



**REPORT FROM: HOUSING, HEALTH AND ENGINEERING SERVICES
MANAGER**

TO: POLICY AND RESOURCES COMMITTEE

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DRAFT NELSON MASTERPLAN

PURPOSE OF REPORT

To consider the draft Nelson Masterplan report and to seek agreement for it to be subject to wider consultation prior to its final consideration by the Council.

RECOMMENDATIONS

That the Policy and Resources Committee:

- (1) Consider the draft Nelson Masterplan report.
- (2) Agree that the draft Masterplan is subject to wider stakeholder/community consultation and that a report on the outcome of this brought back to a future meeting of this Committee.

REASON FOR RECOMMEDATION

To enable feedback to be considered by this Committee before the Masterplan is considered by Full Council.

Background

1. In August 2019, a consultancy team lead by Cushman and Wakefield was appointed to prepare a masterplan for Nelson. Whilst the focus of this masterplan was initially on the town centre, following the announcement that Nelson was being invited to develop proposals for a Town Deal, the boundary of the masterplan was extended to cover the wider town.
2. Over the last year, the Nelson masterplan has been developed in parallel with the Nelson Town Investment Plan (TIP). The TIP was considered by this Committee last month, prior to

its submission to Government. The two plans share the same vision and objectives and the masterplan essentially provides the spatial regeneration framework for the town.

The Draft Nelson Masterplan

3. A copy of the draft Nelson Masterplan report is attached as Appendix A. The Masterplan:
 - Identifies high level objectives and a new vision for the town which have been reviewed and agreed by the Town Deal Board;
 - Reflects the views of stakeholders and the local community based upon consultation and engagement undertaken to date;
 - Defines the Town's longer term (25-30 year) sustainable role;
 - Articulates the opportunities and priorities for regeneration and growth through development, infrastructure, spatial and non-physical parameters to encourage private investment;
 - Provides a framework for delivery, underpinned by sound market advice and existing strategic policy context;
 - Establishes a robust framework to support funding bids; and
 - Advises on the best route to implementation to ensure realisation of the Vision.
4. The development of the Masterplan included a technical review of policy context and strategies, the property market, socio-economic and health indicators, access and movement and spatial review. The findings of this work are summarised in an Issues Report (May 2020) which accompanies the masterplan report, and is captured in the SWOT analysis in Section 2 of the masterplan report.
5. This work was used to support the Town Investment Plan (TIP) and the Town Deal bid. The Masterplan presents a comprehensive strategy to support the transformation of Nelson over the next 25-30 years. Its delivery will be kickstarted by funding accessed through the Town Deal in the short term and will support other funding bids going forwards.

Town Centre Strategy

6. In recognition of the important role that the town centre plays at the heart of Nelson and the wider Borough, the masterplan pays particular attention to the town centre and the interventions that are required to ensure it, and therefore the whole town, fulfils its potential. A 'town centre strategy' is set out in Chapter 5 of the report.
7. The masterplan proposes a revised, consolidated town centre boundary to try to focus town centre related activities within a core area to target footfall and therefore vitality. This will be considered as part of the further development of the Pendle Local Plan Part 2.

Consultation on the draft final masterplan

8. Consultation and engagement was carried out with stakeholders and residents in the early stages of the development of the masterplan. Further community engagement has taken place during the development of the Nelson Town Investment Plan. It is proposed that a further round of consultation now takes place on the draft final masterplan and that these comments are brought back to this committee for consideration, prior to a recommendation being made to Full Council.

IMPLICATIONS

Policy: None as a result of this report.

Financial: None as a result of this report.

Legal: None as a result of this report.

Risk Management: None as a result of this report.

Health and Safety: None as a result of this report.

Sustainability: 'Clean growth' is one of the key principles within the draft masterplan.

Community Safety: None as a result of this report.

Equality and Diversity: None as a result of this report.

APPENDICES

Appendix 1: Draft Nelson Masterplan report

LIST OF BACKGROUND PAPERS

Nelson Town Investment Plan – 11th February, 2021

Nelson Town Deal, Masterplan and Future High Streets Fund - 21st November, 2019