

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

TO: NELSON TOWN DEAL BOARD

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COMMUNICATIONS AND ENGAGEMENT UPDATE

PURPOSE OF REPORT

To update the Board on communication and engagement activities relating to the Town Deal over the last six months and provide information on those planned for the next 3 months. To seek agreement for an updated Communication Strategy Action plan for the next 6 months and review of the Town deal website.

RECOMMENDATIONS

That the Board:

- (1) Note the communication and engagement activities relating to the Town Deal and it's projects that have been carried out over the last six months.
- (2) Review the planned activities for the next 3 months and agree to the proposal to create a new action plan for the following 6 months, and review of the Town Deal website.

REASON FOR RECOMMENDATIONS

To agree a planned approach for regular and consistent communications regarding the Town Deal and its projects.

ISSUE

Background

1. The Communications Strategy for Nelson Town Deal was approved in February 2022 and aimed to:
 - Raise the profile of Nelson as a place with a brighter future including the Nelson Town Deal board's vision for Nelson

- Demonstrate the efforts partners in the Nelson Town Deal board are making to tackle the challenges faced by our town through the Town Investment Plan including realising our vision for Nelson.
 - Encourage more positive perceptions about Nelson, including pride in our town and encourage participation in sharing views and in getting involved in projects
 - Take the community with us on the journey to a future with brighter prospects and a better quality of life for Nelson people of all ages.
2. At that time a six month action plan was agreed from January to June 2022. This was not updated due to dealing with other work priorities but communication and engagement continued in the second half of the year.
3. From June 2022 to December 2022 the following news stories have been reported:

June 2022	Project	Summary of News Story
	YES Hub	YES Hub we reported that the Government had said yes to funding over £420,000 for the extension of the Pendle YES hub for another four years. Adrian leather, the Chief Executive of Active Lancashire said “The announcement of the renewal of our contract means we’ll be able to continue running free activities to boost the confidence of young people and tailored coaching to help them on their journey into work”
	Business Resilience and Growth	Also in June we reported that The Business Resilience and Growth Project was granted approval by the Council as part of the Town Deal and would involve a £2m cash injection to support the Nelson manufacturing sector
	This Is Nelson	We also reported in June on the £730K of funding earmarked for a new and exciting arts and culture project due to commence under the brand This is Nelson. It was explained that people in the community will be asked to contribute their ideas on how best to maximise for the project and that it was being spearheaded by In-Situ, an organisation based in Pendle involved in the arts, community engagement and ecology
	Advanced Digital Skills Academy	Finally we reported on a £2.29m investment proposal for an Advanced Digital Skills Academy had been approved by Pendle Borough Council as part of the Town Deal. We advised that the flagship project, developed by Nelson and Colne College Group, was being established to help tackle Lancashire’s digital skills shortfall. As the college campus is located outside the town centre, a key objective of the hub and the town centre spoke is to work in tandem, creating a strong connection between the college and the centre of Nelson.
July 2022		
	Accessible Nelson	In July we reported that a bid to make Nelson more accessible and safer for pedestrians and cyclists with improved traffic flow for drivers had got the green light from Pendle Council. On 21 July, the Council agreed to send the business case to the Government and ask for release of £3,463,952 of Towns Funding earmarked for the Accessible Nelson project. We advised that if the Government says yes, the first phase of work involving improvements to the busy Leeds Road / New Scotland Road junction should get

		<p>underway from April 2023.</p> <p>We also advised the public that Accessible Nelson will focus on:</p> <ul style="list-style-type: none"> • Creating attractive main gateways into Nelson, including widening paths and greening the town centre with more trees • Better junctions at Leeds Road/Scotland Road and Railway Street/Broadway to improve traffic flow • Improvements in and around these junctions for cyclists and pedestrians
	Healthy Towns	<p>Our Communications team also reported that Pendle Council had given the green light to the Healthy Town plan on Thursday 22 July with three parks in Nelson being chosen to benefit from £590,000 funding as part of a project designed to help address poor health and wellbeing in the town's community including childhood obesity.</p>
August 2022		
	Revitalised Nelson	<p>In August we reported that the consultation was underway on the future of historic Trafalgar House in Nelson</p> <p>We advised that a consultation on the future of a historic building in the heart of Nelson town centre is now underway and Pendle Borough Council wants to hear from you!</p> <p>We advised the public that we were looking at a series of options.</p> <p>Options on the shortlist include:</p> <ul style="list-style-type: none"> • repairing the building and converting it into housing and commercial use • partial demolition and redevelopment for housing and commercial use • partial demolition to create additional town centre parking with EV charging points.
October 2022		
	Accessible Nelson	<p>In October the Council joined over 300 organisations from across the UK to receive a tree in The Queen's name presented in a pot embossed with Her Majesty's cypher EIIR - standing for Elizabeth II Regina.</p> <p>The tree will complement the improvements to the area which are being delivered through the Accessible Nelson project in the Nelson Town Deal programme.</p>
November 2022		
	Healthy Towns	<p>In November as part of the Healthy Towns Project local park users were being asked to have their say on £840,000 proposals for Marsden, Victoria and Walverden Parks in Nelson. Councillor Nadeem Ahmed, Leader of Pendle Borough Council, said: "The Healthy Town project is designed to help address poor health and wellbeing in Nelson by making it easier for people of all ages to enjoy a more active lifestyle in three popular parks. "We need people's views on plans so that we can move forward quickly when we get the green light from the Government's Towns Fund for £590, 000," he explained.</p>
	Business Resilience and	<p>Also in November we reported that the £2m pot of money to support the Nelson manufacturing sector has been granted Government backing.</p>

	Growth	The Business Resilience and Growth Project, part of the Nelson Town Deal, is one of eight projects designed to promote sustainable growth within the area, transform the town, and provide new opportunities for local people. Mike Williams, Pendle Borough Council's Tourism & Economic Development Officer, is the project lead. He said: "Now that we've had the green light from the Government for this project, new opportunities will be created for jobs, skills development, entrepreneurship and clean, eco-friendly sustainable growth. "We're keen to hear from any Nelson manufacturing businesses that have potential projects that could be supported."
Dec 2022		
	Advanced Digital Skills Academy	Another good news story to end the year was that the £2.29m investment proposal for an Advanced Digital Skills Academy in Nelson had been given the green light by the Government. Developed in conjunction with the Nelson and Colne College Group, the Advanced Digital Skills Academy will play a vital part in promoting sustainable growth, transforming the town and providing new opportunities for local people. Councillor Nadeem Ahmed, Leader of Pendle Borough Council, said: "Helping to push approval for the new Academy over the line is the county-wide digital skills gap that has grown at a time when demand among employers for digitally-skilled employees has never been higher." The Academy aims to integrate world-class teaching, innovation, and business acumen at Nelson and Colne College and create a new town centre learning hub to provide digital skills training for adult learners. "This project demonstrates the strength of partnerships forged through the Nelson Town Deal and of our shared commitment to upskilling our communities and retaining talent."
	Revitalised Nelson	The latest news story on Pendle Rise will be issued on Friday 23 rd December as part of the Revitalised Nelson project

4. Future Press Releases

January and February 2023		
	Revitalised Nelson	A consultation on the Pendle Rise redevelopment proposals is due to take place
	This Is Nelson	Early in the New Year there will be a press release on This Is Nelson together with photos, this is currently being worked up.
	Business Resilience and Growth	Following a further Business Grant meeting in December we are planning on releasing a good news story to help promote businesses which have successfully got grants from the Business Resilience and Growth project.
March 2023		
	Accessible Nelson	Public consultation with stakeholders and other town centre users on the developments on Leeds Road and Broadway

Proposed Next Steps

5. We are proposing that a new 6 month Communications and Engagement Action Plan (April to September 2023) should be created ahead of the next board meeting. It is envisaged that this will focus on the promotion of the delivery of the various projects.
6. We are intending to carry out a review of the Nelson Town Deal website in the New Year. Following advice from the Cities and Local Growth Unit this should focus on providing additional key information on the role of the Council and the alignment of the Board with

Council; also Terms of Reference and information on how the funding is being spent should be included. It's suggested that this is done through a key documents section within the website.

IMPLICATIONS

Policy: None directly arising from this report.

Financial: None directly arising from this report.

Legal: None directly arising from this report.

Risk Management: None directly arising from this report.

Health and Safety: None directly arising from this report.

Sustainability: None directly arising from this report.

Community Safety: None directly arising from this report.

Equality and Diversity: None directly arising from this report.

APPENDICES: None.

LIST OF BACKGROUND PAPERS: None.