



**REPORT FROM:** PLANNING, ECONOMIC DEVELOPMENT AND  
REGULATORY SERVICES MANAGER

**TO:** NELSON, BRIERFIELD AND REEDLEY COMMITTEE

**DATE:** 29<sup>th</sup> NOVEMBER, 2021

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## NELSON AND BRIERFIELD TOWN CENTRE RE-OPENING

### PURPOSE OF REPORT

To report to the Committee on the Welcome Back Fund (WBF).

### RECOMMENDATION

To update the committee on the spending for re-opening of Nelson and Brierfield high streets.

### REASONS FOR RECOMMENDATION

- (1) In order that the Committee remains apprised of developments concerning the spending on the Re-opening of Nelson and Brierfield Town Centres.
- (2) In order that spending from the Welcome Back Fund is progressed.

### Update on spending

#### 1. WBF Grant Funding - Current Position

##### Nelson – WBF Grant

Remaining grant funding from RHSSF for Nelson is £10,100. In addition the new WBF Allocation for Nelson is £25,170. **TOTAL Amount in grant funding for Nelson to spend is £35,270**

##### Brierfield – WBF Grant

Remaining grant funding from RHSSF for Brierfield is £5,199. In addition the new WBF Allocation for Brierfield is £12,180. **TOTAL Amount in grant funding for Brierfield to spend is £17,379**

## Non Grant funding

Nelson - In addition there is £8,762 of Area Committee monies, provided the Area Committee confirms carry over of these funds

Brierfield - In addition there is £4,180 of Area Committee monies, provided the Area Committee confirms carry over of these funds

## 2. WBF Spending Plan

A spending plan was originally agreed but we have since updated it after quotations have come back for public realm activities in Brierfield. The budget now looks like this:

Budget		£35,270	£17,379
		Nelson	Brierfield
<b>Joint Website</b>			
Content managed website		£10,616	£1,937
<b>Events</b>			
Nelson Festival (Rebrand Lancs Day)		£4,050	
<b>Public Realm</b>			
Public Realm improvements		£3,000	£13,500
			£477
<b>Existing safety measures</b>			
Sanitiser fluid		£0	£0
Extra sanitiser units		£0	£0
<b>Publicity to promote both towns</b>			
Print (Flyers etc)		£0	£0
Social media		0	0
<b>Digital Totem signs x 2</b>			
Nelson		16000	
<b>Total</b>		£33,666	£15,914
<b>Remainder</b>		£1,604	£1,465

## 3. Progress on spend (Up-to-date at time of writing)

- 1) **Website for Nelson & Brierfield** – the development of the website has started and all town centre businesses in Nelson and Brierfield have been contacted asking them to provide a picture and some simple information about their business. Though there is one website we will have two website addresses – “come to Nelson” and “come to Brierfield”.

So far there have been returns for 30 businesses – 22 in Nelson and 11 in Brierfield. Over 150 businesses have had follow up calls in order that there are as many businesses as possible on the site. As part of the follow up the information request form has been emailed

to many businesses. Promotion is free for them. If anyone has contact with any of them then please encourage them to send us this information.

- 2) **Events** – Christmas Festival - The Assistant Town Clerk (ATC) for Nelson Town Council (NTC) has provided a number of quotes for activities for this event and the following have been booked :

Snow Globe [www.letitsnowglobeevents.co.uk](http://www.letitsnowglobeevents.co.uk) £975 + VAT

Starlite – Ice Rink. Total cost £3075 PLUS VAT

- 3) **Public Realm improvements in Nelson** – these were discussed with the ATC for Nelson TC. The requirements would be for 30 barrier baskets. The ATC has come back with estimates of cost for these at around £3000. The ATC will need to seek three quotes from companies for these. These quotes will need to be provided to “Pendle Borough Council” as we need to be the ones ordering these under grant rules.
- 4) **Public Realm improvements in Brierfield** - The chair, Cllr Ashraf, kindly provided the contact details for Karin Grandal-Park of Build a Brighter Brierfield (BBB). They have identified two sites for improvement which could be assisted by the grant. Outside the Methodist Church and outside Brierfield Town Hall. It was agreed with the Chair of this Committee to order the (grant-funded) spend on the plants to go in front of the Methodist Church at £477+ vat
- 5) **Deferment** -. The Committee deferred a decision on the other site, the one in front of Brierfield town hall to this meeting. We received an application for possible grant assistance from Building Bridges. Some of the application was ineligible for grant, but some of it might be workable – ie the event aspect. The Economic Development Officer has tried on a number of occasions to get in touch with the originator of the original application in order to make it a more viable one – including visiting their offices. The EDO has now managed to get in touch with BB and will discuss the application with them and a further submission may come forward from that.
- 6) **Brierfield Town Hall site** – The site would be improved massively by a professional landscape designer with some fantastic planting of trees, plants, flowers and a focal point, such as a sculpted feature. Quotes have been obtained and the best one of these indicated a spend of £13,500 for this scheme at the Town Hall.

**Recommendation for decision** – It is recommended that the Committee approve this spending and request that the Economic Development Officer be delegated to co-ordinate the work on it. **The decision on this cannot be deferred again, as time is running out on getting the planting in properly.**

**Reason for recommendation** – so that Brierfield can benefit from these significant improvements to its public realm

- 7) **Publicity** – to be discussed with our colleagues in the Communications Team
- 8) **Digital Totems** – Because of the public realm improvements in Brierfield we have now included two standard size totems and install costs. Two sites to be identified in Nelson for

these. This would have to comply with appropriate planning and engineering rules. The identification of sites has been started

## **IMPLICATIONS**

**Policy:** None arising directly from this report

**Financial:** As detailed in this report

**Legal:** PBC Legal Team will need to be involved with any legal issues related to certain items, such as the totem signs

**Risk Management:** Items, such as the totems, will need to be reported to PBC's insurers

**Health and Safety:** None arising directly from this report

**Sustainability:** Beyond their initial use, items such as the website (1 year) and the totem signs (2 years) need consideration given to their longer term sustainability

**Community Safety:** None arising directly from this report

**Equality and Diversity:** None arising directly from this report

**APPENDICES** None

**LIST OF BACKGROUND PAPERS** None