



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

TO: NELSON TOWN DEAL BOARD

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DRAFT FINAL NELSON MASTERPLAN

PURPOSE OF REPORT

To consider the draft final Nelson Masterplan report and the feedback from the recent stakeholder / community consultation. To provide comments for consideration by the Council's Policy and Resources Committee.

RECOMMENDATIONS

That the Nelson Town Deal Board:

1. Consider the draft Nelson Masterplan report and the recent consultation feedback,
2. Provide comments/recommendations for consideration by the Council's Policy and Resources Committee.

REASONS FOR RECOMMENDATIONS

1. To enable the comments and recommendations from this committee to be considered by Policy and Resources Committee.

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. During 2020, the Nelson masterplan was developed in parallel with the Nelson Town Investment Plan (TIP). The two plans share the same vision and objectives and the masterplan essentially provides the spatial regeneration framework for the TIP.
3. The Nelson TIP was submitted to Government in February 2021 and in July 2021 Nelson received a Heads of Terms offer for a £25m Town Deal.

The Draft Nelson Masterplan

4. 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 it will help to support future funding bids to deliver projects in the medium to long term.

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 further and any changes formally agreed, as part of the development of the Pendle Local Plan Part 2.

Consultation on the draft final masterplan

8. Public and stakeholder consultation on the draft final Nelson Masterplan took place in summer 2021. In total, 65 responses were received. 22 respondents supported the masterplan, 19 did not and 21 were not sure. The comments made during the consultation period are attached for information in Appendix 2 to this report, along with officer comments in response.
9. The points/issues most frequently raised by respondents related to:
 - The town centre (in particular Pendle Rise) and the need to introduce new uses, e.g. new leisure opportunities, better retail opportunities (including bigger retail names/brands) and a food court/eateries to create new reasons to come into the town centre.
 - Less development on greenfield sites, with brownfield land being developed first,
 - Gib Hill being identified as a nature reserve,
 - More emphasis on improving the natural environment generally, and
 - Issues around community cohesion.
10. The Town Deal Board are invited to consider the draft final Nelson Masterplan report and the feedback from the recent stakeholder / community consultation; and to provide comments/recommendations to the Council's Policy and Resources Committee. The masterplan will then be considered for adoption by Full Council in December 2021.

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 Final Nelson Masterplan report

Appendix 2: Responses from the consultation on the Draft Final Nelson Masterplan