we intend to deliver this Plan - vision, priorities, actions and milestones.



Introducing Pendle

Pendle is a borough in the far east of Pennine Lancashire, bordering North and West Yorkshire.

Population in Numbers

According to the 2021 Census, 95,757 people live in Pendle:

- 48,396 are female (50.5% of the population) and 47,361 male (49.5%)
- 20.1% (19,271) are children aged under 15
- 61.9% (59,239) are adults aged 15 to 64 and 18% (17,243) are aged 65 and over
- 5.5% are aged 20 to 24, 12.6% are aged 25 to 34
- 2.1% (2,024) of the resident population are 85 and over
- 26.7% of residents are Asian, Asian British or Asian Welsh

Pendle is the 36th most deprived area out of 317 districts and unitary authorities in England (from the 2019 Indices of Deprivation). This is up from 42nd in 2015. Pendle is the 5th most deprived district in Lancashire. The deprivation picture varies significantly within Pendle, as eight of 20 wards are in the top 10% most deprived areas in the country. Two are in the least deprived 10%.

Business, Jobs and Pay

The Office of National Statistics (ONS) tells us:

- there are 2,965 businesses in Pendle - 89% of these are micro (up to nine employees) and one in ten Pendle businesses are in the manufacturing sector.
- nearly half of Pendle's new businesses are still going after five years and Pendle has a 48.1% five year survival rate - this is higher than the UK (44.1%)
- nearly three in ten jobs in Pendle are in the manufacturing sector, which is significantly higher than the national figure of 8%
- in contrast, there are fewer professional jobs in the area (4% Pendle vs 9% across the UK)

- median weekly pay in Pendle is £477 compared with £578 across the North West and £613 for Great Britain
- one in ten working-age people in Pendle claim out-of-work benefits – this is higher than the national figure of 8.4%
- two thirds of Pendle adults are in employment, which is lower than the North West (73%) and UK (75%).

Health and Wellbeing

According to the Public Health England Local Authority Health Profile 2021:

- life expectancy in Pendle is lower than the national average. Men in Pendle are expected to live to the age of 78, whilst women are expected to live to the age of 81
- cardiovascular disease mortality rates in Pendle are three times higher than England
- one in five Pendle residents have a limiting long-term illness or disability: 21% in Pendle compared with 18% nationally
- 63% of Pendle adults are physically active compared with 66% nationally; 65% of Pendle adults are classified as overweight or obese.

Living in Pendle

Pendle is the happiest place to live in East Lancashire, according to data from the Office for National Statistics (ONS). The ONS conducted a survey and asked people to rate their happiness in the 12 months up to March 2022. Those surveyed were asked to rate their life satisfaction, happiness and anxiety levels out of 10. According to the data, Pendle scored a rating of 8.1 out of 10. It also ranked the best for life satisfaction (7.98), a feeling that things are worthwhile (8.17) and anxiety levels (2.28).



Pendle is the happiest place to live in East Lancashire, according to data from the Office for National Statistics (ONS).



This is Pendle

This community engagement programme gave us some rich data about the views and priorities of local people. In the survey, the first word residents would use to describe Pendle to a friend was most likely to be about countryside and green spaces. This positivity reflects the findings that:

- 60% of Pendle residents are satisfied with their local area as a place to live and they feel countryside and clean streets make somewhere a good place to live
- however, clean streets are also the area residents feel are most in need of improvement and some residents feel people in the community should take more pride in their local area.

From the survey and engagement sessions across Pendle, the top six themes residents suggested as priorities for the Corporate Plan were:

- Roads and transport
- Business and jobs
- Community safety
- Planning/ protecting green land
- Clean streets
- Council organisation related

These themes have been incorporated into this Corporate Plan, whilst recognising that other organisations such as Lancashire County Council are responsible for some areas, such as roads and transport.

Our Vision

Pendle: A richly characterful place with ambition, opportunities and strong connections.

Pendle Borough Council: Working to deliver an approachable, responsive and efficient Council that aims to foster happy communities thriving in an economically ambitious and sustainable way.



Our Priorities

We will deliver the Vision for the borough and the Council through four key priorities:

**Providing
High Quality
Services and
Facilities**

**Healthy
Communities**

**Proud and
Connected
Communities
and Places**

**Good
Growth**



PRIORITIES





Priority 1: Providing High Quality Services and Facilities

Our ambitions

- Develop a Council that is as effective and efficient as it can be
- Listen to people and drive a customer-focused ethos
- Become digital by default, moving with the technology and bringing our customers on a journey with us
- Ensure that, as a borough Council, we are fit for purpose and deliver value for money in the services we provide



What we will do

- ✓ Evaluate the Council's Transforming Pendle programme and embed service improvement in our daily work
- ✓ Complete the Liberata contract review
- ✓ Agree and deliver the Corporate Peer Challenge Improvement Plan
- ✓ Work with local services to explore a customer hub model with partners, particularly for our most vulnerable customers
- ✓ Continue to support our residents to access Council services online, whilst continuing good levels of service
- ✓ Implement the Elections Act 2022 to strengthen the integrity of the electoral process
- ✓ Engage our staff in living the organisation's values and recognise their achievements

The
Electoral
Commission

REMEMBER TO
1- Register to vote
2- Check my
photo ID
3- Vote at a
polling station!



Priority 2: Proud and Connected Communities and Places

Our ambitions

- Engage with and support our communities, working with key partners, including Lancashire County Council and our Town and Parish Councils, particularly in these challenging times
- Encourage and foster community pride for a safer, cleaner and greener environment
- Continue to work with our local Community Safety Partnerships and communities to tackle any issues to keep us safe and feeling safe
- Protect our parks and local environment by taking pride in our green spaces and surroundings
- Continue to develop our digital connections and seek to increase community confidence in accessing services online



What we will do

- ✓ Bring partners together to shape a programme to deliver better outcomes in our communities and offer support through the cost of living crisis, to build independent, confident communities
- ✓ Develop proposals for the Leeds & Liverpool Canal to bring life into this corridor and promote active travel by bike and on foot
- ✓ Deliver a connectivity and accessibility plan including a campaign to actively influence the reopening of the Skipton to Colne railway, working in partnership with Skipton East Lancashire Rail Action Partnership (SELRAP)
- ✓ Refocus the Council's Climate Change Plan to enhance delivery
- ✓ Provide a Pendle voice in the developments for a County devolution deal and delivery of Lancashire 2050, a strategic framework for Lancashire
- ✓ Enhance biodiversity, including designating Gib Hill as a Local Nature Reserve for the borough
- ✓ Deliver behaviour change campaigns to encourage responsibility and pride in local communities, including picking up litter and taking care of our parks
- ✓ Continue to work with partners in our local Community Safety Partnership to improve the safety, and sense of safety, for our residents
- ✓ Develop a new cemetery site, to enable key community provision for people into the coming decades



Priority 3: Good Growth

Our ambitions

- Achieve economic prosperity and development in our local economy
- Develop quality new housing, which are well designed, sustainable homes
- Focus on sustainable, green and inclusive growth across the borough
- Work in partnership with our local education providers to seek to improve education and skills
- Drive campaigns to improve infrastructure and connectivity for transport and roads, by influencing Government organisations and partners



What we will do

- ✓ Develop an ambitious Local Plan, to set out the vision for future development in Pendle using brownfield sites where we can
- ✓ Develop and deliver the investment plan for the UK Shared Prosperity Fund, to support local programmes for improvement
- ✓ Strengthen links with our local businesses, signposting to support and bringing businesses together to share challenges and successes
- ✓ Bring together businesses and education skills providers to develop a pipeline of opportunities for young people, aligned to business need
- ✓ Deliver the Nelson Town Deal programme to improve perceptions of the town centre, increase footfall and make it a place where people want to shop and spend their leisure time
- ✓ Deliver the Barnoldswick, Colne and Earby Masterplans focusing on the priorities for the three towns for the next 10-15 years
- ✓ Deliver the Colne Levelling Up programme, to encourage more use of the town centre during the day and into the evening
- ✓ Deliver PEARL and PEARL Together projects to bring ambitious development to different parts of the borough
- ✓ Facilitate Lomeshaye Industrial Estate Phase 2 plans with the private sector
- ✓ Ensure a co-ordinated approach to delivering economic growth



Priority 4: Healthy Communities

Our ambitions

- Improve existing housing stock across the borough, by working with our private landlords
- Develop a wider sustainable leisure offer, to enhance health and wellbeing for those who live, work and study in Pendle
- Work with our local health and wellbeing providers to tackle health inequalities and improve outcomes for all



- ✓ Maintain accessible local leisure facilities in Pendle's townships
- ✓ Enhance our green spaces to promote health and wellbeing in our communities
- ✓ Incorporate cycleways and footpaths into the wider leisure offer, to improve connectivity, and sustainability and for health and wellbeing
- ✓ Develop and deliver a Health and Wellbeing Plan in partnership with our key providers
- ✓ Refresh our Housing Standards Strategy to identify a way forward on the private rented sector and housing standards
- ✓ Work with our creative partners to improve health and wellbeing and celebrate our local cultures, vibrancy and uniqueness
- ✓ Ensure our taxis are safe
- ✓ Work in partnership to improve the service offer for young people





Ensuring we deliver

The Council uses a Performance Management Framework to ensure it is delivering on its priorities. Every quarter, progress will be reported on how the Council is implementing its actions and milestones using a green-amber-red rating system.

The reports will set out the reasons for slower progress and the actions the Council is taking to address this, alongside highlighting the progress that is being made and where actions are progressing to plan.



Pendle Borough Council

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