

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

**TO: POLICY AND RESOURCES COMMITTEE**

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**DRAFT FINAL NELSON MASTERPLAN**

**PURPOSE OF REPORT**

To consider feedback from the consultation on the Draft Final Nelson Masterplan Report. To agree any changes that should be made to the masterplan in response; and to recommend its agreement to Full Council.

**RECOMMENDATION**

That this Committee:

- (1) Consider the feedback from the public/stakeholder consultation on the draft report and agree the amendments that are proposed to be made in response.
- (2) Consider the feedback/recommendations from the Nelson, Brierfield and Reedley Committee and the Nelson Town Deal Board and agree any amendments that should be made to the Draft Final Masterplan Report in response.
- (3) Recommend that Full Council agree to adopt the Masterplan, subject to any agreed changes being made.

**REASON FOR RECOMMENDATIONS**

To enable the Masterplan to be finalized and adopted by the Council.

**Background**

1. At its meeting in March 2021, this Committee considered the Draft Final Nelson Masterplan Report (Appendix 1). It was agreed that the report should be subject to wider

stakeholder/community consultation, and that a report on the outcome of this be brought back to a future meeting of this Committee for consideration.

### **Consultation on the draft final masterplan**

2. Public and stakeholder consultation on the draft final Nelson Masterplan took place over a 4 week period in summer 2021. The consultation period was promoted through the local media, social media and via the Council's on-line newsfeed and comments were invited through a simple online questionnaire on the Council's website.
3. In total, 65 responses were received. 22 respondents supported the masterplan, 19 did not and 21 were not sure (not everyone expressed an opinion). The comments made during the consultation period are attached in Appendix 2 to this report, along with officer comments in response. Where amendments are proposed to be made to the Draft Final Masterplan report in response to the comments made, these are highlighted in red in the 'Officer's comments' column.
4. 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.
5. The issues within the town centre are well recognised within the masterplan, which includes a 10 point strategy for regenerating the town centre. Funding secured through the Town Deal will enable the Council and its partners to begin to tackle some of these issues, as well as bring forward the redevelopment of a number of longstanding brownfield sites. These actions are highlighted in the Action Plan (Table 6.1 of the Final Draft Masterplan report).
6. The 'This is Nelson' Town Deal project (also included the Action Plan) recognises the issues around community cohesion within the town. The project will seek to actively engage Nelson communities in the town's development over the next few years to help facilitate ownership, pride and a shared identity.
7. A good number of the other comments that have been made are more relevant to and/or are already being considered through the Pendle Local Plan Part 2, e.g. the allocation of greenfield and brownfield sites, the review of the Nelson town centre boundary, etc.

### **Comments/recommendations from the Nelson, Brierfield and Reedley Committee**

8. The draft Final Masterplan Report was considered at the meeting of the Nelson, Brierfield and Reedley Committee on 1<sup>st</sup> November. It recommended this Committee:
  - (1) Investigate the possible compulsory purchase of Pendle Rise;
  - (2) Remove the Halifax Road site as an "opportunity site" for housing within the masterplan.

## Comments from the Nelson Town Deal Board

9. The draft Final Masterplan Report was also considered by the Nelson Town Deal Board on 12<sup>th</sup> November. Their comments are summarised below for consideration by this Committee:
- i. Overall the Nelson Town Deal Board felt **the masterplan lacks ambition**, particularly with regards to:
    - a. **Connectivity**: the need for wider, strategic transport connectivity which could drive and support the economic growth of the town and Pendle as a whole. The case for a bypass has been made for many years and is essential for achieving this. It should be given greater emphasis within the plan.
    - b. **Housing**: A lack of ambition for new housing which could help to underpin the regeneration of the town centre. The current quality and diversity of the existing housing stock in the town is poor and the proposals for sites for new housing in the plan are low.
    - c. **The provision of employment land/sites**: to meet the needs of existing and new businesses, to facilitate the growth of the economy and to provide new employment opportunities. Where will this growth take place over the longer term? Improved connectivity provides the opportunity to open up new sites.
  - ii. **The 'Green Agenda'**: Opportunities through the 'green agenda' are lacking in the report and could be developed further help to drive economic growth and recovery.
  - iii. **Community Cohesion**: is a key issue within the town and is reflected in the comments made in the consultation. A 'head on' approach is needed to tackling these issues. More funding is needed to enable people to work with people, it mustn't all be about capital investment,
  - iv. **Marketing**: the need for a co-ordinated and enhanced approach to marketing the town positively through social media and other platforms. We need to make people proud of the good things that exist/are happening across the town by all partners in order to raise its image. A positive narrative about the town is needed.
  - v. It was suggested that the Chief Executive and the Leader of Pendle Council make a presentation to the LEP and LCC and agree some outputs and targets for the next few years.
  - vi. The Board requested that the ambitions for Nelson, Pendle and East Lancashire are reflected more strongly in the document.

## IMPLICATIONS

**Policy:** Decisions made by this committee will shape the final masterplan report. If the Masterplan is adopted by Full Council, it will be a material consideration for planning applications within Nelson.

**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 and officers comments/recommendations in response.

## **LIST OF BACKGROUND PAPERS**

Draft Nelson Masterplan – Report to P&R Committee, 18<sup>th</sup> March 2021