

**NOTE OF A MEETING OF THE
NELSON TOWN DEAL BOARD
HELD REMOTELY VIA TEAMS
ON 30TH MARCH, 2023**

PRESENT

S. Barnes (Chairman – in the Chair)

Members of the Board

<i>Councillor N. Ahmed</i>	<i>Pendle Borough Council (PBC)</i>
<i>Councillor M. Iqbal</i>	<i>PBC</i>
<i>Councillor D. Whipp</i>	<i>PBC</i>
<i>Councillor Z. Ali</i>	<i>Nelson Town Council</i>
<i>C. Bennett</i>	<i>Positive Action in the Community</i>
<i>D. Gordon</i>	<i>Lancashire County Council</i>
<i>D. Mendoros</i>	<i>Pendle Vision Board</i>
<i>L. Oddie</i>	<i>Oddie's Bakery</i>
<i>C. Smith</i>	<i>Pendle Engineering Ltd</i>

Consultants/Advisors

<i>H. Warren</i>	<i>Department for Work and Pensions</i>
------------------	---

Officers in attendance

<i>R. Gibson</i>	<i>Director of Resources, PBC</i>
<i>P. Spurr</i>	<i>Director of Place, PBC</i>
<i>R. Savory</i>	<i>Project Manager, PBC</i>
<i>D. Dixon</i>	<i>Assistant Project Manager, PBC</i>
<i>S. Farnell</i>	<i>Transport and Co-ordination Manager, PBC</i>
<i>S. Lee</i>	<i>Principal Communications Officer, PBC</i>
<i>J. Robinson</i>	<i>Committee Administrator, PBC</i>

Also in attendance

<i>M. Nuttall</i>	<i>Property Director, Brookhouse Group</i>
-------------------	--

(Apologies for absence were received from R. Bashir, P. Hartley, C. Parker, C. Pearson, D. Rothwell, R. Rouse, Andrew Stephenson MP and Neil Watson).

1. DECLARATIONS OF INTEREST

Members were reminded of the requirement to declare any interest they had on any item of business on the agenda.

2. MINUTES

The minutes of the meeting held on 6th January, 2023 were submitted for approval.

The Chairman acknowledged the hard work that had and was being undertaken by P. Spurr, Director of Place and R. Savory and D. Dixon of The Raise Partnership since J. Whittaker had retired from the Council.

AGREED

That the minutes of the meeting held on 6th January, 2023 be approved as a correct record subject to the date of the next meeting being changed from 17th March, 2023 to 30th March, 2023 and signed by the Chairman.

3. PROGRAMME COMMUNICATIONS PLAN

The Director of Resources submitted a report which gave an update on communication and engagement activities relating to the Town Deal since the last meeting. The report also sought the Board's agreement for the revised Communication Strategy Action Plan for April – September, 2023, a copy of which was provided in Appendix 1 attached to the report. A review of the Town Deal website was included in this Plan. Once the Plan was agreed any actions which had direct costs would be costed within existing budgets.

It was reported that the Communication Strategy Action Plan for April – September, 2023, which was a live document, had been refreshed to ensure communication would continue to be timely and would flag up developments for Nelson and for Pendle as a whole. Five new communication priorities, which reflected local people's comments and concerns and good practice, had been included in the refreshed plan and these were:

- Demonstrating that projects create fantastic opportunities for people across Pendle – there are wider benefits, this is not just for Nelson.
- Showing that we have listened to people's views from engagement and consultation events and that local people CAN and DO influence the plans for Town Deal Projects.
- Using communication to help create synergy between projects and show the combined effect of projects is greater than the sum of their individual parts.
- Encouraging Pendle people and businesses to make the most of the seven Nelson Town Deal Projects.
- Managing expectations around timescales, especially in relation to Pendle Rise. Some of these projects are long-term and benefits will not be felt overnight.

During January and February, 2023 four news stories on the Town Deal Projects had been reported. During March, 2023 there had been news releases on the Revitalised Nelson, the This Is Nelson and the Business Resilience and Growth Projects. Summaries of all the communication activity were provided in the report.

It was suggested that social media communications in particular could be more direct by spelling out what each of the Town Deal Projects could, should or would do for the residents of Pendle, the Projects weren't being done to them, they were being done for them. The idea of mini case studies was still being considered as they would give local people the opportunity to tell their stories and would be more

believable and compelling. The Board's voice needed to be expanded and be more inclusive.

Communications were also being expanded to connect with Levelling Up for Pendle and any opportunities to do this would be taken.

The Strategic Leisure Review was enquired about. The Review was now completed but there had been no decisions taken on the way forward. It was anticipated that a report with recommendations would be taken to the May or June meeting of the Executive Committee and then to Council. The Board would need to react to any decisions made by Council and sight of the report at the next meeting was requested. A copy of the report would be shared with Board Members as soon as it was appropriate.

Concerns were expressed that there had not been a meeting of the Pendle Vision Board for quite some time and it was requested that one be convened as soon as it was practicable.

AGREED

- (1) That the communication and engagement activities relating to the Town Deal and its Projects since the last meeting be noted.
- (2) That the communication priorities and actions in the revised Communication Strategy Action Plan for April – September, 2023 be agreed.
- (3) That a copy of the report on the Strategic Leisure Review be shared with Board Members as soon as it was appropriate.
- (4) That a meeting of the Pendle Vision Board be convened as soon as it was practicable.

4. EXCLUSION OF THE PRESS AND PUBLIC

AGREED

That in pursuance of the power contained in Section 100(A)(4) of the Local Government Act 1972 (as amended) the public and press be excluded from the meeting during consideration of the next items of business on the grounds that if a member of the public and press were present during consideration of the item, there would be disclosure to them of exempt information which was of a commercially sensitive nature.

5. PROGRAMME GOVERNANCE AND PROJECT RISK REGISTER

The Director of Place submitted a report which updated Board Members regarding key programme and project risks.

It was reported that Project Risk Registers, project funding conditions, monthly Project Officer/Lead meetings and quarterly monitoring were helping to reduce or

mitigate the risks associated with all seven Town Deal Projects. There were no particular concerns to report at this stage.

Board Members were advised that a monitoring return covering project progress, spend, outputs and outcomes and risk would be submitted to The Department for Levelling Up, Housing and Communities (DLUHC) in June as part of the Bi-Annual return. A full project progress and monitoring report would be brought to the next Board meeting for all seven Town Deal Projects.

An update on the current position on Trafalgar House was requested specifically with regards to the work being undertaken to deal with the funding shortfall. Discussions on this particular matter were ongoing and a full update would be provided at the next Board meeting.

AGREED

- (1) That the key project and programme risks and mitigating actions be noted.
- (2) That a full project progress and monitoring report for all seven Town Deal Projects be brought to the next Board meeting.
- (3) That a full update on the current position on Trafalgar House and the funding shortfall be provided at the next meeting.

6. REVITALISE NELSON/PENDLE RISE UPDATE

(a) Pendle Rise CPO

A verbal update was given on the current position on the Pendle Rise CPO. It was reported that there had been some progress. The next steps would be determined imminently and Board Members would be advised of them at the next meeting.

Communication with the current tenants of Pendle Rise was enquired about. Frequent letters had been sent and face to face meetings with Retailers and Store Managers had been arranged which had improved the response to the s16 Notices that had been served on all known interests. There had also been a leaflet drop undertaken within an appropriate radius of Pendle Rise.

The work undertaken on securing suitable relocation sites for the existing tenants of Pendle Rise was also enquired about. Activity on this had started in earnest. Property searches of all vacant retail properties were being undertaken and properties the Council had interest in were being mapped. Once information had been gathered the next steps would be assessed.

AGREED

That the Board receive a further update to the next meeting on the Pendle Rise CPO and the work on securing relocation sites for the existing tenants of Pendle Rise.

(b) Pendle Rise Design

A verbal update was given on the proposed design for Pendle Rise and drawings showing revisions to the site layout plan and the landscape masterplan were presented.

It was reported that the pre-application public consultation had been highly successful. The respondents had agreed unanimously that something needed to be done with Pendle Rise and the majority were agreeable that retail would be the most appropriate use of the site. The intention to proceed to planning application submission on 17th April, 2023 for Pendle Rise was discussed. There would be another public consultation. Board Members stressed the importance of ensuring the people consulted were listened to.

The site layout plan had been revised following the public consultation to provide units for small independent retailers alongside national retailers and the service access to the food retailer had been relocated to make it less visually obtrusive. With regards the food retailer, talks were being held with a specific well-known national operator that would bring a great deal of interest to the Town Centre.

The landscape masterplan presented Pendle Rise in the context of the Accessible Nelson Project and would maintain the integrity of that scheme.

AGREED

That the Board receive a further update to the next meeting on the design for Pendle Rise.

7. ANY OTHER BUSINESS

The Chairman proposed that the next Board meeting be held in person to give opportunity for development outreach to take place.

AGREED

That the next Board meeting be held in person.

8. DATE OF NEXT MEETING

The next meeting was scheduled for Friday, 19th May, 2023 at 10.00 a.m.

Chairman _____