

Promoting Pendle



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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			
Aims To promote schemes and projects for a strong economy, to support, showcase and reward local businesses & promote mixed housing.. To promote Pendle as a great place to do business in and to work in. Actions	Who's involved	Target audiences	Milestones
Promote £32 million Northlight (Brierfield Mill) project through news stories & media opportunities	PEARL including Pendle Council's Economic Development Team, Communications Team & Barnfield	Developers & potential investors Funding organisations & partners Local residents Regional media, economic development media & arts media	Announcement of £2.15m funding for Northlight May 2016 ✓ Young international architects' designs on Northlight news story July 2016 ✓

	<p>Partners & funding organisations</p> <p>In-Situ arts Super Slow Way</p>		<p>The Circle and the Square major public singing event with American artist Suzanne Lacy October 2016 ✓</p> <p>Create Northlight pages for PEARL website February 2017 ✓</p> <p>Ongoing press releases each quarter with news on different stages of the development inc media opp on site with Lancashire Adult Learning Dec 2016 ✓</p> <p>Deliver and refresh Communications Plan annually March 2017 ✓</p> <p>Burnley Football Club in the Community on site visit at Northlight to update on progress April 2017</p> <p>Support communication on Liverpool Biennial at the In-Situ arts garage site at Northlight May – June 2017</p>
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			Lancashire Adult Learning preview visit to see progress on site June 2017
Promote Pendle Business Awards including creation of a website	Pendle Council's Economic Development Team & Communication Team Pendle Vision Board	Local businesses Regional business media	June 2016 ✓ June 2018
Deliver the Whitefield Marketing Strategy	Pendle Council's Economic Development Team & Communications Team Liberata PEARL Housing partners	Local people Economic development media	All homes sold February 2017 ✓
Promote Gearing up for Growth schemes including grants & support for businesses	Pendle Council's Economic Development Team & Communications Team Pendle Vision Board Local businesses	Local businesses Inward investors Local people	Ongoing with action every quarter 2016, 2017, 2018 including media opportunity with Sam's Beauty Box January 2017 ✓
Publicise Foxhills, Carry Lane, Quaker Heights, Holden Road and Clitheroe Road developments (PEARL)	Pendle Council's Economic Development Team		News story & photos on sod cutting at Foxhills April 2016

	<p>& Communications Team Pendle Council's Economic Development Team & Communications Team</p>		<p>✓</p> <p>Ongoing news stories at various milestones of PEARL developments including:</p> <p>Media opp at Carry Lane as work progresses on new supported housing for elderly people in Pendle also focusing on success of housing development across Pendle March 2017</p> <p>Media opp at Foxhills as marketing for the new development starts, April 2017</p> <p>Launch of Foxhills development 2018</p>
<p>Launch & promote the 10 year Vision for Brierfield</p>	<p>Pendle Council's Economic Development Team & Communications Team PEARL Brierfield Town Council</p>		<p>News release on bid for £1.5m Heritage Lottery Funding September 2016 ✓</p> <p>Send refreshed bid into Heritage Lottery December 2017</p>
<p>Promote Pendle's expansion for businesses with a great package for</p>	<p>Pendle Council's Economic</p>		<p>Promote the Hotspots</p>

<p>businesses.</p>	<p>Development Team & Communications Team</p> <p>Lancashire Business View magazine</p>		<p>campaign October 2016 ✓</p> <p>Media opportunity to celebrate funding success for Lomeshaye extension January 2017 ✓</p> <p>Promoting Pendle for business film – launch March 2017</p>
<p>Promote Focus on Your Business Week</p>	<p>Pendle Council's Economic Development Team & Communications Team</p>		<p>October 2016 ✓</p> <p>October 2017</p> <p>October 2018</p>
<p>Start of Business Class Hub 2 year programme for secondary school students, providing business & enterprise advice to raise aspirations</p>	<p>Marsden Heights West Craven High School</p> <p>Pendle Council's Economic Development Team & Communications Team</p> <p>Business in the Community charity</p>	<p>Marsden Heights & West Craven High School students & families</p> <p>Local residents</p>	<p>January 2017 ✓ & ongoing</p>
<p>Launch of Pendle Connects for digital & business networking</p>			<p>Quarterly meetings from 16 March 2017</p>

Launch of The Pendle Challenge to raise aspirations and achievements for children & young people in Pendle.	Pendle nursery, primary & secondary schools & Nelson & Colne College, Pendle Council & Pendle Vision Board		Launched February 2017 ✓ Strategic group meetings from March 2017
Improve collaboration and communication with Marketing Lancashire	Pendle Council's Economic Development Team & Communications Team		Meeting March 2017
Produce regular round up e bulletins of Pendle Business news	Pendle Council	Pendle Vision Board members Local businesses	Quarterly from March 2017
Support communication on completion of work at junction 13 M65 roundabout	Lancashire County Council Communications Team Nelson & Colne College	Local residents Businesses at Riverside Nelson & Colne College	March/April 2017
Get a strong portfolio of professional pictures of Pendle's leading businesses	Pendle Council's Economic Development Team		Ongoing
Develop a new Vision for Nelson strategy	Pendle Council's Economic Development Team Nelson Town	Town centre businesses Nelson residents Pendle residents	Development & implementation of Nelson Vision plan Dates to be

	Council		announced
Opening of Costa at Pendle Rise	Pendle Council's Economic Development Team & Communications Team & Pendle Rise management	Pendle residents Business media	Costa announcement February 2017 ✓ Media opportunity for opening May/June 2017
Pendle News - digital newsletter	Pendle Council's Communications Team	Pendle residents	June 2017
Economic Development: Promoting and developing Pendle's visitor economy & raising Pendle's profile for a STRONG ECONOMY			
Aims To boost Pendle's visitor economy including rural & town centre businesses and raise Pendle's profile by showcasing our stunning countryside. To promote Pendle as a great place to live in and visit for quality of life and visitor experiences.	Who's involved	Target audiences	Milestones

Actions			
<p>Promote Pendle's Walking Festival including Leeds & Liverpool Canal 200th Brontë bicentenary walks & Sir Jonas Moore 400th anniversary</p>	<p>Pendle Council's Economic Regeneration Team, Environmental Services Team & Communications Team Volunteer walk leaders Accommodation providers</p>	<p>National and international visitors Local residents</p>	<p>Brochure launched April 2016 Pendle Walking Festival launched & walks promoted ✓ Outside broadcast on BBC Radio Lancashire on Brontë bicentenary & walking in Pendle ✓ Production of <i>Walk in Pendle</i> video to promote walking July 2016 ✓ Produce brochure & promote Pendle Walking Festival 2017 From April – August 2017 including Jonas Moore history walks and George Fox walks & Pendle Way 30th anniversary walks. Produce brochure & promote Pendle Walking Festival 2018 From April – August 2018</p>
<p>Use key positive phrases to promote Pendle as the place to live, to do business,</p>	<p>Pendle Council's Communications</p>		<p>Change e mail 'footers' regularly inc ref to specific</p>

to cycle, to walk and to visit using social media and graphic e mail 'footers'	Team		events Ongoing from April 2016
Produce a new Pendle miniguide	Economic Development Team (Tourism) & Communications Team	Visitors and local residents	Launch mini guide March 2017 ✓
Support town and parish councils with their efforts to promote town centre events	Town & Parish Councils Pendle Council's Engineering & Special Projects, Economic Development & Communications Teams	Local, regional & UK cycling media	Colne Grand Prix July 2016 ✓ Nelson Food Festival September 2016 ✓ Colne's Summer Music and Food Festival June 2017 Colne Grand Prix July 2017 List of town & parish council events to be updated on an ongoing basis.
Improving the look of Pendle Council's public areas by promoting Pendle the place	Pendle Council's Communications Team	Visitors to Council buildings Councillors & staff	Production of new large photographs in key Council areas July 2016 ✓
Creation of new media hub on Pendle Council's website where all news stories are	Pendle Council's Communications	Local, regional, international	July 2016 ✓

<p>stored in a news archive and all news stories are issued automatically onto social media via RSS feed.</p>	<p>Team</p>		
<p>Promote Pendle's parks for leisure, health and wellbeing & as natural habitats</p>	<p>Pendle Council's Environmental Team & Communications Team Pendle Parks Forum Park Friends</p>	<p>Local</p>	<p>Pendle Parks Green Flag News story & BBC Radio Lancashire live outside broadcast August 2016 ✓</p> <p>Green Flag park announcements 22nd July 2017</p> <p>July/August 2018</p> <p>Promoting Pendle parks & open spaces for health and wellbeing to GP surgeries & Clinical Commissioning Groups for referrals.</p> <p>Ongoing from Summer 2017</p>
<p>Promote the Pendle Cycling Festival including <i>The Pendle Wiggle</i></p>	<p>Pendle Council's Engineering & Special Projects Team, Communications Team &</p>	<p>Local, regional & cycling media</p>	<p>September 2016 ✓</p> <p>24 September 2017 Including Pedal Pendle sportives</p>

	<p>Environmental Team Pennine Events</p> <p>Pendle's Cycling Forum</p>		
<p>Promote cycling in Pendle including the implementation of the Tour of Britain Cycling Legacy Strategy</p>	<p>Pendle Council's Engineering & Special Projects Team, Communications Team & Economic Development Team</p>		<p>Promote Pendle's cycling Olympian Steven Burke including the bid to create a new BMX track at the Steven Burke Sport Hub.</p> <p>Features on Steven Burke at the Rio Olympics & BMX track bid in Colne Grand Prix programme ✓</p> <p>Organise and promote the Pedal Pendle Festival including the Wiggle Pendle Sportive. September 2016 ✓</p> <p>Celebrating Steven Burke's success parade September 10 2016 ✓</p> <p>Civic reception October 2016 ✓</p> <p>News stories & social media on BMX track ongoing as funding bids are made and</p>

			funding success announced
Promote the Great British Rhythm & Blues Festival in Colne	Pendle Leisure Trust	Local, regional & national	Full programme of events promoted August 2016 ✓ Supporting Colne Town Council by sharing communications on 2017 R&B Festival
Promote key landmarks and anniversaries in Pendle including 30th birthday of the Pendle Way - 2017	Pendle Council's Economic Development Team & Communications Team Lancashire County Council Wycoller Friends Mid Pennine Arts Barrowford Town Council Volunteer walks leaders Pendle Hill Landscape Partnership In-Situ NHS	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 ✓ Support communication on In-Situ's work with University of Manchester architecture students in designing a summit shelter on Pendle Hill and a multi-purpose mobile shepherd's hut for events, interpretation & community use around Pendle Hill. March 2017 Produce Pendle Way 30th short film April 2017 Promote Pendle Way 30 th in

			<p>Visit Pendle guide – launch April 2017</p> <p>Create short Quaker Trail walking guide for Pendle April 2017</p> <p>Promote Pendle mathematician Sir Jonas Moore – who established the Royal Observatory & Greenwich meantime’s 400th anniversary with a short walking guide April 2017</p> <p>News release on work of volunteers to improve Pendle Hill route for Pendle Way 30th via Pendle Hill Landscape Partnership May 2017</p> <p>Share communication on Pendle Hill Landscape Partnership’s People Enjoying Nature (PEN) health and wellbeing project linked with NHS. Promote volunteers & groups working on guided walks, footpath surveys & physical improvements including drystone walling on and around Pendle Hill.</p>
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			Promote packhorse bridges – 400 years old
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 ✓ Review and refresh the Visit Pendle website - ongoing
Support efforts to promote the re-opening of Inside Spa	Pendle Leisure Trust's Marketing Team Pendle Council's Economic Regeneration Team & Communications Team	Pendle residents Residents from neighbouring areas Visitors to Pendle	September 2016 news ✓ October 2016 ✓
Promote new Visit Pendle information point inside Boundary Mill	Pendle Council's Economic Regeneration Team, Communications Team & Boundary Mill		March 2017
Support and develop the visitor economy including Pendle's cultural and countryside assets	Pendle Council's Economic Development Team & Communications Team	Tourism businesses Local residents & tourism businesses	Visitor Economy Plan agreed July 2016 ✓ Develop & promote 6 month programme of events to mark

	<p>Pendle Tourism businesses</p> <p>Pendle Hill Landscape Partnership</p> <p>Mid Pennine Arts</p>	<p>Regional, national & international media & visitors</p>	<p>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 of International bestselling author Brontë visit to Wycoller September 2016 ✓</p> <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'</p>
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			<p>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>Information on George Fox, Sir Jonas Moore & Selina Cooper supplied for Pendle Radicals funding bid – via Pendle Hill Partnership (co-ordinated by Mid Pennine Arts. February 2017 ✓</p> <p>Explore the feasibility of improving and re-launching the Brontë Way 40 mile literary trail during the Brontë writers' bicentenary years (2016 – 2020) June 2017</p> <p>Refresh the Visitor Economy Plan June 2017</p> <p>Organise Tourism Conference during Pendle Business Week October 2017</p>
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