

Draft

Brierfield & Reedley:

A 10-Year Vision

(2016-2026)

Draft Brierfield & Reedley: A 10 year Vision

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Foreword

A once in a lifetime opportunity to drive forward change

This physical regeneration framework sets out our ambitions for Brierfield and Reedley focused around five key strategic priorities to boost the fortunes of the place over the next decade.

Brierfield and Reedley are uniquely placed to benefit from the investment being injected into Northlight (formerly Brierfield Mill). Northlight's multi-million pound transformation will be 'place-changing' and gives an unprecedented opportunity to plan, guide and develop the town, so it becomes a thriving and successful place. This is the right time for Pendle Council to take the lead in making sure that Brierfield and Reedley moves forward. In doing so, we wish to preserve and celebrate what is good, build on its strengths, whilst using this once in a lifetime opportunity to drive forward change.

There are many opportunities, big and small, that can be exploited to move Brierfield and Reedley forward. Through this strategy we will identify them and set out our priorities and identify potential funding in the process to make it happen. Over the next 10 years, this vision will provide a focus for the Council and our partners and help to secure the valuable public and private sector funding that is needed to make this transformation happen.

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Introduction

Brierfield and Reedley is a place with a proud history, with many assets and strengths. It is well placed to seize the emerging opportunities, big and small, to maximise its potential for the future.

By far the biggest project taking place in Brierfield is the £32M transformation of the Grade II Brierfield Mill into Northlight. This exciting project is being delivered by the Council's joint venture private company, Pendle Enterprise and Regeneration (PEARL).

This framework for Brierfield and Reedley has been developed to ensure that the surrounding area and local community derive the maximum benefit from this transformational project.

Its focus is on creating a vibrant and successful place, with desirable neighbourhoods and an attractive sustainable environment, so that the town complements the Northlight project and supports it as 'a go to destination' in the North West.

This document sets out a visionary, but deliverable '**place shaping**' framework to help guide future capital investment. It sets out a new agenda to support 'Northlight' and to deliver a place that residents can be proud of and where people aspire to live, work, invest or visit.

This bold vision serves to inspire change and drive future physical regeneration.

THE VISION

"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."

The purpose of the Regeneration Strategy is:

- To establish a detailed vision for Brierfield and Reedley and to convey to the community the Council's future priorities
- To provide an understanding of the development opportunities associated with housing, the town centre and environment within Brierfield and & Reedley and how these can be supported to ensure the area's future economic growth
- To outline the past, existing and future investment proposals in Brierfield and Reedley
- To identify future priorities
- To align funding and investment opportunities
- To embed high quality 'place making' in the process

The Place

The area of focus is the town of Brierfield and the predominantly residential area of Reedley.

Brierfield is a small but distinctive mill town, which has had a rich and varied history. It originated from the cotton industry at the end of the 19th century. The industrial revolution has left its legacy in the form of the iconic Grade II listed Brierfield Mill and a string of other canal-side cotton mills, uniform rows of Victorian terraced mill workers houses, the Leeds and Liverpool canal and rail link, together with various civic and landmark buildings, including the imposing listed Town Hall. The outer areas of Brierfield are more suburban in form with low density housing. The heart of the town is formed by the cross roads of Halifax Road and Colne Road. **It is a place, which is proud of its heritage.**

Reedley forms a leafy residential suburb on the south western edge of Brierfield and has developed rapidly since the 1920s. This generally affluent area contains a mix of good quality semi-detached and detached family housing. This low density housing, with its greener streetscape and environment provides a stark contrast to the high density terraced housing found in the inner urban area of Brierfield. A large part of the character of Reedley are the large detached individually designed houses along Colne Road, mostly 19th century, mainly built by the wealthy industrialists and professionals of the area for example Reedley Hall and The Oaks. Reedley is also well known for its Magistrates' Court (housed in the Court House on Colne Road), providing a judicial function within Pendle.

Brierfield and Reedley sits within an exceptional natural environment, between the attractive Forest of Bowland Area of Outstanding Natural Beauty and the desolate landscapes of the South Pennine Moors made famous by the Bronte sisters. It also has the Leeds and Liverpool Canal running through it, providing a nature corridor (a Biological Heritage Site), as well as a route for walking, cycling, boating and leisure activities. Pendle Water also runs through the valley bottom.

The place is culturally diverse and this is one of its key assets. Today, Brierfield and Reedley has over 3,800 residents of BME heritage representing 38% of the total population, well above the regional (10%) and national average (14%). Initially attracted by job opportunities in the cotton textile industries, many workers from the Indian sub-continent came to work in Pennine Lancashire in the 1960's-1970's. The biggest employment attraction in Brierfield itself was the former textile mills (Brierfield Mill and Hollin Bank Mill). Most workers were from the Pakistani community. They eventually settled, and were joined by their families.

Context: Location and Regional Context

Brierfield and Reedley are located between the towns of Nelson and Burnley. With a population of over 10,000, it forms part of one of the main urban areas of Pennine Lancashire and is strategically located between the city regions of Greater Manchester, Preston and Leeds. It is located between the boroughs of Ribble Valley and Calderdale, with their attractive market towns such as Clitheroe and Hebden Bridge, some 13 miles away.

One of the greatest assets of Brierfield and Reedley is its excellent transport links. It is located in the M65 Corridor. Junction 12 of M65 (which is just 2 minutes drive from the centre of Brierfield) provides direct access to the national motorway network. Manchester is within 45 minutes drive; Preston within 30 minutes drive time and Blackpool within 55 minutes.

The East Lancashire railway line also runs through Brierfield, linking the area with Blackburn and Preston in the west and Colne in the east. Brierfield Railway Station sits adjacent to the town centre and Brierfield Mill, providing hourly connections to the national railway network. The reinstatement of the Todmorden Curve in 2015 (providing direct access from Burnley to Manchester) has also improved the opportunities to commute into or visit Manchester. There are also aspirations¹ for a 'passing loop' between Brierfield and Burnley to allow an increased frequency of service. The new rail franchise (Arriva) is proposing to introduce new rolling stock for this line.

The town is also well connected to Manchester via the X43 bus service as well as with other towns in Pennine Lancashire using the frequent local bus services provided by Transdev.

>>>>Insert Context Location Map>>>>

Context: Existing Local Strategies, Plans and Masterplans

This 10-year vision builds on the various strategies and plans that are in place at regional, sub regional, borough and neighbourhood level. The strategies and plans are listed in the attached Appendix 1 and have helped to inform this strategic vision for Brierfield and Reedley.

¹ East Lancashire Rail Connectivity Study

Context: Past and Current Investment

In recent years Brierfield and Reedley has benefited or is continuing to benefit from major public and private investment and has experienced a number of important changes.

Past Investment

- Significant investment (circa £24M) over an 8 year period in housing market restructuring and improvements in Brierfield via the former government funded Housing Market Renewal (HMR) programme, which came to an end in March 2011.

The main activity in Brierfield was group repair schemes to housing along the Colne Road gateway and major housing clearance and site assembly/facilitation of new housing development in the Brierfield Canal Corridor area. There is still a need to continue the work to renew parts of the housing infrastructure in Brierfield and Brierfield Canal Corridor and the Railway Street Neighbourhood continue to be the Council's Housing Regeneration Priority Areas as set out in Pendle's Core Strategy.

- Completion of two new housing developments at Quaker Heights (formerly the site of Lob Lane Mill) and Holden Road in 2015, by the Council's pioneering joint venture company PEARL2.
- Public realm investment of £280k in the Railway Street neighbourhood through the Homes and Communities Agency (HCA) Empty Homes Fund in 2015, which included streetscape and street tree works on Sackville Street, enhancement of existing open spaces and creation of a new urban square on Railway Street.
- The improvement of long standing vacant houses to bring them back into use in the Railway Street neighbourhood, via a loan programme administered by the Council, funded through the HCA Empty Homes programme for Pendle.
- Completion in 2010 of the £20m Marsden Heights Community College - a school for 11- 16 year olds under the Building Schools for the Future (BSF) programme. It provides 'state of the art' facilities for over 1000 pupils.

Current and Ongoing Investment

- Ongoing development of the former Lucas Sports field site in Reedley for executive style housing by a local developer/contractor (Barnfield Construction)
- The planned development of 46 new homes including a mix of bungalows, family homes and canal side houses by PEARL2 on the cleared site off Clitheroe Road.
- A programme of shop front improvement grants (max £3k/ shop) targeted at Brierfield Town Centre which has been on-going for over a decade.
- Investment (circa £1.4m) in junction 12 of the M65 and associated local highway works to support employment/business growth, as part of a wider Burnley-Pendle Growth Corridor programme of work for the M65 for three years (2015-18) funded by Lancashire County Council (LCC), Pendle Council and the Lancashire Economic Partnership (LEP) - Local

Growth Fund. As part of this programme there are plans to upgrade the traffic signals at the Railway Street/ Colne Road junction and carry out public realm and pedestrian connection improvements to Northlight on Bridge Street and Railway Street.

- The Super Slow Way, a £2M Arts Council funded project which focuses on the engagement and participation of local people in the arts through the delivery of a programme of creative arts events in the period 2015-18. The Leeds and Liverpool Canal which will celebrate its bicentennial in 2016 is a linking element within this creative programme. Northlight features as a 'creative hub' within the programme and In Situ have used the venue for creative events.
- The establishment of a number of active community based organisations, such as the creative arts based organisation In-Situ, Bodies in Motion and Brierfield Action in the Community, who have successfully secured lottery or arts funding over the last five years to support their work and this is ongoing.
- Brierfield Town Council and Reedley Hallows Parish Council have acquired new responsibilities which includes custodianship of community buildings such as Brierfield Town Hall and the Community Centre. They now have the power to raise funds through a Council Tax precept and if funding is levied this could help with improvements.
- As highlighted above, the Council's flagship project, the planned transformation of the historic Northlight (Brierfield Mill) through a phased programme of work will begin in 2016. An investment of £32M is planned over the next three years to bring it back to life and create an exciting new mixed-use destination in the North West. Pearl is having discussions with a leading international brand hotel, a leisure facility by Burnley Football Club in the Community, a micro brewery company, a cyber security and adult learning centre. Other uses planned are residential apartments, together with restaurants, a visitor centre and canal marina. Major funds are already in place via the Local Enterprise Partnership (LEP), Pendle Council (PBC) and Lancashire County Council (LCC). Other sources of funding such as Business Premises Renovation Allowance (BPRA) funding and other private investment funds are being explored.

Developing the Vision: Baseline Findings and Analysis

Brierfield & Reedley Key Statistics (2011 Census)

Brierfield Ward Population: 4862

Reedley Ward Population :5291

Overall the population of Brierfield and Reedley has fallen by 4.8 % in the ten years between 2001 and 2011, equating to a loss of 483 residents, whereas at borough wide level, the population has remained fairly static over the same period. However, based on a mid year population estimate for 2013², the population of Brierfield and Reedley is estimated to have increased to 10,319, a population increase of 8.95% since 2001.

- Brierfield has a significantly higher proportion of young residents (0-15 year age group) compared to the Pendle average of 20.5% and the national average of 18.9%.
- **Ethnicity:** Nearly 41% of the Brierfield ward and 35.6% of the Reedley ward is of Pakistani ethnicity, which is over 21% higher than the Pendle average.
- **Economic Activity:** The economic activity rate of the Brierfield ward in 2011 was 41% and in the Reedley ward it was 44.2%. This is some 10% lower than the English national average (51%) and the wider Pendle Borough (47.8%).
- The top occupations in Reedley are listed as professional (18.65%) and managerial /senior officials (11.1%); whilst in Brierfield, the population in professional occupations is 8.6% and in managerial /senior official occupations is 12.4%
- **Housing:** 51% of all households in Brierfield are living in terraced houses. This is below the Pendle average but is more than double the national average. In Reedley 66% of households live in detached/ semi-detached houses.
- A high percentage of people are in owner occupation. 71.5% of households in Brierfield and 83.7% in Reedley own their own home, compared to 63.3% of people nationally. Social rented levels are low, with 7.6% of all households socially renting in Brierfield and 3.3% of households in social rented accommodation in Reedley, which is below the Pendle and national averages.

Average residential property prices are low at just over £100,000 in Brierfield (2016 prices) reflecting the predominantly terraced housing stock which has average prices at £44,000. They are higher in Reedley, with average house prices of £218,000. Zoopla prices Feb-2015 to Feb 2016).

Vacancy rates within the housing stock in Brierfield and Reedley are 4.2%, compared to the Pendle rate of 3.3% (Council tax data 2015).

Brierfield Town Centre vacancies: Vacancy rates in the town centre are at 10.3% (2015 figures), which represents a reduction from the previous 6 years vacancy levels. The current vacancy rates compare favorably with the national average at 14.7%.

- **Ranking Index of Deprivation (ONS 2015)** - Parts of Brierfield are within the 20% most deprived areas in England.

² Mid Year population Estimates 2013: Office for National Statistics

Developing the Vision: The Place - Its strengths

Brierfield and Reedley has a strong sense of identity, a diverse mixed community, a distinctive character to its built environment and is in a well-connected location, surrounded by stunning open countryside.

Its Strengths

- Brierfield is characterised by grids of terraced housing built from sandstone, with a string of former cotton mills (including the iconic Brierfield Mill) which are remnants of its industrial past, along its canal edge. This gives the place a particular sense of place and identity.
- Many of the older buildings, such as the churches, public houses, town hall, and Magistrates' Court are civic or community heritage assets or distinctive landmark buildings. These are located along the town's main routes and junctions. These buildings and structures; some of which are listed (10 in total), add to the rich tapestry of the urban fabric and tell the story of its industrial growth. See schedule of listed buildings - Appendix 2.
- Beautiful open countryside surrounding Brierfield and Reedley, provides a green outlook from many neighbourhoods including views of iconic Pendle Hill as well as providing green space and nature 'on the doorstep'.
- Excellent access links to local and regional road networks (via M65 junction 12) and a railway station at its heart.
- The picturesque Leeds and Liverpool Canal provides an important walking / cycling /leisure resource, but offers enormous potential for canal-side living and as a visitor attraction.
- The area is well served with private leisure facilities including Nelson Golf Club, Reedley Marina, Belvedere Sports Club, as well as formal green open spaces, parks and allotments.
- New and emerging housing developments at the Hallows in Reedley and in the Brierfield Canal Corridor area (at Quaker Heights, Holden Road and Clitheroe Road and in the future at Northlight), providing aspirational modern homes to meet today's lifestyles.
- A varied and quality retail offer serving the local community, as well as customers and visitors from a wider catchment area. This includes the local independent and niche shops in Brierfield town centre, the Pendle Village Mill shopping concept at the out-of-centre retail allocation adjacent to junction 12.
- Employment opportunities afforded by Lomeshaye Industrial Estate and its future growth plans (a proposed extension will be the Borough's strategic employment site), as well as potential job and training opportunities arising from the regeneration of Northlight.
- State of the art modern educational facilities at secondary school level, with completion of the Marsden Heights Community School in 2010.

- Several strong local communities and community organisations, with a great sense of pride in their area, coupled with an appetite for positive change.
- A strong community hub in Brierfield town centre, containing the Town Hall, the Library, Community Centre, Youth centre, together with a family centre and health centre.
- A growing population that will stimulate demand for housing and help support a buoyant housing market.

Developing the Vision - Urban Framework Analysis

An urban framework analysis of Brierfield and Reedley identified the main challenges and more importantly how these can be transformed into opportunities for the future.

Key	Challenge	Opportunity
	Entrance Gateways/ arrival points –Brierfield and Reedley have their own distinctive character. However, there is a lack of a sense of arrival. The arrival point at Junction 12 roundabout is also ill defined and giving a poor impression.	The creation of ‘entrance gateway’ features would help to create a sense of arrival and improve first impressions of the place. This could be achieved through high quality public realm improvements, including signage/ sculptural elements to improve the entrance to the place and Northlight. The Magistrates’ Court is a distinct building that could be sensitively illuminated to contribute to a ‘sense of arrival’.
	Colne Road Gateway has some attractive elements with some landmark buildings. Some sites are poor quality, with in-active and neglected frontages.	By bringing sites back into use, active commercial/ residential frontages could be created. The landmark buildings are unique and contribute to the distinctiveness of the place. These should be celebrated, with possible face-lifting improvements, including illuminating their facades. High quality co-ordinated and unified streetscape / public realm improvements including street trees could significantly enhance the gateway.
	Burnley Road Gateway has had significant facelift improvements to its terraced housing blocks. However, there are a number of commercial sites and forecourt sites that contributing negatively to the appearance of the town	Improvements / facelifts to commercial sites could create more attractive and active frontages. Reducing street clutter and carrying out high quality co-ordinated streetscape / public realm improvements, including street trees could significantly enhance the gateway.
	Railway Street / Clitheroe Road Gateway has had some high quality public realm improvements to its sites, but there still remain grotspots/ poor commercial site frontages and poor streetscapes that are giving a negative impression of the town. This is a key connection route between the town centre and Northlight, as well as a key entry point into the town from the Fence-Padiham by-pass.	Reducing street clutter and carrying out high quality co-ordinated streetscape / public realm improvements, including highway junction/ pedestrian footpath improvements sympathetic to the heritage. Including street trees and sympathetic illumination/ lighting and improving the frontages of commercial sites could significantly enhance the gateway. The distinctive estate railings of the S’ bends along this eastern approach into the town could be improved.
	Brierfield Town Centre is an active local centre with a civic/community hub. It contains a number of listed and landmark buildings and traditional shopping parades that add to the character. These are attractive, but run down and the public realm is tired.	The town centre could have potential to be a Conservation Area and this could then unlock opportunities to bid for heritage/ townscape lottery funding. There are opportunities to improve listed and landmark buildings and to introduce a high quality public realm sympathetic to the heritage and character of the town centre to strengthen the sense of place. There is also scope for strengthening the civic and community hub.
	Bridge Street connection and footbridge. This is a key connection route for pedestrians between the town centre and Northlight.	Carry out high quality unified streetscape / public realm improvements sympathetic to the heritage, including pedestrian footpath improvements, street trees and illumination/ lighting, together with transformational improvements to the railway footbridge.
	Vacant Brownfield sites. There are a number of gap sites and larger vacant brownfield sites, mainly in Brierfield.	A number of vacant sites are detracting from the appearance of the area, but offer opportunities for redevelopment, subject to viability. A number of these are in private or LCC ownership, but could offer development potential for housing, thereby diversifying the housing offer. Significant progress has already being made in the Canal Corridor Area by the Council and its joint venture company to bring brownfield sites back into use for housing.
	Railway Station. The existing train arrival point to the town is uninspiring and could make a bigger contribution to the aesthetic appearance of the place and to Northlight, as well contribute to the townscape.	Unified high quality public realm and street furniture improvements with quality lighting sympathetic to the conservation area, could improve the first impressions of the place and improve its image.
	There is one Conservation Area and seven listed buildings/ structures in Brierfield, which give recognition to the historic townscape and the industrial heritage of Brierfield. Within the ward of Reedley, there are two listed farmhouses and a listed 1950’s	The listed Methodist Church is undergoing a refurbishment with a Heritage Lottery grant and Northlight which sits within the Conservation Area is undergoing a heritage-based transformation. Promotion of these heritage assets will raise the profile of the town and the improvement of

	house ('Domus').	other landmark/ listed buildings in the town centre and along the key routes could enhance the area.
	Pedestrian links to the area's green assets. The area contains a number of green assets, notably its surrounding countryside, green open space and canal. Some of the residential neighbourhoods have a lack of green open space. Accessibility to these green assets is poor and undefined and pedestrian links are under-utilised.	Promotion and publicity of the leafy lanes and footpath links to the countryside/ open space, and the canal towpath together with interpretation of points of interest, would improve the town as a place of choice to live and improve the 'liveability' of the place. It will also support Northlight as a destination to visit.
	The Canal and its towpath form the western edge of Brierfield and Reedley, serving as a green tranquil oasis and leisure resource. It contains a number of listed bridges and forms a key element of the industrial heritage of Brierfield. It is poor in parts and neglected in appearance. It has inherent potential for leisure activities, boat moorings, walking and cycling for both the local community and visitors.	The improvement of 'entry points' to the canal towpath and the improvement of the towpath environment/ canal bridges would improve an important community and visitor asset, contributing to the delivery of the Northlight project. It would also improve the image of the area. This could be achieved through high quality public realm improvements, including signage/ sculptural elements and illumination sympathetic to the heritage, as well as interpretation. The canal celebrates its bicentennial in 2016 and the Super Slow Way creative arts programme should be fully capitalised upon.

Quality Design

It is important to embed quality design in regeneration and development activity to contribute to 'place making' and to improve the image of a place. This should not only focus on building works, but also the local streetscape, the street furniture, roads and connections.

The Northlight Project is engendering a high quality public realm strategy within the complex, which will have verve and style. It is important to ensure that the public realm improvements and street furniture along the key routes and in the town centre is therefore complementary to the Northlight approach and sympathetic to the character of the area. New quality materials for streetscape works can be used, but re-use of old stone setts and Yorkstone paving is encouraged.

The environmental degradation of an area and the 'poor look' of a neighbourhood can also undermine an area and can be caused for example by satellite dishes, oversized dormers, removal of chimney stacks and garden railings /hedges and lack of greenery. Within the high street and on gateway routes into the town it can be illuminated shop signs, street clutter, a mis-match of painted street furniture, poorly maintained pavements, inappropriate industrial fencing/ guard rails and too many commercial signs and oversized traffic signs.

A definition of Public realm: 'Public realm comprises the streets, pavements, squares, parks, green spaces and other outdoor places. It is the places we pass through on our daily journeys and the spaces we use for outdoor activities and social interaction'. Creating inspirational spaces a guide for quality public realm in the Northwest (Places Matter)

Developing the Vision: Community Consultation

At the heart of developing this 10-year vision and strategy has been the drive and determination to find out what the key issues and priorities are at a grassroots level.

The process began with a walkabout with the Brierfield and Reedley councillors in 2015, followed by further discussions with councillors to agree the parameters and scope for this strategy.

A specific consultation exercise around the development of this vision, took place in January 2016 with local people, organisations and groups operating in the area. Over 4300 A3 glossy leaflets were delivered to households/ businesses, setting out the proposed vision and 5 key priorities that the strategy would focus on. Leaflets were also made available in various community venues (the Library, Community Centre, BAC café). This was accompanied by publicity in the local press and 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 five priorities.

Although the number of people who responded was relatively low, the comments demonstrated positive support for the development of a strategy. The comments about 'the place' and the proposed priorities were very helpful and have assisted in the preparation of this Strategy.

What the community said

Views out and the rural setting are an asset

There are a variety of shops and some quality shops (jewellers) and buildings, such as the Town Hall and churches are important.

The community facilities, such as Brierfield Library, are good

The area has good neighbours

We like the recent public realm improvement work along Sackville Street

There is a need to activate the space between Northlight and the town centre.

The town centre is intimidating after dark; it needs better lighting and patrols to keep streets safe

Some of shops are an eyesore; there are too many fast food outlets. More quality shops, such as green grocers are needed

Some shops have no kerb-side appeal

Shop/commercial signage is not tasteful; Need businesses that look attractive

Need to tackle vacant buildings and half abandoned neglected industrial sites

Wildlife corridor and access to nature is needed

Art installations are needed; a panopticon type feature at Reedley Trig to attract visitors

Need to create strong identity graphically.

Some of the pub buildings should be upgraded / reused for other uses, such as The Feathers.

Lack of a pleasant pub- restaurant and public toilets

Approaches into Brierfield and Reedley need improving; regular grass cutting needed

Need to tackle empty homes as they bring the area down

Brown field sites should be developed for quality housing

Assets such as Brierfield Library are very important

Loss of some services, such as post office

Problems associated with rental and vacant houses; houses in disrepair and in a dilapidated state. Empty houses give poor impression of the area.

Some roads need resurfacing and pavements in need of improvement. More investment needed in cycling and walking routes

Litter is a problem, mainly from take-aways

Reputation of Brierfield needs improving

The gateway into Brierfield from Cuckstool Lane via 'the S bends' could be improved by refurbishing the distinctive estate railings

Lack of facilities in the evening for young people; young people feel isolated because of lack of access to services. Need to persuade young to stay, as opposed to moving away.

Need enforcement and improvement notices to tackle redundant buildings and poor maintained properties. Vacant houses are mis-used. Landlord forums could be set up.

Glen Way road could be improved - it is too narrow.

Car parking on pavements is a problem

Towards The Vision

We are focusing activity across **five priority themes**, although many of the actions cross cut over more than one theme reflecting our integrated approach to investment and project delivery. The Priority Themes are:

1. **Town Centre Enhancement**
2. **Development Sites**
3. **Place shaping and image**
4. **Physical connectivity and townscape**
5. **Housing and its green assets**

Future Objectives

A broad physical framework to guide activity and investment has been formulated around these five **priority themes**.

The key objectives are as follows:

- ❑ Capitalising on **Northlight as an economic/leisure/ residential asset** and as a 'driver' for regenerating Brierfield and Reedley
- ❑ Improvement of **Brierfield Town Centre** and the heritage / landmark buildings along Burnley Road/ Colne Road to enhance its image, vitality and viability.
- ❑ Improving the quality of the **townscape and public realm** of the town centre, through sympathetic lighting, quality materials such as stone pavings /setts, street furniture, rejuvenation of shop canopies, signage and streetscape works
- ❑ Creating renewed **thoroughfares and linkages** between the town centre and Northlight (namely along Bridge Street, including the footbridge and Railway Street), through streetscape/ environmental improvements, such as sympathetic lighting, bridge illumination, paving, street furniture and signage.
- ❑ Exploiting Brierfield & Reedley's **canal side location** and capitalising on the opportunities arising from the £2M Super Slow Way canal focused creative-arts programme and other future canal-landscape based projects.
- ❑ Maximising the potential of its **green assets, existing parks, outdoor sports/ leisure facilities** and 'doorstep' countryside to improve the town as a place to live and visit
- ❑ Delivering **new high quality housing development** that diversifies the housing offer and which increases the available spending power of the residential

community, thereby helping to underpin the viability of local businesses, shops and services.

- Continued focused interventions on the **empty terraced properties** through the work of the Council's Empty Home Programme to bring them back into use, providing a choice of housing in tenure and price terms for local residents.
- Exploring the development opportunities of **vacant brownfield sites** for housing so that they contribute to shaping the place and the town's sustainable future
- Supporting **existing businesses, encouraging new businesses and exploiting development opportunities** in existing vacant buildings and on brownfield sites as these become available.
- Promoting locality responses to community safety and community protection and supporting a more socially cohesive, confident and tolerant community, will enhance the quality of the place and improve the perception of the area to a more positive one.
- Tapping into the potential future growth of the visitor/ tourist economy in Lancashire which is expected to create an extra 6.3M jobs by 2020³. by developing a package of visitor 'day' and 'stay' attractions in Brierfield, focused around Northlight, the canal, industrial heritage, leisure, the arts, and village mill retailing.
- Addressing the gateways and 'entry' points to the town to establish a sense of arrival and to improve Brierfield's image by a combination of appropriate high quality development, environmental treatment, illumination of strategic buildings, lighting and signage. This will also include a focused intervention on 'grotspots' and poor commercial site frontages.

³ Lancashire Visitor Economy Strategy 2015-2020

Towards the Vision: The Priorities

This section focuses on the five priorities

>>>>Insert diagrammatic plan>>>>>>>>

BRIERFIELD TOWN CENTRE ENHANCEMENT

Brierfield Town Centre serves as a local shopping centre, providing convenience and niche retailing, as well as a range of community services. It contains a number of prominently positioned civic / community buildings (the Grade II listed Town Hall, Brierfield Library, Community Centre and Youth Centre) fronting onto a central civic space with its listed cenotaph. These facilities, together with the health and family centres, off Tunstill Square create a strong 'community hub'.

The shops are strung along the main road forming a Victorian streetscape and a number of the blocks have benefitted in the past from canopies, which contribute to a 'sense of place'. There have been some inappropriate and insensitive alterations and signage to its commercial buildings/ shops in the past and there are some vacancies.

The town centre lies at the heart of the Brierfield and Reedley communities. Given its location on the main through road and at a main cross road junction, it also serves as the 'shop window' for the town. It is where it expresses its culture and identity.

It is considered that investment in building repairs/ refurbishment, coupled with high quality public realm improvements including canopy refurbishments, street trees, improved street furniture and sensitive lighting would help strengthen it as a local centre, supporting Brierfield and Reedley as a place of choice to live, visit and work.

Sensitive illumination and improvement of its heritage and landmark buildings would significantly enhance the quality of the place.

Other uses, such as cafés and leisure/ cultural activities could also contribute to improving its vitality, community safety and assist with creating a night time economy. Creating a 'Night Time Buzz' within the town centre would also complement Northlight.

To support attractive shop window and to improve the attractiveness of the offer, training in visual merchandising for existing retail businesses could also be offered.

AIMS: To improve the quality and image of the town centre environment, making it more attractive as a place to shop, invest and visit. To attract public/ private sector investment and new uses for vacant buildings to support its role as a local centre and to enhance its heritage assets and the streetscape.

Benefits / Opportunities

- A victorian streetscape and collection of listed and landmark buildings with potential for improvement
- An uplift to the public realm would contribute to creating a positive quality image and a strong 'sense of place'

- Improvements would strengthen it as a local centre and as a 'community 'hub'
- Supporting local businesses and service providers
- Supporting the Northlight project and complementing the 'Physical Connectivity' priority
- Exploration of Conservation Area designation, which could also unlock potential funding opportunities, such as Townscape Heritage Initiative funds
- Potential for other Heritage Grants for improving listed commercial / civic buildings
- Potential for the listed Town Hall (now owned by the Town Council) to be sensitively enhanced and to have a community- cultural -commercial role, to ensure future sustainability.

DEVELOPMENT SITES

There are a small number of existing vacant brownfield sites and redundant buildings that range in size and type. Some extend to over 1.5 hectares, such as the former Mansfield High School site and others are smaller sites. **Their re-development for appropriate uses would support the Government's and Council's agenda of bringing brownfield land back into productive use as a priority and support the economic and sustainable growth of Brierfield and Reedley.**

Significant progress has already taken place with redeveloping brownfield sites in the Brierfield Canal Corridor area. Over the last four years, both the former Lob Lane Mill site (Quakers Heights) and the Holden Road sites have now been developed for new homes. The redevelopment of the Clitheroe Road clearance site for 46 new homes and conversion of the redundant Brierfield Mill (Northlight) are planned to start on site this year, in 2016. Redevelopment of existing vacant brownfield sites (such as the land off Richard Street, the former school site on Richard Street and the Burnley Road gap site) however does present challenges; most notably the low value house prices and costs of dealing with site abnormalities can present viability issues. Funding to assist with viability issues and bridging the gap associated with site remediation/ infrastructure costs, could be explored.

Aim: To explore opportunities to get vacant brownfield sites and redundant buildings re-developed for future use.

Opportunities / benefits

- Potential for partnership working to bring difficult brownfield sites back into use, through PEARL2 and through Registered providers, such as the Together Housing Group
- Supports growing demand for new housing
- Development of new housing increases choice and tenure and supports economic growth of Brierfield and Reedley and the Borough
- Supports the Council 's agenda for prioritising redevelopment of brownfield sites

PLACE SHAPING AND IMAGE

Brierfield's rich heritage is one of its unique features and defines its urban character and Northlight is an important ingredient that will help shape the place in the future. Our ambition is for Northlight to have regional recognition.

It is important to protect and enhance the existing historic environment and heritage assets through delivering high quality architecture, refurbishments and public spaces. We will work with owners of empty buildings and properties to encourage them to be refurbished, where possible. New development will be required to be sensitively planned to an appropriate scale, mass and appearance which promotes high quality design, and responds to its context.

The creation of 'entrance gateway' features will help to create a sense of arrival and improve first impressions of the place. This can be achieved through high quality public realm improvements, including signage/ sculptural elements to improve the entrance to the place and Northlight. **Lighting is an important element of the public realm and can play an important role in place-making, initial targeting could be illuminating landmark buildings and key routes.** For example, the Magistrates' Court is a distinctive building that could be sensitively illuminated to contribute to a 'sense of arrival' at the southern gateway.

The quality and design of the public realm plays a vital role in defining the image of the town and neighbourhood and can give it a unique 'brand'.

It affects the perception of an area and influences whether people desire to live, work and visit the place.

Quality public art installations could also have a role to play in creating a 'sense of place', providing a vehicle for statements about a town or site's historical, geographical and social identity. As part of an integrated element of an overall design concept, it could help to rebrand the place.

Creatively using existing industrial heritage structures, such as the existing gasometer by for example illuminating it or creating a new iconic sculpture could put the place on the map and support it as a visitor destination.

AIMS: To raise the profile and image of the place to a more positive one and create a distinctive identity. To encourage visitors, boost the visitor economy and support the promotion of Northlight as an important new destination and a key part of the area's future.

Opportunities / benefits

- Delivery of high quality gateway treatments, such as street trees, illumination of landmark buildings / quality iconic structures to create a sense of arrival and reinforce the sense of place.
- Building on the strong sense of local community and pride; but engendering a strong sense of stewardship about the place to ensure the quality of the built environment is improved and maintained
- Capitalising on creative-arts projects to raise the profile of the place and Northlight to a positive one and engender community pride and participation

- Explore/ support a Pennine Lancashire wide future funding bid (through RPL) for a canal focused industrial heritage landscape project, which will bring improvements to the canal environment and support it as a heritage/ leisure/ visitor attraction asset.
- Place branding and positive marketing, including the launch of a web site for Northlight, which also highlights other attractions to form a package which defines it as a 'niche destination' to visit
- Setting new high quality standards for design and the environment, including the public realm sites

PHYSICAL CONNECTIVITY & TOWNSCAPE

Within the town, transport connectivity is fairly good. The grid iron pattern of streets and through route of Colne Road- Burnley Road has created a permeable and legible place. However, at neighbourhood level some of the connections and routes are aesthetically poor, undermining ease of movement and community safety.

With the commencement of the Northlight project, there is also a priority need to improve 'walking connections' between the mill complex and the town centre with its shops/ services and to enhance key junctions for the benefit of pedestrians. This is proposed to be 'an early win' project. Improving the streetscape quality to a high standard sympathetic to its heritage context would create friendly, active, greener and safe streets. Creating an attractive unified public realm and removing street clutter will be part of the enhancements.

In spite of the improvement work that has been achieved through the HMRI and Empty Homes funded public realm work in the last decade, the number of prominent **gap sites, unsightly and vacant buildings** still serve to give off the impression that parts of Brierfield are run down and marginal. Tackling the eyesores and poor commercial / forecourt frontages along the key routes through a facelift will create an attractive environment and a more positive image for residents, visitors and prospective investors.

AIMS: To improve links between the town centre and Northlight. To improve the appearance of the approaches to Brierfield & Reedley and enhance the public realm/streetscape, including quality improvements which are sympathetic to the heritage context.

Opportunities / benefits

- Priorities are Bridge Street, the railway footbridge & Railway Street/Colne Road junction improvements
- Dealing with grot spots and poor commercial site frontages on to key routes, such as the former Stone Yard site
- Quality improvements to the approaches and creating a greener environment will raise the image of the place to a more positive one
- Quality of place improved, supporting Northlight and the place as a visitor destination

HOUSING & GREEN ASSETS

The Brierfield ward has a large number of empty homes (122⁴) that are concentrated in the inner urban areas of the town and Reedley has 36 empty homes. The Council is carrying out a range of interventions (such as loans.) to bring the long term vacant houses back into use through the Council's Empty Homes work. Bringing these homes back into use will contribute to meeting the housing needs of the borough, but also support the future sustainability of the neighbourhoods.

There is also a need to provide new housing to meet demand, but also to provide a diversity of housing choice, to meet the needs of the local population, as well as to retain and attract successful households, ensuring a more sustainable place. Prioritising work in the Brierfield Canal Corridor Area and the Railway Street neighbourhood will continue. There are, as highlighted above, a number of brownfield sites, but there are also other potential previously undeveloped sites which could be brought forward for future housing development, which could help to make meet the overall housing requirements as set out in the Core Strategy.

Brierfield and Reedley are surrounded by stunning open countryside, but also have a number of existing parks and green open spaces. The focus will be on improving the green environment in the area by enhancing existing green open spaces including, Heyhead Park, the Leeds and Liverpool Canal and the Lucas sports field, as well as improving existing routes and creating new green linkages to adjoining open spaces, wooded areas, and pocket parks, if feasible. There is also the opportunity to explore the potential of the LCC/ PBC owned wooded area adjoining Northlight for activities, such as mountain biking and walks. The aim is to promote access for all.

AIMS: To continue to bring back into use the long term empty homes and to improve the quality and range of the housing on offer. To improve Brierfield and Reedley as a place to live by making the most of its green assets, outdoor sports facilities, canal and local countryside.

Opportunities / benefits

- Sustain the momentum of change that the Housing Market Renewal Initiative started and continue the work in the Housing Regeneration Priority Areas
- Diversify and increase housing choice through new developments and improvements to existing stock
- Bring back into use long term privately owned empty houses thereby improving the street scene and liveability of the neighbourhoods through a range of interventions, including loans
- Improving choice of housing in terms of type, tenure and price for local residents to retain existing residents and attract new people into an increasingly thriving and attractive area.
- Making the most of the canal and the countryside by improving walking connections and the quality of the environment
- Establish and publicise circular walking / cycling routes

⁴ Data from Council Tax 2015

Moving Forward

Co-ordination, alignment and support

Pendle Council, as the local authority, is a key regeneration body with considerable statutory planning and other powers that can enable major, minimal and comprehensive regeneration opportunities. However, it recognises it cannot deliver this vision and strategic framework alone. The collaboration and cooperation of the key stakeholder organisations will be crucial for bringing forward and delivering the vision and regeneration opportunities.

The Council has a history of collaborative working and will work with their various partners, delivery agencies, the local community and its community organisations including:

Key Partners - this could include PEARL2, Lancashire County Council, Registered Providers, Historic England, Homes and Communities Agency (HCA), the Local Enterprise Partnership (LEP), Regenerate Pennine Lancashire, New Ground, Canal and River Trust.

Key Landowners - the significant landowners are Lancashire County Council, Housing Pendle, Network Rail, Brierfield Town Council, Canal and River Trust, as well as private sector landowners.

Brierfield Town Council and Reedley Hallows Parish Councils comprise 12 and 8 councillors and represent the residents of their respective areas.

The local community and community organisations, charities, faith groups including the mosque and churches, and local residents.

The role of the community in helping to support and deliver aspects of the vision is critical. There are many active community organisations within Brierfield & Reedley and by working together, they can sell and help deliver the vision, as well as 'make it real' for people by making the connections. Young people in particular are an important asset for Brierfield and Reedley and are an integral element of the area's future.

Investment and Funding Resources

To deliver the scope of change and to help support delivery of key priorities across Brierfield and Reedley, there are a number of **potential funding and resource streams that could be tapped into.**

New funding opportunities could potentially arise in the future that could be bid for and capitalised upon.

Pendle Council has existing resources, such as the Empty Homes Loan Fund from its central budget. It also has a borough-wide Brownfield Sites Fund that could be explored. The Brierfield Area Committee also has its own capital and revenue budget, which is deployed to carry out improvement works, such as shop front improvement grants, environmental, infrastructure and street improvements. With the recent devolvement of responsibilities and custodianship of community buildings to Town and Parish Council's, they have been

empowered at local level and now have the scope to raise funds through a Council tax precept.

Pendle Council will explore and procure external funding, where possible and work collaboratively with partners to bring forward the right package of investment to deliver the priority objectives including:

LCC - for specific highways improvement, walking connection improvements proposals

Other Public Sector- Other public sector funding streams arising from bodies such as the HCA, the LEP and other local, regional and Central Government schemes might have funding pots available to help bring forward new homes or infrastructure.

LEP funding includes The **Local Growth Fund** - combination of Central Government funding, and both European Regional Development Fund (ERDF) and European Social Fund (ESF) to maximise regeneration and economic development within Lancashire. The LEP also administrates the **Growing Places Fund** (GPF), a loan which can help unlock key infrastructure issues.

Regenerate Pennine Lancashire and **Boost Lancashire Growth Hub** offer a range of grants which can help businesses to expand.

Lottery - The Heritage Lottery Fund (HLF) gives grants to sustain and transform our heritage. Most of their grants are for public benefit (except Townscape and Enterprise) ranging from £3,000 to £5m. Grants are available for historic building, parks and historic places, archaeology, environment and cultural traditions. Townscape Heritage provide grants to revitalise Conservation Areas. Heritage Enterprise also provides grants to regenerate buildings and sites.

The Big Lottery Fund mainly supports community and voluntary organisations to deliver projects, which may include heritage projects with grants ranging from £300-£500,000.

Arts Council England, which uses both Lottery and Central Government funding, has a number of funding pots which could provide complementary funding a project.

Community Infrastructure Levy / S106 Agreements - funds from planning obligations secured through planning permissions, from major development schemes, could help deliver requisite supporting physical infrastructure for the local area.

Delivery and Delivery Tools

Quick wins

'Quick wins' are interventions the Council can lead on within a short time period of time working with key partners to make positive changes early on.

The Council is working with Pearl2, to support the delivery of a new housing development on the Clitheroe Rd site and a mixed use development project at Northlight. The first phases of both these developments are planned to start in 2016. These developments build on the regeneration work already carried out in the Brierfield Canal Corridor Area and will make big transformational wins early on.

Another early win project planned, which forms a priority within this strategy is to improve

connections between Northlight and the town centre. Funding by Pendle Council, LCC and the LEP (Local Growth Fund) has been secured for some highway junction / street work improvements and the work will be delivered in 2016-17 as part of wider Burnley-Pendle M65 Growth Corridor programme of work.

Potential Delivery Tools

There are a range of delivery tools of tools that the Council, its partners, landowners and local organisations could explore and utilise to support the delivery of this strategy. These are set out below:

1. Feasibility and Viability Studies

A number of studies could be explored and could include (but are not exclusive to):

- Feasibility /Appraisal of a Conservation Area for Brierfield Town Centre
- Feasibility of townscape heritage lottery funding bid for a town centre project
- Feasibility study into uses and improvements for heritage / landmark buildings, including a business case and funding possibilities, such as Heritage Lottery Grants
- Viability studies could be carried out, where appropriate for assessing the viability of a site for a housing scheme by the Council in collaboration with a partner (Pearl and or a registered provider).

2. Design and Development Briefs

The preparation of development and design briefs, in collaboration with the landowner could be a useful tool for supporting the development of a vacant site.

To support the application of good urban design principles, the Council has in place several adopted supplementary Planning Documents. The relevant ones are The Conservation Area Design Guidance SPD and Design Principles SPD together with the two Brierfield 'neighbourhood SPDs'. These are the Brierfield Canal Corridor SPD (2005) and Railway Street Masterplan SPD (2010).

3. Other Initiatives

Other planning, legal and financial delivery mechanisms could be utilised, including:

- Work with developers / partners to help remove barriers to development (e.g., helping to identify funding opportunities).
- Continue to work with owners of empty homes to encourage bringing them back into use through a range of interventions.
- **Development control planning tools.** Conditions attached to a planning consent of a new application are a direct and legitimate tool to influence the form and nature of development. Conditions can relate to matters such as design, and operational issues such as restrictions on operating hours/restrictions on use of closed retail shutters etc.

- **Enforcement powers** under planning and housing legislation to tackle rundown buildings and sites. Enforcement action can also be taken for unauthorised commercial signs/ signage clutter.

New **neighbourhood planning** powers came into force under the Localism Act 2011, allowing communities to shape development in their areas through the production of Neighbourhood Development Plans. **A neighbourhood development plan** could be taken forward by either a town/ parish council or a 'neighbourhood forum' subject to a community referendum and a number of conditions being met.

Neighbourhood development plans establish general planning policies for the development and use of land in a neighbourhood, such as where new homes and offices should be built and what they should look like. The plan can be detailed or general, depending what local people want. Neighbourhood plans have to take into account the strategic context and the local council's assessment of housing and other development needs in the area. The Department for Communities and Local Government have grants available up to £9,000 (from 1 April 2016) to help groups write a neighbourhood plan or up to £15,000 if a group has complex issues.

Appendix 1: Strategies, Plans, Masterplans of relevance to the development of this Strategy

The strategies and plans are:

Lancashire Strategic Economic Plan 2015-2025 (2014)

Pendle Local Plan Part 1: Core Strategy (2015)

Pendle Replacement Local Plan 2001-2016 (2006)

Our Pendle Our Future: Pendle's Sustainable Community Strategy (2008)

Burnley-Pendle Growth Corridor Strategy (2014)

Pendle Strategic Plan 2015-18

Brierfield Area Development Framework (2004)

Brierfield Canal Corridor SPD (2005)

Railway Street Masterplan SPD (2010)

Brierfield Mills Conservation Area Character Appraisal (2006)

Pennine Lancashire Investment Plan (2013)

Draft Pennine Lancashire Heritage Investment Strategy 2015-20 (2014)

Pendle Conservation Area Design and Development Guidance SPD (2008)

Pendle Design Principles SPD (2009)

Appendix 2: Listed buildings and structures in Brierfield and Reedley

Brierfield

Brierfield Cenotaph

Brierfield Methodist Church

Brierfield Mills

Clay Cottage

Leeds and Liverpool Canal Bridge no 138 - Clogger Bridge

The Limes

Brierfield Town Hall

Reedley Hallows

Greenhead Farmhouse

Ingham's Farmhouse

Domus