

REPORT OF: HOUSING, HEALTH AND ENGINEERING SERVICES
MANAGER

TO: NELSON TOWN DEAL BOARD

DATES: 29TH MAY 2020

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DEVELOPING THE TOWN INVESTMENT PLAN FOR NELSON

PURPOSE OF REPORT

To outline a programme for developing a Town Investment Plan for Nelson.

RECOMMENDATIONS

1. That the Town Deal Board note the proposed programme for developing the Town Investment Plan and provide feedback on the initial proposals for community engagement.
2. That Board members feed in any initial project proposals that they may have under the Town Deal investment themes.

REASONS FOR RECOMMENDATION

1. To outline the stages of work for preparing the Town Investment Plan and the proposed ways of engaging the community.
2. To assist with the development of a 'long list' of potential projects.

ISSUE

Background

1. In order to agree a Town Deal, towns are expected to develop a well evidenced Town Investment Plan (TIP), which sets out a clear understanding of the area, its assets, opportunities and challenges, and sets out investment priorities that could drive economic growth.
2. Based upon the initial guidance we have received, it is expected that TIPs will broadly include:
 - Background, context and evidence of need for suggested interventions,
 - A vision for the town, complementing agreed or emerging local economic strategies,
 - A high-level description of priority areas for the short, medium and long term, including:

- Activity that can be locally funded
 - Projects that could be supported by public investment (including through the Towns Fund), with high level cost estimates
 - Ambitions for private sector investment and community involvement.
3. Further detailed guidance on how the Government will agree Town Deals, the timescales, the amount of capital and revenue funding available and the interventions that can be supported through the fund is still awaited. In the meantime, it is important that the Board make progress based upon the guidance we have.

Programme/Timetable for developing the TIP

4. A draft programme outlining the key stages for the development of the TIP is outlined below. It is tied in closely with the development of the town-wide masterplan for Nelson which will provide the strategic land use framework.
5. Whilst Covid-19 has caused some delays to progress during the last couple of months, the Government is keen to see proposals for Town Deals progressed swiftly, recognising the importance they could play in the recovery phase of the pandemic.

Action	Date
Evidence gathering and analysis of economic/social/environmental issues within Nelson. Consultation with local resident on key issues.	Completed as part of first stage of Nelson masterplan. Issues presented to Board 29.2.20.
Draft vision and objectives developed.	Developed as part of first stage of masterplan. Presented to Board 29.2.20.
Masterplan options developed and considered by Town Deal Board.	19 th June 2020 (proposed meeting date for the next Town Deal Board)
Public/stakeholder engagement on masterplan options and emerging TIP project proposals.	End June/Early July 2020
Draft masterplan prepared based upon feedback from consultation.	July 2020
Preparation of draft TIP document.	July 2020
Prioritisation / appraisal of projects to form part of business case.	July 2020
Town Deal Board discuss draft masterplan and draft TIP proposals.	31 st July 2020
Public/stakeholder engagement on draft masterplan and draft TIP proposals.	Early-mid August
Final Nelson Masterplan report submitted.	End Aug
Town Deal Board presented with final TIP and masterplan report and agree recommendations to Pendle Council.	4 th Sept 2020
Nelson Masterplan Final Report and TIP reported to Council Committees.	Mid-late Sept
Development of a detailed Business Case for priority projects seeking Town Deal Funding.	Late Aug/Sept onwards

Business Case submission to Government	TBC
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6. Some flexibility may be required on the timetable, pending further Government guidance and the ongoing effects of the pandemic.

Initial project proposals

7. At our last meeting the Board received two presentations outlining the key issues, challenges and opportunities facing the town. An emerging draft vision and draft objectives were also shared.
8. With these in mind, a number of initial project proposals which could be included in the TIP were circulated. These are shown in Appendix 1 to this report. As these were developed before the Covid-19 pandemic they will need to be reviewed to see if they are still priorities and also consider any other priorities that may have arisen.
9. Board members were asked to put forward other proposals which they may have at this stage for further discussion. No proposals have received to date, though we appreciate that everyone has been busy dealing with other matters over the last couple of months. If members do have suggestions, please could you feed these in by **close of play on Tues 9th June**, so that a revised 'long list' of projects can be shared at our next meeting.
10. As a reminder, the 3 Town Deal investment themes are:
 - **Urban regeneration, planning and land use:** ensuring towns are thriving places for people to live and work, including by: increasing density in town centres; strengthening local economic assets including local cultural assets; site acquisition, remediation, preparation, regeneration; and making full use of planning tools to bring strategic direction and change.
 - **Skills and enterprise infrastructure:** driving private sector investment and ensuring towns have the space to support skills and small business development.
 - **Connectivity:** developing local transport schemes that complement regional and national networks, as well as supporting the delivery of improved digital connectivity.

Community Engagement

11. Engagement with local communities will be a key part of developing and delivering the TIP. Earlier in the year the government launched the MyTown campaign; encouraging people to share their ideas for how the Towns Fund should be invested in their area through an online platform/portal. To date, 35 suggestions have been made for Nelson with the vast majority of them focused on making improvements to the town centre and improvements to roads and other transport links around the town. A summary of the comments is provided in Appendix 2 and we will continue to collate and review the comments that are made.
12. In light of Covid-19, our approach to community engagement will be different to how we'd originally envisaged, with less face-to face engagement being possible. With this in mind, outlined below are our initial proposals for how we engage the community/wider stakeholders in this process. These can be funded using the capacity funding that Pendle Council has already received. Further comments or suggestions from Board members are welcome:
 - **Town Deal website:** We are in the early stages of setting up a dedicated Nelson Town Deal website. This will provide background information about the Town Deal and the Town Deal Board, and will enable people to view and comment upon proposals as they are developed through a 'Have your say' function. If we are successful with securing a

Town Deal, the website will enable us to continually engage with the community and report on progress.

- **Social media:** Social media will be used raise awareness of the website and of specific consultation periods during the development of the Nelson masterplan and TIP. It may also be a way of promoting/seeking views on specific proposals.
- **Flyers/postcards:** Sending flyers/postcards to every household in Nelson would be another way of raising awareness of the development of the TIP and would capture people who may not use social media or the internet. Paper copies of plans/proposals can be posted out and contact details for key officers provided.
- **Local newspapers:** Can be used for editorial updates. Advertising space could be taken out to show plans and invite comments.
- **Town Deal Board member contacts and networks:** It will also be important for Board members to use their own networks and channels to engage people in the process and to promote the website, etc, once established.

13. The Government has stated that they are developing a communications and community engagement toolkit for Town Deal Boards. Once this has been published, a more detailed community engagement plan will be brought back to the Board.

IMPLICATIONS

Policy: None directly arising from this report.

Financial: The TIP will form the basis of our request for funding from the Towns Fund, as well as drawing in other public and private funding.

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: The development of a TIP for Nelson will support the long term economic, social and environmental sustainability of the town.

Community Safety: None directly arising from this report.

Equality and Diversity: None directly arising from this report.

APPENDICES

Appendix 1: Initial Project Proposals

Appendix 2: Summary of comments from the MyTown campaign

LIST OF BACKGROUND PAPERS

Presentations by Adam Pearson and Caroline Baker from our last meeting (shared via e-mail on 9.3.20 with the minutes of the meeting).

APPENDIX 1 - NELSON TOWN INVESTMENT PLAN - INITIAL PROJECT PROPOSALS

Project	Details	Towns Fund Required Y/N	Other Funders and Key Partners
Theme: Urban Regeneration, planning and land use			
Pendle Rise Shopping Centre	Refurbishment/redevelopment to reduce vacant retail space and introduce new uses	N	FHSF Developer
Reduction or re-use of vacant office space	Refurbishment/redevelopment/change of use of town centre office space including introduction of more housing	Y	FHSF Developers Registered Providers
Bring forward sites for housing	Identify and bring forward suitable sites across Nelson including developing and delivering a Town Centre Residential Strategy	N	Homes England Developers Registered Providers
Enhance long stay parking in the town centre	Increase parking provision to encourage businesses to locate in and around the town centre	Y	Businesses
Extra Care housing	Progress a scheme at Bankhouse Road, Bradley	N	Homes England Calico
Improve health inequalities	Maintain and enhance existing health provision in the town	N	East Lancs CCG Childhood Obesity Trailblazer
Review of Public Service Provision and Assets in Nelson	Review the use of public service assets in Nelson including Number One Market Street, Library, Nelson Town Hall, Fleet Street Depot, Police Station		OPE Public Service Providers Developers Registered Providers
Riverside Mill, Bradley	Acquire the site and develop for residential/commercial uses	Y	Developer
Marsden Park Golf Club	Develop part of the site for housing to support redevelopment of a new clubhouse	N	Homes England Developer
Improve the Arts and Culture Offer	Use arts and culture to engage residents and raise their wellbeing and raise the profile of the town	Y	Arts Council InSitu SuperSlowWay
Theme: Skills and enterprise infrastructure			
Improve skills to meet future business needs	Develop and deliver a Skills and Employment Strategy for Nelson	Y	LEP Skills Board Public Service Providers Pendle Vision Board Nelson & Colne College
Improve infrastructure for delivery of Skills, Education	Review/reconfigure/enhance the Towns infrastructure for the delivery skills and education improvement including, for example, capital investment for the provision of Technical Education and Apprenticeships	Y	LEP Skills Board Public Service Providers Pendle Vision Board Nelson & Colne College

Project	Details	Towns Fund Required Y/N	Other Funders and Key Partners
Improve Digital Skills provision	To be developed	Y	LEP Skills Board Public Service Providers Pendle Vision Board Nelson & Colne College
Support the Advanced Manufacturing Sector	Given the predominance of Advanced Manufacturing expertise in Nelson, invest in the provision of the skills supply chain	Y	LEP Skills Board Public Service Providers Pendle Vision Board Nelson & Colne College
Improve educational attainment	Working with the Education System (through all phases of education – Nursery, Primary, Secondary and Further Education), including supporting the Pendle Challenge, to invest in better educational outcomes for Pendle's future workforce	Y	Schools Lancashire County Council NW School Improvement Board Education Endowment Fund
Increase workspace	Acquire and develop sites to provide modern workspace, ideally well located to the road network including, for example, the Apprenticeship and Training Centre,	Y	Developer
Theme: Connectivity			
A56 Villages Bypass	Improve the road connectivity to West and North Yorkshire to improve the economic potential of the town	N	LCC TfN
Colne-Skipton Rail Link	Re-instatement of the Colne to Skipton rail route to improve the economic potential of the town	N	LCC TfN Network Rail Selrap
Improving the existing rail service	Installation of a passing loop to enable the existing single track to provide more frequent services	N	LCC Network Rail
Improve walking and cycling routes	Promote greener modes of transport and improve health	Y	LCC
Enhance Digital Connectivity	Identify opportunities to improve digital infrastructure in the town	Y	Businesses

APPENDIX 2 - SUMMARY OF COMMENTS FROM THE MYTOWN CAMPAIGN

NELSON TOWN CENTRE <ul style="list-style-type: none">• Need bigger clothing stores, e.g. Primark and farmers markets, etc, to attract more people to Nelson.• Town centre appalling and empty of people.• Improve the town centre as there are hardly any shops left.• Lack of upmarket shops and or restaurants which may attract tourists.• Develop the Bottomley Yard commercial area across from the old bus station.• We need a proper shopping mall.• Improve the appearance of the town centre, including the bus station and garages opposite.• Address the decline of Nelson town centre. More needs to be invested to attract new shops. A business rate supplement to attract local, small business would be great too.• I would like a big shopping centre in Nelson.• Build more shops attractive to a diverse community.• Investment in Nelson to open up our shops to bring life back in to what was once a very proud and industrious town. Give people free use of vacant shops for 2 years to give them a chance to get their business off the ground.• Attract quaint little shops back into town along with a farmer's style market – fill the empty shops with small businesses and low rents.• Hold more events in the town to create cohesion with the different cultures.• Bring Nelson and Colne College into the heart of the centre of the town.• Showcase the town's heritage.• Spend more on the town centre there is hardly any shops.no one wants to shop here.• Knock down Pendle Rise and replace it with a play park to encourage people to spend time in the town.• More opportunities for independent businesses throughout the town centre.• Need a car park with a good shopping centre with stores that actually attract a certain amount of customers.• Town centre could thrive if we had some designer outlets.• Give people a reason to go into the town centre again. There is nothing that brings people together there is a lack of community in Nelson now.•	
TRANSPORT/CONNECTIVITY <ul style="list-style-type: none">• Upgraded trains and more transport options to and from Preston and Manchester.• Roads are in a poor state of repair.• More frequent train service.• Need to fix our roads.• We need good roads.• Upgrade the wi-fi in the area, it is behind other similar sized towns in the country.• Better cycle routes between towns.• Better roads (address potholes, etc).	SKILLS AND EMPLOYMENT <ul style="list-style-type: none">• Make more places for businesses and give young people more opportunities to develop.• Need online training in marketing and setting up an on-line store.• More courses for women who care for sick and disabled relatives to help them better their own lives, e.g. cooking, English, business skills. This provides an opportunity to meet others, share and develop skills.• Small loans for businesses.• Appropriate space for new business with affordable rent that will bring profit and interest to the town.

<p>LEISURE</p> <ul style="list-style-type: none"> • A fully equipped complex, catering for all sporting needs indoor and outdoor. • Further investment in Barrowford pump track to cater for new and existing users. • A free community gym, indoor or outdoor. • Leeds and Liverpool canal. The canal is one of the few reasons that people from outside East Lancashire would visit Nelson. The area around the canal needs to be improved, not just for these visitors, but also to give local people more pride in their area. • Build a cinema. 	<p>YOUNG PEOPLE</p> <ul style="list-style-type: none"> • More facilities for young people and more institutions to integrate the immigrants. • Build a youth zone to bring kids together in a safe place.
<p>COMMUNITY</p> <ul style="list-style-type: none"> • A new community centre to bring people together. • Make an area for everyone who can go and mix in and make friends and if the older community are lonely they have somewhere to go and to talk. 	<p>HOUSING</p> <ul style="list-style-type: none"> • Improve housing, backstreets, address problems with rats. • Improve housing and roads.
<p>GENERAL</p> <ul style="list-style-type: none"> • Nelson needs investment in transport, culture, community and preservation of traditional buildings and pubs. • More police (x 2) • More Police = less crime! • Deal with drug addicts. • Takeaways not taking responsibility for cleanliness outside. • Roads need to be cleaned more often. • Better lighting and maintenance of the streets. 	