

APPENDIX 1

RESULTS OF THE NELSON TOWN DEAL ONLINE CONSULTATION – OCTOBER 2020

1. Introduction

From the 1st to the 11th October, people were invited to ‘have their say’ on the development of the Nelson Town Investment Plan through an online survey hosted on the Nelson Town Deal website (www.nelsontowndeal.co.uk). The consultation focused on the draft vision for the town and a long list of potential project ideas.

The opportunity for people to ‘have their say’ was promoted through:

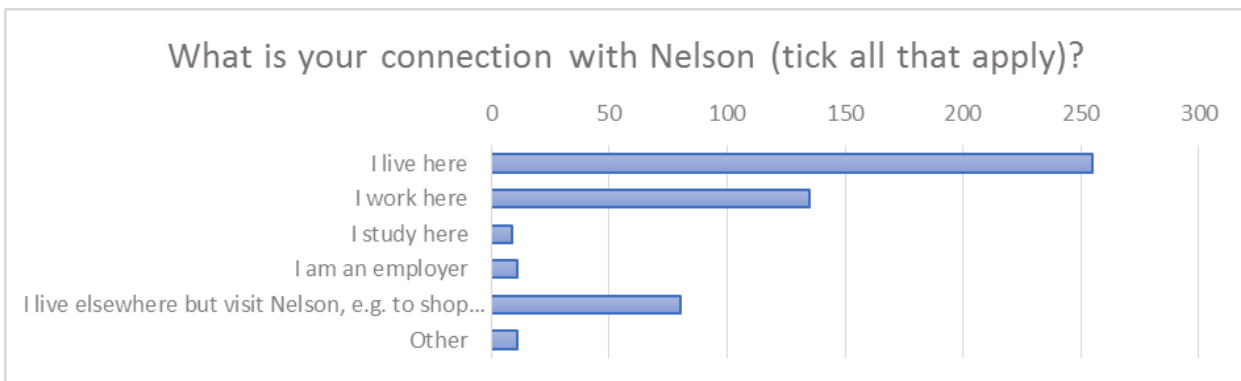
- The Town Deal Board members and their networks/channels of communication (e.g. social media),
- Pendle Council’s online newsroom, facebook page and twitter account,
- Facebook shares to local community pages and to Pendle Leisure Trust
- The ‘Business in Pendle’ facebook page and twitter account,
- Press releases to local news agencies
- An electronic mail shot sent to residents on the Council’s consultation forum.

A total of 409 responses were received. These have been analysed and a summary is provided below.

2. Consultation responses

Question 1: What is your connection with Nelson?

Respondents were able to tick as many options as applied to them. The majority of respondents live in Nelson and a good proportion work in the town. There was also a good number of respondents who do not live in the town but visit to access shops and services, see family, etc. Their views are important because the perceptions of Nelson from outside of the town are generally quite poor.

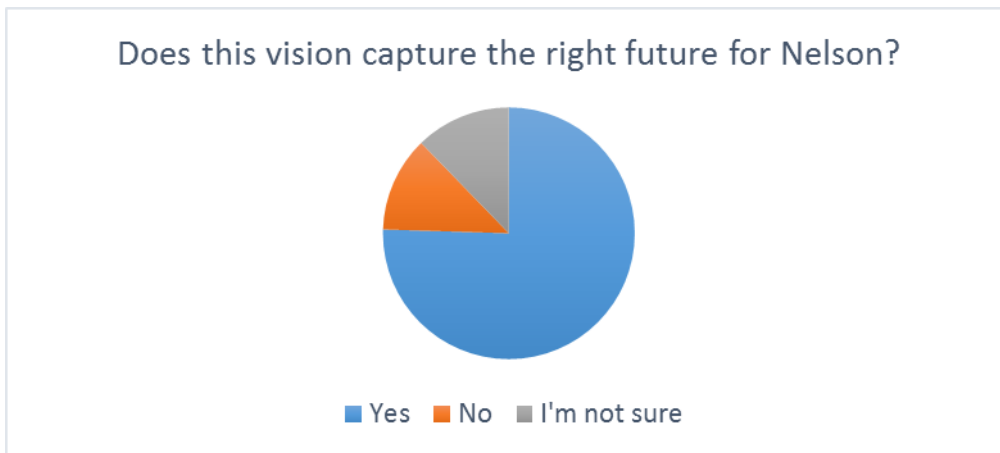


Question 2: The draft Vision

A key element of the consultation was understanding whether there was broad support for the draft Vision for Nelson:

“A healthy, vibrant and confident town fulfilling its role as a dynamic key service centre serving the needs of its catchment through a wide range of quality services and aspirational educational and employment opportunities set within an attractive and safe environment; Nelson is a town proud of its historic community roots, inspiring landscapes and multi-cultural identity which has shaped a distinctive and compelling future premised on inclusive and sustainable growth.”

Does this Vision capture the right future for Nelson?

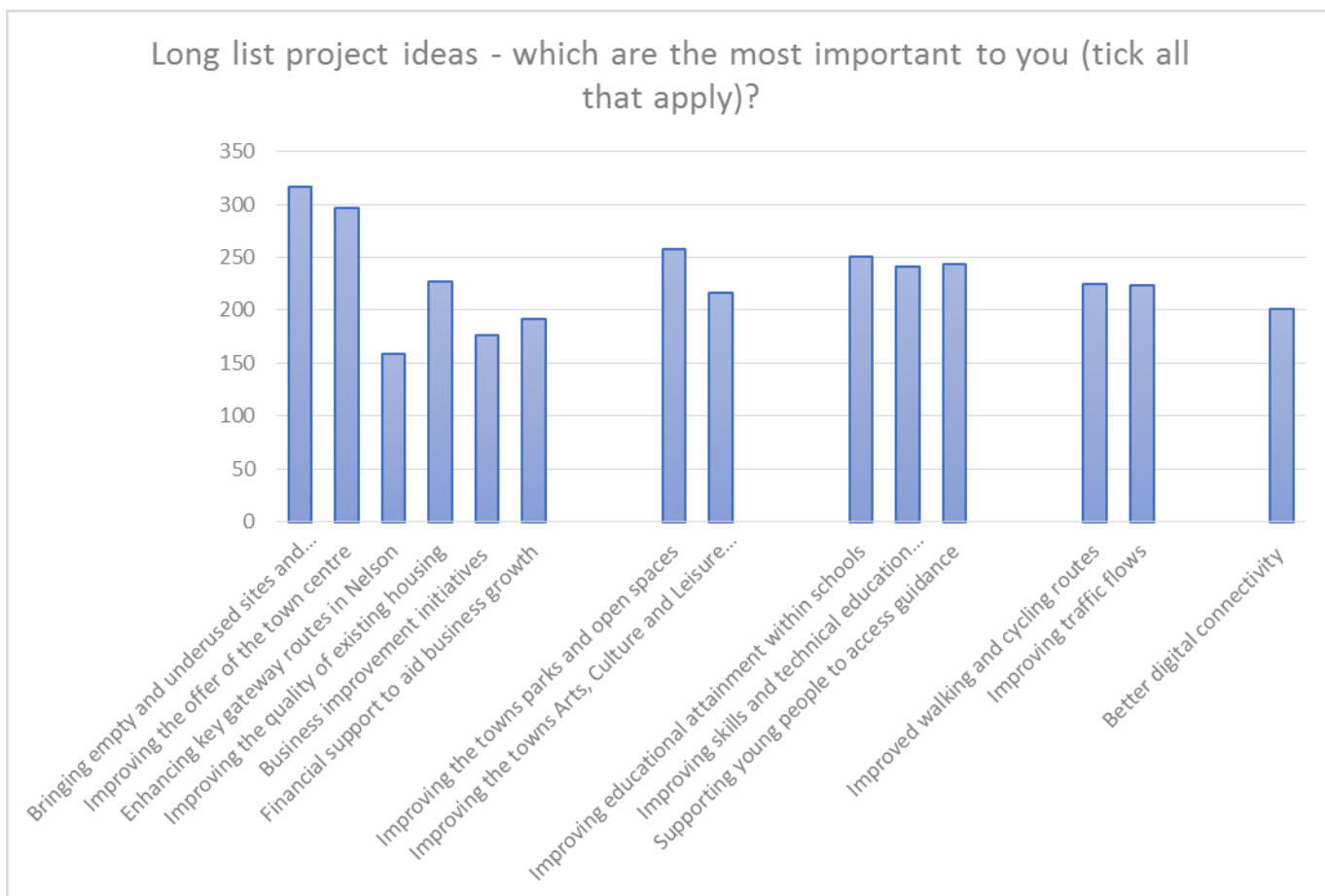


75% of respondents felt that the draft vision captured the right future for Nelson. 12.5% disagreed and 12.5% weren't sure.

People were invited to provide comments on the draft vision and a summary of these is provided below:

- The vision is too generic and could be applicable to any town. Need to find/reflect Nelson's uniqueness.
- It is difficult to understand, too wordy, vague, needs to be simple and shortened, e.g. a place which values diversity and improve opportunities for all. Otherwise, there is a risk people won't buy into it.
- Vision needs to address inherent issues – deprivation, poor housing, poor health and the need to retain and grow local businesses.
- Need to market ourselves as the home of Pendle witches and the tourism that could bring.
- Need to re-invent the town's identity.
- Need affordable housing, safe green space, create the right place/market for investment.
- Vision for disabled people's access.
- Needs more for young people.
- It's overly optimistic, aspirational not real.
- Arts, culture and heritage should feature more strongly.
- Recognition of other sectors, not just services.
- Nelson needs to find a distinctive character based on its present and future not its past.
- More emphasis on a green future.
- More emphasis on harmony and respect.
- A number of comments mis-interpreted the vision as a statement of how it is now (and were critical of it), rather than how it could/should be.

Question 3: In response to the needs and opportunities within Nelson, the Town Deal Board have developed a long list of ideas about how the funding could be spent to improve the town and grow the economy. Which of these are most important to you? Please tick all that apply.



The most frequently ticked project idea was the need to bring empty and underused buildings back into use in order to create new housing and employment opportunities. Improving the offer of the town centre, by creating more reasons to visit and spend time there, was the second most important; followed by improving the town’s parks and open spaces. The least frequently ticked were ‘enhancing the key gateway routes into Nelson’ and ‘Business Improvement Initiatives’.

Question 4: Considering your answers to the previous question, what is the one thing you would prioritise which would in your view most improve Nelson for future generations?

As a follow up to this question, we wanted to know what one thing people felt should be prioritised to improve Nelson for future generations. This was an open question for people to provide written comments.

In response, people often cited more than one thing! However, the most frequent response centred around the town centre and the need to make improvements to it. Comments around the need to improve education and skills were perhaps the second most common.

A summary of the most frequently made points relating to the project concept themes are detailed below. These reflect over 30 pages of comments, the details of which can be made available to Board members should they wish to see them. The detailed comments will also be considered in the development of the shortlisted projects.

Summary of comments:

Town Centre

- The need to improve the town centre offer (whether that be retail, food, leisure, quality of the environment) in order to create reasons to visit and spend time there.
- More of an offer based around food and drink.
- Make the town centre a place to socialise.
- Improve the feeling of safety and address anti-social behaviour, including litter. People describe feeling scared and the town centre as being hostile and intimidating.
- Improve the retail offer – bigger retailers and independents, improved variety/mix.
- Improve the appearance, address grotspots.
- Have a specific market day which is well-promoted.
- Improve car parking
- Redevelop the shopping centre
- No more takeaways
- More things for young people to do (both within the town centre and beyond).

Education and Skills

- Improved education facilities, resources and technology to ensure skills are up to date.
- Ensuring people have access to the technology needed to learn and aren't disadvantaged
- Adult education not just young people – the ability to reskill and retrain
- Increasing aspirations
- Encouraging those who are well educated/qualified to then stay in the area.

Businesses/Employment

- The town needs more businesses and employment opportunities
- Better support for new and existing businesses, e.g. financial support, mentoring, etc.
- More and better jobs
- Use the beauty of the surrounding area to market Nelson to businesses/employers/visitors
- Decrease business rates and provide rent free accommodation
- Focus on green/low carbon businesses
- Help young people to access jobs

Arts, Culture & Leisure

- Better play areas
- Improve the parks
- More events
- Make the town greener
- Better Arts/Culture provision
- More things for young people to do
- Better leisure facilities are needed
- The links to health and fitness and well-being were stressed in relation to parks, leisure facilities, etc
- Use arts and culture to connect communities
- The potential for arts/culture/leisure to bring people into the town

Empty buildings and sites

- Use these sites and buildings for housing and employment uses
- The need to look after and bring into use our heritage buildings, particularly those in the town centre, St Mary's Church, etc.

- Create working hubs/rent a desk space/incubator space within the town centre

Housing

- Improve the standard of existing housing – especially poor quality rented. Make landlords responsible.
- Grants for home improvements.
- Re-use empty homes.
- No more new houses, especially on green areas.

Digital connectivity

- Lack of digital skills needs addressing.
- Everyone should be digitally included and have access to free wi-fi.
- Need for 5g

Physical connectivity

- Need better transport links to places with well paid jobs, e.g. Manchester.
- The bus and rail links are poor.
- Poor quality road surfaces within the town need addressing.
- More/better parking in the town centre.
- Improve links to, and make better use of, the canal
- Better and safer routes for walking and cycling
- ‘Green up’ the town

Community / Diversity

- More needs to be done to celebrate culture and diversity
- Need to increase pride amongst residents

Other comments

- Poor feeling of safety across the town
- Tackling litter /cleanliness
- Nelson needs to offer something that other towns don't

Question 5: Respondents were invited to provide any further comments or suggestions that they might have.

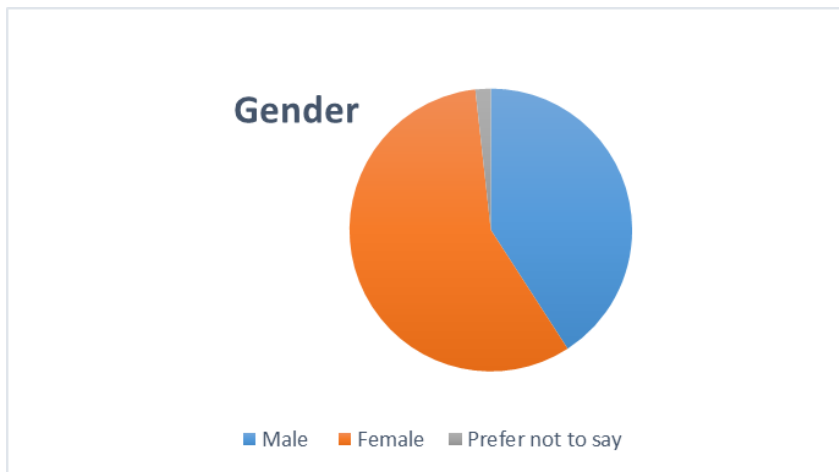
Many of the comments made in response to this question reflected those made in response to question 4 and included:

- Improving all aspects of the town centre featured heavily again in this section – the poor offer of the town centre, the need to do something with Pendle Rise and the poor feeling of safety.
- Enhancing the town's history and heritage, e.g. the buildings, having a town trail, etc.
- The canal should be better used for recreation, leisure, benefits to health and as a good setting for new development.
- Actions which improve mental health and well-being are needed, particularly in relation to improving the quality of the environment, access to good quality parks and green spaces and activities (e.g. arts, crafts and leisure).
- More things for families and young people to do
- Think about disabled people's needs and access

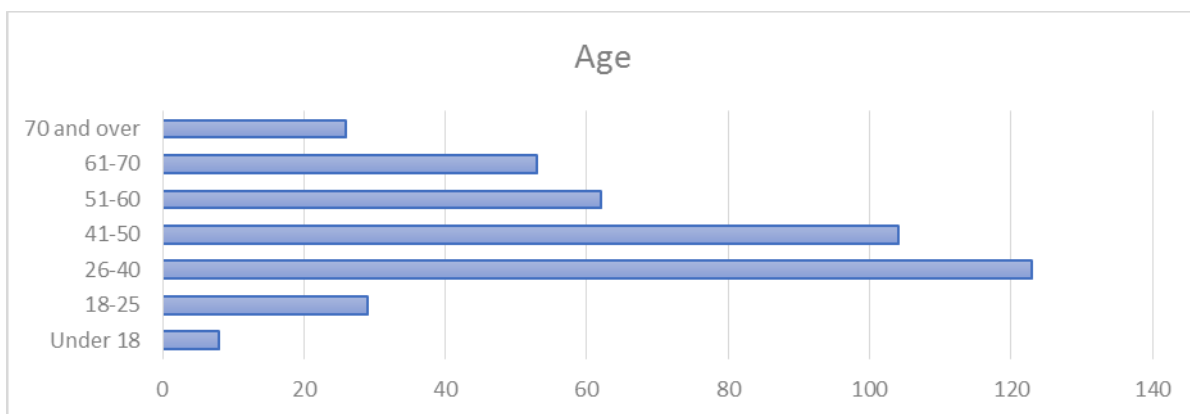
- More multi-cultural events
- Public toilets in the town centre
- Better transport links – east/west and to Manchester
- Environmental sustainability and climate change must be addressed.

Question 6: About you

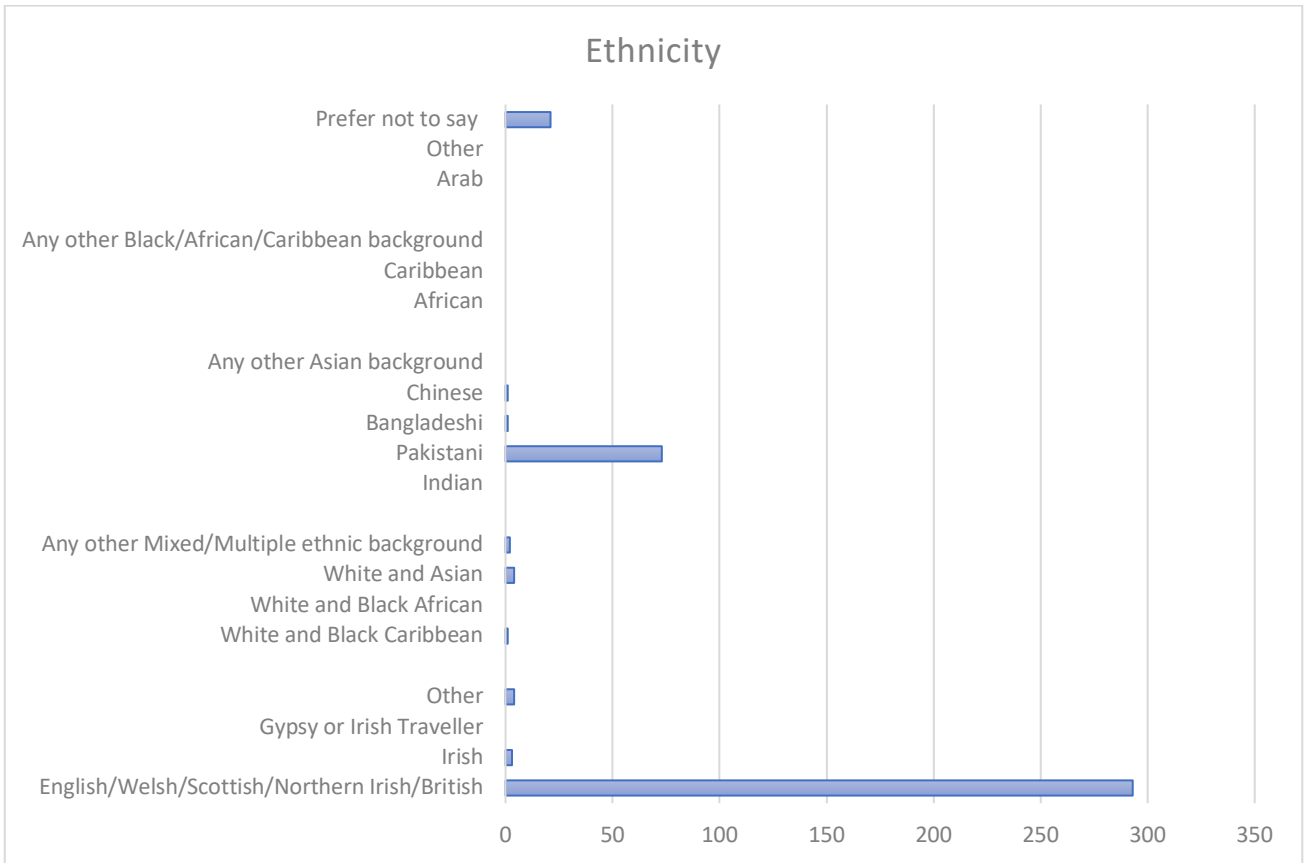
The final question sought to capture information about the respondents to understand whether we have got responses from a good cross-section of the community. The responses are as follows:



There was a greater proportion of female than male respondents.



Through the on-line survey there was an under-representation of responses from the under 18 age group, relative to the age structure of the local population, and a slight under representation from those above age 70. There was a good response rate from those aged 26-50.



In terms of ethnicity, there was under-representation in terms of responses from ethnic minority groups, with 42% of people in Nelson being from a BAME background and only 25% of responses coming from these communities.

It is hoped that the targeted engagement being undertaken by In Situ will help to address these imbalances.

APPENDIX 2

In Situ

Nelson Town Deal engagement – interim feedback

In Situ, working in partnership with Building Bridges Pendle and a small team of creative practitioners, are undertaking a programme of creative engagement activities to help inform the development of the Town Investment Plan.

This work focuses on engaging three key groups: businesses, young people and BAMER and Eastern European communities and involves a mixture of online/digital and face to face activities, where this can be done in a Covid safe environment.

Below is some interim feedback based upon the engagement activities carried out to date, with more detailed reports and further activities to come.

Young People. 5 phone interviews, 2 N&CC sessions 30 (BAMER Males)
Total 35 to date

When young people were asked what was most important to them from the long list of project ideas the following were the most frequently selected:

- Addressing empty sites to create new job opportunities
- Improving the town centre
- Digital connectivity / 5g
- Financial aid to support business growth
- Improvements to parks

Other comments made:

There's nothing to do

Better sport and leisure facilities are needed

Cleaner streets

Students feel they have been badly affected by Covid-19 due to the impact on their learning

There's a lot of traffic on the walk to college, it's dangerous as YP can't see cars coming around bends, not the best atmosphere/walk to college

Want Nelson to be like Blackburn town centre (high street shops) nice to look and walk around. Not to always purchase, but to feel that if they did want to its easily accessible.

More places dedicated to young people to access careers advice and guidance, more options of work experiences.

5G - Was a big YES! Which lead to a lot of conspiracy talk....

3 out of the 4 YP said they would not come back to Nelson after university, and would not settle here, one person described Nelson as homely and said he would defiantly come back after further education.

Nelson Town centre is dull

The parking circle near banks is useless and causing lots of problems, the town looks busier because you only have an hour there to park.

Nowhere to go and hang out with friends, have to travel out of town - would like places like Blackburn Vue (cinema, bowling, games arcade)

All four YP ticked all three of the Skills options, and both of the transport and connectivity options.

Although the YP expressed the town needs lots of economic improvements, there was still a real sense of pride and love for the town and its people.

Local Businesses

Craig Easton (social documentary photographer), supported by Zoya Bhatti (In-Situ), Shabaz and Katie (Building Bridges) worked across 4 days 12th – 15th October **28 local businesses** – engaged through conversation and photography (images being processed over the next 2 weeks)

Some initial comments:

I just want more footfall. They need to attract more people in here. Market street's beautiful now - certainly compared to what it used to be – but in here half the shops are empty and so the customers don't come"..

Investment in heritage/listed buildings. The town's history needs preserving and these buildings can be an attraction.

A lack of pride and ambition amongst the community. A lack of spending power is not good for the town.

No-one comes into town, there is nothing to come for. We need to celebrate different cultures. Bring the café in the park, which does different food from different countries, into the town centre. Give young people somewhere to go/something to do.

Need some new thinking, new reasons for people to come to town.

Roads take people around the town centre passed all the run down areas. The M-way by-passes Nelson.

Youth clubs, snooker, table tennis, football – more for young people to do.

Bring back the police radio to help address issues with thieves in the town centre.

Buy the shopping centre and move the market traders upstairs. Create a food hall offering noodles, wraps, street food and put wi-fi in it. Students would come and get the place buzzing again. More entertainment for young people at night time.

Somewhere for old people to come and sit and have someone to talk to. They are the ones helping to keep the shops going and shop keepers are an important part of their social contact.

Wider community – BAMER/Eastern European

Digital Talking Society – A brighter future for Nelson Part 1 (15th Oct Part 2 22nd Oct)

15 people joined from across the town, so new faces to the online discussions
Streamed through Facebook (In-Situ & Building Bridges) with:
438 views
82 engagements

You can watch the discussion here <https://youtu.be/Ah8nvHFLIBg>
<https://www.facebook.com/insitupendle/videos/2222232434587271/>

Key Points

- The use of and development of new digital Technology
- Space for young entrepreneurs to develop their ideas in the town, taking risks so now pressure to succeed as yet but to try new things out
- Underground Car park at Morrison's could be a community space to be used by all for events
- Scholarships paid by local businesses like Morrison's for young people, can local businesses invest in young people from lower economic backgrounds, through scholarships/sponsored
- Nelson has the most diverse population in the Borough and I think that needs to be reflected and celebrated in any decisions that are made
- Free wi-fi for Nelson
- The fact there is no representative from the council here actively listening to this conversation an issue which should be shouted about, can we engage all in the discussion.
- A lot of historical tension about past decision making and makers, representation on the board, what's happening that's different this time, how can this be more transparent.
- Not representative of the local diverse community, very white board.
- Very interesting point about needing new a political people to make decisions

Appendix 3 - Draft Strategic Framework – with proposed changes highlighted

Vision

Nelson:

"A healthy, vibrant and confident town fulfilling its role as a dynamic key service centre ~~servicing the needs of its catchment through~~ offering a wide range of quality services and aspirational education and employment opportunities set within a distinct, attractive and safe environment.

Nelson is a town proud of its historic community roots, inspiring landscapes, and multi-cultural identity which has shaped a distinctive and compelling future premised on inclusive and sustainable growth".

Strategic Framework

- 1) To instil pride and a strong sense of identity and belonging to create a cohesive and welcoming community where residents feel connected, involved and empowered.
- 2) To ensure that public service provision meets the needs of all residents to enable them to thrive.
- 3) To increase confidence and aspiration to succeed through improved access to skills and quality jobs.
- 4) To provide a better choice of housing through renewal and new build to enhance quality and affordability.
- 5) To support health and well-being through access to quality open spaces, active walking and cycling routes, and responsive recreation and leisure provision.
- 6) To reinforce the town's role as a key service centre serving the needs of its catchment set within an attractive, safe and welcoming environment.
- 7) To drive resilience and growth through a diverse business base which celebrates innovation, entrepreneurship and ambition to grow.
- 8) To re-energise and breathe new life into heritage assets and redundant buildings.
- 9) To enhance digital and physical connections to support inclusion and economic growth.
- 10) To put the principle of clean growth at the heart of everything we do.

Final Draft Strategic Framework – ‘clean’ version

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