

**NOTE OF A MEETING OF THE
NELSON TOWN DEAL BOARD
HELD AT NELSON TOWN HALL
ON 28TH FEBRUARY, 2020**

PRESENT

<i>A. Stephenson MP</i>	<i>Member of Parliament for Pendle</i>
<i>S. Barnes</i>	<i>Chairman, Nelson and Colne College</i>
<i>Cllr M. Iqbal</i>	<i>Pendle Borough Council (PBC)</i>
<i>Cllr D. Whipp</i>	<i>PBC</i>
<i>H. Murray</i>	<i>Department for Works and Pensions</i>
<i>R. Bashir</i>	<i>Building Bridges</i>
<i>D. Mendoros</i>	<i>Chairman, Pendle Vision Board</i>
<i>C. Smith</i>	<i>Pendle Engineering Ltd</i>
<i>C. Bennett</i>	<i>Positive Action in the Community</i>
<i>A. Parkinson</i>	<i>Lancashire Enterprise Partnership</i>
<i>P. Evans</i>	<i>Department for Business, Energy and Industrial Strategy</i>
<i>T. McDonald</i>	<i>East Lancashire Health Trust</i>

Presentations

<i>A. Pearson</i>	<i>Pearson Insight</i>
<i>C. Baker</i>	<i>Cushman & Wakefield</i>

Officers in attendance:-

<i>D. Langton</i>	<i>Chief Executive, PBC</i>
<i>J. Whittaker</i>	<i>Housing, Health and Engineering Services Manager, PBC</i>
<i>J. Stockton</i>	<i>Senior Regeneration Officer, PBC</i>
<i>J. Eccles</i>	<i>Committee Administrator, PBC</i>

(Apologies for absence were received from A. Melton and N. Watson.)



1. APPOINTMENT OF CHAIRMAN

AGREED

That S. Barnes be appointed Chairman of the Board.

(S. Barnes Chairman, in the Chair)

2. APPOINTMENT OF VICE-CHAIRMAN

AGREED

That Cllr M. Iqbal be appointed Vice-Chairman of the Board.

3. DECLARATIONS OF INTEREST

A draft Declarations of Interest form was circulated and approved at the meeting.

AGREED

That Members complete the form and return it prior to the next meeting.

4. TERMS OF REFERENCE

Draft terms of reference were circulated at the meeting for consideration. Since they were drafted the Youth Council had been asked to appoint two young people to the Board. Lancashire Police had also agreed to send a representative to the future meetings.

It was noted that the Lancashire County Council representative had not yet been appointed but would hopefully be at the next meeting. D. Langton was having discussions with Homes England about providing a representative in an advisory role.

AGREED

That the draft terms of reference be agreed subject to two representatives from the Youth Council and a Lancashire Police representative being added to the membership of the Board.

5. BACKGROUND

A report was circulated providing background information on the current regeneration initiatives and opportunities for Nelson including the Nelson Masterplan, Future High Streets Fund (FHSF) and Towns Fund. It also set out the background to the establishment of the Town Deal Board.

Prior to the announcement of the FHSF and the Towns Fund, PBC had commissioned Cushman & Wakefield to prepare a masterplan for Nelson Town Centre to guide future development. This had now been extended to include the wider Nelson area covered by the Towns Fund.

The FHSF was aimed at renewing and reshaping town centres and high streets in a way that would improve experience, drive growth and ensure future sustainability. Following a successful Expression of Interest, Nelson was one of the first 50 towns invited in July 2019 to submit a Phase 2 application. A draft business case was submitted in January, focussing on some of the priorities identified in the emerging masterplan, including Pendle Rise Shopping Centre. The FHSF final business case had to be submitted by 30th April. Initial guidance suggested funding could be up to £25m but it was now expected to be £5m-£10m.

Nelson was one of 100 towns being invited to develop proposals for new Town Deals, which could provide additional funding of up to £25m. The objective of the Town Deal Fund was to drive the economic regeneration of towns to deliver long term economic and productivity growth. A Town Deal Board was required to develop a Town Investment Plan by summer 2020, which could then be submitted for funding. Further guidance was due to be published shortly on the types of intervention eligible for support; timelines for submitting and agreeing Investment Plans and guidelines on match funding. The masterplan would support the production of the Town Investment Plan by providing the strategic land use framework.

The Government had stated that where towns were preparing to agree a Town Deal and already involved in the FHSF, they expected plans to be aligned, whilst still meeting the separate objectives of both Funds.

The MHCLG had used the Office for National Statistics to define the boundary of Nelson shown at Appendix 1 of the report, and covered the built urban areas of 6 Nelson wards – Bradley, Clover Hill, Marsden, Southfield, Walverden and Whitefield. However, it was understood that the

Government would consider revising the boundary to include other parts of a Town Deal area if there was a justifiable argument for its inclusion. In the case of Nelson it was suggested that the Board consider adding Lomeshaye and Whitewalls industrial estates. Any amendment would also need to be agreed by the Council's Policy and Resources Committee.

AGREED

- (1) That the current progress on regeneration initiatives in Nelson be noted.
- (2) That a report come back to the next meeting on the possibility of revising the boundary of the Nelson Town Deal area to include Lomeshaye and Whitewalls Industrial Estates.

6. NELSON TOWN CENTRE PERCEPTION

A. Pearson of Pearson Insight gave a presentation on Nelson Town Centre use and local data, using research undertaken in the town centre early 2019, the "Life in Pendle" resident survey of 2018; the latest 2019 Indices of Deprivation and national datasets.

It provided details of footfall, how people used the town centre, who these people were and what they thought of Nelson. The presentation also provided information on the population trends and demographics and facts about deprivation, health and housing, employment and education. It showed that people had to very much benefit from any investment, not just the place.

7. NELSON MASTERPLAN

C. Baker from Cushman & Wakefield gave a presentation on progress with the masterplan for Nelson. She explained how initially the focus was looking at immediate actions to kick start the rejuvenation of Nelson Town Centre, and for this you could not rely on existing local spend. You had to look at the unique position and circumstances of Nelson and whether it could tap into the stronger wider economy. This was an opportunity to think big with funding now from two major streams of Government funding as well as potentially laying down the foundations for other future funding. They had started to look at a number of potential development sites.

She pointed out some of the benefits of Nelson's location and potential for making more use of its assets e.g. the canal, the public realm space, and the rising popularity of cycling and Nelson's proximity to the AONB. There was also the potential for attracting more young people into the centre and making it a more attractive place to live. Good quality housing in close proximity of services, leisure and shops could also provide a place for older people who were actively retired to live. But people's perception needed to change.

Given the strong correlation between the masterplan and the FHSF, Cushman & Wakefield had been commissioned to provide some additional capacity and expertise in preparing the FHSF business case. Initial thoughts were focussed on Pendle Rise Shopping Centre, looking to reposition it as a heart of the town offering a range of shops, leisure, community, residential and food and drink. It also looked at options to bring prominent, empty buildings within the town centre back into use.

The masterplan would need to align with the Town Deal Investment Plan and provide a strong strategy and focus for the first tranche of FSHF funding.

AGREED

That the work carried out by Cushman & Wakefield on the masterplan for Nelson be noted; the possibility of extending the masterplan area to include the two employment sites be discussed at the next meeting; and ideas for a renewed strategy and opportunities for regeneration and a strategic land use framework to help guide delivery be brought forward as soon as possible.

8. NELSON TOWN DEAL – CAPACITY FUNDING

A report was submitted about funding secured to support the development of the masterplan, feasibility studies and business plans. It included £50k from the One Public Estate 7 programme, matched by £20k of PBC funding; £150,000 from FHSF for feasibility studies, development of a business case and marketing/branding of the town; £162,019 from the Towns Fund to support the Town Deal Board, for community engagement, research and the development of proposals.

Appendix 1 set out committed expenditure and the planned spend including funding for a project assistant to help push the project forward; feasibility studies on individual sites in Nelson; consultancy support for the Town Investment Plan/Business Case and match funding for the Arts Council who were keen to work with Town Deal Boards in developing their arts/cultural element of their Plan. £21k of the funding remained unallocated.

AGREED

That the proposed use of capacity funding be noted.

9. PROPOSALS FOR AN EMERGING TOWN DEAL INVESTMENT PLAN

The Board considered a report proposing a way forward to develop project proposals to form the basis of an Investment Plan. The initial prospectus from Government set out three key areas of activity – Urban regeneration, planning and land use: Skills and Enterprise Infrastructure; and Connectivity. Rather than await detailed guidance around the development of Investment Plans, it was suggested that in order to be well placed to submit an early Plan, progress needed to be made over the next 2-3 months. A number of proposals were detailed in Appendix 1 of the report. Board members were invited to put forward other options, for detailed discussion at the next meeting.

There was a need to link work on the masterplan and the FHSF with the development of a Town Investment Plan to ensure that the strategies and project proposals were complementary. The Plan needed to be realistic and address the economic needs of Nelson. The input from the LEP with its Pillars of Growth Strategy and LCC on connectivity would be important in the process.

Some engagement with local stakeholders had already been carried out on the masterplan, when it was just intended to cover the town centre. The next stage of consultation would be undertaken on the town-wide masterplan and a wider group of stakeholders would need to be engaged. There would also be a need to engage local stakeholders, including residents and businesses in the formation of the Town Investment Plan.

AGREED

That the project proposals for the draft Investment Plan set out in the report and any other suggestions from Board Members be discussed at a workshop on 3rd April.

10.

DATE OF FUTURE MEETINGS

Details of future meetings would be circulated as soon as possible. It was the intention that within 3-4 meetings, the Investment Plan would be ready to share with colleagues by June/July.