

Promoting Pendle



Introduction

Our plan links to our vision of a Pendle which is recognised locally, regionally and nationally as a great area to live, learn, work, play and visit.

It connects with our Strategic Objectives for a **strong economy** through generating jobs and working for long-term economic, environmental and social wellbeing.

It supports our aim to create **strong communities** and partnership working to improve community involvement and the quality of our environment.

And it plays a part in the Council working as a **strong organisation** which delivers **strong services** and meets the right priorities to support our local residents and businesses, improving the quality of life in Pendle.

This Strategy links to other agreed plans and strategies including Pendle's Strategic Plan; the Jobs and Growth Strategy; our Core Strategy, Northlight (Brierfield Mill) Communication Plan; our Tour of Britain Cycling Legacy Strategy; the development of a new Nelson Vision and our Visitor Economy Plan which has the potential to reach people internationally.

We've taken a collaborative approach working in a range of dynamic ways to promoting Pendle and its distinctive towns and villages. It highlights how we are working with partners across a range of leading organisations and also with volunteers in our community.

It plays to Pendle's strengths which include:

A drive for jobs and growth

- Major economic development projects which make us part of the Northern Powerhouse including the development of a new destination for the North West called Northlight, at Brierfield Mill and plans to expand

Lomeshaye Industrial Estate

- A strong portfolio of support for businesses of all sizes, both new, existing and expanding including grants and advice through our Jobs and Growth Strategy
- World leaders in manufacturing with a long history in Pendle including aeronautical and textile manufacturing
- A focus on getting brownfield sites developed and work to expand the range of quality housing in Pendle
- A strategic approach to long term planning including a new Vision for Brierfield and for Nelson
- A Visitor Economy Plan which connects with a wider Marketing Lancashire Strategy to make the most of our rural, cultural, events, town and village assets to boost our visitor economy including our rural economy
- A Pendle Vision board of business leaders including successful young entrepreneurs

Our location & connections

- Multi-million pound improvements to the M65 for better connectivity
- Within easy reach of the major cities of Manchester, Leeds and Liverpool

- Good motorway and road access to international airports at Manchester, Liverpool and Leeds/Bradford
- A range of public transport options including rail links with three stations in Pendle including direct services to the coast at Blackpool and improved bus links from Pendle including to Manchester from Skipton and Colne.

Town centres

- Attractive and distinctive towns and villages with a high number of interesting high quality independent shops and businesses with Barnoldswick and Colne getting national recognition through the Great British High Streets awards

Great countryside, leisure opportunities & events for our visitor economy and quality of life for local residents

- A stunning and varied landscape including an Area of Outstanding Natural Beauty with our iconic famous landmark, Pendle Hill
- A superb network of footpaths and a wide range of options for walking in our beautiful countryside including through our Pendle Walking Festival – the UK’s largest free walking event. Our growing portfolio of self-guided walks includes Pendle’s Three Peaks, the Brontë Way and the Pendle Way, Pendle Witches Walks and a series of heritage town trails.

- The best parks in the North West with eight parks achieving Green Flag status (only one other area in the North West has achieved this number)
- An abundance of opportunities for culture and entertainment including at Colne Muni, the ACE Centre in Nelson, the Rainhall Centre Barnoldswick and the Pendle Hippodrome and through Pendle's In-Situ Arts and Arts Council Funded Super Slow Way, connected to the Leeds and Liverpool Canal.
- Accessible leisure centres and pools including Inside Spa in Nelson
- An expanding portfolio as a renowned area for competitive and leisure cycling from the Colne Grand Prix, to the Steven Burke Sports Hub, and a range of new cycling routes including ones linked to the Tour of Britain race route
- Internationally important heritage including the history of the Pendle Witches explored through walks and a renowned Pendle Sculpture Trail.
- A range of other strong heritage themes include: Brontë connections celebrated through a series of 200th anniversaries; George Fox Quaker history; industrial heritage including the Leeds and Liverpool Canal's 200th anniversary in 2016 and the 400th anniversary in 2017 of 17th century mathematician Jonas Moore from Pendle who helped to establish Greenwich meantime and the Royal Observatory
- An interesting architectural portfolio of historic buildings including Shackleton Arcade and Booth Street Library and opportunities to promote the 400th anniversary of Pendle's packhorse bridges in Wycoller and Higherford in 2017

Education, high achievers and raising aspirations

- Nelson & Colne College is in the UK's top 1% with a 100% pass rate for the second year running
- Our secondary schools have beaten the national average for GCSE results in 2016
- A range of inspirational events at Nelson & Colne College including ones targeted at primary and secondary school students
- A strong range of high achievers from Pendle who help raise aspirations and broaden horizons for our students and graduates

Action Plan

We'll put our Promoting Pendle strategy into action using a range of communication and marketing tools including media opportunities, press releases and social media communication and advertising, direct graphic (html) email and internal communication channels to get our messages and calls to action across to the right target audiences.

This Action Plan will be reviewed and refreshed annually with new opportunities to put Pendle under the spotlight and keep our area centre stage for economic growth.

Communications will be targeted to reach a range of audiences: local, regional, national, international and specialist. Actions promote Pendle and connect with live, learn, work, play and visit themes.

ACTION PLAN

| Jobs & Growth | | | |
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| Aims | Who's involved | Target audiences | Milestones |
| <p>To promote schemes and projects for a strong economy, to support, showcase and reward local businesses & promote mixed housing..</p> <p>To promote Pendle as a great place to do business in and to work in.</p> <p>Actions</p> | | | |
| <p>Promote £32 million Northlight project through news stories & media opportunities</p> | <p>PEARL including Pendle Council's Economic Development Team, Communications Team & Barnfield</p> <p>Partners & funding organisations</p> <p>In-Situ arts Super Slow Way</p> | <p>Developers & potential investors</p> <p>Funding organisations & partners</p> <p>Local residents</p> <p>Regional media, economic development media & arts media</p> | <p>Announcement of £2.15m funding for Northlight May 2016 ✓</p> <p>Young international architects' designs on Northlight news story July 2016 ✓</p> <p>The Circle and the Square major public singing event with American artist Suzanne Lacy October 2016</p> <p>Create Northlight pages for</p> |

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| | | | <p>PEARL website December 2016</p> <p>Ongoing press releases each quarter with news on different stages of the development.</p> <p>Deliver and refresh Communications Plan annually</p> |
| Promote Pendle Business Awards including creation of a website | <p>Pendle Council's Economic Development Team & Communication Team Pendle Vision Board</p> | <p>Local businesses Regional business media</p> | <p>June 2016 ✓</p> <p>June 2018</p> |
| Deliver the Whitefield Marketing Strategy | <p>Pendle Council's Economic Development Team & Communications Team Liberata PEARL Housing partners</p> | <p>Local people Economic development media</p> | <p>Review & update Marketing Strategy September 2016</p> <p>Implement Marketing Strategy by end March 2017</p> |
| Promote Gearing up for Growth schemes including grants & support for businesses | <p>Pendle Council's Economic Development Team & Communications</p> | <p>Local businesses Inward investors Local people</p> | <p>Ongoing with action every quarter 2016, 2017, 2018</p> |

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| | Team Pendle Vision Board Local businesses | | |
| Publicise Foxhills, Carry Lane, Quaker Heights, Holden Road and Clitheroe Road developments (PEARL) | Pendle Council's Economic Development Team & Communications Team Pendle Council's Economic Development Team & Communications Team | | News story & photos on sod cutting at Foxhills April 2016 ✓ Ongoing news stories at various milestones of PEARL developments |
| Launch & promote the 10 year Vision for Brierfield | Pendle Council's Economic Development Team & Communications Team PEARL Brierfield Town Council | | News release on bid for £1.5m Heritage Lottery Funding September 2016 ✓ News release on result of bid January 2017 Ongoing as projects are launched & completed |
| Promote Pendle's expansion for businesses with a great package for businesses. | Pendle Council's Economic Development Team & Communications Team Lancashire Business View | | Promote the Hotspots campaign October 2016 |

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| | magazine | | |
| Improve collaboration and communication with Marketing Lancashire | Pendle Council's Economic Development Team & Communications Team | | Meeting December 2016 |
| Produce regular round up bulletins of Pendle Business news | Pendle Council | Pendle Vision Board members Local businesses | Monthly from January 2017 |
| Get a strong portfolio of professional pictures of Pendle's leading businesses | Pendle Council's Economic Development Team | | March 2017 |
| Develop a new Vision for Nelson strategy | Pendle Council's Economic Development Team Nelson Town Council | | Development & implementation of Nelson Vision plan Dates to be announced |
| Economic Development: Promoting and developing Pendle's visitor economy & raising Pendle's profile for a STRONG ECONOMY | | | |
| Aims | Who's involved | Target audiences | Milestones |
| To boost Pendle's visitor economy including | | | |

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| <p>rural & town centre businesses and raise Pendle's profile by showcasing our stunning countryside.</p> <p>To promote Pendle as a great place to live in and visit for quality of life and visitor experiences.</p> <p>Actions</p> | | | |
| <p>Promote Pendle's Walking Festival including Leeds & Liverpool Canal 200th and Brontë bicentenary walks</p> | <p>Pendle Council's Economic Regeneration Team, Environmental Services Team & Communications Team Volunteer walk leaders Accommodation providers</p> | <p>National and international visitors</p> <p>Local residents</p> | <p>Brochure launched April 2016 Pendle Walking Festival launched & walks promoted ✓</p> <p>Production of <i>Walk in Pendle</i> video to promote walking July 2016 ✓</p> <p>Produce brochure & promote Pendle Walking Festival 2017 From April – August 2017</p> <p>Produce brochure & promote Pendle Walking Festival 2018 From April – August 2018</p> <p>Outside broadcast on BBC Radio Lancashire ✓</p> |

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| <p>Use key positive phrases to promote Pendle as the place to live, to do business, to cycle, to walk and to visit using social media and graphic e mail 'footers'</p> | <p>Pendle Council's Communications Team</p> | | <p>Change e mail 'footers' fortnightly Ongoing from April 2016</p> |
| <p>Support town and parish councils with their efforts to promote town centre events</p> | <p>Town & Parish Councils Pendle Council's Engineering & Special Projects, Economic Development & Communications Teams</p> | <p>Local, regional & UK cycling media</p> | <p>Colne Grand Prix July 2016 ✓ Nelson Food Festival September 2016 List of town & parish council events to be updated on an ongoing basis.</p> |
| <p>Improving the look of Pendle Council's public areas by promoting Pendle the place</p> | <p>Pendle Council's Communications Team</p> | <p>Visitors to Council buildings Councillors & staff</p> | <p>Production of new large photographs in key Council areas July 2016 ✓</p> |
| <p>Creation of new media hub on Pendle Council's website where all news stories are stored in a news archive and all news stories are issued automatically onto social media via RSS feed.</p> | <p>Pendle Council's Communications Team</p> | <p>Local, regional, international</p> | <p>July 2016 ✓</p> |
| <p>Promote Pendle's parks for leisure, health and wellbeing & as natural habitats</p> | <p>Pendle Council's Environmental Team & Communications</p> | <p>Local</p> | <p>Pendle Parks Green Flag News story & BBC Radio Lancashire live outside broadcast August 2016 ✓</p> |

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| | Team Park Friends | | July/August 2017 July/August 2018 |
| Promote the Pendle Cycling Festival including <i>The Pendle Wiggle</i> | Pendle Council's Engineering & Special Projects Team, Communications Team & Environmental Team Pennine Events Pendle's Cycling Forum | Local, regional & cycling media | September 2016 |
| Promote cycling in Pendle including the implementation of the Tour of Britain Cycling Legacy Strategy | Pendle Council's Engineering & Special Projects Team, Communications Team & Economic Development Team | | Promote Pendle's cycling Olympian Steven Burke including the bid to create a new BMX track at the Steven Burke Sport Hub. Features on Steven Burke at the Rio Olympics & BMX track bid in Colne Grand Prix programme ✓ Organise and promote the Pedal Pendle Festival including the Wiggle Pendle Sportive. September 2016 |

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| | | | <p>Celebrating Steven Burke's success parade September 10 2016 Civic reception October 2016</p> <p>News stories & social media on BMX track ongoing as funding bids are made and funding success announced</p> |
| Promote the Great British Rhythm & Blues Festival in Colne | Pendle Leisure Trust | Local, regional & national | Full programme of events promoted August 2016 ✓ |
| Promote key landmarks and anniversaries in Pendle | Pendle Council's Economic Development Team & Communications Team Lancashire County Council Wycoller Friends Mid Pennine Arts Barrowford Town Council | Local & regional media & visitors & local residents | 10 th birthday of the Atom panopticon sculpture included in Pendle Walking Festival August 2016 ✓ & Brontë events October 2016 |
| Promote Pendle via the internet | Pendle Council's Economic Development Team & Communications Team | Local, regional, national & international | Develop and launch a new responsive Visit Pendle website September 2016 |
| Support efforts to promote the re-opening of | Pendle Leisure | Pendle residents | September 2016 news ✓ |

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| <p>Inside Spa</p> | <p>Trust's Marketing Team Pendle Council's Economic Regeneration Team & Communications Team</p> | <p>Residents from neighbouring areas Visitors to Pendle</p> | <p>October 2016</p> |
| <p>Support and develop the visitor economy including Pendle's cultural and countryside assets</p> | <p>Pendle Council's Economic Development Team & Communications Team</p> <p>Pendle Tourism businesses</p> <p>Pendle Hill Landscape Partnership</p> | <p>Tourism businesses</p> <p>Local residents & tourism businesses</p> <p>Regional, national & international media & visitors</p> | <p>Visitor Economy Plan agreed July 2016 ✓</p> <p>Develop & promote 6 month programme of events to mark 200th anniversary of Charlotte Brontë's birth including: Launch programme of events April 2016 ✓</p> <p>Production of walking video included our Brontë connections July 2016 ✓</p> <p>Live outside broadcast with Radio Lancashire August 2016 ✓</p> <p>Capture & promote photography & film footage of International bestselling author Brontë visit to Wycoller September 2016</p> |

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| | | | <p>Implement Visitor Economy Plan March 2017 including new Pendle miniguide & digital (web) only version of the Visit Pendle guide</p> <p>Organise and promote Tourism Forum including discussion on potential new opportunities including Quaker Trail, Jonas Moore trail and 'glamping' October 2016 & February 2017</p> <p>Identify funding streams to help develop Pendle's visitor economy including Pendle Hill Landscape Partnership (lottery funded) December 2016 & onwards</p> <p>Explore the feasibility of improving and re-launching the Brontë Way 40 mile literary trail during the Brontë writers' bicentenary years (2016 – 1820) June 2017</p> |
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