

# Promoting Pendle

1 April 2018 – 31 March 2020



## 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 and also our Visitor Economy Plan which has the potential to reach people internationally.

We are taking 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 a new Masterplan 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

## **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 and new Heritage Lottery funded projects through the Pendle Hill Landscape Partnership. This initiative spotlights our countryside and rural heritage.

The promotion of Pendle radicals such as George Fox who founded The Quaker movement and 17<sup>th</sup> century mathematician Sir Jonas Moore who helped to establish the Royal Observatory and Greenwich Mean Time is underway and we are collaborating with Mid Pennine Arts which is leading the Pendle Radicals Theme.

- 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 the Pendle Way, Pendle Witches Walks and a series of heritage town trails.
- Our parks are among the best in the North West with eight parks achieving Green Flag status
- An abundance of opportunities for culture and entertainment including at The Muni Theatre in Colne, the ACE Centre in Nelson, the Rainhall Centre Barnoldswick and the Pendle Hippodrome in Colne and through Pendle’s In-Situ Arts and Arts Council Funded Super Slow Way, connected to the Leeds and Liverpool Canal.
- Accessible and affordable 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 including the new BMX pump track 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 which is being developed through 2018 – 2019
- A range of other strong heritage themes include Pendle’s compelling Brontë connections and our industrial heritage including the Leeds and Liverpool
- An interesting architectural portfolio of historic buildings including Shackleton Arcade and Booth Street Library and opportunities to promote the 400<sup>th</sup> anniversary of Pendle’s packhorse bridges in Wycoller and

Higherford in 2017

### **Education, high achievers and raising aspirations**

- Nelson and Colne College is number one in the country for 16-18 learner achievement at all levels and number one for A levels, vocational studies, apprenticeship achievement and for maths, based on progress scores
- Nelson and Colne College is number one in Lancashire for student satisfaction and students at the college have won national Association of Colleges' Student of the Year Award for two consecutive years (2016 and 2017).
- Nelson and Colne College students achieved 99% A Level pass rate and 99.6% advanced vocational pass rate in 2018
- A range of inspirational events at Nelson & Colne College targeting primary and secondary school students and taster sessions in school including computer size robotics sessions and engineering workshops and English writing competitions.
- A strong range of high achievers from Pendle who help raise aspirations and broaden horizons for our students and graduates including successful Oxbridge applicants for the last three years and one in five of Level 3 leaver progressing on to Russell Group universities – the best in the country

- In 2018, 14 students studying Business studies on the vocational route received offers from Russell Group universities which was unprecedented and 13 students who had been on our unique Pre-Professional Programme for Medicine (preparing students for challenging and competitive university places) gained places for Medicine/Dentistry/Veterinary Medicine – almost all at Russell Group universities.

## **Action Plan**

We'll put our Promoting Pendle strategy into action using a range of communication and marketing tools including media opportunities, news releases, videos and social media communication and advertising, direct graphic (html) email and internal communication channels to get our messages and calls to action directed 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			
<b>Aims</b>  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.  <b>Actions</b>	<b>Who's involved</b>	<b>Target audiences</b>	<b>Milestones</b>
<b>Promote £32 million Northlight project through news stories &amp; media opportunities</b>	<b>PEARL</b> including <b>Pendle Council's Economic Development Team, Communications Team &amp; Barnfield</b>  Partners & funding organisations  In-Situ arts Super Slow Way	Developers & potential investors Funding organisations & partners Local residents Regional media, economic development media & arts media	Ongoing press releases with news on different stages of the development.  Communication on In-Situ's unique new arts hub at Northlight opening its doors for the first time to host this year's Pendle Tourism Conference.  October 2018 ✓  Opening of Burnley FC in the Community's new Leisure Box March 2019



			<p>Opening of Burnley FC in the Community's outdoor pitch</p> <p>March 2019</p> <p>Support publicity on In-Situ bringing the Liverpool Biennial touring programme of contemporary art back to Northlight if building work allows event to take place.</p> <p>June 2019.</p> <p>Promote show apartment for apartments at Northlight Date to be confirmed 2019.</p> <p>Support publicity on a major exhibition of contemporary and historic banners at Northlight presented by Super Slow Way and Mid-Pennine Arts as part of the first British Textile Biennial, an exploration of textiles and the textile industry seen through the eyes of artists. (If building work allows the event to take place.)</p>
--	--	--	--

			<p>October 2019</p> <p>Promote completion of apartments date to be confirmed 2019</p> <p>Promote completion of canal moorings date to be confirmed 2019</p> <p>Promote completion of landscaped new gateway to Northlight and canal moorings Date to be confirmed 2019.</p>
<p><b>Promote Pendle businesses via #Make it in Pendle social media campaign</b></p>	<p><b>Pendle Council's Economic Development Team &amp; Communications Team Businesses</b></p>	<p>Local businesses and businesses looking to expand or locate here.</p> <p>Residents</p> <p>Regional media, economic development media</p>	<p>Invite businesses to take part Launched December 2018 ✓</p> <p>Create social media graphics for participating businesses</p> <p>Schedule social media graphics every 2 weeks.</p> <p>Regular communication with businesses to encourage them to join the campaign and share message.</p>

<p><b>Communicate on plans to extend Lomeshaye Industrial Estate</b></p>	<p><b>Pendle Council's Economic Development Team &amp; Communications Team</b></p>		<p>News release, e newsletter &amp; social media communication asking local people, organisations and businesses to have their say on the future design of the next phase of Lomeshaye Industrial Estate.</p> <p>Six week consultation on the Development Brief for Phase 2 started 10 August.</p> <p>August 2018 ✓</p> <p>Communicate decision on CPO for Lomeshaye extension.</p> <p>February 2019</p> <p>Communicate on planning application including public consultation. for Phase 2 including CPO process</p> <p>Summer 2019</p> <p>Communicate on next stages for Lomeshaye Phase 1 including work starting if CPO successful.</p>
--	--	--	--

			Autumn/winter 2019
<b>Promote Pendle Business Awards</b>	<b>Pendle Council's Economic Development Team &amp; Communications Team</b> Pendle Vision Board	Local businesses Regional business media	July 2018 ✓
<b>Promote Gearing up for Growth schemes including grants &amp; support for businesses</b>	<b>Pendle Council's Economic Development Team &amp; Communications Team</b> Pendle Vision Board Local businesses	Local businesses Inward investors Local people	Ongoing with action every quarter  Promote Pendle Business Week – FREE workshops and training for Pendle businesses  October 2018 ✓  From summer - October 2019  Bi-Monthly business e-newsletter - ongoing  Communication via specific Business Pendle social media accounts (Twitter, Facebook)

			and LinkedIn)
<b>Publicise PEARL housing developments</b>	<b>Pendle Council's Economic Development Team &amp; Communications Team</b> <b>Pendle Council's Economic Development Team &amp; Communications Team</b>		<p>Promote show home opening at Foxhills development August 2018 ✓</p> <p>Promote foundations laid at Langroyd Place, Colne September 2018 ✓</p> <p>Publicise high number of sales at Foxhills December 2018 ✓</p> <p>Publicise completion of the Foxhills development Date to be confirmed 2019</p> <p>Publicise opening of show home at Langroyd Place Date to be confirmed</p> <p>Publicise opening of show home at Greenfield View, Carry Lane Date to be confirmed</p> <p>Ongoing news stories at various milestones of PEARL</p>

			developments including completing of projects.
<b>Promote the Colne Bid for a Business Improvement District for Colne</b>			Publicise voting for Colne BID May & June ✓ Publicise YES vote for Colne BID June ✓
<b>Work on a 10 year Vision for Brierfield</b>	<b>Pendle Council's Economic Development Team &amp; Communications Team</b> PEARL Brierfield Town Council		Plan in place, but awaiting further funding opportunities to deliver
<b>Produce regular round up bulletins of Pendle Business news</b>	<b>Pendle Council Economic Development Team &amp; Communications Team</b>	Pendle Vision Board members Local businesses	Monthly – ongoing
<b>Get a strong portfolio of professional pictures of Pendle's leading businesses</b>	<b>Pendle Council's Economic Development Team</b>		Ongoing through 2018 ✓
<b>Develop a new Masterplan for Nelson</b>	<b>Pendle Council's Economic Development Team</b> Nelson Town		Funding application will be submitted for the Future High Streets Fund March 2019

	Council		
<b>Economic Development: Promoting and developing Pendle’s visitor economy &amp; raising Pendle’s profile for a STRONG ECONOMY</b>			
<b>Aims</b>  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.  <b>Actions</b>	<b>Who’s involved</b>	<b>Target audiences</b>	<b>Milestones</b>
<b>Promote Pendle as a great place to live, work, visit and learn</b>	<b>Pendle Council’s Economic Regeneration Team &amp; Communications Team</b>  <b>Pendle Vision</b>	Residents, businesses, people looking to relocate for work and quality of life	Work with Business Lancashire to produce This is Pendle magazine November 2018 – February 2019  Print magazines & launch at March Pendle Connects

	<p><b>PEARL</b></p> <p><b>Business Lancashire</b></p> <p><b>Local businesses and organisations</b></p>		<p>March 2019</p> <p>Distribute magazines to businesses and key locations across Pendle May 2019</p>
<p><b>Promote Pendle as a place to learn</b></p>	<p><b>Nelson &amp; Colne College Economic Development Team</b></p> <p><b>The Pendle Challenge group</b></p>		<p><b>Work Inspirations</b> event with over 30 employers from across a wide range of industry sectors, to encourage Year 9 secondary school students in Pendle to think big and understand the opportunities available</p> <p>February 2018 ✓ February 2019 February 2020</p> <p>Develop a promoting plan for The Pendle Challenge with a range of milestones including The Pendle Reading Challenge. March 2019</p> <p>Share communication on Engineering Because: Engineers of the future from</p>



			local secondary schools gather at Nelson and Colne College to put their skills to the test in this annual challenge celebrating all things Engineering. November 2019
<b>Promote Pendle as a visitor destination &amp; as a quality place to live and enjoy leisure time, supporting local businesses.</b>	<b>Pendle Council's Economic Development Team &amp; Communications Team</b>  <b>Pendle Leisure Trust</b>  <b>Pendle Hill Landscape Partnership</b>  <b>Marketing Lancashire</b>	National and international visitors & local residents	Visit Pendle guide launched including features on walking, Wycoller, Pendle Witches walks and attractions and Pendle Leisure Trust facilities.  April 2018 ✓  Visitor Guide 2019 launch. Guide includes features on Northlight spotlighting In-Situ Garage and Burnley FC in the Community's new Leisure Box; Pendle Leisure Trust facilities; cycling in Pendle; Pendle radicals Jonas Moore & George Fox linked to Pendle Hill Partnership initiatives. April 2019
<b>Organise and promote Pendle's annual Walking Festival</b>	<b>Pendle Council's Countryside Access Officer</b>	National and international visitors & local residents	Brochure launched Pendle Walking Festival launched & walks promoted

	<b>&amp; Communications Team</b> Tourism Officer Volunteer walk leaders Accommodation providers Pendle Hill Landscape Partnership Mid Pennine Arts		April 2018 ✓ April 2019  Walking Festival promoted through April – August 2019
<b>Continue to develop and improve the Visit Pendle website</b>	<b>Pendle Council's Economic Development Team &amp; Communications Team</b>	Local, regional, national & international visitors	Annual review & development - part of Visitor Economy Plan April 2019
<b>Promote Pendle's annual Tourism Conference</b>	<b>Pendle Council's Economic Development Team &amp; Communications Team</b> <b>In-Situ arts</b>	Local tourism providers & local residents	Showcase The Garage, In-Situ's new arts hub at Northlight including a short video, news story and social media posts. October 2018 ✓  October 2019
<b>Promote development at the Pendle Sculpture Trail</b>	<b>Pendle Council's Economic Development Team &amp; Communications Team</b>	Regional, national and international media, arts media, visitors & local residents	The trail is being redeveloped in 2018 & 2019 with 15 new sculptures  Feature in Visit Pendle 2019

			<p>Launch April 2019</p> <p>Publishing of new guide to the trail once all sculptures in place. Summer 2019</p> <p>Development of new phone App to increase involvement Summer 2019</p> <p>Photography &amp; video interviews on new sculptures going in. Ongoing</p> <p>Social media posts over festive season school holidays December 2018 ✓ January 2019 ✓</p> <p>February 2019</p> <p>April 2019</p> <p>Summer 2019</p> <p>October/November 2019</p> <p>December 2019</p> <p>January 2020</p>
--	--	--	---

			<p>February 2020</p> <p>Feature in Visit Pendle guide</p> <p>April 2019</p> <p>Launch of completed re-developed sculpture trail including media opportunities &amp; news stories</p> <p>August 2019</p>
<b>Develop and promote the Jonas Moore Trail</b>	<p><b>Pendle Council's Communications Team</b></p> <p>Pendle Hill Partnership &amp; Mid Pennine Arts</p> <p>Higham Parish Council</p>		<p>Collaborate with Royal Observatory in Greenwich &amp; Samuel Pepys Library, Cambridge to promote the Jonas Moore Trail</p> <p>January 2019 ✓</p> <p>Improve stiles &amp; waymarking through Pendle Hill Partnership.</p> <p>June 2019</p> <p>Unveiling of new information boards on Sir Jonas Moore at Higham (Mid Pennine Arts)</p>

			Date to be confirmed
<b>Develop a short Quaker Trail walk for Pendle</b>	<b>Pendle Council's Communications Team</b>  Countryside Access Officer  Pendle Hill Landscape Partnership & Mid Pennine Arts  Ribble Valley Borough Council		Feature new trail in Visit Pendle guide  April 2019  Create materials to promote the Quaker Trail including a short film and photography.  April 2019 – August 2019  Launch new Quaker Trail at Pendle Walking Festival with George Fox walks included in the programme.  August 2019  News release on launch of Quaker Trail  August 2019
<b>Support communication on Pendle Hill Landscape Partnership initiatives</b>	<b>Pendle Hill Partnership Mid Pennine Arts</b>  <b>In-Situ arts</b>	Local residents  Visitors  Local, national and international media	Little Saplings countryside activities for young children at Victoria Park, Nelson Ongoing  School holiday events

	<b>Pendle Council's Communications Team</b>		<p>Easter 2019 Summer 2019</p> <p>Launch of a Pendle Radicals Trail Summer 2019</p> <p>Dry stone walling courses Summer 2019</p> <p>Hedge laying courses Autumn 2019</p> <p>Promote touring shepherd's hut – dates to be confirmed.</p>
<b>Support town and parish councils with their efforts to promote town centre &amp; village events and initiatives.</b>	<b>Town &amp; Parish Councils</b> Pendle Council's Engineering & Special Projects, Economic Development & Communications Teams	Local, regional & UK cycling media	<p>Promotion of town centre and village events through the Visit Pendle website &amp; events listing and features in the Visit Pendle guide – launch March 2019.</p> <p>Easter Extravaganza, Nelson April 2019</p> <p>Bands on the Square Barnoldswick May 2018 ✓ May 2019</p>

			<p>Colne Grand Prix Elite Road Race final July 2018 ✓ July 2019</p> <p>Barrowford Lifestyles Festival at Barrowford Park July 2018 ✓ July 2019</p> <p>Football Marathon &amp; Nelson by the Sea July 2019</p> <p>Great British Rhythm &amp; Blues Festival, Colne August 2018 ✓ August 2019</p> <p>Hallowe'en events in Pendle News story issued October 2018 ✓ October 2019</p> <p>Barlick Beach July 2018 ✓ July 2019</p> <p>Nelson Food Festival</p>
--	--	--	---

			<p>September 2018 ✓ September 2019</p> <p>Lancashire Day &amp; Christmas light switch ons November 2018 ✓</p> <p>November 2019</p>
<b>Promote Pendle's parks for leisure, health and wellbeing &amp; as natural habitats</b>	<p><b>Pendle Council's Environmental Team &amp; Communications Team</b></p> <p>Park Friends</p>	Local	<p>Promote Pendle's Green Flag parks success</p> <p>July 2018 ✓ July 2019</p> <p>Promote parks through Mayoress of Pendle charity fundraising for park friends</p> <p>August 2018 ✓</p>
<b>Promote cycling in Pendle</b>	<p><b>Pendle Council's Engineering &amp; Special Projects Team,</b> Communications Team &amp; Economic Development Team</p>		<p>Cycling featured on the front cover of the 2018 Visit Pendle tourism guide, launched by local cycling champion</p> <p>April 2018 ✓</p>



	Local cycling organisations including Go Velo and Cycle Sport Pendle		<p>Promote the launch of the new BMX pump track at the Steven Burke Sport Hub.</p> <p>May 2018 ✓</p> <p>Promote the Globevelo24 cycling challenge at the Steven Burke cycle track to attempt the world distance and raise money for Pendleside Hospice</p> <p>September 2018 ✓</p> <p>Cycling feature &amp; advert in Visit Pendle 2019 guide April 2019</p> <p>Cycling events in Pendle to coincide with the Tour de France July 2019</p>
<b>Promote Pendle Leisure Trust facilities and key events</b>	<b>Pendle Leisure Trust's Marketing Team</b> Pendle Council's	Pendle residents Residents from neighbouring areas	Support and share Inside Spa promotions including Christmas & New Year gifts, health and wellbeing offers &

	<p>Economic Regeneration Team &amp; Communications Team</p>	<p>Visitors to Pendle Pendle Council and Liberator staff</p>	<p>special offers on shows eg The Muni Theatre, Colne Ongoing. December 2018 &amp; January 2019 ✓</p> <p>Support and share publicity on the annual panto at Colne Muni. December 2018 &amp; January 2019 ✓</p> <p>Ongoing support to promote all Pendle Leisure Trust's facilities: Pendle Wavelengths, Nelson Pendle Leisure Centre, Colne West Craven Sports Centre, Barnoldswick Seedhill Athletics and Fitness Centre, Nelson Inside Spa, Nelson The Muni Theatre, Colne The ACE Centre, Nelson Marsden Park Golf Course,</p>
--	---	--	---

			Nelson
<b>Support and develop the visitor economy including Pendle's cultural and countryside assets</b>	<b>Pendle Council's Economic Development Team &amp; Communications Team</b>  Pendle Tourism businesses  Pendle Hill Landscape Partnership  Pennine Prospects	Tourism businesses  Local residents & tourism businesses  Regional, national & international media & visitors	Explore the feasibility of improving and re-launching the <b>Brontë Way</b> 40 mile literary trail during the Brontë writers' bicentenary years (2016 – 2020) Initial meeting with Pennine Prospects February 2018 ✓  Explore possible options with Pennine Prospects by September 2019.