

Scrutiny Review of Promoting Pendle

December, 2014

MONITORING REPORT – AUGUST, 2015

Councillors A. J. Beckett, S. Benson, K. Hartley, R. Smith and D. Whalley (Leader)

Actions	Accepted/ Rejected	Executive /Partner Response	HAS THE ACTION BEEN FULLY IMPLEMENTED? (If No, please state reasons/ report any progress to date in next column)	PROGRESS (Please indicate (1) the steps you have taken, (2) what remains to be done and (3) the anticipated date of full implementation)
5.1 That the Council be requested to consider this report and its recommendations and to respond to the Scrutiny Management Team, within two months, indicating what action is proposed.	ACCEPTED		YES	
5.2 That the current Council logo be acknowledged as an accurate reflection of the Pendle area and continue to be used on highway boundary signs and in future promotional campaigns.	ACCEPTED		YES	The Council logo has been maintained.
5.3 The promotion of	ACCEPTED			Priorities for

<p>Pendle with a view to attracting inward investment, growing business and developing tourism should be given a high priority and the Council's Communications Team, working in conjunction with Nelson and Colne College and other partners, should develop and implement a marketing strategy to include –</p>				<p>promoting Pendle have been placed into workload plans, including the Communications Team's new Service Plan (including Northlight, Quaker Trail & the new visitpendle website).</p>
<p>(a) Acknowledging and building upon the diverse strengths and successes of our individual towns.</p>				<p>1. Town guides promote individual towns including:</p> <ul style="list-style-type: none"> ➤ Barnoldswick ➤ Barrowford ➤ Colne ➤ Brierfield <p>2. Pendle Visitor Guide has page spreads on the towns.</p> <p>3. There is a feature on towns and villages on visitpendle.com.</p> <p>4. Both Barnoldswick and Colne have entered the GB High St Competition.</p> <p>5. A very short film promoting the Steven Burke sports hub, canal towpath for cycling and Northlight as a major future destination is in the process of being made.</p>
<p>(b) Encouraging the re-use of appropriate former industrial sites for commercial or</p>				<p>1. We support developers seeking to redevelop brownfield sites, e.g. Reedyford Mill and Oak Mill</p>

<p>industrial purposes where possible.</p>				<p>2. A Brownfield sites fund has been set up but this focusses on housing development.</p>
<p>(c) Acceptance of the lack of land availability for large industry and placing the focus on attracting small and medium enterprises (SMEs) to the area via e.g. an expanded presence on the Council's website and attendance at trade shows, highlighting the availability of workforce, low cost housing, and ready-to-use premises;</p>				<p>1. We respond to enquiries for industrial land by providing personalised searches utilising the Evolutive database. 2. Properties can be searched for on the Properties Register. 3. The Communications Team's Service Plan includes promoting grants for growth and promoting town centres and Pendle.gov features pages on these. 4. Visit Pendle.com has detailed information on all the areas attractions.</p>
<p>(d) The full exploitation of the internet and social media as low cost/free tools for promotion;</p>				<p>Pendle.gov is now a responsive website and Visitpendle.com is planned to be responsive (ie accessible by Smartphones & tablets)</p> <p>Social Media is already used, including Twitter feeds (followers):</p> <ul style="list-style-type: none"> ➤ @VisitPendle (348) ➤ @PendleTowns (286) ➤ @Pendle BC ➤ @BusinessinPendle(759) ➤ @VisitColne (683) ➤ @Nelson_Portas (1007) <p>And Facebook pages:</p> <ul style="list-style-type: none"> ➤ Pendle

				➤ Pendle Walking Festival
(e) Highlighting the virtues of our countryside and its recreational potential, notably walking and cycling and our existing and developing events and trails such as the Pendle Walking Festival and Quaker Trail;				<p>1. Walking & Cycling Festivals have been developed for Pendle and are already popular.</p> <p>2. The Tour of Britain offers a special opportunity this year to promote Pendle. A Communications Plan has been drawn up which includes a Visitor/Tourism Section and a video has been made to promote both the Tour and Pendle, the place.</p> <p>3. The marketing of the event has been overseen by the Tour of Britain Member Working Group, the details of which will be reported verbally at the meeting.</p> <p>4. Discussions have begun with partners about the Quaker Trail. Progress will be dependent on resources.</p>
(f) Continuing to build upon our many areas of archaeological and historical interest.				<p>1. The Brierfield Heritage Guide has just been produced.</p> <p>2. PBC is supporting the HLF Landscape Partnership for the AONB which focuses on history and landscape.</p>
(g) Recognising and continuing to develop successful local loyalty schemes.				<p>Loyalty Schemes</p> <ul style="list-style-type: none"> • Colne loyalty card scheme was rebranded and relaunched prior to the Christmas period 2014. Around 30

				<p>Colne businesses participate and the monthly fee covers the prizes and printing costs.</p> <ul style="list-style-type: none"> • Nelson businesses have expressed an interest in a loyalty scheme. The type of scheme and business interest is currently being investigated with the hope of progressing if numbers are sufficient.
(h) Developing an increased sense of community pride and unity via schemes such as “In Bloom” across all communities.				<p>PBC supplies support to all “In Bloom” schemes including:</p> <ul style="list-style-type: none"> ➤ Colne ➤ Nelson ➤ Barrowford ➤ Barnoldswick
(i) Taking into account the many suggestions put forward by local people and businesses during the course of the review, including consulting with partners and local businesses in developing a shared vision and approach.				
5.4 That progress against these recommendations be monitored by the Scrutiny Management Team after six months.	ACCEPTED		YES	Scrutiny Management Team should decide whether further monitoring is necessary.