



REPORT OF: HOUSING, HEALTH AND ECONOMIC DEVELOPMENT SERVICES MANAGER

TO: EXECUTIVE

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**PENDLE JOBS AND GROWTH STRATEGY
ACTION PLAN 2017/19**

PURPOSE OF REPORT

To provide an update on our progress in delivering the Pendle Jobs and Growth Strategy and to inform members of the proposed programme of activity for 2017/19.

RECOMMENDATION

To note progress and the proposed 2017/19 action plan.

REASON FOR RECOMMENDATION

To keep the Executive informed of progress in delivering the strategy.

ISSUE

In November 2013 the Council approved the Pendle Jobs and Growth Strategy. The Strategy was also supported by the Pendle Vision Board. Now nearly three years on, the attached Action Plan shows what has been achieved in delivering the Strategy and what is proposed for the next two years.

The Strategy shows how Pendle's growth plans meet the regional (Lancashire Strategic Economic Plan) and national objectives and this co-ordinated approach should provide the best opportunity for Pendle to access any available public funding to stimulate further growth.

ONS statistics show the borough is recovering from the 2008 downturn and in many areas is back to pre-recession levels;

Number of people employed in Pendle

Following a large fall in the number of people employed in Pendle in 2011/12, Pendle is now nearly back to the employment levels seen in 2010, before negative impacts of the recession had been felt. Employment in Pendle is now the highest it has been for 4 years and in 2015/16 employment levels in Pendle were higher than the rest of the Northwest and Great Britain.

Number of Active Enterprises in Pendle

The latest data (2014) shows that there are 2775 active enterprises in Pendle. The number has increased steadily since 2011 when numbers dipped to 2680. Pendle is nearly back to the position it was pre-recession in 2008.

Number of Business Births in Pendle

Since 2012 business births in Pendle saw a dip in 2014 (305) from a high 2013 (345) but business births still remain higher than in 2009.

The Pendle Jobs and Growth Action Plan 2017-19 aims to support this continued improvement in Pendle's local economy.

IMPLICATIONS

Policy: None directly arising from this report

Financial: None directly arising from this report

Legal: None directly arising from this report

Risk Management: None directly arising from this report

Health and Safety: None directly arising from this report

Sustainability: None directly arising from this report

Community Safety: None directly arising from this report

Equality and Diversity: None directly arising from this report

APPENDICES

Pendle Jobs and Growth Strategy Action Plan

LIST OF BACKGROUND PAPERS

Pendle Jobs and Growth Strategy

Pendle Jobs and Growth Strategy 2013- 2023 Action Plan 2017 - 2019

Action taken in year three and four (2015 - 2017)	Action proposed in year five (2017-19)
Our Business – more thriving businesses	
Provide suitable sites to accommodate business growth	
<p>Open a new strategic site in the M65 growth corridor by extending Lomeshaye Industrial Estate</p> <p>Our Core Strategy identifies the extension of Lomeshaye as a strategic employment site with a gross area of 30.59ha which could accommodate over 1500 jobs. The Core Strategy was formally adopted at the Full Council meeting in December 2015. Since then the works to Junctions 12 and 13 to build-in increased capacity at the site are almost complete. Meetings have taken place with land owners and negotiations are underway.</p> <p>In the meantime we have encouraged private investment on sites in Pendle, including:</p> <ul style="list-style-type: none"> • Increasing occupancy levels at Barrowford Business Park, the site is now 85% full • Increased occupancy levels at Lomeshaye Industrial Estate, the site is now 95% full • Completion of phase 1 of the redevelopment of former Reedyford Mill site, Nelson • Development of site off motorway at Greenfield, Colne 	<p>Lomeshaye Industrial Estate</p> <ul style="list-style-type: none"> • Acquire site • Secure funding to provide access to phase 1 from the existing estate <p>To continue to encourage private investment on employment sites in the rest of Pendle.</p>
<p>Help to develop Northlight in line with the masterplan</p> <p>A funding package of over £10m has been secured for the infrastructure works, Phase 1 of Burnley FC in the Community Leisure Facility and the relocation of Lancashire Adult Learning. We are progressing the Compulsory Purchase Orders of some adjoining pieces of land which will be needed to deliver the proposed redevelopment of the mill complex.</p>	<p>Work started on Phase 1 of the leisure facility for Burnley Football Club in the Community and Lancashire Adult Learning College in early October 2016 and these are due for completion Summer 2017.</p> <p>We will continue to work with PEARL to secure partners and funding for the rest of the development.</p>

<p>Strengthen commercial activity in our town centres</p> <p>The Council has now purchased the former Colne Health Centre. Draft plans have been drawn up for retail and housing uses.</p> <p>The Council is funding a feasibility and options appraisal of a Colne BID. The study will investigate the potential income options, gauge local opinion for having a BID and make recommendations as to whether the process to progress to the next stage.</p> <p>The 2nd Nelson Food Festival, jointly funded by Pendle Council and Nelson Town Council, was held on 17th September 2016, It attracted over 30 stalls and 9,000 visitors, an increase on the first year.</p> <p>The Council submitted the first stage of a £1.5m bid to the Heritage Lottery Fund to bring empty shops and other buildings in Brierfield back in to use. The bid is part of a five year Brierfield Townscape Revival Plan which has been developed in consultation with local residents, businesses and Brierfield Town Council in a bid to improve the historic town centre at the same time as developments at Brierfield Mill's Northlight.</p> <p>5 out of 6 of our town centres have reduced the number of vacancies since their peak in 2010-11. In 2014 Barnoldswick won the Local Parade category of the Great British High Street competition and in 2015, Colne were runners up in the Market Town category.</p>	<p>We will complete the development of Nelson's Vision document which will set out a framework for inclusive growth and prosperity for the town and its surrounding area.</p> <p>Whilst 5 of our 6 town centres vacancy rates have reduced since their peak in 2010-11, Barrowford town centre vacancy rates have doubled from 7% in 2011 to 14% 2016. Due to the town's comparatively small size, a small number of shops becoming vacant can impact more significantly on the occupancy levels than other Pendle towns. The occupancy levels may correct themselves following the initial impact of Booths supermarket. We will meet with local representatives and stakeholders to see if there is any action that can be taken to speed this process up or stem any further decline.</p>
<p>Encourage diversity and innovation in our existing and new businesses and support growth sectors particularly advanced manufacturing</p>	
<p>In 2015/16 we committed investment of just over £512,000 into the Gearing Up For Growth programme to support and strengthen the local economy, resulting in almost £950,000 of private sector investment. In 2015/16 the programme:</p> <ul style="list-style-type: none"> • created 15 new businesses (all businesses received 3 hours of free business advice) • awarded 12 growth grants • created 76 actual jobs (a further 111 are projected) • safeguarded 29 jobs (a further 136 safeguarded jobs are projected) 	<p>Council Executive agreed to a 3 year funded programme of the Gearing up for Growth programme from 2016 to 2019. We will continue to support local business through our annual programme Gearing Up For Growth.</p>

Provide effective business support service stimulating innovation and private sector investment

We have ensured that our companies benefit from available external support, particularly through the Growth Hub facilitated by Growth Lancashire (formerly Regenerate Pennine Lancashire).

In the latest round of the Regional Growth Fund, Pendle has received the 6th highest level of investment from the Lancashire Business Growth Fund, out of 14 Lancashire authorities. The accumulative impact of Regional Growth Fund rounds has resulted in:

- * 23 businesses receiving support
- * £1.5m public investment
- * £6.9 levered private investment
- * 150 new jobs
- * 171 jobs safeguarded

We will continue to run our popular annual programme of business seminars and workshops, Pendle Business Week, a week long programme of free seminars, workshops and drop in sessions aimed to aid Pendle businesses develop various aspects of their business. It targets businesses at various stages of operating from pre-start-up businesses right the way through to sector leading companies.

We will continue to maximise the benefit for Pendle companies seeking to invest through the Regional Growth Fund scheme called Lancashire Business Growth Fund and support available through Boost.

Our People - A highly employable workforce

Increase jobs in the higher skilled managerial, technical or professional roles

We have committed 3-years of funding to deliver the Pendle Business Class Hub, a pilot project which aims to prevent social background from predicting a young person's success in the classroom and beyond and help provide a pipeline of future talent to Pendle employers. It's being run in partnership with Business in the Community (BITC), one of the charities of HRH The Prince of Wales. Business Class links 6 local businesses with schools and is working with Marsden Heights Community College and West Craven High School. Businesses taking part are Cottages.com, Silentnight, Hope Technology, Daisy Communications, Businesswise Solutions and Sweet Dreams.

Continue the delivery of the Pendle Business Class Hub. We have a target of engaging with two schools and 6 local employers.

More effective links between education and work – employer engagement	
The Careers and Enterprise Company (CEC) are starting to roll out their national Enterprise Adviser Network programme this academic year in Pendle. The CEC aim to ensure young people are given the inspiration, information and support they need to enter the world of adult employment. The CEC aims to ‘join the dots’, brokering delivery and exploiting opportunities already available. The Pendle Business Class Hub dovetails together with this programme, with Business Class becoming one of the activities that would be part of a school’s strategic careers and employability plan.	To continue to work in collaboration with the CEC Enterprise Adviser Network, to ensure that schools and young people are able access a rich and varied range of support to better prepare young people for their future.
Improve youth employment. Reduce NEET’s and increase apprenticeships	
In partnership with Nelson & Colne College, we turned a former Lancashire County Council property in Nelson town centre into a Youth and Apprenticeship Training Centre in 2013.	We will continue to work with Nelson & Colne College and support the Training Centre to help more young people get into work.
Council Executive agreed an allocation of £100,000 of Gearing up for Growth funding to look at Employment Initiatives.	Work with delivery partners DWP to support people back into employment, particularly addressing the number of people claiming Employment and Support Allowance (ESA) by developing an effective employment project.
Our Connectivity - Improved road rail and digital networks	
Lobby for LCC to deliver the Colne Foulridge Bypass	
The M65 Yorkshire Corridor study was commissioned by Lancashire County Council to investigate whether a bypass remains an appropriate solution to Colne’s current congestion. The traffic pattern results did not show justification for the Colne bypass. However, the report proposes further work to continue to identify options to relieve congestion in and around Colne, including whether the case continues for a bypass of Colne to the Northwest of the town to link the M65 and A56. A separate but related cross-border study is under way to look at the “bigger picture” east-west road connectivity issues.	We will continue to lobby and make a strong economic case for funding to relieve congestion in Colne.

Lobby LCC to deliver the Route Management Strategy for North Valley corridor Junction 14 to A56/A6068	
We have successfully lobbied for investigations into route management in North Valley. Funding has been secured for LCC to carry out upgrades to signals on the North Valley corridor and other minor road capacity improvements.	This work will be progressed following the completion of the M65 Growth Corridor works
Lobby LCC to deliver the signalisation of Junction 12 (Brierfield) Churchill Way/Kenyon Road (Lomeshaye Industrial Estate) and Junction 13 (Nelson) on M65	
We participated in the Burnley/Pendle Growth Corridor Study and the East Lancashire Accessibility Study to look at what needs to be done to make sure our roads can support planned economic growth. LCC have completed improvements to junction 12 and are progressing the improvements to junction 13 of the as part of the Burnley Pendle Growth Corridor Investment Programme. This is part of the £250m Growth Deal secured from government by the Lancashire Enterprise Partnership.	Completion of work is expected before by mid-2017.
Lobby for improved rail service to Colne	
We have actively participated in the rail connectivity study improving links between East Lancashire and the growth areas of Preston and central Lancashire. We have also participated in the cross-border study into the re-opening of the Colne to Skipton line.	As part of a major £1billion investment into East Lancashire trains £400m will be used to replace outdated Pacer trains by the new Northern Rail franchise operator, Arriva. This investment will be on the Colne to Preston lines and will conclude by 2020. We will work with LCC to produce a business case (for a possible future Growth Deal bid via the LEP to Network Rail) for a passing loop between Colne and Burnley to enable an increase in the frequency of trains on this line.
Work with LCC to maximise the number of businesses linked to superfast broadband	
Pendle Vision Board successfully promoted and lobbied for broadband networks. The benefits and availability of the business support package LCC provided were published.	Pendle Vision will continue lobbying Superfast Lancashire for suitable business networks and coverage to meet expectations. We will work to exploit further opportunities to increase coverage.

Our Place - Improved Housing and Image	
Continue to work towards a balanced housing market	
In June 2016 the Council's Executive agreed to establish a Brownfield Development Grant Fund totalling £500k to assist in making brownfield sites viable for the development of new housing. We have written to the owners of 28 brownfield sites which have planning permission, but upon which no houses have yet been built. The sites range in size from 2 to 28 houses. The owners of 12 sites have contacted us requesting an application pack be sent out to them.	To continue to seek and appraise applications for the fund.
The Council's Regeneration Group frequently monitors extant planning applications to help understand issues and support developers to tackle barriers to development.	To bring more sites brought forward for development.
We have been working with the Homes and Community Agency (HCA) to identify sites the meet starter homes criteria and have submitted a bid for the first stage which is currently under consideration.	We will await the outcome of the bid and will hold further discussions with HCA.
We will continue to bring forward Council Sites for disposal and development and work with our joint venture company Pearl to bring forward private sites.	We will continue to work with partners to maximise development potential of sites within Council and private ownership.
<p>Our Core Strategy was approved and formally adopted in December 2015. It identifies Trough Laithe in Barrowford as a strategic housing site. The site extends to 12ha which could accommodate 500 dwellings.</p> <p>127 new dwellings (including new build and conversions) were completed in 2015-16.</p> <p>Pendle Council will soon be releasing five individual plots of land for sale to people who want to build their own home. In 2014 Pendle was selected as one of 11 areas nationwide to pilot a government initiative called Right to Build. <i>Right to Build</i> aims to help residents seeking to build their own home, by asking councils to establish a register of people interested in self and custom build and bringing forward plots of land to meet this need. There are currently over 100 people on our register.</p>	<p>We will seek planning approval for the development of our site at Further Clough Head and determine the best way to take this housing development forward.</p> <p>Pearl2 will continue to progress the development of:</p> <ul style="list-style-type: none"> • 17 houses on Bunkers Hill Phase 2, Colne, • the development of 48 apartments at Northlight, Brierfield • 46 houses off Clitheroe Road, Brierfield • 14 houses on Bright Street, Colne • 32 houses on Carry Lane, Colne <p>We will continue to promote and maintain Pendle's Self and Custom Housebuilding Register. Further work will be carried out to look at ways in which the Council can bring forward more plots of land for people wanting to build or commission the development of their own home.</p>

Raise the profile of Pendle as a place to live work and play.

In June 2016 we held the 5th **bi-annual Pendle Business Awards** which is jointly organised by Pendle Council and Pendle Vision Board. This year saw more applications than any other year and more than 240 people attended the glamorous black-tie event in 2016.

We have adopted a Tourism Action Plan which plans work and aligns with Marketing Lancashire's Visitor Economic Strategy. 2016 marked the 200th anniversary of Charlotte Brontë, who was a frequent visitor to and was inspired by Wycoller. We developed a Brontë Events Programme which featured walks, crafts and a photography workshop. Now in its 12th year, this year we organized 71 guided walks in our 2016 Pendle Walking Festival, the UK's largest walking festival.

We will continue to capitalise on successes and media exposure about our achievements. We will continue to deliver our Tourism Action Plan for Pendle and work with our regional partners, Marketing Lancashire, to ensure our work aligns to the Regional Visitor Economy Strategy.