

REPORT FROM: HOUSING, HEALTH AND ECONOMIC DEVELOPMENT
SERVICES MANAGER

TO: EXECUTIVE

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BRIERFIELD AND REEDLEY REGENERATION STRATEGY: A 10 YEAR VISION

PURPOSE OF REPORT

The purpose of this report is to seek Council endorsement and approval to a Regeneration Strategy for Brierfield and Reedley: A 10 Year Vision. The document sets out a framework for place shaping and physically regenerating the area over the next decade, based around five priorities.

RECOMMENDATIONS

It is hereby recommended that the Executive pass the following resolution:

- (1) Recommend the Council to endorse and approve the draft text for the 'Brierfield and Reedley: a 10 Year Vision' document as shown at **Appendix A**.
- (2) That the Housing, Health and Economic Development Manager be authorised to agree the illustrated version of the Strategy and the Summary.

REASON FOR RECOMMENDATIONS

To agree a 10 year vision and strategy to drive forward the future physical regeneration and economic growth of Brierfield and Reedley and to support funding bids.

ISSUE

1. One of the key objectives of Pendle Council's Strategic Plan for 2015-18 is Objective 2: Strong Economy - Create and Sustain Jobs with Strong Economic and Housing Growth and as part of this, one of the actions is to improve our town centres. In supporting this Objective 2, Pendle's Service Plan 2015-16 includes as one of its key actions, the preparation of a Regeneration Strategy for Brierfield.

2. The draft text for the strategy document has been prepared. The draft text of the strategy was considered by Brierfield and Reedley Committee at its meeting on 1st March 2016. The Committee discussed the content of the document and recommended a number of minor additions and amendments, which have now been incorporated into the draft text of the Strategy.
3. The Brierfield and Reedley Committee resolved, subject to the agreed amendments, that the Executive be requested to endorse and approve the document as shown at appendix A to the report. Subject to Executive approval, the Strategy will be graphically produced and illustrated with plans, photographs and visuals for publication, together with an illustrated Summary.

The Strategy

4. With the planned £32M transformation of the Grade II Brierfield Mill (Northlight) by the Council's joint venture company Pearl (Brierfield Mill), it was considered to be an opportune time to prepare a strategy for Brierfield and Reedley for the next 10 years. It has been developed to ensure that Brierfield and Reedley derives the maximum benefit from the Northlight transformational project, as well as ensuring the town complements the project and supports it as 'a destination'. The strategy has also been prepared to serve as a focus for the Council and its partners to bid for future public and private sector funding that is needed to make the transformation of Brierfield and Reedley happen.
5. The strategy document sets out a visionary, but deliverable '**place shaping**' and **physical regeneration framework** focused around 5 priority themes to help guide future capital investment. The focus is on creating a vibrant and successful place, with desirable neighbourhoods and an attractive sustainable environment. At the heart of the strategy is the vision which serves to inspire change and drive future physical regeneration. The Vision is:

"We want to build on the strengths of Brierfield & Reedley to create a thriving and successful place that people can be proud of. This is an enhanced area known for its own varied and distinctive identity, its environmental quality and heritage and which celebrates its cultural diversity. Our vision is of a place that people aspire to live and work in, invest in and visit."
6. The Strategy document considers as a starting point the 'Context' of the place in terms of its location, the existing Strategies and Plans at regional, borough and local level, and captures the investment, both past and present.
7. In developing the vision, the Strategy document explores the 'Baseline Findings' of the place, 'Its Strengths' and analyses the Urban Framework of the town.
8. Five 5 priorities are identified as the focus for delivering the vision. These are:
 - Town Centre Enhancement
 - Development Sites
 - Physical connectivity and townscape
 - Housing and its green assets
 - Place shaping and image

Delivery

9. The strategy includes a delivery section, setting out how the Council cannot deliver the vision and framework alone. The collaboration and cooperation of its various partners, stakeholders,

and the local community will be critical to its delivery. A number of potential funding and resource streams have been identified, as well as new funding opportunities, which could be tapped into.

10. In terms of delivery, the strategy highlights the 'quick win' projects that are planned to start this year. A range of delivery tools are also identified that could be utilised to assist in realising the vision including, viability/ feasibility studies, design and development briefs, other initiatives, such as neighbourhood planning.

Community Consultation

11. A key element in developing the strategy has been to find out at grass roots level what the issues, opportunities and priorities are. The process initially began with 'a walkabout' with the Brierfield and Reedley councillors in 2015 to help determine the priorities.
12. A community consultation exercise was embarked upon in January 2016. This took the form of a glossy A3 leaflet which was delivered to households in Brierfield and Reedley and was made available in a number of community venues (the Library, the Community Centre, BAC café). The various community groups / organisations based in the area were also contacted to seek their views. The consultation exercise was also publicised in the local press, on the Council's web site, and through social media. The community's views were sought on: 'what they like about the place' and 'what they dislike about the place', as well as what they thought about the proposed 5 priorities.
13. The comments received showed positive support for the development of a strategy. The comments received are summarised in the document have assisted in the strategy's preparation.

Next Steps

14. Subject to the Council's approval of the text for the Draft Vision Strategy, the Council will publish an illustrated version of the document and a summary leaflet. An exhibition on the Strategy is planned to be put on display in Brierfield Library to promote and convey the Strategy to the community.

IMPLICATIONS

Policy: The proposals are in accordance with the current regeneration, economic growth, housing and planning policies adopted by the Council.

Financial: There are no financial implications for the Council.

Legal: There are no legal implications arising from this report.

Risk Management: Risk management would be controlled through the Council's existing procedures.

Health and Safety:

There are no Health and Safety implications arising from this report.

Sustainability: The vision aims to support economic growth and the long-term sustainability of Brierfield and Reedley.

Community Safety: The priorities for improving the townscape and physical connectivity contain suggested proposals to improve routes into the town and connections, including lighting, which could create more attractive, safer streets for the community.

Equality and Diversity:

There are no equality and diversity implications arising directly from the contents of this report.

APPENDICES

Appendix A – Draft text for the ‘Brierfield and Reedley: a 10 Year Vision’ document

LIST OF BACKGROUND PAPERS

Report to Brierfield and Reedley Committee: 1st March 2016: Brierfield and Reedley: a 10 Year Vision’