

BARNOLDSWICK TOWN CENTRE MASTERPLAN



This report was commissioned by Pendle Borough Council.

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Acknowledgements:

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CHAPTER ONE

Introduction



Introduction

1.1 This report concludes a study commissioned by Pendle Borough Council to prepare a regeneration strategy for Barnoldswick. The study has been undertaken by Optimised Environments Ltd with transport and movement advice from WSP, market and delivery advice from Cushman & Wakefield, socio-economic advice from Hatch and Ekosgen and public engagement led by Placed.

1.2 The brief for this project was to develop a masterplan to guide future development in Barnoldswick. The red line boundary shown in Figure 1. illustrates the study area for the report and baseline analysis, but projects have mostly focused on the town centre. The masterplan sets out a vision for the town and suggests projects to strengthen the town square and high street, better promote walking and cycling and enhance the town's character and identity.

About Barnoldswick

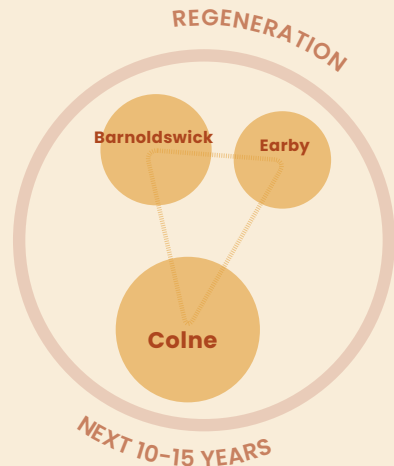
1.3 Barnoldswick is a small, rural town situated to the north of Pendle with a population of c11,100 people.

1.4 It is a historic market town situated in close proximity to the Yorkshire Dales National Park and Forest of Bowland Area of Outstanding Natural Beauty. Rolls-Royce and Silentnight are major employers in the town and make a significant contribution to its economy. Rolls-Royce helped to launch the 'jet age' from the town and in the 1940s Barnoldswick played a pivotal role in developing the first commercial jet engine.

1.5 It is also home to a high number of local and independent retailers who occupy the picturesque town centre.



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Purpose of the document

1.6 Barnoldswick Town Centre Masterplan acts as a toolkit for shaping regeneration in the town. We have identified key projects based on an understanding of the town and its context, through talking to local people and through reviewing current research on town centres.

1.7 The masterplan will be used by key stakeholders including Elected Members and Council Officers to put forward viable projects which are supported by local people and can provide maximum benefits.

The Report Structure

1.8 **Chapter two** of this report sets out the current and historic context of the town and summarises the key points arising from the baseline analysis.

1.9 **Chapter three** sets out the challenges and opportunities within Barnoldswick, setting out how Barnoldswick is doing today and summarising ideas and feedback from the consultation events.

1.10 **Chapter four** sets out our vision and objectives for regeneration in Barnoldswick, which have been used to shape the masterplan and align ideas.

1.11 **Chapter five** illustrates our recommendations for changing and enhancing spaces in Barnoldswick, categorised by theme.

1.12 **Chapter six** sets out the delivery framework, which breaks down the masterplan into a series of projects and provides a delivery and funding strategy to aid implementation of each project, alongside an action plan.

Scope

1.13 Pendle Borough Council (PBC) appointed the team in September 2022 and this masterplan has been created alongside masterplans for the neighbouring towns of Colne and Earby.

1.14 Town centres across the country have been facing significant challenges that have eroded high street retailing and its role in underpinning the vitality and economic strength of town centres. These challenges have included:

- Continued and rapid growth in the use of mobile devices and online retailing;
- Increasing wages, rents and business rates;
- A shift in consumer spending away from products towards experiences and lifestyle;

- Challenges as a result of the Covid-19 pandemic, particularly on the retail and hospitality sectors; and
- Wider economic conditions in general.

1.15 Whilst all three locations have demonstrated a level of commercial resilience over recent years, it is apparent that the seismic changes occurring in the physical retailing world will have a major impact on every town and city in the country. The centres that survive the fall-out from the relentless shrinkage of physical retail are those that have adapted effectively to include a diverse range of visitor and leisure attractions, modern workplaces and a reconfigured and varied retail experiences bound by public transport accessibility and a high quality pedestrian experience.



Source: A Well-Designed Place, National Design Guide, 2021

What is a masterplan?

1.16 A town centre masterplan looks at holistic ways to improve a place. It diagnoses challenges and opportunities within the town by looking at data and talking to local people and it identifies key projects and provides information on funding streams and timescales.

1.17 The 10 characteristics of a well designed place, below, taken from the National Design Guide, helps to focus thinking on what works and what can be improved in Barnoldswick.

Limits of the masterplan

1.18 This document provides a coordinated framework for change, identifying our recommended project ideas for the town and how they relate to each other. The report will be used by the Council and local stakeholders for future funding bids and opportunities.

What can't it do?

1.19 There are a number of things which the masterplan can't do:

- Provide detailed designs/ business cases for projects - this may take place at a later stage
- Respond to areas beyond the red line in any great detail
- Address structural issues around business rates and tax expenditure, but it can highlight these as issues if necessary.

Extent of the masterplan

1.20 The extent of the masterplan for Barnoldswick focuses on the area identified in Figure 2 below.

1.21 This study considers the whole of the area within the red line boundary but also acknowledges important physical and economic assets beyond but within close

proximity and within the town. It is important that the principles of the Vision and Masterplan are not limited by rigidly defined boundaries, and as such consideration as to how the town interacts with the surrounding hinterland and wider spatial context.



Timeframes

1.22 This document constitutes a consultation draft, which will be presented to the public for wider comment and feedback in February 2024.

1.23 Following this consultation period, the team will review the masterplan and publish a final version in March 2024.

1.24 It should be noted that the baseline report and masterplan document, provides a snapshot in time of the situation in Barnoldswick, and in particular socio-economic data and market appraisals may be out of date by the time the report is published.



Figure 2. Masterplan Timeline

CHAPTER TWO

Setting the context



Strategic context

2.1 The Borough of Pendle is situated in Lancashire on the border with North and West Yorkshire. Two-thirds of Pendle's population is concentrated in four contiguous settlements - Nelson, Colne, Brierfield and Barrowford – situated in the south of the Borough.

2.2 This densely populated urban area extends 8km north-east from the boundary with neighbouring Burnley, creating an extended area that has a combined population of almost 160,000. To the north, Barnoldswick and Earby are the largest settlements in West Craven, a more rural part of the borough.

2.3 Barnoldswick, the largest of the West Craven Towns and identified as a key service centre within the Local Plan Core Strategy, is situated between Colne and Skipton. It is a relatively short distance from Colne (5.3 miles) and Earby (3.5 miles). It is the largest town in England not situated on a major road (A Class) and it is less accessible via public transport than Colne and Nelson.

2.4 The town is surrounded by distinctive and significant natural assets, including the Yorkshire Dales National Park and Forest of Bowland Area of Outstanding Natural Beauty. It provides a range of retail services and serves a predominantly rural catchment in West Craven.

2.5 National Cycle Route 68, part of the Sustrans national cycle network, runs along the towpath of the Leeds and Liverpool Canal, passing through Nelson, Foulridge

and Barnoldswick. It provides an alternative route for cyclists wanting to travel between the north and south of the borough.

2.6 Whilst the focus of this report is on Barnoldswick, it is important to recognise the role that the town plays in the hierarchy of the wider area as a place to live, work and visit. Considering how Barnoldswick relates to other centres and how its offer can be promoted in isolation, as well as in conjunction with other areas, will support the town to optimise its potential.

2.7 For example, given the proximity of Barnoldswick to the Yorkshire Dales, Pendle Hill and the Forest of Bowland consideration should be given to how Barnoldswick can enhance its offer as a stop off point for lunch, dinner, afternoon tea or to stay over. This will help to capture more spend beyond the Town's existing residential catchment and boost the attractiveness of the town to businesses looking to attract day and staying visitors.

2.8 Specifically, it will be important to work with Earby to promote the joint offer of the towns to raise their profile and attractiveness rather than consider it to be competition. This collaborative approach should also be extended to include wider existing attractions such as Boundary Outlet and the wider offer in Colne.

2.9 This is an ideal time for masterplanning places like Earby, Barnoldswick and Colne, as the Government recognises the need and importance for regenerating areas outside of London and the South East which have seen underinvestment over many years.

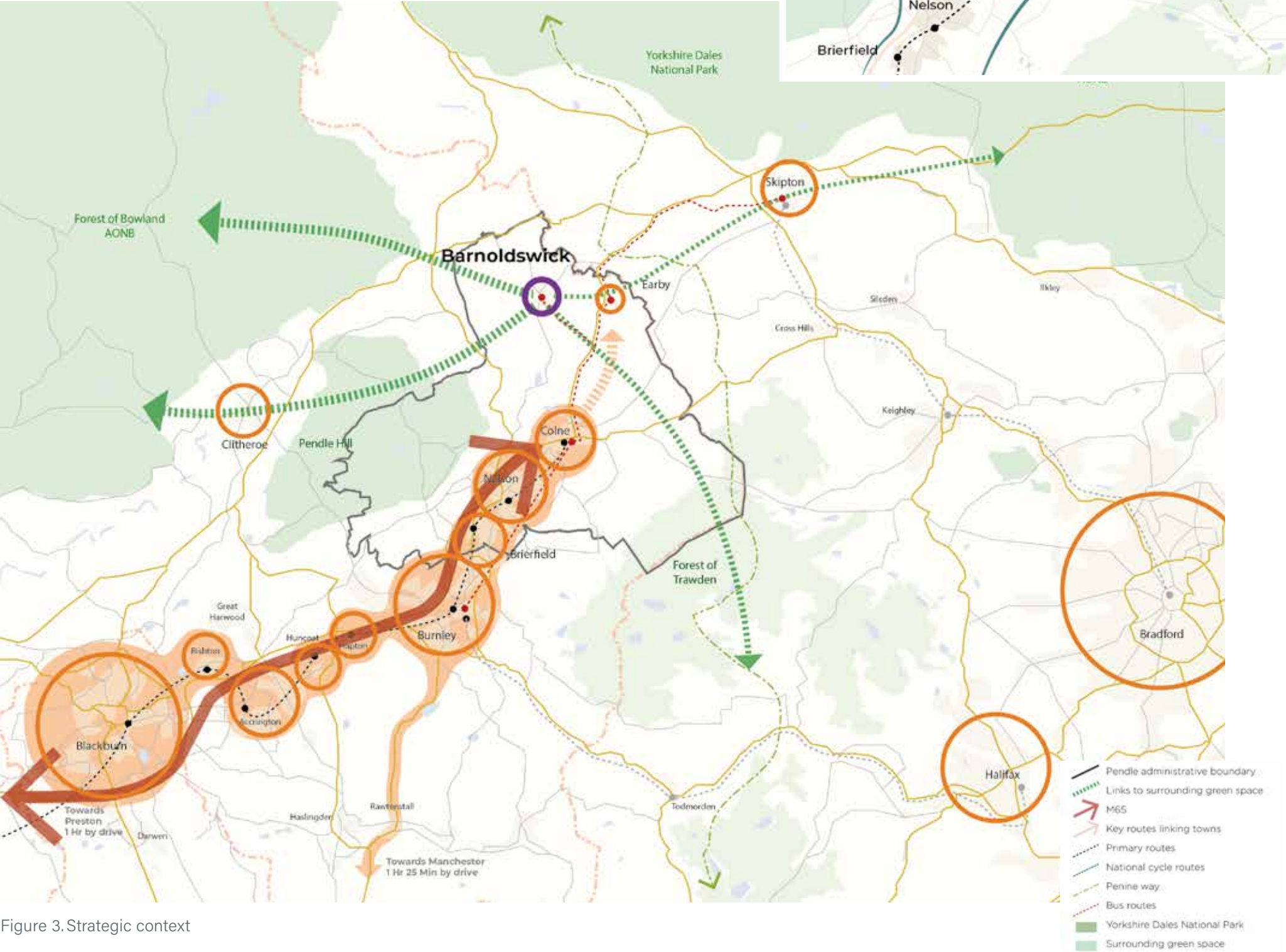


Figure 3. Strategic context

Policy background

^{2.10} The emerging masterplan for Barnoldswick will respond to prevailing local, regional and national policy positions. Ensuring the masterplans complement existing policy and key initiatives will support buy in from local, regional and national policymakers.

^{2.11} This will also provide Pendle Borough Council with the opportunity to leverage interventions and unlock economic growth.

^{2.12} The most relevant policies are summarised on the following pages, alongside a review of existing and relevant project interventions. This is not a full comprehensive list of every policy that will likely have an impact on development in the borough. However, the policies listed provide a broad overview of the most pressing issues at the national, regional and local level.

^{2.13} In particular, the 2022 government Levelling Up White paper provides the immediate national level policy context for shaping the masterplans. The White Paper pays significant attention to the development of UK regions outside of the London and the South East.

Strategic Alignment- Local Policy

Pendle Local Plan

^{2.14} The adopted development plan in Pendle comprises the Pendle Local Plan Part 1: Core Strategy (adopted December 2015) and the remaining saved policies from the Replacement Pendle Local Plan 2001-2016 (adopted May 2006) where they are in conformity with

the Revised National Planning Policy Framework (NPPF). The development of a new Local Plan is underway and the 'Core Strategy' is to be replaced by a new Pendle Local Plan Fourth Edition in 2025.

^{2.15} The plan establishes strategic objectives for future infrastructure; responding to climate change; promoting safe and inclusive town centre economies; protecting and improving access to green spaces and recreation facilities to improve health; and delivering sustainable transport.

Pendle Economic Recovery and Growth Strategy 2021-2026

^{2.16} The Pendle Economic Recovery and Growth Strategy was made in response to the impact of the COVID-19 pandemic on the borough. It supports a long term strategy to build a strong and resilient economy and highlights the unequal impacts it has had on group, sectors and places most exposed to changing circumstances. It focuses on leveraging capacity and investment, building on manufacturing credentials to support future opportunities and innovation, growing a skilled workforce and addressing poor connectivity to drive economic recovery and growth in a post-COVID world.

Pendle Borough Council Corporate Plan 2023 – 2027

^{2.17} The Corporate Plan focusses on four priorities of Providing High Quality Services And Facilities; Proud And Connected Communities and Places; Good Growth; and Healthy Communities.

Strategic Alignment- Regional Policy

NP11: A Place Strategy for the North

^{2.18} This strategy sets out the economic case for place and culture in the North. Key actions include strengthening the North's place proposition, place asset management, scaling up creative and cultural zones, retrofit and reuse, digital connectivity, green tourism and R&D. It was developed in partnership with Arts Council England, Historic England, The National Heritage Fund and the Environment Agency. It builds on a year-long strategic development programme and has been supported by broad scope engagement with colleagues from across the arts, culture, heritage, creative and environment sectors, and with key stakeholders from the Northern business community, voluntary sector, higher education and civic leadership.

Lancashire County Council Economic Strategy 2023-2025

^{2.19} This strategy identifies three core strategic priorities including strategic development and connectivity (including championing multi-district regeneration programmes and investment opportunities), business support and skills and talent. This strategy complements the LCC Transport Strategy and Environment Strategy. This is also intended to complement work with local government partners and other key stakeholders in the development of the sub-regional strategy 'Lancashire 2050'.

Lancashire Skills and Employment Strategic Framework 2021

^{2.20} The Lancashire Skills and Employment Strategic Framework has been refreshed for 2021, building on the previous Strategic Framework which spanned 2016-2021. The Framework is underpinned by an evidence base and was developed in consultation with stakeholder including employers, schools, colleges, universities, private training providers and the third sector. It identifies 4 themes: Future Workforce, Skilled & Productive Workforce, Inclusive Workforce and An Informed Approach and articulates the skills and employment priorities for Lancashire.

Remade: A Cultural Investment Strategy for Lancashire

^{2.21} This is the LEP's first Cultural Investment Strategy. This Strategy is about increasing the readiness of the county to respond to opportunities to help leverage strategic investment for cultural and creative initiatives: initiatives that can act as drivers for growth, catalysts for innovation and magnets for talent. In summary, to improve the economic value of the culture sector, connectivity needs to be strengthened between the urban and rural areas to create better capacity for skills and infrastructure, and to produce a compelling narrative of Lancashire's cultural offer.

A Ten Year Strategy for Cycling and Walking

^{2.22} This strategy details an ambitious vision between 2016-2026 to develop Lancashire's walking and cycling offer over the next 10 years, building on

an already strong base position. It recognises the fundamental role that active travel plays in our everyday lives, and the contribution this can make to meeting the key government objectives of economic growth, improving health and wellbeing, and tackling climate change. It contains the following vision: 'More people walking and cycling for every day and leisure journeys in Lancashire' to be met by 2026.

Strategic Alignment- National Policy

Levelling Up White Paper 2022

^{2.23} The Levelling Up White Paper 2022 sets out the UK Government's main missions for levelling up the UK. This will be achieved through boosting productivity, securing private sector investment, increasing R&D, providing a secure path to home ownership, generating high skilled jobs, and ensuring people have access to gigabit-capable broadband, 4G and 5G.

Build Back Better, Our Plan for Growth 2021

^{2.24} The Build Back Better Plan sets out the government's plans to support economic growth through significant investment in infrastructure, skills and innovation. Achieved by building on three core pillars of growth: infrastructure, skills and innovation. In doing so, the achieved growth will level up the whole of the UK.

National Planning Policy Framework 2021

^{2.25} The Framework establishes the Government's economic, environmental and social

objectives for achieving sustainable development, building a strong and competitive economy, promoting healthy and vibrant communities, and protecting our natural environment.

Net Zero Strategy: Build Back Greener 2021

^{2.26} The Strategy lays the foundation for a green economic recovery from Covid-19 through creating more green skilled jobs, increasing the share of journeys by public transport and investing in active travel infrastructure.

National Infrastructure Strategy 2020

^{2.27} The Strategy outlines the need to level up and achieve net zero, with priorities including improving road maintenance, digital connectivity, undertaking climate-oriented reforms of key industries including energy, construction and transport, and supporting private investment.

^{2.28} Other key policy documents which are relevant to the masterplan include:

- Lancashire 2050
- Lancashire Local Nature Recovery Strategy (LNRS)
- Pendle Retail and Leisure Capacity Study (Lichfields, 2023)
- Pendle Housing and Economic Development Needs Assessment (HEDNA) (Iceni Projects, 2023)
- Pendle Level 1 Strategic Flood Risk Assessment (JBA Consulting, 2021)
- Pendle Sustainable Settlements Study (Pendle Council, 2008 and 2023)

Barnoldswick as it is

2.29 Although a relatively small market town, with a population of c11, 100, Rolls-Royce helped to launch the 'jet age, with the town playing a pivotal role in developing the first commercial jet engine in the 1940s. Rolls-Royce makes a significant contribution to its economy (the site of fan blade manufacturing facility) and is a large employer.

2.30 Silentnight, the UK's largest manufacturer of beds and mattresses is also based in the town and is another major local employer. It is also home to a number of local and independent retailers who occupy the historic town centre.

2.31 Barnoldswick presently faces a number of challenges posed by the changing economic climate, including the decline of manufacturing employment.

2.32 Some of the important local assets include:

- Rolls-Royce, Silentnight and locally important manufacturing and employment sites within walking distance to the town centre including Hope Technology, Filtrox Carlson and those off Ravenscroft Way

- Leeds and Liverpool Canal - a 10 minute walk from the centre of the town
- Lower Park Marina - a 16 minute walk from the centre of the town
- Various larger format convenience retailers which are a driver of footfall
- Letchiffe Park and other greenspaces and allotments beyond the masterplan boundary

Population

2.33 Based on 2021 Census data the population of Barnoldswick stands at 11,100. This indicates a slight increase in population since 2011 of 1.6%. This trend is marginal compared to the change seen nationally where there has been a 6.6% increase in population and at the Pendle level where the population rose by 7.0% between 2011 and 2021.

2.34 Analysing the trend over the past decade reveals that Barnoldswick's population has maintained stability. Although there was a decline in population between 2013 and 2020, there has been an increase in 2021.

2.35 To ensure long term economic prosperity the town needs to ensure their labour supply meet the demands of local businesses.

It is therefore important to consider the proportion of the population who are of working age (16-64 year olds). Barnoldswick has a working age population of 6.5k, equating to 60% of the town's 2020 population.

2.36 The size of the working age population is significantly lower than the rate seen nationally (63%) and equal to the Pendle level, 60%.

2.37 Compared to national trends, Barnoldswick is home to an older population which is equal to national levels of those of older working age and those in retirement age groups.

2.38 The 65+ population has been rising in Barnoldswick above the rates of other Pendle towns, Pendle as a whole and the change seen nationally since 2011. There is some indication that this has begun to change in recent years.

2.39 A lower working age population, coupled with a high proportion of over 65s will, in time, begin to create a tightened labour market as supply of skills decreases. It will also mean a greater dependency on services such as health and social care.

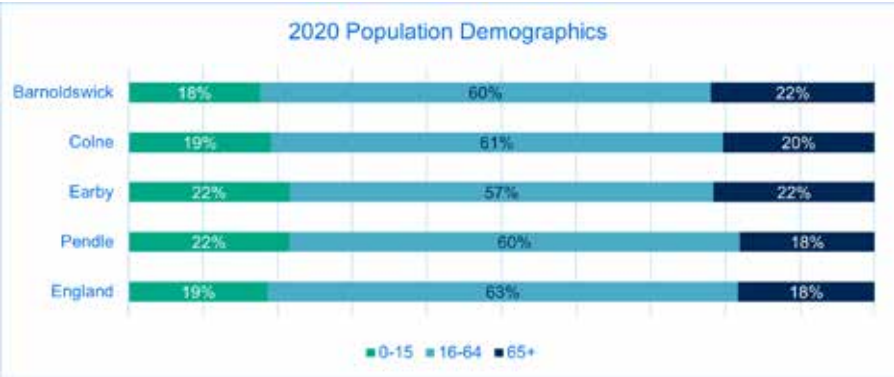


Figure 4. Population Demographics for Barnoldswick, Earby, Colne, Pendle and England 2020

Source: Mid-Year Population Estimates, ONS, 2011-2020; mid-year population data for small areas is only currently available up to 2020, as such population data for 2021 uses 2021 Census data

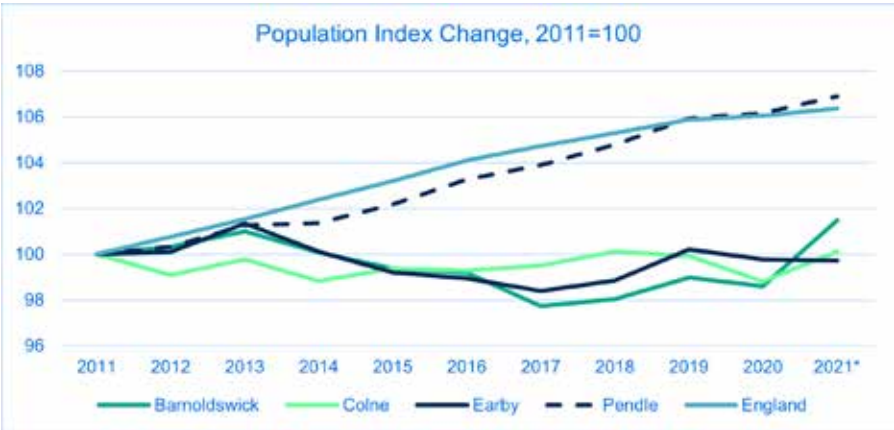


Figure 5. Index Change in Population for Barnoldswick, Earby, Colne, Pendle and England 2011-2021*

Source: Mid-Year Population Estimates, ONS, 2011-2020; Census 2021 *mid-year population data for small areas is only currently available up to 2020, as such population data for 2021 uses 2021 Census data



Barnoldswick as it is continued

Commuter Patterns

2.40 Based on 2021 Census data, we can determine the commuting area for Barnoldswick (both residents leaving the town for work and others coming into the town for work) is mostly within the boundary of the Pendle local authority area. It should be noted that 2021 Census commuting data was collected at a time of restricted movement due to the COVID-19 pandemic, and therefore is distorted with higher than normal home-working rates and abnormal commuting patterns.

2.41 Subtracting those who leave the town for work from those coming into the town for work allows a determination of the net commuter flow of the town. In total, Barnoldswick has a positive net flow of 184 commuters meaning more residents come into the town for work than leave the town for work.

2.42 This map shows the net commuter footprint for Barnoldswick, where a concentration can be seen within the north of the district of Pendle. There are also instances of commuters travelling into Barnoldswick for work outside of Pendle, for example commuters from Ribble Valley and Craven local authorities.

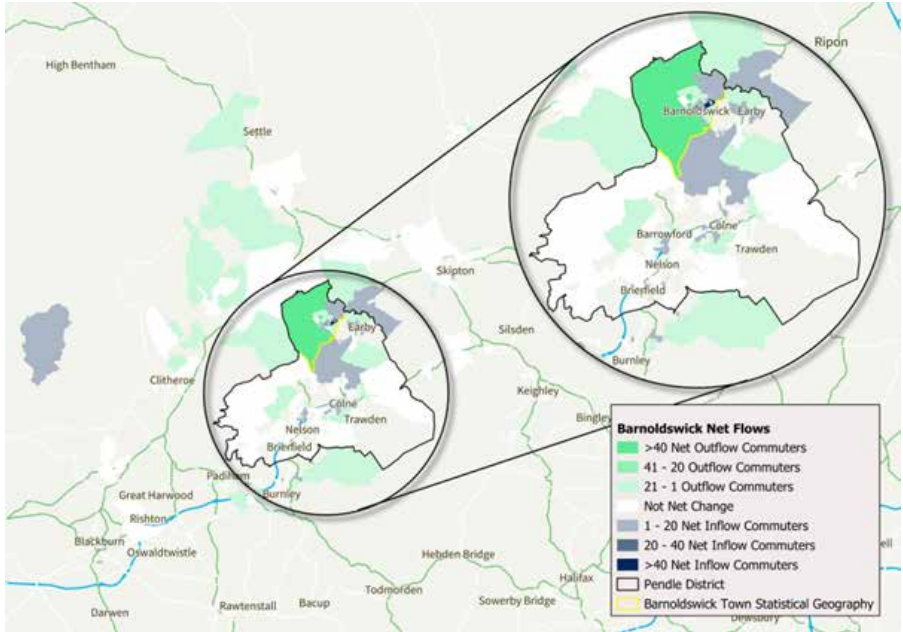


Figure 6. Net Commuter Flows to and from Barnoldswick, 2021
Source: Census 2021; Map Contains OS data © Crown Copyright 2023

Local Environment

2.43 The rural aspects of the town mean it ranks well on metrics of blue and green space and air quality. Though due to its rural character there is a challenge around access to retail services.

2.44 The town has deprivation challenges most clearly around the living environment, where nearly all neighbourhoods rank in the top 20% most deprived places in England for this domain which considers access to services and the indoor and outdoor lived environment. It is likely that due to the rural nature of Barnoldswick access to services is a barrier.

People Characteristics

2.45 Barnoldswick falls within the 'financially stretched' category (Acorn Classifications 2022) which is characterised by socially rented housing, predominantly of semi detached or terraced build, and occupied by a range of age groups with higher levels of debt, financial mismanagement and below average income.

Crime

2.46 Ensuring communities feel safe is paramount to securing and preserving prosperity. Barnoldswick had 80 crimes per 1,000 residents reported in 2021; latest data (for the period October 2022 to October 2023) suggests crime rates in the town have fallen by nearly over 8% with the crime rate in the town now being 73 crimes reported per 1,000 residents. This is lower than the 2023 rate for Pendle (89) and lower than that of England (93).

Digital Infrastructure

2.47 Strengthening digital connectivity and infrastructure across the towns will open up opportunities for people to live, work and establish businesses in the towns, particularly in light of the increased activity of home working. Barnoldswick currently has slower average broadband download speed at 78.2 Mbit/s compared to 89.2Mbit/s in Pendle a national average of 109.0Mbit/s.

Key development updates:

- UKSPF public realm works - a scheme of public realm improvements will take place in 2024-2025 around the core town centre area, currently under more detailed development, proposals could include:
 - » Pavement improvements
 - » Widening of certain footpaths
 - » Raised crossings
- Lancashire County Council (LCC) have completed consultation on the Local Cycling and Walking Infrastructure Plans (LCWIPs), with key proposed routes passing through Barnoldswick. Further detail is currently being drawn up.

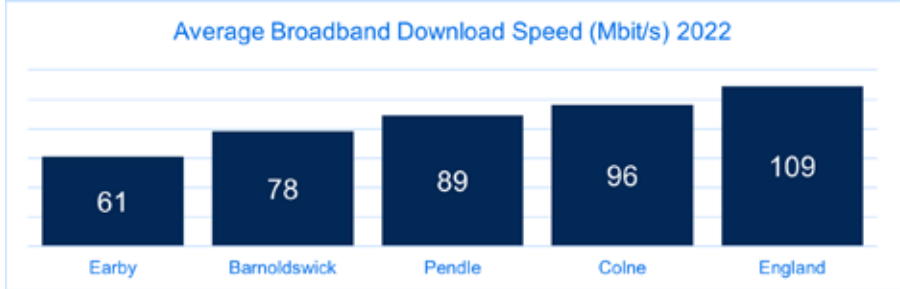


Figure 7. Average Broadband Download Speed (Mbit/s) 2022
Source: Connected Nations 2022, OFCOM



Barnoldswick's character

2.48 **OPEN undertook an urban design analysis in 2022, which involved a site visit and desktop review, looking at the town's character, public realm and environmental features. Below we summarise what we found out:**

2.49 Barnoldswick, the largest of the West Craven Towns and identified as a key service centre within the Local Plan Core Strategy, is situated approximately 6.5 miles from the M65 motorway corridor, connected via the A56. The town is 2.5 miles from the A59 which offers road connections back to Preston or east towards Skipton and Harrogate emphasising its position on the border of Lancashire and Yorkshire. It is a relatively short distance from Colne (5.3 miles) and Earby (3.5 miles). It is the largest town in England not situated on a major (A Class) road, and it is less accessible via public transport than Colne and Nelson.

Urban Design Analysis

2.50 Barnoldswick has experienced growth and change through its evolution, but has maintained its historic market town feel, offering a place with a mix of dense residential neighbourhoods and large, nationally significant employers.

2.51 The Leeds and Liverpool Canal and the railway line (now closed) were responsible for fuelling the growth in the cloth industry success of the town.

2.52 Within the conservation areas, the character of the centre is defined by consistent building stone materiality, narrow streets, an average two storey building height and a higher density of residential accommodation in small but traditional two-up two-down houses.

2.53 Beyond the conservation areas, the character becomes more varied.

2.54 Areas to the east of the study area are more fragmented, composed of a combination of employment areas and lower density post war suburban housing.

2.55 To the west and north the prevailing character is residential, mainly suburban post war housing which climbs up with the rising topography. These areas are less permeable for walking and set out around cul-de-sacs and closes.

2.56 To the south, there is a stark contrast in character change between traditional terraced streets and open spaces and West Craven College along the B6383.

2.57 The urban grain is characterised as follows:

- The centre of the town is well defined with an intact historic core which creates a pleasant and attractive townscape character
- Predominantly compact and narrow streets within the core. Streets defined by two to three storey buildings of a residential scale, creating a comfortable yet well enclosed street environment

- The Barnoldswick Branch line, part of the historic former Skipton-Colne railway line enters the town from the south east. Some development has encroached the cutting, allotments and a car park (Rainhall Road) occupy part of the cutting
- Dense, terraced residential streets extend to the north, east and south of the town centre
- Less dense, suburban residential extends to the west, typically semi-detached properties set within larger plots. The urban grain to the west and north is also more sparse due to the increasing topography inclines
- Larger industrial buildings sit to the northeast towards the Leeds and Liverpool Canal occupying predominantly flatter land

Landscape and Public Realm

2.58 Within the masterplan boundary there are three publicly accessible designated parks. Each are within a 5-10 minute walk from the town centre and the Town Square.

2.59 Valley Gardens sits either side of Butts Beck and is subject to flooding. It offers pathways and a small play park and undulating topography which provides walking links between several surrounding residential areas.

2.60 Town Green occupies the former railway sidings and is an elongated open green space with some well established, attractive

tree groupings. Although a large, elevated space it doesn't read as having a clear function and defining buildings have a poor frontage relationship

2.61 Harrison Street Playground is located to the south of the study area along the busy B6383 and adjacent to the West Craven Sports Centre.

2.62 Barnoldswick Town Square is an attractive and characterful square at the heart of the town which accommodates a variety of community events and activities as well as providing dwell space and spill out space for local businesses.

2.63 A number of Public Rights of Way provide access to the open countryside, offering attractive panoramic views across the town from the west.

2.64 The quality of the public realm around the centre of the town is varied, the predominant quality is low to medium (as shown on the plan opposite), with uneven paving and dated schemes in some areas.

2.65 Rainhall Road, Newtown and Church Street have low quality public realm with a patchwork of materials, inconsistent street lighting and signage.

2.66 Barnoldswick Town Square is a higher quality area of public realm but the quality of the surrounding street networks public realm is poor and disconnects the square with its defining edge buildings.

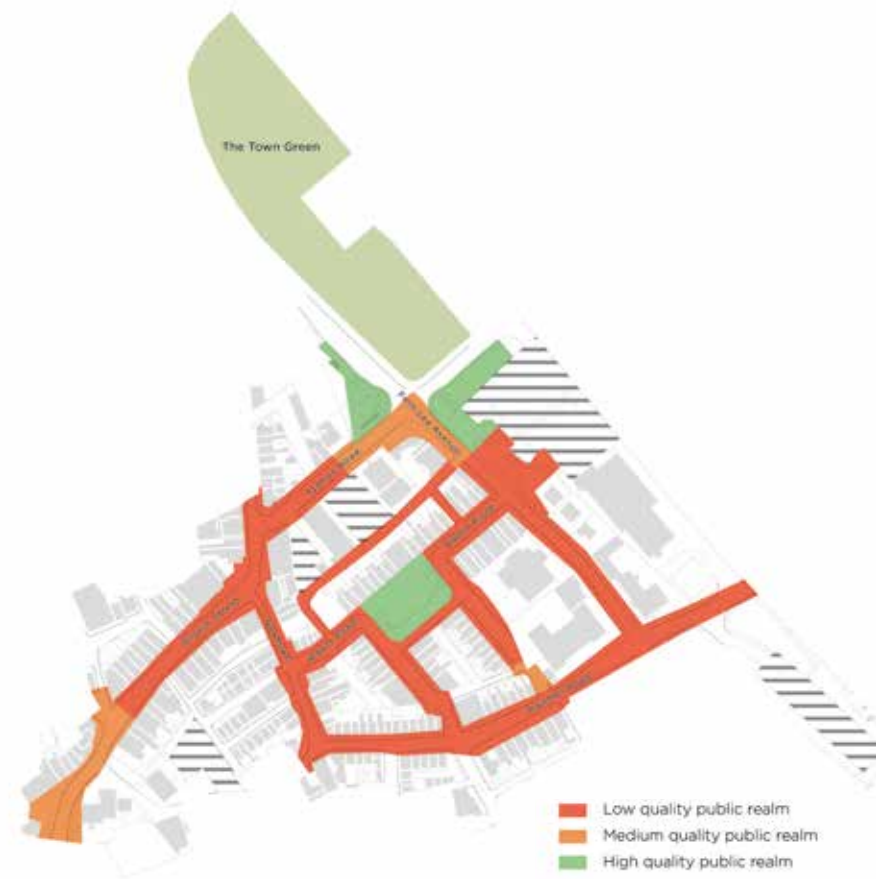


Figure 8. Public realm quality in the town centre

Elevation Profile and Views

2.67 The town lies within the Lancashire Valleys (as classified by the Natural England National Character Areas), an area of landscape characterised by the Ribble and Calder Rivers and their tributaries, peppered with drumlin fields (spoon shaped hills).

2.68 The town is nestled against the lower slopes of Weets Hill occupying the mid level as the local topography falls towards the north east.

2.69 This creates long range views from within the masterplan area both westerly, looking back towards the steep topography and countryside landscape, as well as views to the east which fall towards the canal.

2.70 From streets within the town, views of Ingleborough, Malham Cove and the upper fells of Wharfedale, Ribblesdale and Airedale can be seen.

2.71 This provides attractive visual connections back to the natural environment and rural landscape, helping to create a sense of place and setting within West Craven.

Barnoldswick's character continued

Designations & Environmental

2.72 The northern extent of the town is impacted by flood risk from tributaries of Stock Beck.

2.73 The whole of the Town Centre Boundary sits within the study area and within are a series of primary and secondary retail frontages, focused around Barnoldswick Town Square and Church Street.

2.74 The extent of the urban settlement is confined to the west by the increasing topography inclines.

Facilities and Amenities

2.75 Barnoldswick has a variety of local amenities and a strong local independent retailer offer.

2.76 The town has access to a library, medical centre, sports facility (West Craven Sports Centre) and high school.

2.77 The Lower Park Marina along the Leeds and Liverpool Canal provides access to the canal tow-path and onward links to the Pennine Bridleway.

2.78 Within a 5 minute walk of the town centre there are a number of local services and access to local bus stops and bus services.

Historic Assets

2.79 Barnoldswick has a distinctive and prevailing historic character, recognised through two conservation areas.

2.80 The Barnoldswick Conservation Area covers the majority of the historic core of the town and extends to the Grade II listed Hey Farmhouse at the bottom of Letcliffe Park.

2.81 The Corn Mill and Valley Gardens Conservation Area protects the Valley Gardens public space as well as a series of short terraced streets with two storey buildings.

2.82 Barnoldswick has a number of listed buildings, three of which are within the Masterplan Boundary area including the Grade II* listed Independent Methodist Church, Grade II listed OLC Chapel House and the Grade II listed 15 and 17 King Street buildings.

2.83 There are also a number of buildings identified through our townscape analysis that positively contribute to the quality of the town (but are not listed).

2.84 The Council's Conservation Area Appraisals for Barnoldswick highlights the interesting layout of the town:

"...where the buildings are largely Victorian, but with roots going further back to pre-industrial times. Much of the street pattern is medieval in character onto which were grafted Georgian and Victorian stone streets and buildings. The character is thus a mixture of the picturesque and the laid-out formality of later years

The intersection of the various streets and buildings often leads to interesting spaces and nooks and crannies of considerable charm and character." - Barnoldswick Character Appraisal, Pendle Borough Council, 1997.

Sense of Place & Legibility

2.85 The core of the town and masterplan study area has a clear, distinctive and inviting sense of place. The combination of narrow streets, building detailing, retained historic grain and comfortable levels of enclosure reinforce the sense of being at the centre of the town.

2.86 Legibility in some locations is difficult and the town can be disorientating due to a lack of hierarchy to streets and junctions.

2.87 There are a number of well defined nodal points with formal frontages that create a clear sense of arrival.

2.88 Some less defined nodal points exist where its clear you are entering the town but the quality of the arrival is weakened by a lack of legibility and / or poor townscape quality.

2.89 Approach views into the town from the west are prominent due to the falling topography, creating a clearer sense of arrival.

2.90 A number of attractive buildings sit in prominent locations or as view terminators which enriches the sense of place.

2.91 Legibility beyond the core could be improved through clearer signage / wayfinding and a more coordinated public realm.



Barnoldswick's property market

2.92 Cushman & Wakefield undertook a market assessment for Barnoldswick in 2022, this provides a snapshot in time of the situation in Barnoldswick, and it should be noted that some information may be out of date by the time this report is published.

Retail Uses

2.93 Barnoldswick is a local retail centre which also serves the wider borough. Whilst smaller than Nelson and Colne, it is larger than other local shopping centres in Pendle and therefore considered a Town Centre.

2.94 Barnoldswick is a recognised market town and has the second highest concentration of independent shops in the UK (visitpendle.com). From a site visit in October 2022 it was clear that there was a large variety of shops with few vacancies.

2.95 Additionally, Barnoldswick won the 2014 Great British High Street award in the category "local centre". Most of the local businesses are primarily focussed on serving local residents through shops such as The Artisan Bakers and Redman's hardware shop. The majority of independent retail units are mixed use with retail on the ground floor and residential on the first floor.

2.96 Whilst the majority of occupiers in Barnoldswick are independent, there are a few national brands. The biggest of these include Aldi, Screwfix, Spar and Co-op Food. However, Aldi, Screwfix and Spar are located away from the town centre on

Skipton Road in the Northeast of the town. Co-op Food is located on Railway Street in the town centre.

2.97 There are 84 different units in the Town Centre of Barnoldswick. Stores were identified as the dominating occupier, comprising 38% of the total number of units. (Data taken from Food Standards Agency 2022 as at time of baseline collection Council's Retail Occupancy Survey had not been released).

Residential Real Estate

2.98 The following map shows a thematic map of achieved house prices in 2023 by postcode sector based on HM Land Registry data. The average house price achieved in Barnoldswick was £100,000-200,000. The area just south of the town is achieving slightly higher of £200,000-300,000 and further north is £300,000+.

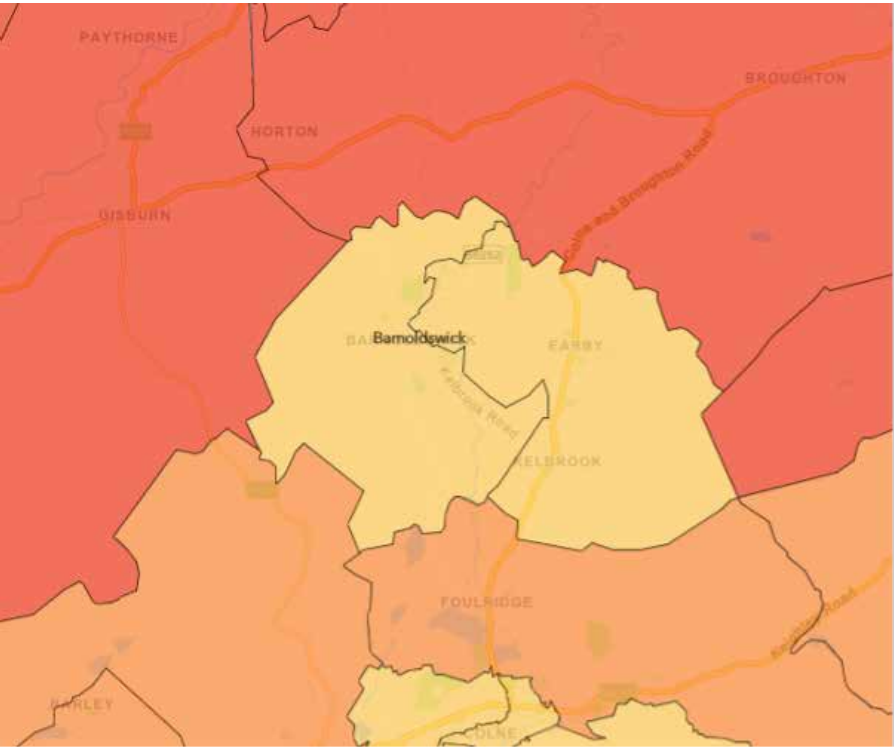


Figure 10. Average house prices 2023

400,000 to 464,716
299,999 to 399,999
199,998 to 299,998
99,997 to 199,997
43,333 to 99,996

Employment Real Estate

2.99 Barnoldswick is the home of the jet engine with the first big airliner jet engine developed in Barnoldswick in 1943. Since then, the town has been home to Rolls-Royce which is a significant contributor to employment in the town. In early 2020 Rolls Royce had intended to relocate much of the factory work overseas, however, in late 2021 it was announced that there will be no redundancies for at least 5 years and manufacturing will be undertaken on the site for at least 10 years. Rolls-Royce occupies a significant portion of land off Skipton Road in the north of the town.

2.100 Silentnight is also a large employer within the town, occupying a unit off Long Ing Lane in the Southwest. It is a strong attribute for Barnoldswick to have two national occupiers as employers within the town and one which will draw in a skilled workforce. Additionally, there are also several smaller local occupiers located within mainly industrial units along Ravenscroft Way. These occupiers are largely within the manufacturing sector.

2.101 The Silentnight unit was sold as part of an investment deal in April 2022 for £5.95 million, which also included 2 other properties.

Hospitality and Leisure (Hotel, Food & Beverage)

2.102 There are 27 cafés, bars, restaurants and takeaways within Barnoldswick which account for almost a third of the total number of units. These will provide a good offering for locals and visitors during the day, whilst also contributing to a night time economy for the town. It is stated in the Pendle Retail and Leisure Capacity Study 2023 that Barnoldswick, along with Colne, has the strongest provision of outlets serving the evening economy in Pendle.

2.103 These occupiers are made up of independents, with no national food and beverage occupiers within the town. This means that residents travel to nearby towns such as Colne and Nelson for a branded offer.

2.104 The hotel market within Barnoldswick is small with no branded names in the area. Accommodation is available in the form of cottages, inns and B&B's. A weekend price for a one night stay ranges from £60-£110.

2.105 Census data has been used to provide evidence on the existing housing stock and tenure within Barnoldswick. Almost three quarters of housing stock within Barnoldswick is owned outright, higher than the proportion within both Pendle and the North West. This would indicate a fairly affluent population. The remaining housing stock is primarily private rented (18.6%). The majority of houses within Barnoldswick.



Barnoldswick's economy

2.106 Hatch and Ekosgen undertook an initial socio-economic review in 2022, updating key data as required in 2023. Key information from this update is provided below and provides a snapshot in time of the situation in Barnoldswick.

Business Base

2.107 Barnoldswick has a small business base of just 305 businesses, over the last five years the business base has stayed broadly steady. The pandemic had a marginal impact on the town's business base, with the number of businesses falling to 290 in 2020, but there has been a rebound in recent years.

2.108 The business base in some sectors have seen a higher growth rate over the last five years than others. There was strong growth in the number of businesses in the construction sector, the accommodation and food services sector which grew by 10 businesses respectively in the last five years. Several sectors such as finance and insurance (-100% / -5 Businesses), business administration (-40% / -10 businesses), transport (-33% / -5 businesses), and the arts, entertainment, recreation & other services (-17% / -5 businesses) contracted in this period.

Employment

2.109 Since 2017, Barnoldswick has seen employment contract by 10%, or 375 jobs. Several sectors have experienced significant employment contraction in the last five years, notably the Public administration & defence sector which employed 25 people in Barnoldswick in 2017 no longer provides any jobs, according to latest data.

2.110 Other sectors have contracted significantly in absolute terms. Jobs in Barnoldswick manufacturing sector have fallen by 22% in the last five years, a loss of 500 jobs. The Barnoldswick manufacturing sector accounted for nearly 60% of all employment in 2017, in 2022 this had fallen to just over 50%. There has been growth in other sectors, potentially showing a labour market realignment towards sectors such as education (+75 jobs), healthcare (+50 jobs) and the wholesale sector (+50 jobs).

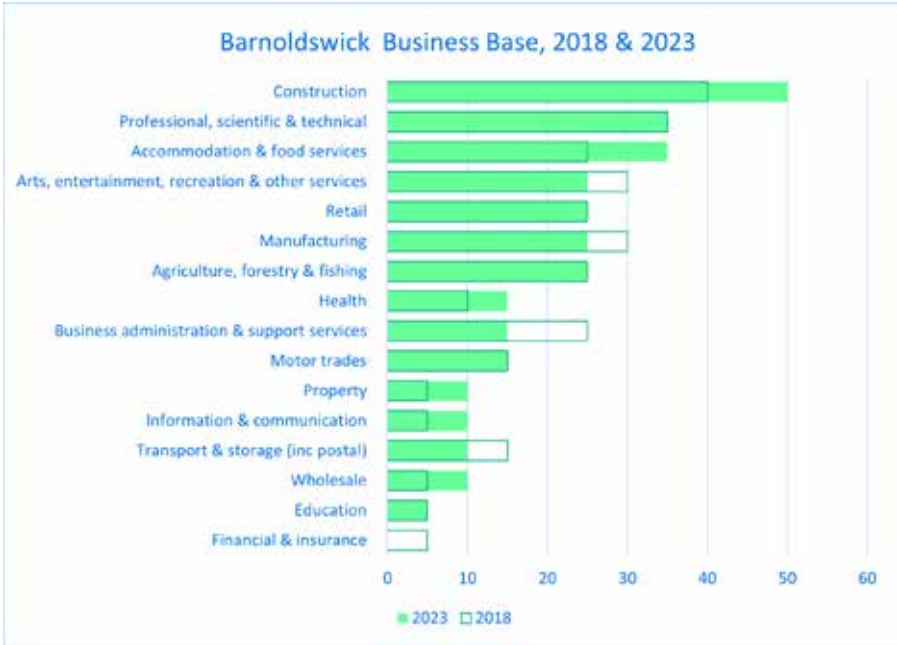


Figure 11. Barnoldswick Business Base Sectoral Composition 2018 & 2023

Source: UK Business Count, ONS, 2023

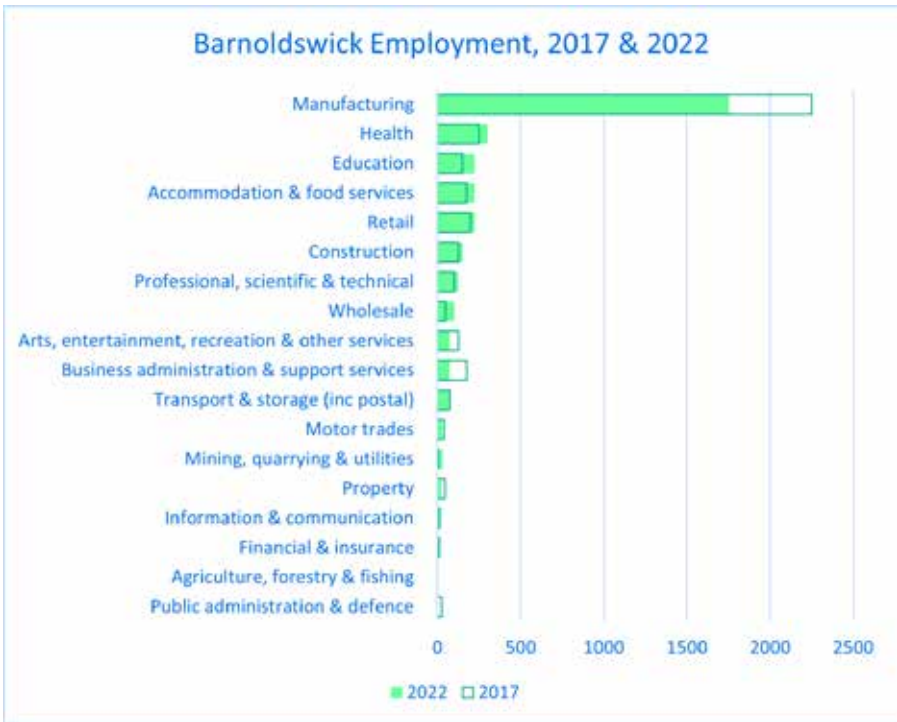


Figure 12. Barnoldswick Employment Sectoral Composition, 2017 and 2022

Source: Business Register and Employment Survey, ONS, 2022

Barnoldswick's accessibility

2.111 WSP undertook an assessment of the quality and effectiveness of existing transport facilities, services and infrastructure across the town in 2022. The following chapter gives a summary of transport conditions in the town.

2.112 Barnoldswick is located approximately 30 miles north of Manchester, 28 miles west of Leeds and 25 miles east of Preston and within close proximity to the Lancashire/Yorkshire border.

Highways & Parking

2.113 The potential exists to extend the public realm quality around the town square onto the adjacent streetscape.

2.114 Some streets within the town centre include wider footways but the current condition of the carriageway is poor for vehicles, pedestrians and cyclists.

2.115 There are a number of long stay car parks in the town centre, the car park adjacent to the Co-op, Wellhouse Road car park, provides 79 spaces with Rainhall Road car park providing space for 57 cars.



Figure 13. Evening journey times to Barnoldswick

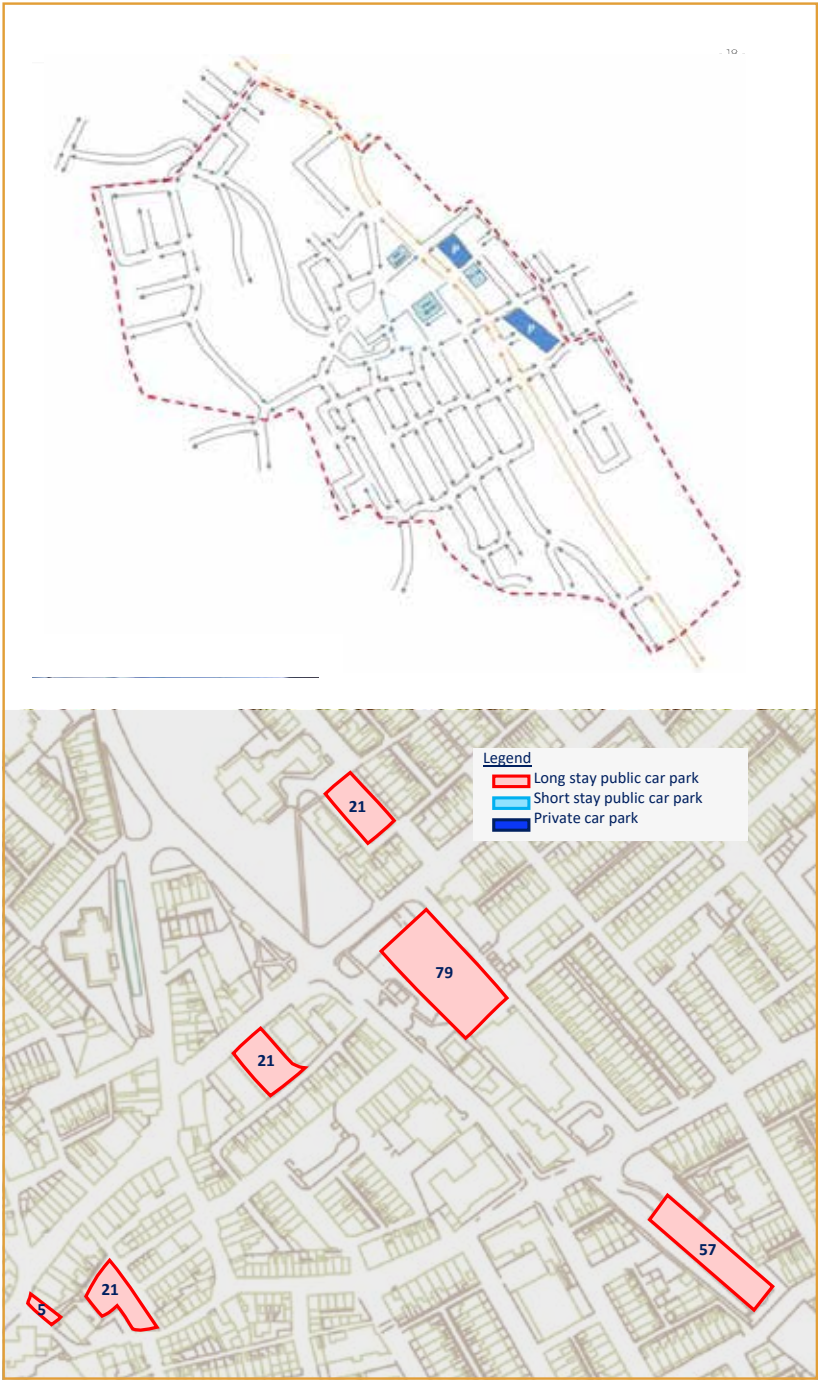


Figure 14. Movement plan and car parking locations

Public Transport

2.116 The primary bus hub in Barnoldswick is located on the Station Road/Fernlea Road Avenue junction adjacent to Barnoldswick Civic Hall. Buses can be accessed from this location to Burnley, Preston and Skipton.

2.117 The primary bus hub provides shelter for waiting passengers but there is the potential to improve facilities further with facilities such as real time bus information.

2.118 The opportunity exists to improve bus accessibility into the retail core of the town centre which, in particular, will improve access to the town centre for users who rely on bus services, for example those without a car, teenagers and the elderly.

2.119 There is the potential to investigate installing 'busgates' within the town centre to improve bus accessibility whilst retaining the quality of the existing public realm.

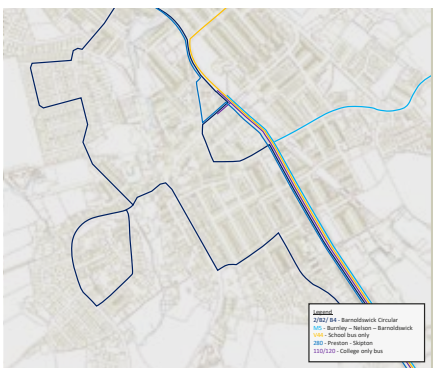


Figure 15. Bus routes plan

Walking and Cycling

2.120 Some of the traditional shopping streets in Barnoldswick are currently dominated by on-street parking alongside narrow footways.

2.121 Some spaces on the highway network have the potential to be improved to further calm traffic and improve pedestrian and cycle safety.

2.122 Major parking facilities are currently provided to the east of the main road through Barnoldswick (Essex Street) but current pedestrian and cycling crossing facilities across the main road are poor.

LCWIP

2.123 The emerging Local Cycling and Walking Implementation Plan (LCWIP) for the area has been developed and is out to consultation since our baseline work was undertaken. The projects tend to focus on a much bigger geography and broadly correlate with the work that we



Figure 16. Cycle routes plan

have undertaken here. Importantly the projects proposed cover both schemes internal to the town and those external. Within this document we highlight the importance of creating good links at a local level, particularly for those on foot, but that at a wider geography there is the potential to link employment and tourism into Barnoldswick through the reuse of former railway lines that run from Colne to Earby (and on to Skipton) and as part of that offer from Kelbrook Junction to Barnoldswick as high quality cycle routes. If these can be upgraded and in particular lit they can help form links not only locally to amenities and education, but also the wider employment where public transport does not run at hours related to shifts.

Strategic Opportunities

2.124 During the drafting of the masterplan, the government has confirmed the cancellation of the northern leg of HS2 from Birmingham to Manchester, which has been replaced by a series of 'Network North' proposals. As a result, amongst the context of anticipated improvements to existing railway services across the north, the reopening of the Colne to Skipton line, through Earby, should be considered as part of wider investment into northern connectivity.

2.125 Although unlikely to be a direct beneficiary of funds re-directed from HS2, its potential contribution to wider, sustainable connectivity can add to wider rail improvements.

What local people think

2.126 Placed are a consultancy which specialises in place education and engagement, developing knowledge and community insights into the built environment.

2.127 Placed led the public engagement on each of the three masterplan in two stages:

- Stage 1: Baseline engagement in October 2022
- Stage 2: Focus area workshops in Summer 2022

2.128 The feedback gathered for Barnoldswick from Stage 1 is described here.

Stage 1 Engagement

2.129 Placed conducted community engagement in October 2022 using a range of approaches:

- Pop-up event in Colne on 19th October, in Earby on 20th October (morning) and in Barnoldswick on 20th October (afternoon).
- Online survey running between 10th October and 31st October.

2.130 The pop-up events and the online survey followed a similar structure to allow for a combined analysis:

- What is missing in your town? Selection of precedents/ ideas covering six themes:
- Connectivity, Economy, Amenities, Community, Public spaces, and Housing.
- What is unique or special about your town?
- What three words would you like to be able to use to describe your town in ten years' time?
- What do you like about Colne, Earby and Barnoldswick?
- What would you change about Colne, Earby and Barnoldswick?
- How do you usually travel between the towns?

2.131 Events were promoted via social media, the Pendle Council website, and an email campaign.

2.132 In total, over **260** people took part in Placed engagement activities across the three towns.

2.133 The box on the opposite page provides a summary of the key messages coming out of the stage 1 consultation and meeting with the ward Councillors in June 2023.



What we heard:



Love

- Hip, vintage, retro family town
- Sense of community
- Independent shops and restaurants
- Countryside
- Attractive buildings
- Employment opportunities (Silentnight, Rolls-Royce, ESSE)
- Events (Ice and Fire festival, Bands on the Square, Christmas lights switch on)



Don't love

- Anti-social behaviour and feeling unsafe
- Quality of green spaces
- Lack of places to gather
- Traffic in the centre
- Access to public transport
- Lack of well-maintained routes



Hopes

- Good public transport links
- More opportunities to develop skills (short courses, makers spaces, work spaces)
- More employment opportunities for all ages (especially young people)
- More things for people of all ages to do (especially for young people)
- Well-lit spaces
- Housing for first time buyers, families, the elderly
- Higher quality local services (GP/ schools)
- Cycle provisions
- More free parking

Figure 17. Summary of feedback from the Public consultation pop-up in October 2022/ Meetings with Councillors

CHAPTER THREE

The challenges and opportunities



How Barnoldswick is doing

3.1 Below we summarise the key strengths, weaknesses and threats which have been identified through the previous work:

Strengths

- Distinctive town square setting: traditional historic grain and tight street network is intact around the Town Square (Conservation Area and Listed Buildings) - a means of promoting distinctiveness to visitors and day-trippers
- Strong bus links running through centre of town providing sustainable connections to Nelson and Blackburn
- Large public green spaces such as Valley Gardens, Skipton Road greenspace (informal) and Bank Street Park within short walking distance of the town centre
- A varied and high quality independent local retail offer which attracts visitors to the area bringing in spend and supporting the local economy. The town boasts second highest number of independent shops in the UK (from the 'Market Town' category of the Great British High Street competition) and a successful local market. (Barnoldswick - Visit Pendle)
- A strong community spirit which mobilises local volunteers and residents to invest in, support and improve their town centre. A clear sense of pride and ownership of the town centre
- Good accessibility through the town centre via its network of PROW's, Bridleways, and the Pennine Cycleway to the surrounding countryside, canalside and local parks.
- Set within a beautiful and dynamic landscape as well as high quality attractions nearby in Bancroft Mill, Letcliffe Park and Thornton Hall Country Park
- Strong community infrastructure including primary and secondary school provision providing a magnet to families
- Relatively high productivity reflects the sectoral composition of Barnoldswick's economy with manufacturing contributing to the town's high GVA output
- Manufacturing is a key employment strength and a relative and absolute specialism which supports well paid jobs. Major employers are situated within the town and only a short walk from the town centre
- High number of business startups in sectors such as hospitality, leisure and recreation and retail in addition to higher value sectors such as manufacturing and finance and professional services
- Low crime rate and reporting of crime can contribute to feelings of safety, community cohesion and pride of place
- Above average life expectancy and low prevalence of obesity reflects a higher quality of life and relative prosperity of the town
- Affluent population reflected in almost three quarters of housing being owned outright.

Weaknesses

- Poor quality connections to the marina and the canal. Narrow footways and uneven surfaces make these fantastic assets less accessible to all
- A poor sense of arrival from the south east and lack of gateways into the town from other directions
- Difficult to navigate around the town beyond Town Square with little directional signage
- Low quality public realm beyond the Town Square, narrow footways and limited spill out space for local businesses that combines to create a disjointed streetscape and pedestrian experience
- Some vacant and low quality buildings, these detract from historic character of place
- Low job density and net outflow commuting patterns suggest there are fewer job opportunities available for residents in the town
- Low economic growth since the 2008 financial crash coupled with the effect of Covid-19 will have a disproportionate effect on the quality of life of residents
- Static employment growth in Barnoldswick indicates an under-performing labour market compared to positive growth seen in the borough
- The rural character of Barnoldswick creates a barrier to access to services, impacting on deprivation within the town.

Threats

- Missed opportunities to better connect the offer of the town centre to surrounding major employers in order to capture spend locally
- Vehicle dominated Essex Street which runs to the east of the centre combined with the lack of arrival signage means Barnoldswick could become a thoroughfare for commuters
- Poor active travel connections from town centre to surrounding community amenities and assets, especially between the town centre and locations east of Essex Street, may result in greater numbers of localised vehicle movements and congestion
- Employment is reliant largely on the manufacturing sector with most other sectors experiencing an decline. This concentration may expose the town to future economic shocks and leave residents vulnerable should changes occur
- The ageing and declining population will further tighten the labour market as more people exit the workforce than those entering
- Low business density may deter future business investment as companies choose to locate and invest in areas where there are positive demand and supply conditions
- Low rents for commercial floorspace and low demand from minimal transactions is likely to have an impact on the ability to unlock new development due to viability constraints
- Loss of retail visitors to nearby towns such as Colne for higher order goods such as clothes
- Limits to Council funding may threaten future of the West Craven Sports Centre, which is an important community asset.

Opportunities mapping

3.2 The plan on the next page is our focus areas plan, which was tabled at the Barnoldswick public consultation on 13th July 2023. It sets out a long list of potential interventions, based on the opportunities identified here, which came out of the baseline and early public consultations.

3.3 Opportunities which could be considered through the masterplan were set out in a list accompanying the plan, detailed in the key/table opposite and on the following pages:

Opportunities

- Close proximity to the Leeds and Liverpool Canal, Letcliffe Park and wider countryside to west (Pendle Hill further west – southwest). The proximity of countryside and natural scenic locations can promote Barnoldswick as a suitable travel destination for nature lovers
- Employment opportunities can provide stable and long term resident community
- Celebrate the rich heritage and compact, walkable nature the town centre as part of a whole town offer that can attract more people to the town as part of a visitor experience
- Close proximity to Earby with potential to better connect the two towns via active travel as well as connecting to wider existing cycle and rambling routes e.g West Craven Way, The Pennine Cycle and Bridleway routes which also pass through the town centre
- Establish a network of safe and legible pedestrian and cycle routes that offer alternative local trips across the town to surrounding assets and amenities, encouraging healthier, more active lifestyles
- Do more with the large greenspace on the former of railway sidings which could support the town to accommodate larger events as part of an expansion of the town’s events offer
- Leveraging the strength of the manufacturing sector to deepen and diversify the cluster and support higher value activity. Establish Barnoldswick as a place to establish business activity
- Small scale employment growth in retail, professional, scientific and professional, business administration & support, and education.
- Better promote Barnoldswick’s work – life offer. Strong full fibre availability, fast download speeds and affordable housing and exceptional accessibility to outdoor spaces positions Barnoldswick as an attractive place to live and work, particularly in light of the home-working trend
- The post-pandemic growth in new businesses represents an opportunity to scale up and grow the business base through an appropriate business support, skills and commercial property offers within the town centre.

Figure 18. Focus areas plan: town centre, July 2023

Key	Focus Area Reference
	B1.1 - B1.3 Key arrival points
	B2 Town Square area (more zoomed in version on additional plan)
	B3 Priority active travel corridors
	B4 Terrace street enhancement areas
	B5 Opportunity sites
	B6 Improvements to existing buildings
	B7 Shop front improvements
	B8 Improving key corridors
	B9 Priority junctions
	B10 Green Street connection
	B11 Town Green
	B12 Streetscape improvements
	B13 Public space improvements

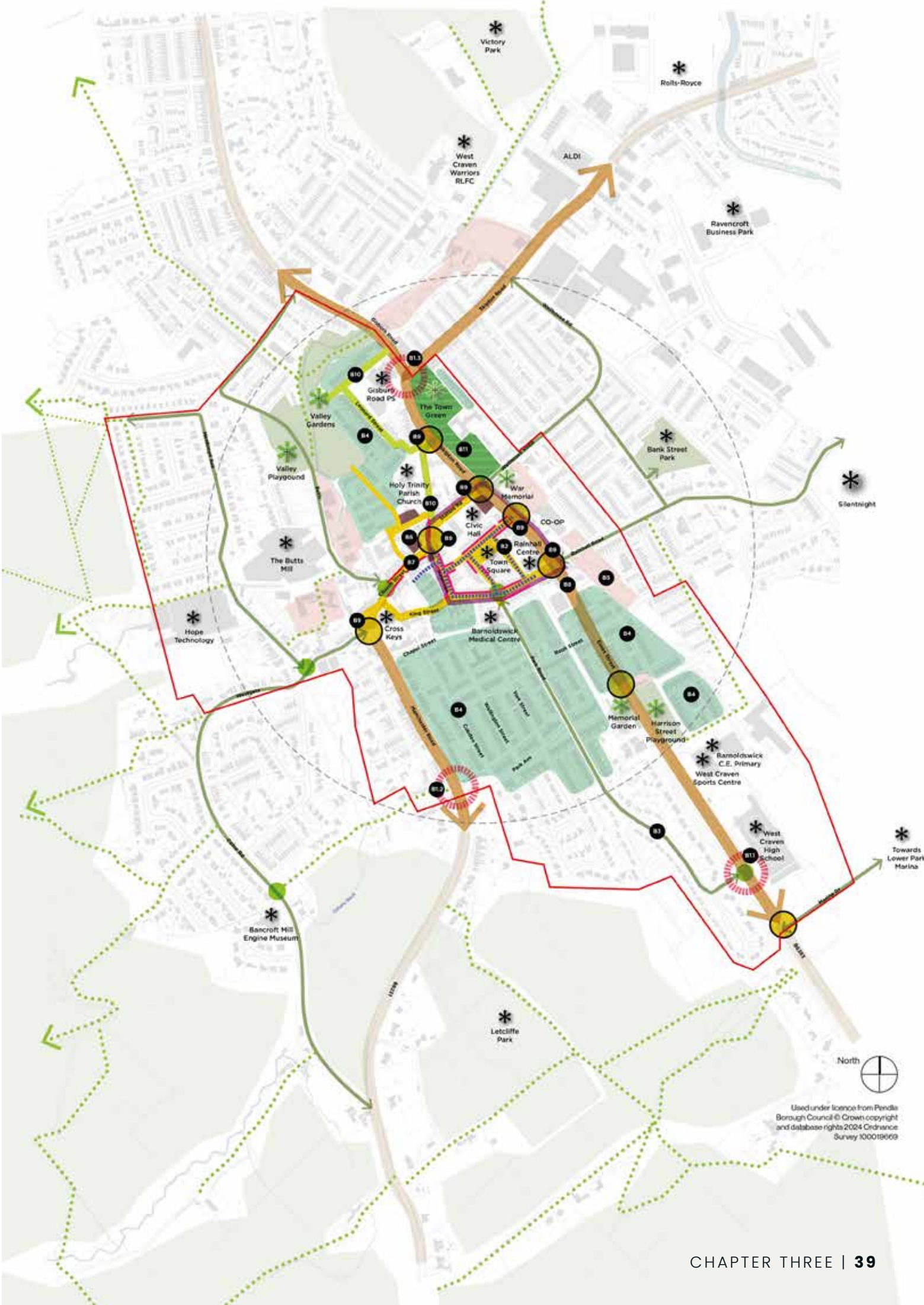


The plan and key sets out possible interventions for the town centre, and we asked people to comment on these at the public consultation in July 2023. Their responses are provided on the following pages.

The plan and key sets out possible interventions for the town centre, and we asked people to comment on these at the public consultation in July 2023. Their responses are provided on the following pages.

Figure 19. Focus areas plan: wider, July 2023

Key	Focus Area Reference	Description- The following are ideas/questions that could be included/discounted as the masterplan is developed following feedback
	B2.1 Town Square	<div><div></div> Streetscape interventions for those streets which lead to and around Town Square to better define the centre of the town and reduce vehicle dominance by introducing:<ul style="list-style-type: none">• High quality pedestrian friendly paving• Improved junction crossing features from surrounding primary streets• Street tree planting and street greening• Improved lighting & signage• More seating, spill out space for local businesses (cafés) and improved provision of bins<div></div> Indicative locations of information, signage and free Town Centre wifi to improve physical and digital connectivity</div>
	B2.2 Town square back streets	<div><div></div> Improvements to the back streets surrounding the town square for additional active approach routes towards the square, increase well lit and maintained spaces in an effort to reduce anti social activities</div>
	B2.3 Creating more people focused streets	<div><div></div> Street scape improvements along Rainhall Road, Newtown, Church Street and Station Road to support the businesses located along them and to connect to potential opportunity sites and the Town Green. Interventions could include:<ul style="list-style-type: none">• Formalising parking bays• Pedestrian and residents prioritised street design, e.g.- narrowing vehicle carriageway• Enhanced materials• Tactical urbanism e.g.- pop up uses and experimental planters, seating areas and spill out spaces<div></div> Opportunities to reconfigure junctions where possible to allow vehicle access but also allow for more comfortable and connected pedestrian journeys</div>
	B2.4 Enhanced pocket space	<div><div></div> Improving the quality of the existing public space at key junction leading to the Town Green by improving materials, seating, lighting and screening from Skipton Road</div>
	B7 Shop front improvements	<div><div></div> Working with local business owners to improve the quality and consistency of the Town's shops and stores to reinforce Barnoldswick's local character as a boutique retail destination and create a unique resident and visitor experience.</div>
	B9 Priority junctions	<div>Priority junctions which could benefit from improvement/ reconfiguration to reduce the dominance of vehicles, such as:<ul style="list-style-type: none">• Narrowing junction necks• Foot way build-outs,• Enhanced paving materials• Improved pedestrian crossing• Traffic calming as part of a movement network around the town and through residential environments<div><div></div> B9.1 Essex Street/ Rainhall Road</div><div><div></div> B9.2 Fernlea Ave/ Albert Road (Town Square)</div><div><div></div> B9.3 Station Road/ Skipton Road to access the Town Green</div><div><div></div> B9.4 Skipton Road crossing to access the Town Green</div></div>



Public consultation

3.4 In Summer 2023, the team carried out a second round of community consultation. This round of consultation wasn't planned in the original Council brief, but following feedback from Councillors and the local community, it was decided that it would be useful to consult with the community earlier in the programme and provide sessions for each of the three towns, rather than all together.

3.5 This resulted in separate engagement sessions in each of the towns and allowed the team to get local people's views on the emerging opportunities and ideas for the town.

Stage 2 Engagement

3.6 Pendle Borough Council promoted and hosted two sessions in Barnoldswick, which took place on 13th July between 5:30pm and 7:30pm and 26th September between 6pm-8pm in Barnoldswick Civic Hall.

3.7 The community engagement workshops followed the following structure:

- Presentation from Pendle Borough Council to outline what a masterplan is and the benefits of having one.
- Presentation led by OPEN to outline the findings from the baseline study and previous engagement exercise and how these had fed into the emerging draft focus areas/opportunity mapping plans.
- Breakout workshops which involved participants being split into groups across several tables, to discuss the large print out plan showing

the key focus areas and emerging opportunities (see plan on the previous page). Each table was facilitated by a member of the consultant team or Council.

- Discussion on which projects attendees felt were priorities for their town and the timescale in which they felt each priority should take place

3.8 Events were promoted via social media, the Pendle Council website, posters displayed in prominent local spaces, and an email campaign.

3.9 The session was attended by 66 participants.



Feedback

3.10 Below we summarise feedback from the event. It is based on the views of those who participated on the day, so may not reflect the opinions of other people in Barnoldswick.

3.11 In general, people were positive about the projects outlined on the masterplans. We had lots of input from young people, who spoke regularly about feeling unsafe around the town (particularly at night) and there not being many places for young people.

Signage, street furniture and art:

- Strong support for all signage, street furniture and lighting to be in-line with the historic character of the town.
- People felt that installing lighting would help combat antisocial behaviour at Valley Gardens, as well as some residential streets (Bessie Street, Alice Street and Robert Street).

- Lots of support for new seating around the town (e.g. traditional seating around Town Square).
- One of young people's most common comments was a request for more bins across the town.

Greening:

- Lots of support for enhanced greening (around the town and wild areas on the Town Green and parks).
- There were conflicting views about closing off the back alleyways. Some felt it a positive solution to greening and creating improved resident spaces; others felt they should continue to remain open for parking and for waste removal.

Public Events:

- Lots of people spoke about wanting to increase Barlick's events offer, in order to bring more visitors into the town (e.g. public events on the square, reinstate the weekly market, and events specifically aimed at young people).

Walking and Cycling

- Strong support for increased cycling provisions amongst both adults and young people, particularly for turning former railway line into active travel route, and for segregated cycle paths in general.
- Support for Park Road cycle path- noted parking would need reconsidering, as currently provided on both sides.

Roads and Traffic Calming

- Young people expressed lots of concern about air pollution in the town, particularly at school pick-up areas where they say drivers leave engines running for long periods of time.
- A number of people suggested need for 2 zebra crossings where Skipton Road meets Gisburn Road (B1.3) – 1 on Skipton Rd, 1 on Gisburn Rd.
- Some people suggested pedestrianising the bottom of Newtown.
- Someone suggested including a zebra crossing at the junction of Skipton Road and Fernlea Avenue.



- Someone suggested the one-way system on Station Road should be in reverse direction.
- Some young people suggested another pelican crossing at West Craven High School.

Parking

- Parking was a common theme amongst adults, whilst young people prioritised walking and cycling provisions. People (adults) feel that it can be quite hard to park in Barlick, especially on event days. Parking often spills out into surrounding car parks (e.g. Co-op) and people were keen for these to be retained.
- Parking around terraced housing is difficult – people said they resort to parking in back streets.
- Some people feel there should be increased parking and drop-off areas around Barnoldswick Church of England School and West Craven Sports Centre.
- Some suggested that Mosley Street and Park Road (lower ends close to town) should be resident only parking.

Public Transport

- There was a big focus on demanding better public transport. Many people considered improving the regularity of public transport a priority. Others spoke

about the need for buses to start earlier and finish later, to allow locals to get to and from work in neighbouring towns and cities.

Jobs and Economy

- In general, people feel there are not enough career opportunities in Barlick, and that the town's economy relies too heavily on Rolls-Royce and Silentnight. They want to encourage more diverse employers to stabilise the town's economy.

Youth Provision

- As with all 3 towns, this was a common topic amongst both young people and adults. Young people spoke about there not being enough safe spaces for them to socialise in groups, with a particular lack of LGBTQ+-friendly spaces. Many spoke about needing a youth club (the previous one closed).
- Concern about the future of West Craven Sports Centre.



Project Specific

- General agreement on better connection to Marina with a more uniform, better-quality paving and sign posting from Town Square and Essex Street.
- Some people prioritised public realm improvements to Rainhall Road, Newtown and Church Street to help align with the Town Square.
- Mention by a number of participants of need for a larger health centre with parking to improve access to healthcare for residents.
- Mention of former St Andrew's Methodist Church building on Mosley Street, being a heritage building but currently derelict.

Draft Masterplans for Public Consultation:

Following the round of summer consultation in 2023, the team reviewed the feedback gathered and incorporated these comments as the Draft Masterplan for Consultation was being prepared.

These Drafts were published on the Council's website for a period of 3 weeks, from 19th February to 11th March 2024 allowing the community to view and comment on the Draft Masterplan.

Once the consultation window closed, all comments were collated, reviewed and evaluated by the Council and team. Those comments that could be included as far as practically possible were, and for any that could not be, a justification was made and recorded within a comments tracker, held by the Council.



CHAPTER FOUR

Vision and objectives



Vision

4.1 The Vision for Barnoldswick is set out below. It will help to guide future opportunities identified within the masterplan, ensuring that future projects, investment opportunities and interventions fundamentally supports and aligns with the Vision and its objectives.

A hip, retro town that is proud to celebrate its independent charm, historic identity and industrial commerce. A town where its people, communities and businesses are supported to prosper.

A characterful and distinctly compelling heritage town with a thriving collection of independent retailers set within an attractive network of streets and spaces. A town which invites people to explore, dwell and recharge. Barnoldswick, or Barlick as it's known locally, has proud manufacturing traditions, is home to technological leaders and full of community spirit. It will offer high quality services, a personable visitor experience and a great quality of life. Gloriously located near to the Forest of Bowland Area of Outstanding Natural Beauty and the Yorkshire Dales National Park, it is also connected to the Leeds and Liverpool Canal and high quality local parks and greenspaces. Together we will support our town centre and its residents to thrive in a sustainable and inclusive way, creating a place that promotes the best of what Barnoldswick has to offer.



Strategic objectives

4.2 The objectives below have been developed alongside the vision to help steer the spatial framework. They are cross-cutting statements which could be met through a number of different projects, and have been identified based on the feedback from the consultation and baseline reviews.

- SO1

Maximising the potential of Town Square and expanding this to its surrounding streets and spaces to provide the community with the capacity to deliver a range of activities and an enhanced, more curated visitor experience
- SO2

Addressing physical barriers to better connect the town centre to its surrounding employment, leisure, and outdoor assets
- SO3

Celebrating the Town Centre’s heritage assets and character by bringing derelict buildings back to life and promoting the towns proud manufacturing heritage e.g Bancroft Mill
- SO4

Enhancing its town centre and surrounding residential areas through public realm improvements encouraging greater dwell time and managing vehicle movements where we can to promote a more people focused series of streets
- SO5

Supporting community well-being and healthier lifestyles through high quality active travel links to surrounding attractions such as the Canal Marina, canal tow paths and West Craven Way encouraging visitors and residents to explore more on foot and bikes
- SO6

Establishing an ecosystem that supports local employment growth within and around the town centre and maximising its full-fibre availability
- SO7

Harness the post-pandemic trend of home working and job relocation by promoting the town as a place with all the amenities of an urban location but with the benefits of a rural community, culture and lifestyle balance



CHAPTER FIVE

The spatial framework



Introduction

5.1 The spatial framework organises our place based priorities for change across the town centre. These priorities then translate into a series of projects, which we have categorised by theme and introduce from page 56.

5.2 The components which make up the spatial framework are detailed below:



The spatial framework plan:

This plan sets out our recommended interventions across different locations in the town. It shows how interventions relate to each other, based on the location of the retail core, key assets around the town centre such as parks and schools, key features such as historic buildings or waterways and key roads and routes into and around the town.



The movement framework plan:

This plan focuses on movement around the town and sets out our recommended interventions for improving access and enhancing the experience of arriving and travelling into the town by different modes of transport.



Barnoldswick Town Centre Masterplan

Themes	1 An enhanced town	2 A walkable town	3 A greener town
	Signage & branding Rainhall Road Church Street	Public realm improvements Marina connections Active travel routes West Craven Greenway EV charging	Back street improvements Town Green
Projects			

The themes and projects:

This section provides more detail on the projects emerging through the spatial framework. Each project is categorised by a theme to help understand their contribution to the holistic themes of the masterplan.



The opportunity sites plan:

This plan identifies the opportunity sites we have selected through the masterplan process, to prioritise for redevelopment/ refurbishment/change of use. Development on these sites would be subject to further testing and viability, but we believe these are key to delivering the spatial framework.

The spatial framework

5.3 This plan sets out our recommended interventions across different locations in the town.

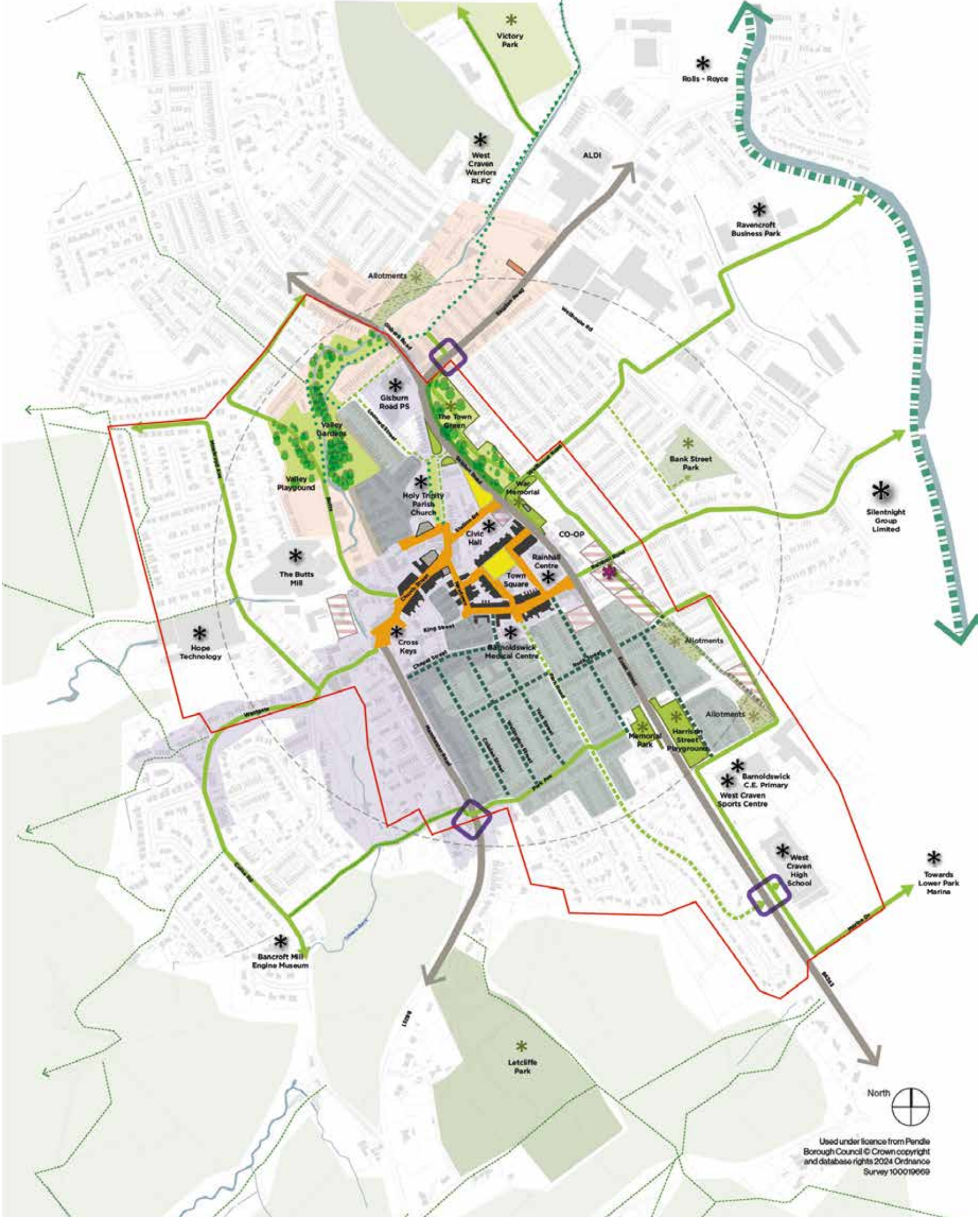
5.4 Interventions are focused around the town square and retail corridors into the town along Rainhall Road and Church Street.

5.5 We have also identified some key opportunity sites, which although outside the masterplan boundary, could help deliver the goals of the masterplan, particularly by enhancing connections between Valley Gardens, the town centre and Victory Park.

5.6 The framework also identifies Town Green as a key location for landscape enhancement.

Figure 20. Barnoldswick spatial framework plan

- Key:
- Masterplan boundary
 - Community assets
 - Existing buildings
 - Buildings retail offer
 - Barnoldswick conservation area boundi
 - Corn Mill conservation area boundary
 - Kelbrook Road / Fernlea Ave / Skipton Road corridor
 - Public Rights of Way (PRoW)
 - Existing greenspaces which could be improved
 - Existing local streets
 - Rivers & waterbodies
 - Gateway features to the town
 - Local active travel routes
 - Pedestrian friendly streets
 - Leeds Liverpool canal towpath
 - Potential mobility hub
 - Areas where existing residential streets and back streets could be improved
 - Improved town centre streets
 - Areas of improved hard landscape
 - Historic buildings to be improved
 - Potential future development sites



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Movement framework

5.7 This plan focuses on movement around the town.

5.8 It identifies primary roads into the town (Manchester Road, Skipton Road/Kelbrook Road) and identifies where we might improve the routes around the town square.

5.9 A key proponent of this plan is the active travel routes, which will enhance walking and cycling routes to key destinations around the town such as the employment areas to the north and east, local schools and residential areas surrounding the town.

5.10 The plan also highlights the location of the Leeds and Liverpool Canal, and how these active travel corridors might link to onto the canal to better connect with the town centre and employment locations here.

Figure 21. Barnoldswick movement framework plan

Key:

Masterplan boundary

Town centre assets

Skipton Road / Kelbrook Road corridor

Public Rights of Way

Existing local streets

Leeds Liverpool canal towpath

Movement Strategy Improvements

Key junction improvements

Local junction improvements

Active travel routes

Route 1

Route 2

Route 3

Route 4

Route 5

Potential to extend Route 1 to create sustainable travel corridor

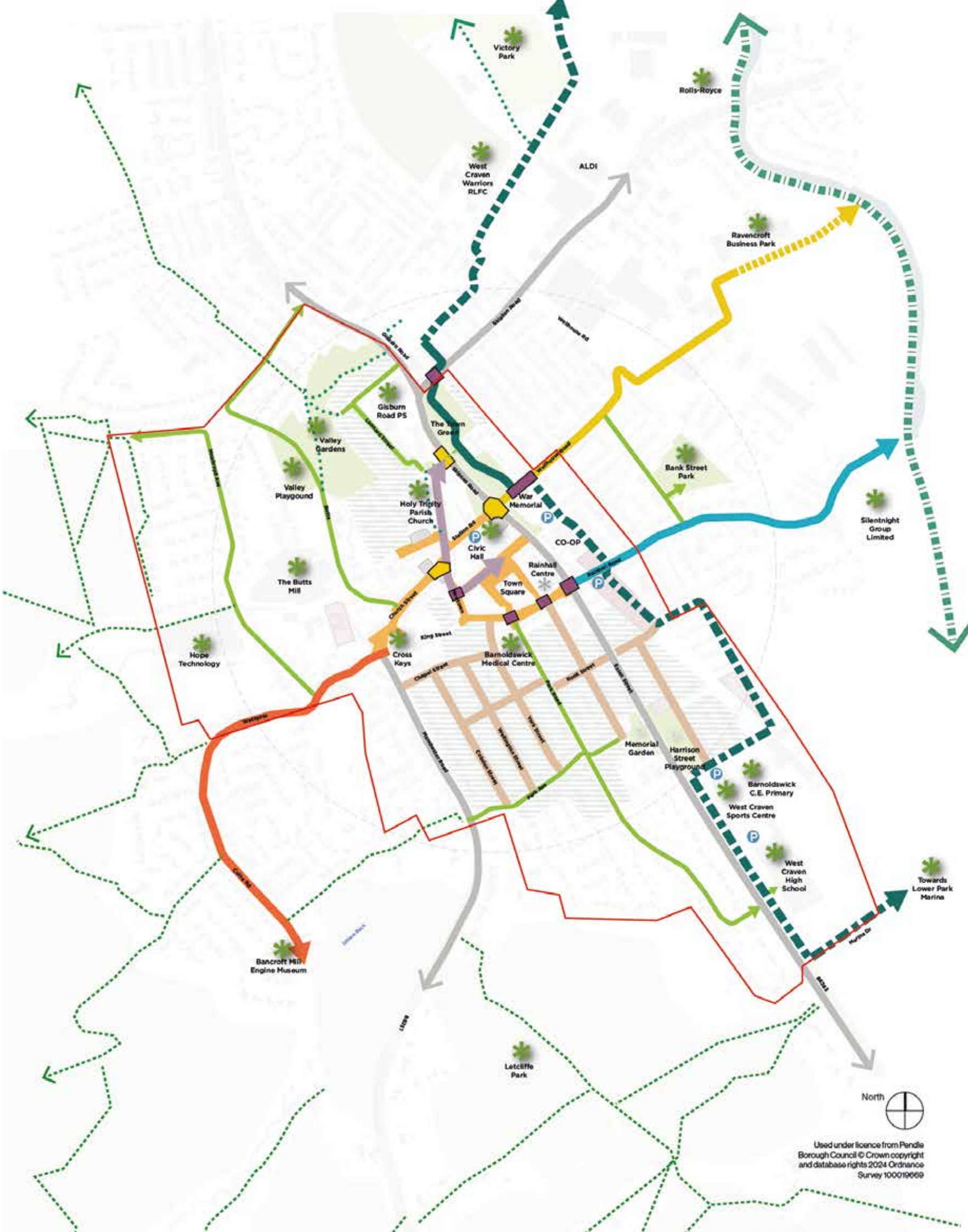
Improved town centre streets

Greener residential streets

Pedestrian friendly streets / quiet streets

Pedestrian links

Town centre parking (alongside on-street parking provision)



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The themes

5.11 The following themes have been identified as areas for intervention and informed through public consultation feedback and discussion. The key themes are set out below, with each theme having a number of potential projects to support its delivery.

5.12 Each theme supports the Vision and objectives of the Barnoldswick Town Centre Masterplan.

5.13 The projects set out on the following pages have been chosen based on impact, deliverability and popularity, and information provided under each project would be subject to more detailed design development and stakeholder consultation as and when they come forward for delivery/development.

Tackling climate change

5.14 In 2019 Pendle Borough Council declared a climate emergency and themes focused around carbon reduction are outlined in the Council's Climate Emergency Action Plan (CEAP), which include:

- Supporting and enabling sustainable travel
- Reducing carbon emissions and energy demand from the built environment
- Reducing the harmful impacts of waste and water consumption
- Supporting our communities to take action
- Supporting our future generations to find solutions

- Making sure we consider climate change in everything we do
- Supporting biodiversity and the natural environment to help local carbon off setting opportunities.

5.15 As well as supporting and securing the economic vitality of Barnoldswick, these themes and their supporting projects will contribute to addressing the themes within the CEAP, ensuring that both new development and existing urban areas respond to the challenges associated with climate change and biodiversity decline.

5.16 The themes for Barnoldswick are identified as:

Theme 1 – An enhanced town experience
This theme is about enhancing and making more welcoming the arrival experience into the centre of Barnoldswick. This theme seeks to design signage which celebrates the character and heritage charm of the town, pointing visitors to key destinations and helping to tie the town centre assets together.
Theme 2 – A walkable and connected town
This theme is about ensuring pedestrians can get around town with ease, creating streets which are more balanced towards movement by pedestrians and cyclists and not as dominated by cars and parking.
Theme 3 – A greener town
This theme is about enhancing existing green spaces in the town, which could function better such as Town Green, improving access to and between existing green spaces around the town, and creating new pockets of planting to more traditional terraced streets which currently lack amenity greenspace and offer few opportunities for biodiversity.

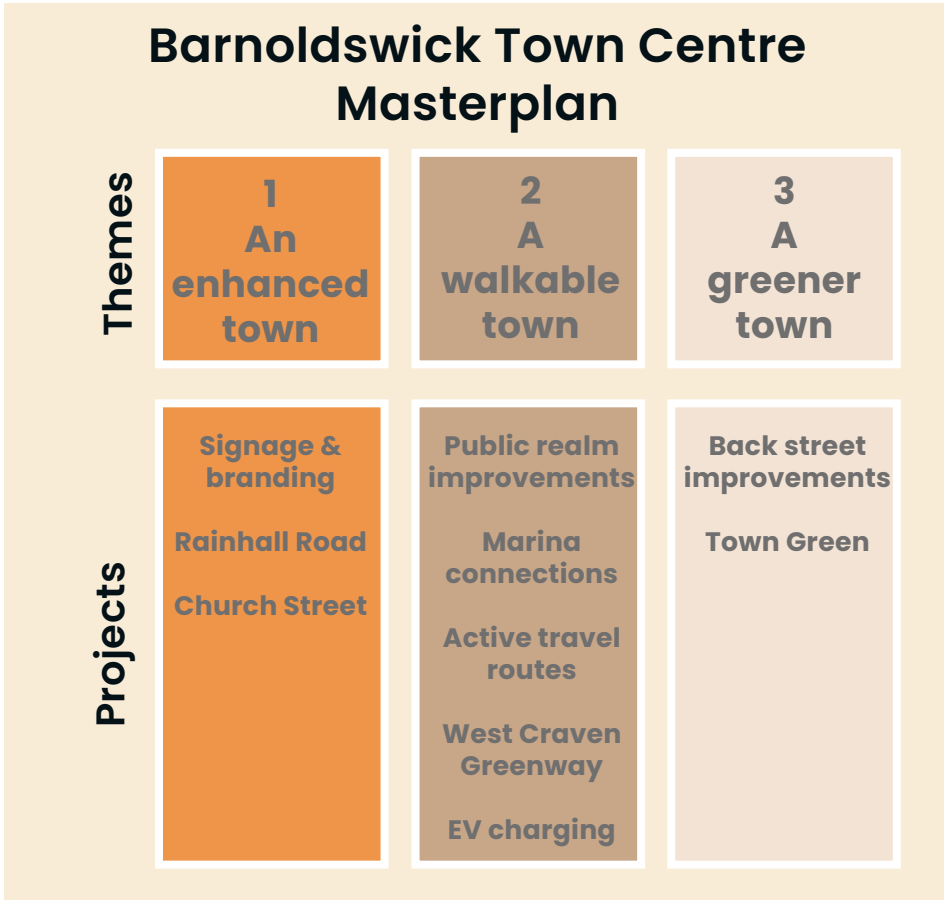
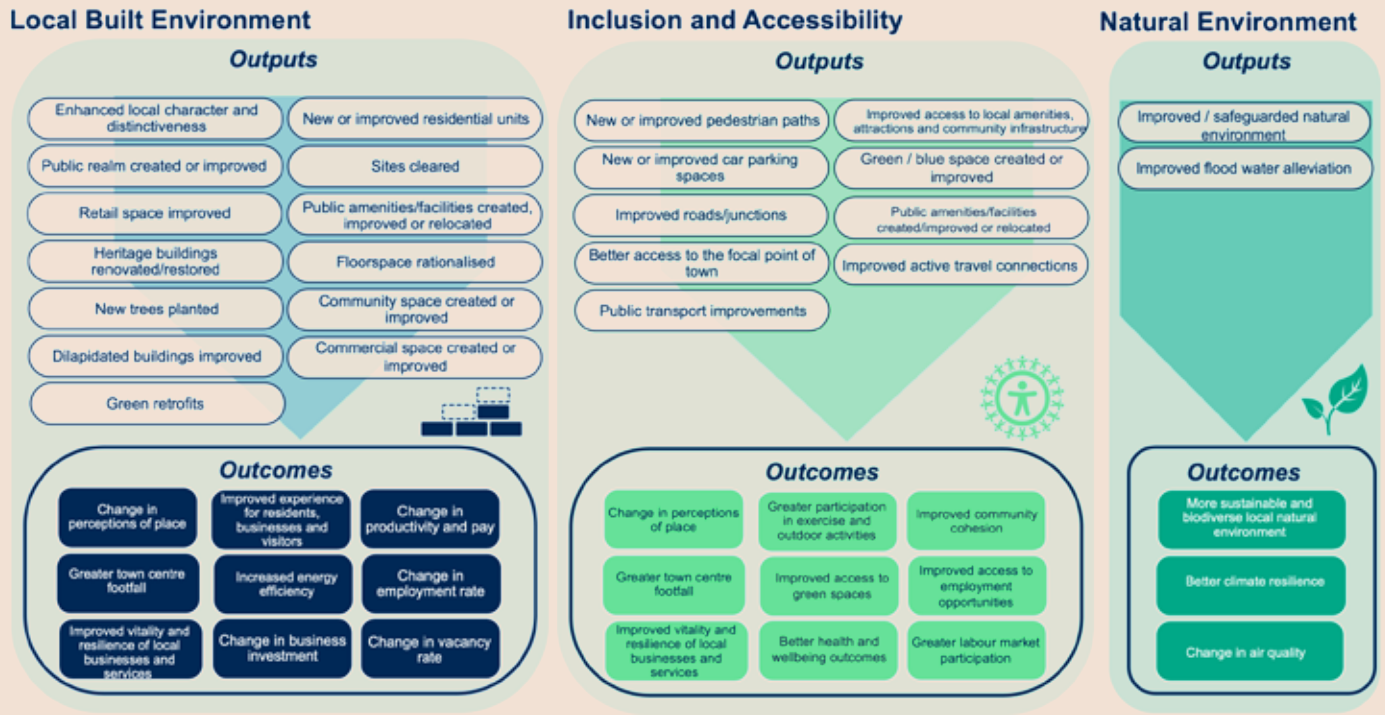


Figure 22. Barnoldswick Themes and Projects Summary

Benefit realisation

The infographic below displays the outputs and outcomes that will flow from the delivery of the masterplan projects. These have drawn inspiration from intervention frameworks developed under recent public funding initiatives such as Levelling Up and UKSPF, demonstrating alignment with the prevailing funding environment. Outputs are summarised under three broad thematic areas: local built environment, inclusion and accessibility and natural environment.



Theme 1: An enhanced town experience

Introduction to theme 1

5.17 'An enhanced town experience' is about taking a more human-centred approach to the design of the environment. It is about easing movements for those on foot, providing interesting features and pleasant, easily navigable spaces which encourage people to slow down, spend time in and interact with each other in. We want to encourage a rich mix of shops and services in the centre and ensure the existing retail offer continues to flourish. Raising Barnoldswick's profile as a great town to spend the day in, can help attract more visitors to the town, grow its audience and better capture spend.

5.18 The projects in this theme look at better branding and signage which celebrates the town's character, heritage and charm and recommends improvements to the arrival experience along Rainhall Road and Church Street, which are key retail corridors in the town. We have suggested interventions which create a more unified town centre experience for people on foot, but which retain parking spaces and access to the centre by car, which was highlighted as a key issue through the public consultation.

5.19 The key projects that support theme 1 are:

- Branding and signage
- Rainhall Road corridor improvements
- Church Street corridor improvements

Potential benefits:

5.20 Theme 1 focuses on creating a more welcoming experience in the centre of Barnoldswick. The theme seeks to design signage which celebrates the character and heritage of the town, pointing visitors to key destinations and helping to link town centre assets together. The theme will enhance the local character, creating and improving public realm as well as providing improved access to the town centre by providing new and improved pedestrian paths, improving roads and junctions.

Alignment with vision and objectives

- ✓ SO1 – Town square experience
- ✓ SO2 – Connections to employment, leisure and outdoor assets
- ✓ SO3 – Town centre heritage and heritage assets
- ✓ SO4 – Public realm improvements
- ✓ SO6 – Healthy employment ecosystem
- ✓ SO7 – Mix of amenities, rich in culture

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">▪ Enhanced local character and distinctiveness▪ Public realm created or improved	<ul style="list-style-type: none">▪ Change in perceptions of place▪ Improved experience for residents, businesses and visitors▪ Greater town centre footfall▪ Improved vitality and resilience of local businesses and services
Inclusion and Accessibility	<ul style="list-style-type: none">▪ New or improved pedestrian paths▪ Improved roads/junctions▪ Better access to the focal point of town	<ul style="list-style-type: none">▪ Improved pedestrian and road safety▪ Greater town centre footfall▪ Improved vitality and resilience of local businesses and services▪ Greater participation in exercise and outdoor activities▪ Better health and well-being outcomes

Project 1.1: Branding & signage

5.21 Barnoldswick's layout and urban grain promotes a dense, walkable town, full of characterful buildings, views and vistas. There is an opportunity to create a professional brand and identity for the town, which can inform a set of totems and wayfinding signs and help promote its hip and independent feel and create a better sense of place.

5.22 This intervention was supported by local people at the public consultation and we would recommend a professional branding exercise and wayfinding strategy is designed to help raise the profile of Barnoldswick and attract visitors from further afield to spend the day here.

5.23 We recommend the following:

- Developing a branding palette of materials, textures and colours for wayfinding and gateway features that are sensitive and complementary to the local character and Barnoldswick's built heritage, a local artist could be commissioned to steer this.
- Providing a suite of signage options with different functions, for example for navigation (e.g. to direct to the town square, town green or canal), to emphasise heritage assets or to point visitors to a place of interest further afield.
- Gateway installations to symbolise arrival into the town square and a higher quality shopping experience.
- Signage aligned with key active travel corridors promoted by the masterplan, including a potential new access to the West Craven Greenway.

Focus areas

- Town square and surrounding streets
- Leeds and Liverpool Canal
- Key arrival locations on the edge of the town centre, which signify the arrival into Barnoldswick - Kelbrook Road by West Craven High School, Skipton Road, at the northern end of Town Green and Manchester Road by the Greyhound Pub.



- 1) Artwork related to a place and its history, Timekeepers Square, Salford
- 2) Gateway signage into Carnaby Street, London
- 3) Bespoke village signage, Chislehurst
- 4) Totem with planting outside Torvehallerne Market, Copenhagen

Theme 1: An enhanced town experience continued

Project 1.2: Rainhall Road corridor improvements

5.24 Rainhall Road is an important retail street in the town and a key gateway into the heart of the town around Town Square. It also forms an important link in local pedestrian routes from north to south, linking major residential areas of the town to its south and West Craven High School to the town centre, away from the busier road corridors through the town, for example along B6383 (Essex Street).

5.25 While not unattractive in its current format, a series of pedestrian improvements around its junctions – for example with Mosley Street and Park Road could help road safety, by exposing pedestrians to the carriageway for shorter time periods, while maintaining parking capacity.

5.26 Buildouts of carriageways could also accommodate these movements, whilst at the same time improving visibility for drivers past parked cars.

5.27 The plan to the opposite illustrates what could be possible along Rainhall Road.

5.28 A package of public realm improvements funded by the UK Shared Prosperity Fund are currently being designed and identify areas where footpaths can be widened and new paving laid. These plans will help create a better experience along Rainhall Road and further works identified in this project could be brought forward as more funding becomes available.



Theme 1: An enhanced town experience continued

Project 1.3: Church Street corridor improvements

5.29 Church Street forms an important link into the town with some larger premises that require front servicing. At present this is provided for by reducing footway widths throughout the corridor.

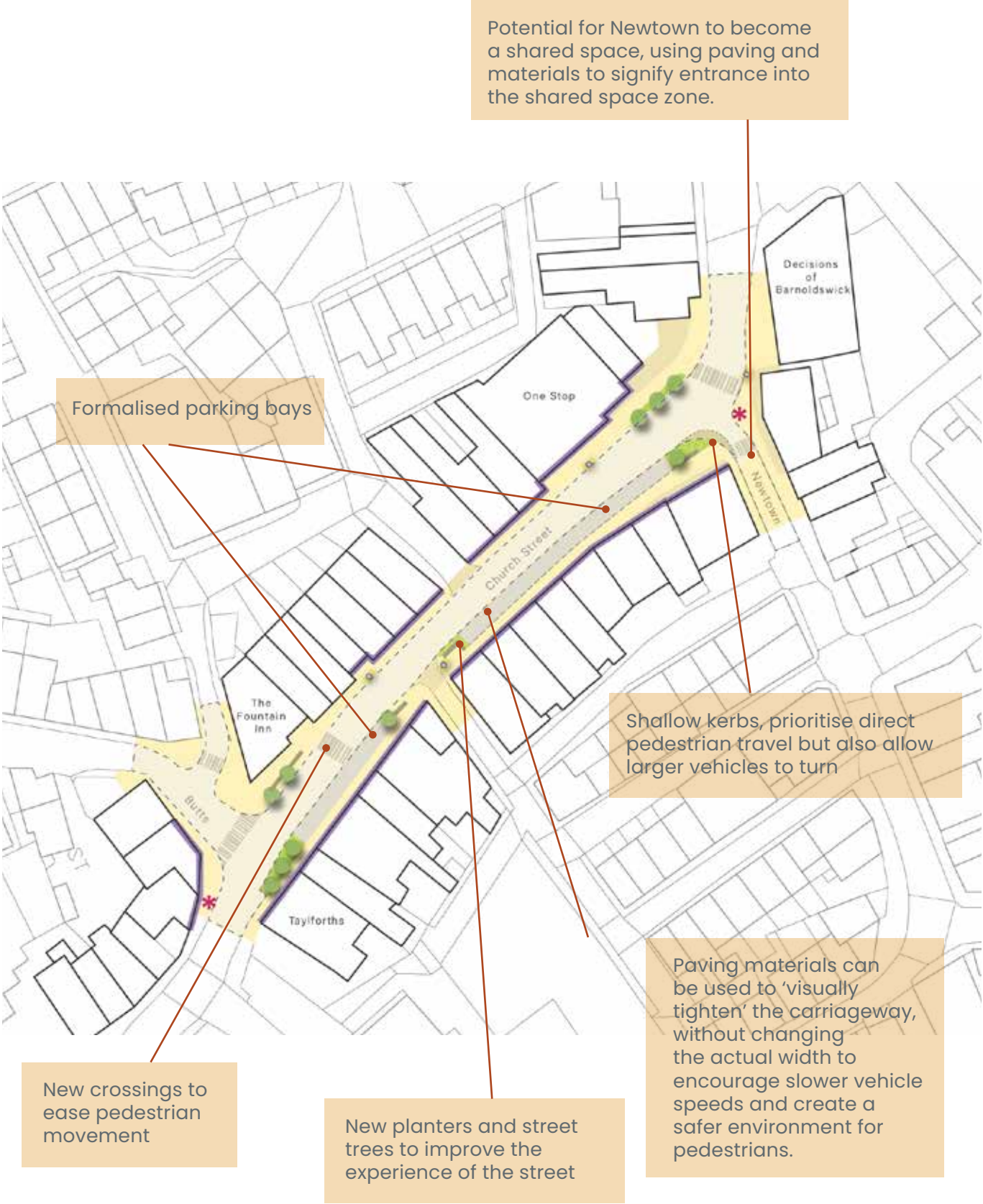
5.30 A scheme that looks to 'visually tighten' vehicular roadspace (that is through use of materials, as oppose to reduction in the width of the carriageway) and defines loading bays (but doesn't stops loading/servicing) could be developed by providing shared raised areas for loading.

5.31 Church Street in Preston is a good example of where this balance has created a better use of space than the former situation where 'tarmac' was dominant. Church Street in Barnoldswick, while relatively narrow, has the potential to be a much more pedestrian friendly street, without unduly restricting movement of vehicles.

5.32 A shop front improvement scheme could also be piloted along Church Street, provided match funded grants to help shops improve their exteriors and create a higher quality arrival into the town.



Stamford New Road in Altrincham, where high quality public realm works have redefined the highway space, permitting access and parking for cars as well as loading for shops, but prioritising the experience for pedestrians first. Combination of different paving material within the carriageway, visually narrows it and helps to calm traffic speeds, without reducing the width of the road space.



Theme 2: A walkable and connected town

Introduction to theme 2

5.33 A walkable and connected town is about improving connections within the town for those travelling on foot or by bicycle. It is about improving access and enhancing the experience along routes between key town centre assets such as parks, schools and shops and residential areas to encourage more sustainable journeys and more active lifestyles.

5.34 There is widespread research on the benefits of walkability in cities and towns, which include economic, social and environmental benefits (see for example Arup’s report as part of their Cities Alive series: [Towards a walking world](#).) We want to provide a better balance of space for pedestrians and cyclists in Barnoldswick and encourage people to walk and cycle more by making easier and more pleasant, particularly for short, local journeys and trips.

5.35 The key projects that support theme 2 are:

- Public realm improvements on streets leading to the Town Square
- Marina and canal connections
- Active travel routes
- West Craven Greenway
- Electric charging

Potential benefits:

5.36 Theme 2 will deliver an improved local built environment through investment which enhances local character and distinctiveness benefiting residents, businesses and visitors alike. This will create a shift in the perceptions of place and improve the vitality and resilience of local businesses and services through increased footfall. This theme will support inclusion and accessibility through investment which delivers improved active travel connections, improved access to local amenities, attractions and community infrastructure, improved roads/junctions, and better access to the focal point of town. This will facilitate outcomes such as encourage greater town centre footfall which in turn will improve the vitality and resilience of local businesses and services, as well as improving access to green spaces, deriving health and wellbeing outcomes through greater participation in exercise and outdoor activities.

Alignment with vision and objectives

✓

SO1 – Town square experience

✓

SO2 – Connections to employment, leisure and outdoor assets

✓

SO4 – Public realm improvements

✓

SO5 – Promoting active travel

✓

SO7 – Mix of amenities, rich in culture

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">Enhanced local character and distinctiveness	<ul style="list-style-type: none">Change in perceptions of placeImproved experience for residents, businesses and visitorsImproved vitality and resilience of local businesses and services
Inclusion and Accessibility	<ul style="list-style-type: none">Improved active travel connectionsImproved access to local amenities, attractions and community infrastructureImproved roads/junctionsBetter access to the focal point of town	<ul style="list-style-type: none">Improved access to green spacesGreater participation in exercise and outdoor activitiesBetter health and well-being outcomesGreater town centre footfallImproved vitality and resilience of local businesses and services

Project 2.1: Public realm improvements on streets leading to the Town Square

5.37 Albert Road forms an important link for pedestrians in the town centre. Its central area forms part of the main and busy public square which is popular with residents and visitors. As in many historic towns in the UK Barnoldswick has challenges between maintaining vehicular access and swept paths for essential users in particular (servicing, refuse and mobility impaired). These often lead to conflicts with pedestrians at and around junctions, particularly where vehicles park (contradictory to advice and the highway code) up to junctions, because space is constrained. In Barnoldswick there are numerous junctions where there are areas around the junction where the carriageway is poorly used.

5.38 We recommend public realm enhancements could be introduced along the following routes to improve the experience of walking into the town centre:

- Albert Road to Ellis Street** - The section from the square to Fernlea Avenue has a beautiful streetscape and buildings but is dominated at ground level by tarmac carriageway. A scheme which, particularly at the junction with Fernlea Avenue provides more proportion of space for pedestrians without removing significant parking/loading space could be implemented with planted buildouts that would complement the existing trees and buildings. It would also act to calm traffic at this busy pedestrian location. The plan on the following pages identify how this could look in practice.
- Newtown to Frank Street** - Following Frank Street down via Albert Road to Newtown, parking spaces are defined by paint, but an area where such vehicles can overrun but rarely do is left. This is not of use for turning vehicles since it is outside swept path capabilities. Tightening the junction slightly for vehicles by building out such routes for pedestrians would have a significant benefit to pedestrians and vehicular safety. Greening of such corners in some places may add even further environmental benefits. These would not result in the loss of parking spaces but could be extended to change such function if residents so desired. The plan on the following pages identify how this could look in practice. A package of public realm improvements funded by the UK Shared Prosperity Fund are currently being designed and identify areas where footpaths can be widened and new paving laid in this area. These plans will help create a better experience along Newtown and further works in line with this project could be brought forward as more funding becomes available.
- Skipton Road/ Fernlea Avenue** - The junction of Fernlea Avenue / Skipton Road is currently quite wide and could be narrowed to help facilitate more efficient pedestrian crossing of Skipton Road. The kerb lines could be tightened to create a narrower junction and dropped kerbs with tactile paving introduced. The narrowed junction would need to accommodate HGVs and therefore tracking of HGVs would be need to be undertaken for any proposed junction alternations. In addition, there is potential for a pedestrian crossing to be added to Fernlea Avenue to the south of the junction with Skipton Road to connect with Town Green. The feasibility of a formalised crossing would need to be assessed, taking into account the road width in this location and pedestrian and vehicle demand assessment. Alternatively a non-formalised crossing of Fernlea Avenue could be considered with dropped kerbs and road markings provided. Both options would provide benefit to pedestrians and pedestrian access between the town centre and Town Green.

5.39 If ten to fifteen similar junctions were identified across the wider town – something that we feel is very viable to do a gradual ‘creep’ of improvement for pedestrians and tightening of tracks for vehicles would present a positive outcome with little or no loss of accessibility for essential vehicle users. A 20mph zone could also be trialled in the area around the Town Square to improve safety. Across a town of Barnoldswick’s scale such improvements could make a significant difference but in a phased manner as money becomes available.

Theme 2: A walkable and connected town continued

Focus areas

- Town Square
- Albert Road
- Frank Street
- Ellis Street
- Fern Lee Avenue/ Town Green



Albert Road/Ellis Street



Shared space or level road and pavement treatments could be used to signal the arrival into a special place, and highlight to motorists that they need to slow down as this place is for people.



- 1) Fishergate in Preston is again a good example of how the public realm can be treated here to encourage journeys by foot and cycle.
- 2) Gateway arches could be used to signal the arrival into this special place.

Newtown/Albert Road/Frank Street



Shallow kerbs with reduced radii prioritise pedestrian crossing and slow traffic whilst still allowing larger vehicles to turn by overrunning the pavement.

Colour contrast, raised tables and tactile paving at crossing points can be used to ensure accessibility (for example by those who are visually impaired).



Different paving materials can be used along pedestrian desire lines, to encourage pedestrians to cross in certain locations but not provide formal pedestrian crossings which might require signals, and lights.



Theme 2: A walkable and connected town continued

Project 2.2: Marina and canal connections

5.40 The canal and marina are important assets for Barnoldswick that are actually quite difficult to link to on foot or by cycle. While the Marina is a working asset it is also a trip attractor and a key route forming part of the National Cycle Network and Pennine Bridleway.

5.41 The canalside footpath is on the north eastern side of the route, however gaining access to it from the town centre itself is often challenging. Connecting localised links to it could be an important part of recreational and employment access improvements within the town. These connections could also be enhanced by improved signage and wayfinding.

5.42 The Super Slow Way is a cultural project curating events and installations from Blackburn To Pendle along the Leeds and Liverpool Canal, as well as promoting landscape and development opportunities at key sites along the route. It raises the profile of the canal and activity along it and this could be extended to reach Lower Park Marina, which acts as a key meeting point between the canal, National Cycle Network and Pennine Bridleway long distance walking route. There is an opportunity to work closely with the Canal and River Trust to enhance connections onto the canal and upgrades to the towpath.



- 1) Signage directing users to the canal and long distant walking/cycling routes
- 2) Colourful bridge upgrades, could enhance crossings over the canal and make access points to the canal more memorable

Focus areas

Key access points onto the canal, including at:

- Skipton Road
- Long Ing Lane
- Marina Drive/ The Pennine Bridleway

New access points onto the canal from:

- Ravenscroft Way

Project 2.3: Active travel routes

5.43 There is an opportunity to improve and enhance connections for pedestrians and cyclists, to encourage more sustainable modes of travel between key destinations in the town centre and the surrounding residential areas.

5.44 Recommended focus area as part of this project include:

- **Lower Park Marina to Victory Park** - The route from Lower Park Marina, past the West Craven High School and Sports Centre to Victory Park, the football, cricket and sports amenities in the north of the town, and to the employment area around Rolls-Royce could significant enhance access internal to the town, creating both employment and recreation opportunities. The route could be a mixture of fully segregated cycling/walking enhancements with formal crossings of the main roads, but is primarily through underutilised land. Some local negotiations over ownership may be required however much of this route is felt to be within the gift of the local authorities.
- **Wellhouse Road to the Leeds and Liverpool Canal** - a new link from Wellhouse Road via Ravenscroft Way could enhance access to the Canal from the employment areas and also into the town, promoting active travel between jobs, leisure and residential areas.

We endorse the emerging proposals in the LCWIP and have met with the team working on these to put forward and prioritise a number of routes which could benefit from being included in the framework.

Focus areas

- Lower Park Marina to Victory Park
- Wellhouse Road to the Leeds and Liverpool Canal
- Skipton Road/Fern Lee Avenue to Town Square
- Bancroft Mill to Church Street
- Rainhall Road to the Leeds and Liverpool Canal via Long Ing Lane



- 1) Segregated cycle way with new planting feature, Altrincham
- 2) Bicycle parking could be provided in key locations, to encourage people to cycle and park in the centre

Theme 2: A walkable and connected town continued

Project 2.4: West Craven Greenway: Barnoldswick Spur

5.45 The former Skipton-Colne railway line that runs from Colne railway station presents a significant opportunity for Pendle, creating an accessible route for pedestrians, walkers, wheelers, horse riders and cyclists. The former line connects Colne to Earby, and which via the Kelbrook Junction can also potentially be linked to Barnoldswick. It could also continue back towards Skipton, through Thornton-in-Craven and Elslack, sustainably connecting the historic towns through sustainable active travel.

5.46 We see the Greenway as a major catalyst project which could really raise the profile of Pendle, not only increasing the opportunity for active travel between the towns and their shops, services and schools but also creating a new tourist trail, linked to the canal, wider walking and cycling networks and natural environment. (as shown on the plan below).

5.47 The route could enter Barnoldswick at the Lower Park Marina, which would represent an important stopping point along the network at the convergence of a number of active travel routes including the canal, National Cycle Network, Pennine Bridleway long distance walking route and the Greenway.

5.48 We then see the route continuing into Barnoldswick Town Centre, routing onto the street and into an enhanced Rainhall Road Car Park, where we could cite a cycle hub/cycle parking and information point to represent the start of the Greenway into Earby or Colne. Users of the trail could safely secure bikes here and walk into the town centre in a couple of minutes.

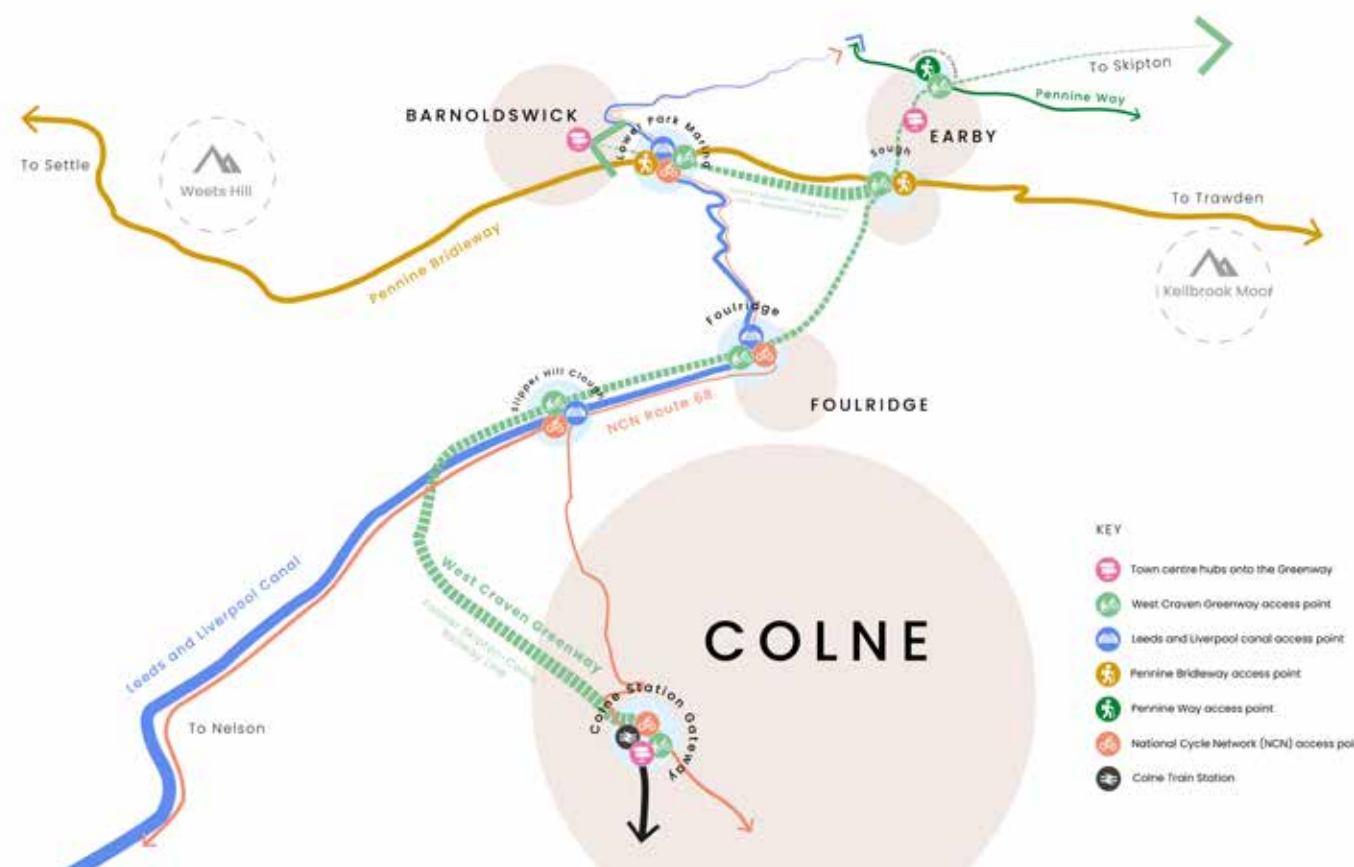


Figure 23. The West Craven Greenway and connections to strategic active travel routes

5.49 Other successful examples of creating traffic free, sustainable active travel attractions as well as connecting rural towns includes Padiham Greenway, Burnley (c. 2 miles) which is built on a former branch line, the Comber Greenway, Northern Ireland (c.7 miles); the Tarka Line Trail (c.18 miles) in Devon and; the Monsal Trail in the Peak District (c8.5 miles). There are a number of benefits which we believe the route could promote, including:

- Enabling active travel between the towns, reducing the reliance on cars to get to local services between the town.
- Creating a shared project between the towns, to create an excitement and buzz around regeneration in Pendle, and raise the profile of the three towns.
- A wider tourism benefit, to attract visitors into the towns, to experience the heritage and landscapes along the trails and create opportunities for them to spend money at landing points in each of the towns.

- 5.50 Our recommendations for next steps on establishing the route and possible interventions include:
- Develop a more detailed route appraisal for the scheme and business case, looking at route locations to identify any issues or challenges and alternative route sections were required.
 - Produce a phasing strategy for the long term transformation of the route back into a railway corridor linking Colne to Skipton. Proposals for the line should be a meanwhile use, to enable a railway line to be reinstated in the future as required. As part of this strategy consider alternative routes for active travel/ improvements if the greenway turns back into a railway line.
 - Providing a cycling/mobility hub at the landing point in each town, to raise the on-street profile, visibility of the trail and cycling and to provide bikes to hire.
 - The route appraisal will need to take into account existing Local Plan designations, which include Policy SP08: Natural Environment (which designates the route as a Biological Heritage site) and Policy SP11: Transport and Connectivity (which safeguards the route for former transport use).



- 1) Cycle parking
- 2) Self-service bike repair station, which could be provided as part of a cycle hub

Theme 2: A walkable and connected town continued

Project 2.5: Electric charging points

5.51 Lancashire County Council (LCC) approved the Lancashire and Blackburn with Darwen Electric Vehicle Infrastructure Strategy in July 2023 which sets out a plan to provide more EV charging points across the county to help residents convert to EVs and to help reduce transport related emissions. Additional EV charging points are needed to meet the expected growth in EV usage for those without access to off-street charging. The county council have already completed installation of Pulse charge points in county council car parks or on adopted highway. This includes 4 bays on Ellis Street.

5.52 Future EV charging for cars, but also for Scooter and E-bikes should be considered at suitable locations within the masterplan area such as public car parks and cycle/scooter hubs to help with access to charging and reducing transport related emissions.

5.53 We recommend that these are provided within Rainhall Road car park but could be added in other suitable locations as need for a larger network grows.

Focus areas

- Ellis Street
- Rainhall Road Car Park
- Wellhouse Road car park



Theme 3: A greener town

Introduction to theme 3

5.54 Barnoldswick is a well kept town, with neat and well looked after green and public spaces. This theme seeks to make some existing green spaces in the town work better and attract more people to use them. We also see an opportunity to improve biodiversity in the town centre, planting native species to help attract more wildlife and create richer habitats for local wildlife.

5.55 This theme also interacts with theme 2, which looks at providing improved access to these green spaces by those walking or on cycles.

5.56 Due to the nature of development during the industrial revolution, we identified a number of streets in the centre which lacked space for gardens and trees. Back street greening could bring more greenspace to these streets, as well as create more spaces for the community and neighbours to come together.

5.57 The key projects that support theme 3 are:

- Back street greening and street improvements
- Town Green enhancements

Potential benefits:

5.58 Theme 3 will deliver investment to create and improve green spaces in the town as well improving access to these spaces. This will facilitate health and wellbeing outcomes through greater participation in exercise and outdoor activities and encourage social outcomes through improved community cohesion. This theme will also enhance the local character and distinctiveness benefiting residents, businesses and visitors alike and supporting a shift in the perceptions of place. Through the introduction of opportunities for biodiversity, Theme 3 will also facilitate a more sustainable and biodiverse local natural environment.

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">▪ Enhanced local character and distinctiveness▪ Public amenities/facilities created, improved or relocated	<ul style="list-style-type: none">▪ Change in perception of place▪ Improved experience for residents, businesses and visitors
Inclusion and Accessibility	<ul style="list-style-type: none">▪ Green / blue space created or improved▪ Improved access to local amenities, attractions and community infrastructure▪ Public amenities/facilities created/improved or relocated	<ul style="list-style-type: none">▪ Improved access to green space▪ Greater participation in exercise and outdoor activities▪ Better health and wellbeing outcomes▪ Improved community cohesion
Natural Environment	<ul style="list-style-type: none">▪ Improved / safeguarded natural environment	<ul style="list-style-type: none">▪ More sustainable and biodiversity local natural environment

Alignment with vision and objectives

- ✓ SO2 – Connections to employment, leisure and outdoor assets
- ✓ SO4 – Public realm improvements
- ✓ SO5 – Promoting active travel
- ✓ SO7 – Mix of amenities, rich in culture

Project 3.1: Back street greening and street improvements

The layout of 19th century terraced housing in Barnoldswick, results in a number of tight, terraced streets means some areas lack trees and plants and can in some places feel very grey.

5.59 The masterplan identifies a number of existing back streets which could be brought forward for retro-fit improvements for the benefit of existing residents. Case studies show multiple benefits which include fostering better relationships between neighbours, hosting mini-events for local residents, increasing amenity value, reducing instances of anti-social behaviour through improved boundary treatments and creating more child-friendly spaces.

5.60 There are many successful examples of where back street or alley way greening has worked, and which still allow for daily requirements such as secure bin storage, being able to access bins for refuse collection and maintaining vehicular access for residents parking.

5.61 Organisations such as Groundwork have supported a number of communities to bring forward back street improvement schemes through community co-design. Local community groups provided nature based solutions that could work within a community setting, with technical advice and capital funding provided by Groundwork & its partnerships. Any proposals for alleyway improvements in Barnoldswick would be delivered through co-design and consultation with the local community.

Focus areas

The masterplan has identified the following streets where this could be further explored and developed, if residents are interested:

- Chapel Street, Beech Street, Rook Street
- Streets between Manchester Road and Essex Street
- Clifford Street

Further design development and testing is required to understand the extent of potential green infrastructure improvements that can be achieved.

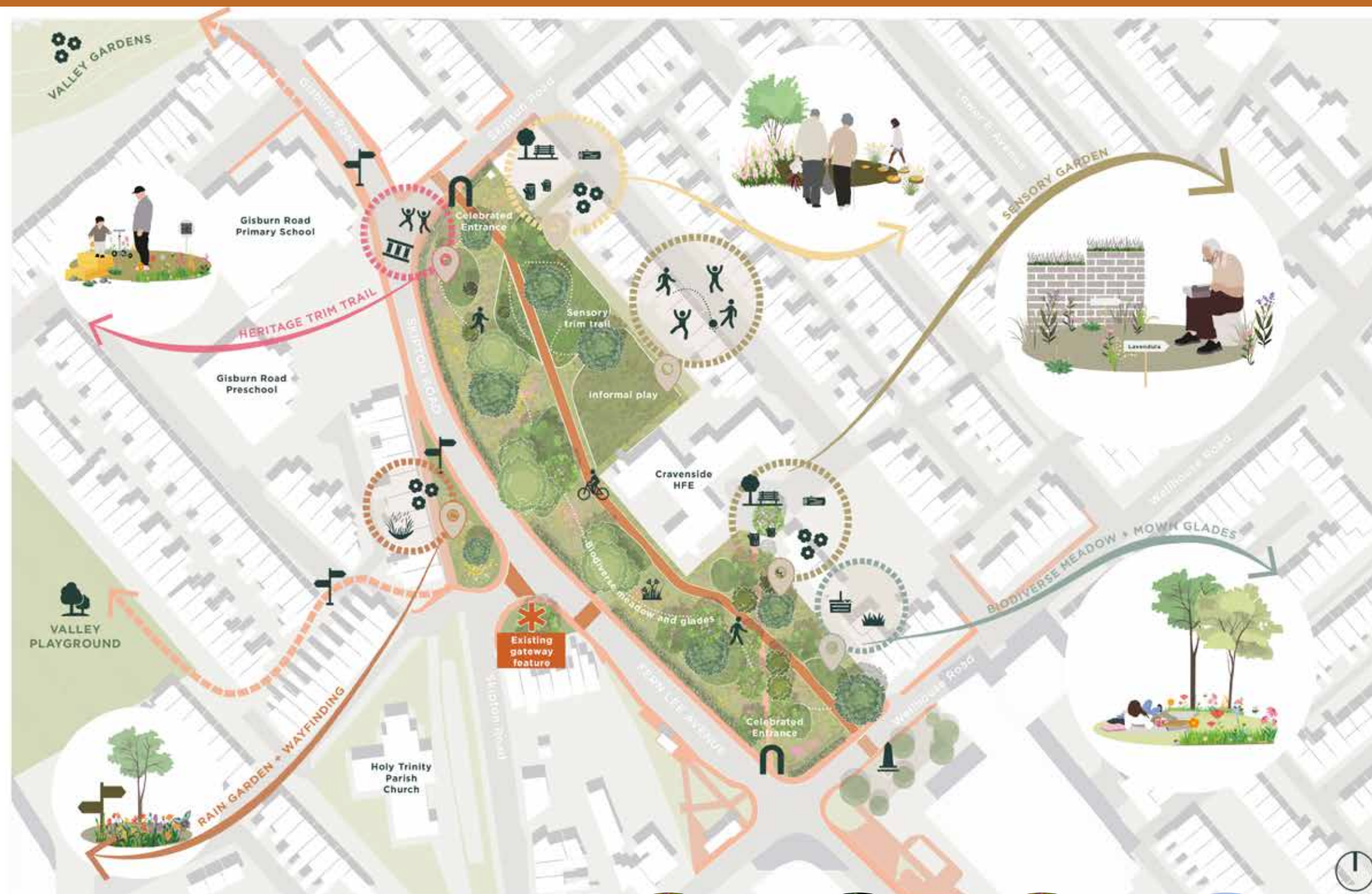


Theme 3: A greener town continued

Project 3.2: Town Green enhancements

5.62 Town Green is an underutilised greenspace in the centre of the town, with its southern edge bounded by the busy Skipton Road. This project looks to enhance this greenspace, so it can be a better resource for local people, suggested measures include:

- Introducing soft boundary treatments along the Skipton Road edge to create more of an enclosure to the space, and help screen the road and traffic. Plants used could be species rich to increase biodiversity.
- Introducing a trim trail or urban gym equipment, to attract people to the park, equipment could be specially designed for use by older people, to create an opportunity for socialising, which could be used by residents in the adjacent care home.
- Introducing planting types and function across the Town Green, such as herb planting, to bring variety of sensory characteristics to the space (smell, colour and texture). This can also encourage interaction with local primary school students. An emphasis on their uses, health benefits and role within local pollinator ecosystem could be shared through interpretation boards.
- Introducing wild flower meadow planting with mown paths and glade spaces that can be occupied for sitting/ picnics/ play etc.
- Accommodate an active travel route through the space, which links all the features above together.



The plan above illustrates how Town Green could be transformed and shows where different planting and activities could be located around the park.

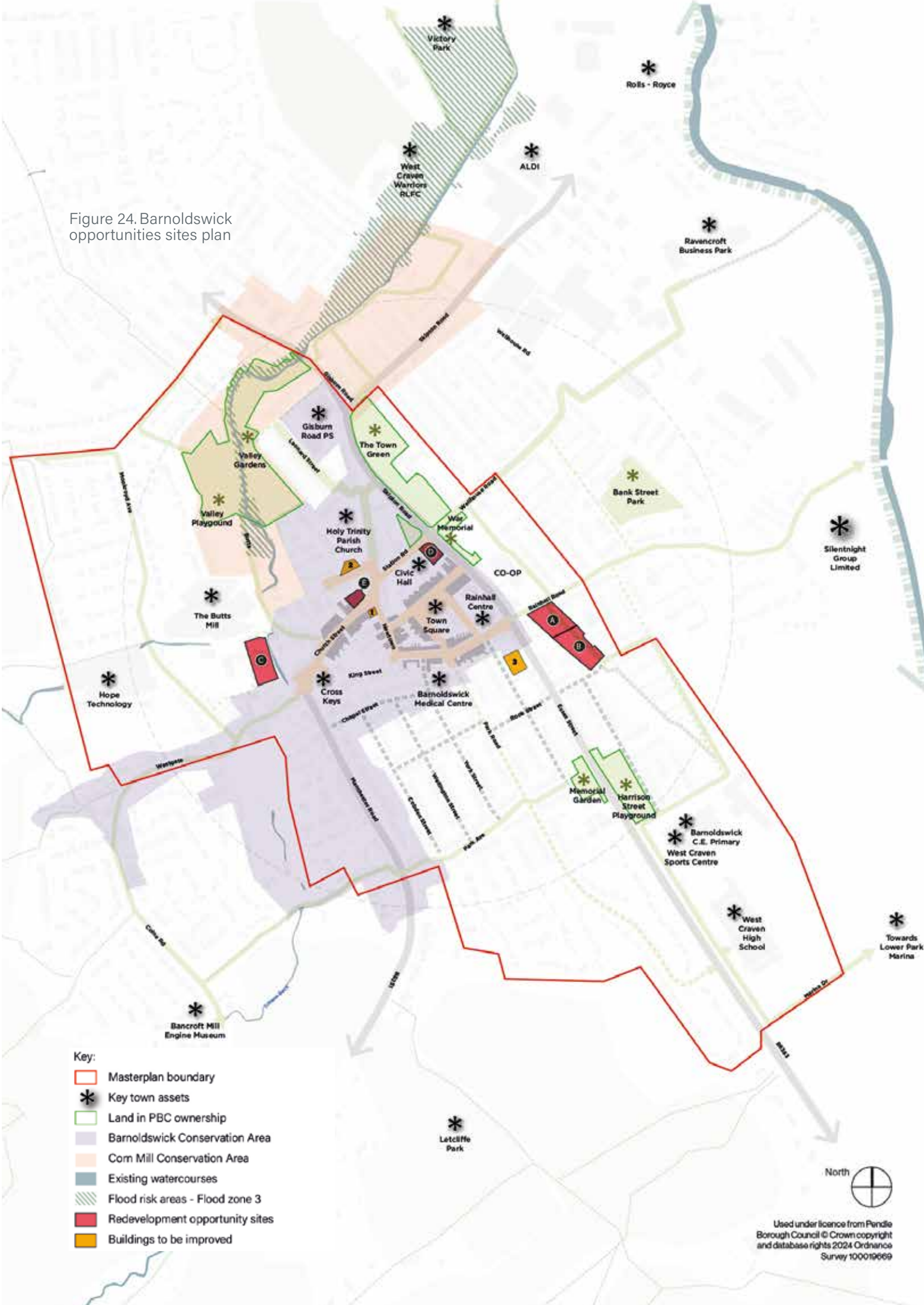


Opportunity sites

5.63 A number of opportunity sites have been identified through the study, which we believe would be suitable for redevelopment/ refurbishment, change of use. Here we identify those projects, and how they might be brought forward in line with the themes above:

Site	Ref	Ownership	Opportunity
Rainhall Road Car Park (Long Stay)	A	PBC	Westerns end: Re-configured surface car parking to make more efficient use of space to gain more parking spaces. To also include small active travel hub / pod linked to LCWIPs and active travel corridors. To include cycle route through.
	B	PBC	Redevelopment suitable for a number of uses (e.g. health centre or community uses) with under-croft car parking. To include cycle route through.
Former Barnoldswick Clinic	C	Carlson Filtration Ltd.	Opportunity for employment/business workspace development.
Former post office buildings	D	Private ownership	Commercial or mixed use development with commercial on ground floor with residential apartments above. Refurbishment and conversion could be explored or redevelopment on a similar type of footprint. Opportunity to introduce scale and height to define key junction within the town centre.
One Stop Shop & former Morley Foot Clinic	E	Bampton Property Group Ltd & Town Council	Mixed use development, with ground floor retail / commercial and residential above. Either through building refurbishment or site redevelopment.
Former Bank Buildings	1	Westmond Ltd	Refurbishment to support commercial use.
Old warehouse buildings onto St. James' Square	2	Unknown	Refurbished to bring back into use as entrepreneurial workshop / flexible workspace.
Former St Andrew's Methodist Church heritage building	3	Barnoldswick Learning and Cultural Trust	Refurbishment of the former heritage building to bring it back into active use. It is understood that the current owners are looking to refurbish as a mosque and raising money to undertake the required works.

Figure 24. Barnoldswick opportunities sites plan



Opportunity sites continued

Potential benefits:

- 5.64 The redevelopment and refurbishment of opportunity sites will enhance the local built environment and will drive economic outputs and outcomes through the provision of commercial floorspace driving productivity growth, job creation and the increased vitality and resilience of local businesses and services. The delivery of new or improved residential units will deliver increased energy efficiency, changes in perceptions of place and improved experience for all users of the town centre.

5.65 Improvements to inclusion and accessibility through new or improved car parking and active travel infrastructure will support access to employment opportunities, drive greater town centre footfall, and improve the vitality and resilience of local businesses and services.

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">New or improved residential unitsPublic realm created or improvedPublic amenities/facilities created, improved or relocatedFloorspace rationalisedCommunity space created or improvedCommercial space created or improvedHeritage buildings renovated/restoredSites clearedDilapidated buildings improved	<ul style="list-style-type: none">Change in perception of placeImproved experience for residents, businesses and visitorsChange in business investmentChange in productivity and payChange in employment rateChange in vacancy rateImproved vitality and resilience of local businesses and servicesIncreased energy efficiency
Inclusion and Accessibility	<ul style="list-style-type: none">New or improved car parking spacesImproved active travel connections	<ul style="list-style-type: none">Improved access to employment opportunitiesGreater town centre footfallImproved vitality and resilience of local businesses and servicesGreater participation in exercise and outdoor activitiesBetter health and well-being outcomes



CHAPTER SIX

Delivery framework



Delivery and funding

6.1 This masterplan could promote real change in Barnoldswick.

6.2 Although Pendle Borough Council has commissioned this masterplan and will need to take a lead role in its delivery, the realisation of the vision will require collaboration with the private sector (developers, local businesses and potential investors) and other local partners (including the local community) to determine detailed action plans for each of the proposed projects.

Governance

6.3 It will be important to ensure that appropriate governance is put in place to oversee and steer the delivery of the masterplan. Wherever possible the agreed structure should align with existing governance structures rather than introduce various additional structures which could be unsustainable in the longer term.

6.4 More intensive support will be required in launching the masterplan, determining priority actions (including identifying/ accessing funding) and commencing quick wins and short term projects but should become less onerous in the medium term as identified partners drive specific projects forward.

6.5 Consideration should be given as to whether a layer of governance is required above the individual towns overseeing the three masterplans (and potentially Nelson to ensure opportunities for collaboration are considered).

Delivery

6.6 It is anticipated that responsibility for driving the delivery of the whole masterplan will sit with the Council but that individual projects will be led by identified partners (not necessarily the Pendle Borough Council). This would include LCC, Barnoldswick Town Council and local business/community groups as well as technical support from wider partners such as the Canal & River Trust.

6.7 Once priority actions are agreed (see below), it is recommended that dedicated working groups are set up to drive specific short term priority actions forward. The action focused working groups will be responsible for:

- Defining the details of the proposed action
- Seeking funding - this might require support from other partners
- Determining the timetable for intervention
- Monitoring and evaluating progress against key performance indicators and refining actions if agreed outcomes are not being met.

6.8 There are a number of common themes (for example greener and more walkable and connected towns) and projects (branding and wayfinding, alleygating and active streets) across the masterplans for Barnoldswick, Colne and Earby.

Consideration should be given to the benefits of setting up some working groups which cover all three centres (and potentially Nelson) where there may be economies of scale and improved access to funding through a larger programme of improvements.

6.9 The makeup of the working groups will vary depending on the specific actions they are focused on. It is important to ensure that the same people are not tasked with getting involved in all the working groups as this will impact on progress. As such the number of working groups and pace of delivery will depend on the number of stakeholder partners that can be engaged with and encouraged to get involved.

6.10 The working groups will report progress into the agreed governance structure and Pendle Borough Council.

6.11 Where issues regarding progress/delivery are identified discussions will need to be held to determine the required refinements to get progress back on track.

Action Plan

6.12 An action plan is provided from page 89.

Funding

6.13 Potential sources of funding to support delivery of the masterplan could include:

- Private sector – working with local landowners to encourage them to bring their sites forward or local developers who are keen to make their mark in an area which they are passionate about. Working with local businesses (including national businesses such as Rolls-Royce and Silentnight as well as local independents) to encourage them to deliver social value in their local areas and encouraging local specialist to add value for example around marketing and landscaping
- Other public sector partners - encourage them to release underutilised sites/ building so that they can be re-purposed into more productive uses. As well as encouraging public partners to invest their budgets into the area including Lancashire County Council, Environment Agency, Arts Council, Heritage Fund and Groundwork
- S106 monies from new developments
- Community Funds – there are a number of funding pots available that community groups can apply for such as United Utilities

- Homes England – to access existing sources of funding such as Brownfield Infrastructure and Land Fund but also to be ready to respond to new opportunities which might emerge specially to support investment in existing homes and to improve energy efficiency to meet climate commitments
- New funding streams – the Masterplan has been prepared to be flexible so that projects can be adapted to respond to new funding sources which the current or a new Government may look to bring forward.

6.14 Importantly this Masterplan will provide the platform to support funding bids by public partners and community groups establishing the strategic framework to demonstrate the need for intervention and its wider support.

6.15 It must be recognised that in the current period of public sector spending cuts, Pendle Borough Council cannot be expected to lead and fund all the projects identified in the masterplan. Future investment in Barnoldswick will be maximised where public and private partners come together with the local community to access available funding and harness local talent and resources.

Engagement

6.16 Building upon the engagement undertaken to prepare the masterplan, an engagement plan will be prepared and delivered which ensures the local community and local partners are aware of the masterplan and its priority actions and how their delivery is progressing. This will include updates through the following mechanism:

- Pendle Borough Council, Barnoldswick Town Council and Visit Pendle websites
- Social media
- Business networking
- Identification of local ambassadors who can promote positive messages about the centre and progress on delivery of the masterplan engagement for example members of West Craven College
- Events – such as the Ice & Fire Festival

6.17 Key partners who will need to be engaged with initially will include Barnoldswick Town Council, Lancashire County Council, Canal & River Trust, Visit Lancashire and local businesses and community groups.

Delivery and funding continued

Future re-instatement of the Colne-Skipton Railway

- 6.18 There is potential for the Colne to Skipton historical rail line to be considered for re-opening as a new east-west link across the north improving rail connectivity in the region.

6.19 This is a longer-term aspiration, as improvements to other lines in the north are currently on-going and planned.

6.20 In the shorter term, the line is proposed as an option for a green corridor, providing a cycle route between Colne and Skipton.

6.21 This would provide an opportunity to build up non-car patronage along this corridor and build a profile of the route and the sustainable links that it can create.

6.22 If in the long term, plans for the rail re-opening come forward, there is scope to assess the feasibility of maintaining a cycle route, as well as providing a rail connection.

6.23 This creates both a short and long term sustainable transport corridor along this historic route connecting key local towns and centre within the region.

Key

Short 1-2 years

Medium 3-5 years

Long 5+ years

Action plan

6.24 The table on the following pages provides a summary of the key actions to support the Barnoldswick Masterplan. For each action it provides the following, grouped by theme:

- Project name
- Potential timing - projects are grouped into short (1-2 years), medium (3-5) and long (5+ years) term
- Project description
- Alignment with strategic objectives
- Lead organisation and other potential partners
- Alignment with neighbouring towns

Project	Time-frame	Description	Alignment with Strategic Objectives	Lead Organisation and Partners	Alignment with Neighbouring towns
Theme 1: An enhanced town					
1.1 Signage and branding		Development of a branding palette of materials and commissioning of wayfinding signage at key points in the town to direct visitors to key destinations and assets.	SO4, SO7	Barnoldswick Town Council, Pendle Borough Council, Local Businesses, Creative Lancashire	
1.2 Rainhall Road corridor improvements		Expansion of package of public realm improvements along Rainhall Road (funded by UK Shared Prosperity Fund), to enhance pedestrian movement and arrival experience into town. Measures could include new crossings, kerb build outs (which still allow larger vehicles to turn), formalising on street parking spaces and introducing new tree planting and extending the pavement to accommodate spill out space for café's and restaurants.	SO4, SO5, SO7	Pendle Borough Council, Lancashire County Council	
1.3 Church Street corridor improvements		Public realm works to create a more pedestrian friendly street and enhance arrivals into the town centre. This project would look to retain the width of the carriageway but 'visually' narrow it through the use of materials and design.	SO4, SO5, SO7	Lancashire County Council, Pendle Borough Council	

Action plan continued



Project	Time-frame	Description	Alignment with Strategic Objectives	Lead Organisation and Partners	Alignment with Neighbouring towns
Theme 2: A walkable and connected town					
2.1 Public realm improvements leading to the Town Square		Public realm works to the areas surrounding the town square to enhance the setting of characterful buildings, enhance the arrival experience into the town centre and prioritise pedestrian movements whilst still allowing access and parking for vehicles. This project also recommends the use of artwork and signage to signal the arrival into the town square.	SO1, SO3, SO4, SO5, SO7	Pendle Borough Council, Lancashire County Council	
2.2 Marina and canal connections		Improving connections to the Leeds and Liverpool Canal at key access points on Skipton Road, Long Ing Lane and Marina Drive/the Pennine Bridleway.	SO2, SO5, SO7	Pendle Borough Council, Canal & River Trust, Super Slow Way	
2.3 Active travel routes		Prioritisation of enhancements to key walking and cycling routes through Barnoldswick, to improve access, crossings and user experience.	SO2, SO5, SO7	Lancashire County Council, Pendle Borough Council , Barnoldswick Town Council	
2.4 West Craven Greenway: Barnoldswick Spur		Creation of the West Craven Greenway, a walking and cycling route connecting Colne, Earby and Barnoldswick, using sections of the former Skipton-Colne railway line. Creation of a Barnoldswick spur, following the former line and connecting to the canal network at Lower Park Marina, and continuing into the town centre toward Rainhall Road car park, where a cycle hub could be provided.	SO2, SO5, SO7	Lancashire County Council, Pendle Borough Council	



Project	Time-frame	Description	Alignment with Strategic Objectives	Lead Organisation and Partners	Alignment with Neighbouring towns
2.5 Electric charging points		Installation of EV, scooter and bike charging points, which could be provided at Rainhall Road car park.	SO4, SO7	Lancashire County Council	
Theme 3: A greener town					
3.1 Back street greening and street improvements		Community-led gardening scheme to enhance environment and function of streets behind rows of terraces, providing planting, playspaces and enhancing biodiversity.	SO7	Barnoldswick Town Council, Local Community Groups, Local Businesses, Pendle Borough Council, Groundwork	
3.2 Town green enhancements		Landscape enhancements to the Town Green to enhance biodiversity and provide more functional spaces for local residents, visitors to the town and wildlife.	SO4, SO7	Barnoldswick Town Council, Local Community Groups, Local Businesses, Creative Lancashire, Pendle Borough Council , Groundwork	

List of supporting documents

- [Key Findings Presentation: Colne, Barnoldswick and Earby, October 2023](#)
- [Colne, Earby and Barnoldswick Town Centre Masterplans, PLACED Community Engagement Final Report, October 2023](#)
- [PLACED Community Engagement Interim Report, November 2022](#)
- [Barnoldswick Baseline Document, February 2023](#)
- [Barndolswick Masterplan Plan Pack, February 2024](#)

Index of sources

- [Socio-economic statistics;](#)
 - Census 2011
 - Census 2021
 - Business Register and Employment Survey
 - ONS 2022
 - ONS 2023
 - UK Business Count
- [Property market statistics](#)
 - Census 2011
 - Rightmove, October 2022
 - Food Standards Agency 2022

