

FINAL DRAFT
FOR EXECUTIVE
BOARD



EARBY TOWN CENTRE MASTERPLAN




This report was commissioned by Pendle Borough Council.

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Acknowledgements:

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CHAPTER ONE

Introduction

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Introduction

1.1 This report concludes a study commissioned by Pendle Borough Council to prepare a town centre regeneration strategy for Earby. The study has been undertaken by Optimised Environments Ltd with transport and movement advice from WSP, market and delivery advice from Cushman & Wakefield, socio-economic advice from Hatch and Ekosgen and public engagement activities led by Placed.

1.2 The brief for this project was to develop a masterplan to guide future development in Earby. The red line boundary shown in Figure 1 illustrates the study area for the report and baseline analysis, with a focus on the town centre.

1.3 The masterplan sets out a vision for the town and suggests projects to strengthen the high street along Victoria Road, better promote walking and cycling, bring forward stalled development sites and enhance the town's character and identity.

About Earby

1.4 Earby is a small, rural town situated to the north of Pendle with a population of c4,800 people.

1.5 It is situated in rural West Craven, an area of landscape characterised by watercourses in and around Earby that drain east into the River Aire and the North Sea via the Humber Estuary. The town sits between the Forest of Bowland AONB and Yorkshire Dales National Park to the north and the Pennines to the South.



Figure 1. Earby location plan

Purpose of the document

1.6 Earby Town Centre Masterplan acts as a toolkit for shaping regeneration in the town. We have identified key projects based on an understanding of the town and its context, through talking to local people and through reviewing current research on town centres.

1.7 The masterplan will be used by key stakeholders including Elected Members and Council Officers to put forward viable projects which are supported by local people and can provide maximum benefits.

The Report Structure

1.8 Chapter two of this report sets out the current and historic context of the town and summarises the key points arising from the baseline analysis.

1.9 Chapter three sets out the challenges and opportunities within Earby, setting out how Earby is doing today and summarising ideas and feedback from the consultation events.

1.10 Chapter four sets out our vision and objectives for regeneration in Earby, which have been used to shape the masterplan and align ideas.

1.11 Chapter five illustrates our recommendations for changing and enhancing spaces in Earby, categorised by theme.

1.12 Chapter six sets out the delivery framework, which breaks down the masterplan into a series of projects and provides a delivery and funding strategy to aid implementation of each project, alongside an action plan.

Scope

1.13 Pendle Borough Council appointed the team in September 2022 and this masterplan has been created alongside masterplans for the neighbouring towns of Colne and Barnoldswick.

1.14 Town centres across the country have been facing significant challenges that have eroded high street retailing and its role in underpinning the vitality and economic strength of town centres. These challenges have included:

- Continued and rapid growth in the use of mobile devices and online retailing;
- Increasing wages, rents and business rates;
- A shift in consumer spending away from products towards experiences and lifestyle;

- Challenges as a result of the Covid-19 pandemic, particularly on the retail and hospitality sectors; and
- Wider economic conditions in general.

1.15 Whilst all three locations have demonstrated a level of commercial resilience over recent years, it is apparent that the seismic changes occurring in the physical retailing world will have a major impact on every town and city in the country. The centres that survive the fall-out from the relentless shrinkage of physical retail are those that have adapted effectively to include a diverse range of visitor and leisure attractions, modern workplaces and a reconfigured and varied retail experiences bound by public transport accessibility and a high quality pedestrian experience.

What is a masterplan?

1.16 A town centre masterplan looks at holistic ways to improve a place. It diagnoses challenges and opportunities within the town by looking at data and talking to local people and it identifies key projects and provides information on funding streams and timescales.

1.17 The 10 characteristics of a well designed place, below, taken from the National Design Guide, helps to focus thinking on what works and what can be improved in Earby.

Limits of the masterplan

1.18 This document provides a coordinated framework for change, identifying our recommended project ideas for the town and how they relate to each other. The report will be used by the Council and local stakeholders for future funding bids and opportunities.

What can't it do?

- 1.19 There are a number of things which the masterplan can't do:
- Provide detailed designs/ business cases for projects - this may take place at a later stage
 - Respond to areas beyond the red line in any great detail
 - Address structural issues around business rates and tax expenditure, but it can highlight these as issues if necessary

Extent of the masterplan

1.20 The extent of the masterplan for Earby focuses on the area identified in Figure 2 below.

1.21 This study considers the whole of the area within the red line boundary but also acknowledges important physical and economic assets beyond but within close

proximity and within the Town. It is important that the principles of the Vision and Masterplan are not limited by rigidly defined boundaries, and as such consideration as to how the town interacts with the surrounding hinterland and wider spatial context.

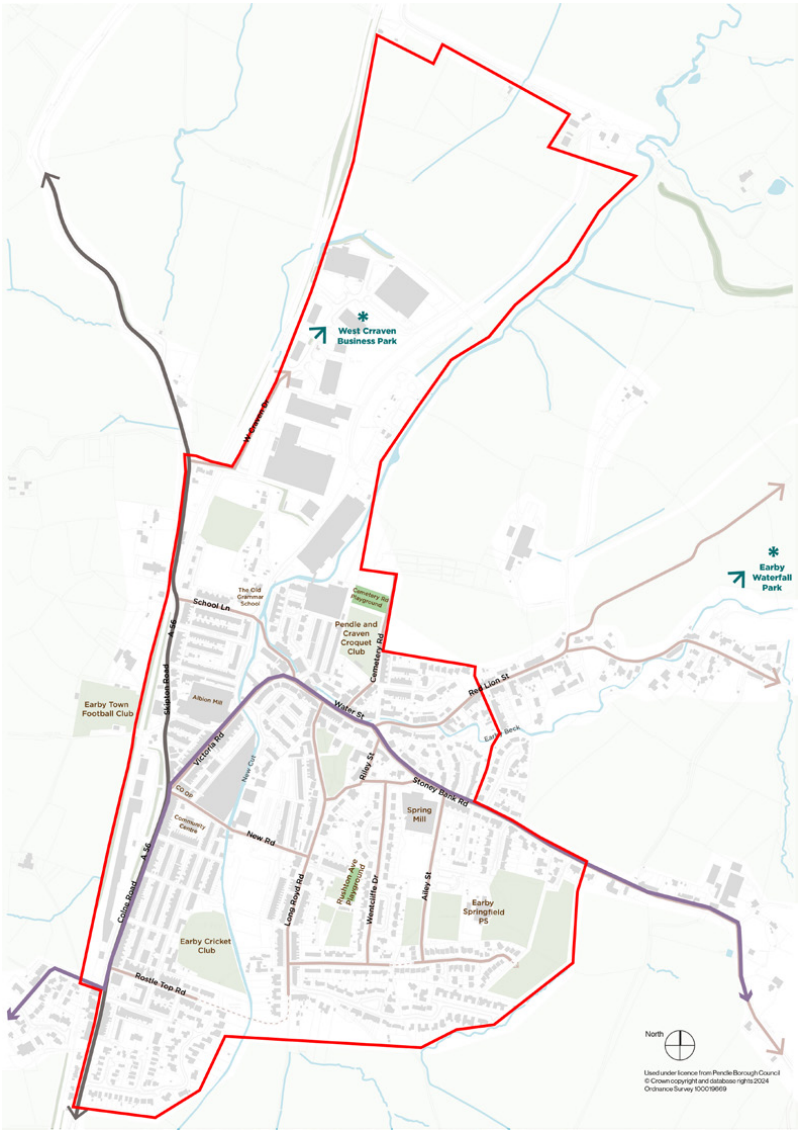


Figure 2. Earby location plan, showing the extents of the red line boundary

Timeframes

1.22 This document constitutes a consultation draft, which will be presented to the public for wider comment and feedback in February 2024.

1.23 Following this consultation period, the team will review the masterplan and publish a final version in March 2024.

1.24 It should be noted that the baseline report and masterplan document, provides a snapshot in time of the situation in Earby, and in particular socio-economic data and market appraisals may be out of date by the time the report is published.



Figure 3. Masterplan Timeline



Source: A Well-Designed Place, National Design Guide, 2021

CHAPTER TWO

Setting the context

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Strategic context

2.1 The Borough of Pendle is situated in Lancashire on the border with North and West Yorkshire. Two-thirds of Pendle's population is concentrated in four contiguous settlements - Nelson, Colne, Brierfield and Barrowford – situated in the south of the Borough.

2.2 This densely populated urban area extends 8km north-east from the boundary with neighbouring Burnley, creating an extended area that has a combined population of almost 160,000. To the north, Barnoldswick and Earby are the largest settlements in West Craven, a more rural part of the borough.

2.3 Earby sits within the eastern end of the Arc of Prosperity, a key area of economic activity and focus area for investment. The Arc of Prosperity is a concentration of aerospace and advanced engineering businesses in the country, extending in an arc formation, from BAe Warton in the west, through BAe Samlesbury to the Rolls-Royce facilities at Barnoldswick in the east.

2.4 Earby is a relatively short distance from Colne (5.3 miles) and Barnoldswick (3.5 miles). It is also 7 miles south-west of Skipton, and 11 miles north-east of Burnley.

2.5 The town is surrounded by distinctive and significant natural assets including the Yorkshire Dales National Park with easterly views towards Pinhaw Beacon, Thornton Moor and Bleara Moor. It has a network of Public Rights of Way (PRoW) which provide walking accessibility to the surrounding countryside.

2.6 The Pennine Way, a 205-mile national trail, running from Derbyshire to Cumbria runs through the town connecting it with National Cycle Route 68 and rural connections south towards Trawden.

2.7 Whilst the focus of this report is on Earby, it is important to recognise the role that the town plays in the hierarchy of the wider area as a place to live, work and visit. Considering how Earby relates to other centres and how its offer can be promoted in isolation, as well as in conjunction with other areas, will support the town to optimise its potential.

2.8 For example, given the proximity of Earby to the Yorkshire Dales, Pendle Hill and the Forest of Bowland, consideration should be given to how Earby can enhance its offer as a stop off point for lunch, dinner, afternoon tea or an overnight stay. This will help to capture more spend beyond the town's existing residential catchment and support businesses looking to attract day and longer stay visitors.

2.9 Specifically, it will be important to work with surrounding towns, to promote a wider combined offer raising their profile and attractiveness rather than considering these as competition.

2.10 This is an ideal time for masterplanning places like Earby, Barnoldswick and Colne, as the Government recognises the need and importance for regenerating these areas, which have seen underinvestment over many years.

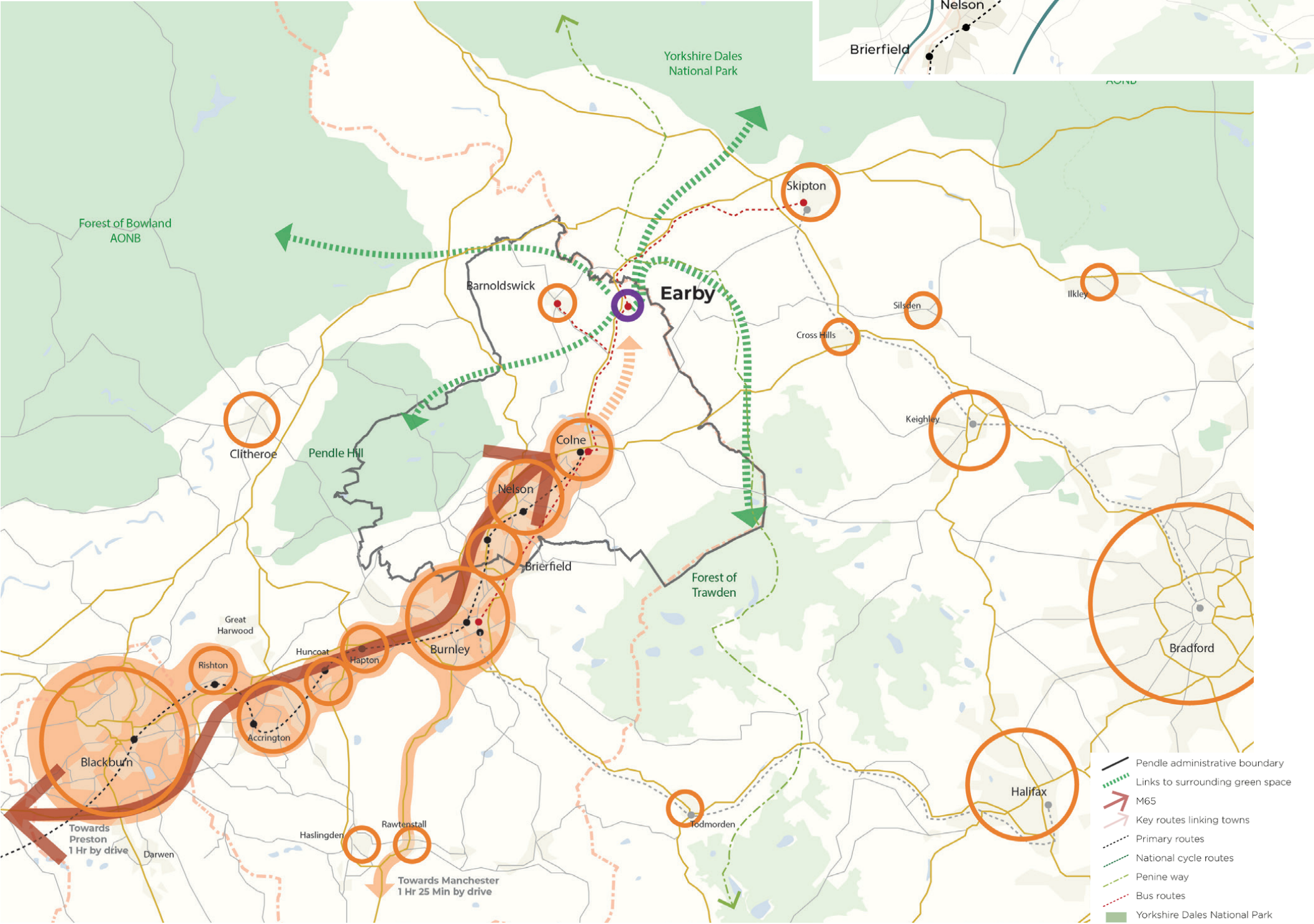


Figure 4. Map showing Earby's location within Pendle and the wider area

Policy background

^{2.11} The emerging masterplan for Earby will respond to prevailing local, regional and national policy positions. Ensuring the masterplans complement existing policy and key initiatives will support buy in from local, regional and national policymakers.

^{2.12} This will also provide Pendle Borough Council with the opportunity to leverage interventions and unlock economic growth.

^{2.13} The most relevant policies are summarised on the following pages, alongside a review of existing and relevant project interventions. This is not a full comprehensive list of every policy that will likely have an impact on development in the borough. However, the policies listed provide a broad overview of the most pressing issues at the national, regional and local level.

^{2.14} In particular, the 2022 government Levelling Up White paper provides the immediate national level policy context for shaping the masterplans. The White Paper pays significant attention to the development of UK regions outside of the London and the South East.

Strategic Alignment- Local Policy

Pendle Local Plan

^{2.15} The adopted development plan in Pendle comprises the Pendle Local Plan Part 1: Core Strategy (adopted December 2015) and the remaining saved policies from the Replacement Pendle Local Plan 2001-2016 (adopted May 2006)

where they are in conformity with the Revised National Planning Policy Framework (NPPF). The development of a new Local Plan is underway and the ‘Core Strategy’ is to be replaced by a new Pendle Local Plan Fourth Edition in 2025.

^{2.16} The plan establishes strategic objectives for future infrastructure; responding to climate change; promoting safe and inclusive town centre economies; protecting and improving access to green spaces and recreation facilities to improve health; and delivering sustainable transport.

Pendle Economic Recovery and Growth Strategy 2021-2026

^{2.17} The Pendle Economic Recovery and Growth Strategy was made in response to the impact of the COVID-19 pandemic on the borough. It supports a long term strategy to build a strong and resilient economy and highlights the unequal impacts it has had on group, sectors and places most exposed to changing circumstances. It focuses on leveraging capacity and investment, building on manufacturing credentials to support future opportunities and innovation, growing a skilled workforce and addressing poor connectivity to drive economic recovery and growth in a post-COVID world.

Corporate Plan 2023-27

^{2.18} The Corporate Plan focusses on four priorities of Proud and Connected Communities and Places; Good Growth; Healthy Communities; and Modern and Responsive Organisation.

Strategic Alignment- Regional Policy

NP11: A Place Strategy for the North

^{2.19} This strategy sets out the economic case for place and culture in the North. Key actions include strengthening the North’s place proposition, place asset management, scaling up creative and cultural zones, retrofit and reuse, digital connectivity, green tourism and R&D. It was developed in partnership with Arts Council England, Historic England, The National Heritage Fund and the Environment Agency. It builds on a year-long strategic development programme and has been supported by broad scope engagement with colleagues from across the arts, culture, heritage, creative and environment sectors, and with key stakeholders from the Northern business community, voluntary sector, higher education and civic leadership.

Lancashire County Council Economic Strategy 2023-2025

^{2.20} This strategy identifies three core strategic priorities including strategic development and connectivity (including championing multi-district regeneration programmes and investment opportunities), business support and skills and talent. This strategy complements the LCC Transport Strategy and Environment Strategy. This is also intended to complement work with local government partners and other key stakeholders in the development of the sub-regional strategy ‘Lancashire 2050’.

Lancashire Skills and Employment Strategic Framework 2021

^{2.21} The Lancashire Skills and Employment Strategic Framework has been refreshed for 2021, building on the previous Strategic Framework which spanned 2016-2021. The Framework is underpinned by an evidence base and was developed in consultation with stakeholder including employers, schools, colleges, universities, private training providers and the third sector. It identifies 4 themes: Future Workforce, Skilled & Productive Workforce, Inclusive Workforce and An Informed Approach and articulates the skills and employment priorities for Lancashire.

Remade: A Cultural Investment Strategy for Lancashire

^{2.22} This is the LEP’s first Cultural Investment Strategy. This Strategy is about increasing the readiness of the county to respond to opportunities to help leverage strategic investment for cultural and creative initiatives: initiatives that can act as drivers for growth, catalysts for innovation and magnets for talent. In summary, to improve the economic value of the culture sector, connectivity needs to be strengthened between the urban and rural areas to create better capacity for skills and infrastructure, and to produce a compelling narrative of Lancashire’s cultural offer.

A Ten Year Strategy for Cycling and Walking

^{2.23} This strategy details an ambitious vision between 2016-2026 to develop Lancashire’s walking and cycling offer over

the next 10 years, building on an already strong base position. It recognises the fundamental role that active travel plays in our everyday lives, and the contribution this can make to meeting the key government objectives of economic growth, improving health and wellbeing, and tackling climate change. It contains the following vision: ‘More people walking and cycling for every day and leisure journeys in Lancashire’ to be met by 2026.

Strategic Alignment- National Policy

Levelling Up White Paper 2022

^{2.24} The Levelling Up White Paper 2022 sets out the UK Government’s main missions for levelling up the UK. This will be achieved through boosting productivity, securing private sector investment, increasing R&D, providing a secure path to home ownership, generating high skilled jobs, and ensuring people have access to gigabit-capable broadband, 4G and 5G.

Build Back Better, Our Plan for Growth 2021

^{2.25} The Build Back Better Plan sets out the government’s plans to support economic growth through significant investment in infrastructure, skills and innovation. Achieved by building on three core pillars of growth: infrastructure, skills and innovation. In doing so, the achieved growth will level up the whole of the UK.

National Planning Policy Framework 2021

^{2.26} The Framework establishes the Government’s economic,

environmental and social objectives for achieving sustainable development, building a strong and competitive economy, promoting healthy and vibrant communities, and protecting our natural environment.

Net Zero Strategy: Build Back Greener 2021

^{2.27} The Strategy lays the foundation for a green economic recovery from Covid-19 through creating more green skilled jobs, increasing the share of journeys by public transport and investing in active travel infrastructure.

National Infrastructure Strategy 2020

^{2.28} The Strategy outlines the need to level up and achieve net zero, with priorities including improving road maintenance, digital connectivity, undertaking climate-oriented reforms of key industries including energy, construction and transport, and supporting private investment.

^{2.29} In supporting these schemes this policy will protect the route of the former Colne-Skipton railway for future transport use.

^{2.30} Other key policy documents which are relevant to the masterplan include:

- Lancashire 2050
- Lancashire Local Nature Recovery Strategy (LNRS)
- Pendle Retail and Leisure Capacity Study (Lichfields, 2023)
- Pendle Housing and Economic Development Needs Assessment (HEDNA) (Iceni Projects, 2023)
- Pendle Level 1 Strategic Flood Risk Assessment (JBA Consulting, 2021)
- Pendle Sustainable Settlements Study (Pendle Council, 2008 and 2023)

Earby as it is

2.31 A relatively small market town, with a population of c4,800 it offers local amenities, independent retailers and a collection of historic buildings and accessibility to the open countryside. Earby was part of Yorkshire until 1974 when Pendle Borough was created. Historically the town grew around Earby Beck and the railway line, fuelling industrialisation across the town and home to a number of textile mills. Nowadays, Earby addresses the busy A56 and was served by the former railway line until its closure in 1970. As a result of its variety of local shops and amenities, it serves a much wider catchment than its settlement extent, drawing people from Sough, Kelbrook and Thornton-in-Craven.

2.32 The town is facing challenges, both environmental and user interaction. It is impacted by flood risk from Earby Beck and the quality of the public realm is in a state of decline. There are also a number of vacant retail units and under-utilised sites which contribute to the decline of the town.

2.33 Some of the important local assets include:

- Victoria Road and part of the A56/Colne Road, which acts as Earby's retail high street offering a range of shops and services
- Albion Mill, Victoria Mill and Station Yard which house a mix of businesses within the town centre

- Earby Town Football Club, Earby Cricket Club and the Pendle and Craven Croquet Club
- West Craven Business Park which houses Uniroyal Global Ltd., Broughton Laboratory and Senior Aerospace Weston
- Earby Waterfalls to the east of the town centre beyond the masterplan boundary

Population

2.34 Based on 2021 Census data the population of Earby stands at 4,800. This indicates a slight decrease in population since 2011 of -0.2%. This trend is counter to the change seen nationally where there has been a 6.6% increase in population and at the Pendle level where the population rose by 7.0% between 2011 and 2021.

2.35 Examining a trend over time shows that Earby's population has remained steady over the past decade. While the population did fall between 2013 and 2018, the trend in more recent years suggest the population change has plateaued.

2.36 To ensure long term economic prosperity the town needs to ensure their labour supply meet the demands of local businesses. It is therefore important to consider the proportion of the population who are of working age (16-64 year olds). Earby has a working age population of 2.8k, equating to 57% of the town's 2020 population.

2.37 The size of the working age population is significantly lower than the rate seen nationally (63%) and at the Pendle level, 60%.

2.38 Compared to national trends, Earby is home to an older population with higher than national levels of those of older working age and those in retirement age groups. 22% of Earby residents are aged over 65 compared to 18% nationally, and 18% across Pendle. There has been an increase in over 65s in Earby since 2011 by 26%. This is higher than the rate of increase for this demographic in Pendle (+19%) and nationally (+18%). The 65+ population has been rising in Earby above the rates of other Pendle towns, Pendle as a whole and the change seen nationally since 2011. There is some indication that this has begun to change in recent years.

2.39 A lower working age population, coupled with a high proportion of over 65s will, in time, begin to create a tightened labour market as supply of skills decreases. It will also mean a greater dependency on services such as health and social care.

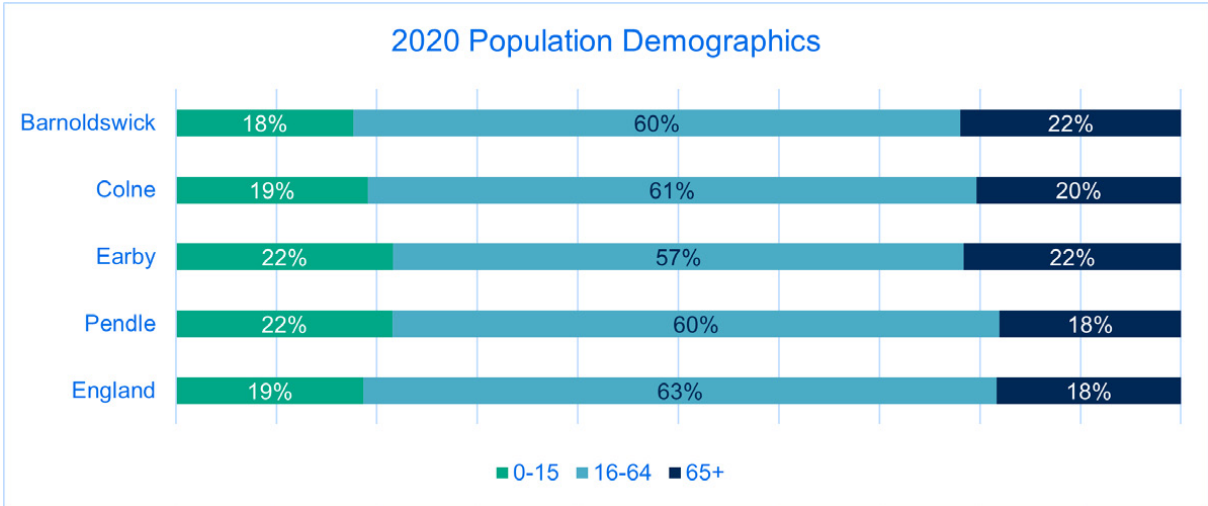


Figure 5. Population Demographics for Barnoldswick, Earby, Colne, Pendle and England 2020
Source: Mid-Year Population Estimates, ONS, 2011-2020; mid-year population data for small areas is only currently available up to 2020, as such population data for 2021 uses 2021 Census data

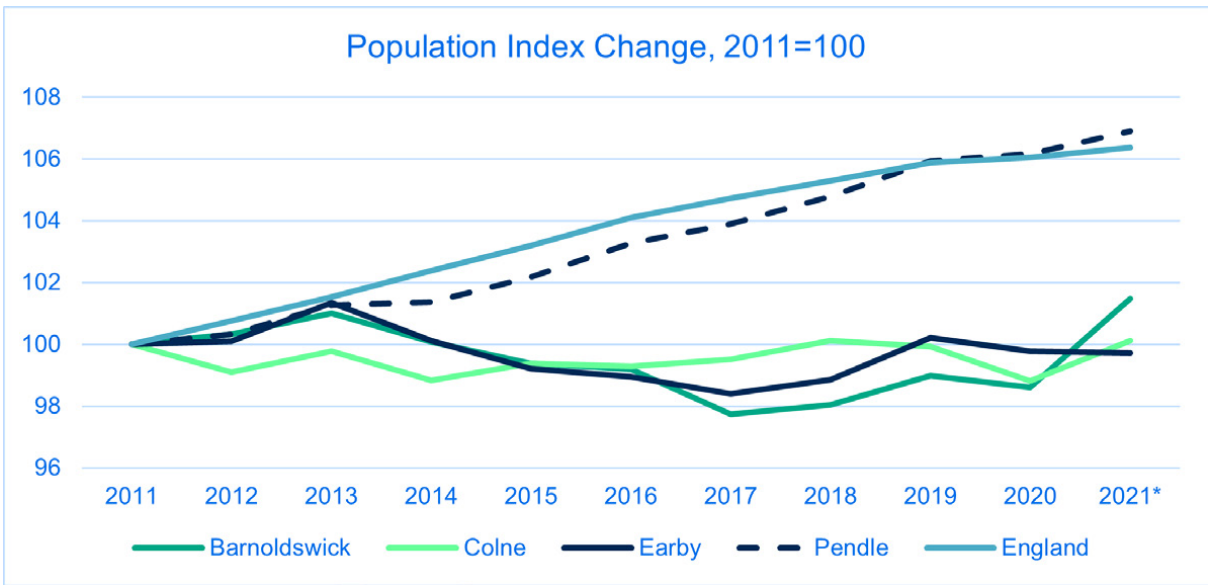


Figure 6. Index Change in Population for Barnoldswick, Earby, Colne, Pendle and England 2011-2021*
Source: Mid-Year Population Estimates, ONS, 2011-2020; Census 2021 *mid-year population data for small areas is only currently available up to 2020, as such population data for 2021 uses 2021 Census data

Earby as it is continued

Commuter Patterns

2.40 It should be noted that 2021 Census commuting data was collected at a time of restricted movement due to the COVID-19 pandemic, and therefore is distorted with higher than normal home-working rates and abnormal commuting patterns.

2.41 Subtracting those who leave the town for work from those coming into the town for work allows a determination of the net commuter flow of the town. In total, Earby has a negative net flow of 721 commuters meaning more residents leave the town for work than people coming into the town for work. This map shows the net commuter footprint for Earby, where a concentration can be seen within the district of Pendle, but there are also instances of net outflow (people leaving the town) as far as Skipton and Ilkley in West Yorkshire.

Local Environment

2.42 Due to its wealth of natural local outdoor space, Earby ranks well against its air quality according to the Access to Healthy Assets and Hazards (AHAH) Index (2020).

2.43 The main deprivation challenge for Earby is in the living environment with nearly all neighbourhoods ranking in the bottom 20% most deprived places in England for this domain. This covers issues of housing quality and external environment such

as road traffic accidents. This is therefore a reflection of the rural nature of Earby which contributes to challenges for residents in accessing services due to distance and poor public transport

People Characteristics

2.44 Earby falls within the 'financially stretched' category (Acorn Categories 2022) which is characterised by socially rented housing, predominantly of semi detached or terraced build, and occupied by a range of age groups with higher levels of debt, financial mismanagement and below average income.

Crime

2.45 Ensuring communities feel safe is paramount to securing and preserving prosperity. Earby had 69 crimes per 1,000 residents reported in 2021; latest data (for the period October 2022 to October 2023) suggests crime rates in the town have fallen by nearly 20% with the crime rate in the town now being 56 crimes reported per 1,000 residents. This is lower than the 2023 rate for Pendle (89) and lower than that of England (93).

Digital Infrastructure

2.46 Strengthening digital connectivity and infrastructure across the town will open up opportunities for people to live, work and establish businesses in the towns, particularly in light of the increased activity of home working. Earby currently

has slower average broadband download speed at 60.9Mbit/s compared to 89.2Mbit/s in Pendle a national average of 109.0Mbit/s.

2.47 Consultation with the public highlighted poor 5G signal across the town. Installation of Fibre to the Premises (FTTP) is also currently underway at the time of writing.

Housing

2.48 The average house price in Earby currently stands at £170,325 (March 2023), this is higher than the average house price for Pendle (£134,000), though lower than national rates of £290,000. Over the past decade, house prices have increased rapidly in Earby at a rate of 75%, meaning homes in March 2023 were, on average, £73,000 more expensive than in March 2013, this increase outstripped the growth seen at the Pendle level (+58%) and the national level (+58%) for this period. However, in the last five years this rate of increase has slowed, between March 2018 and March 2023, prices in Earby increased by 22% lower than the Pendle average (25%) and the national average (+23%).

2.49 Examining the index change in house prices shows that strong house price growth in Earby did begin to wane in March 2021, but recent data from March 2022 may suggest a recovery.

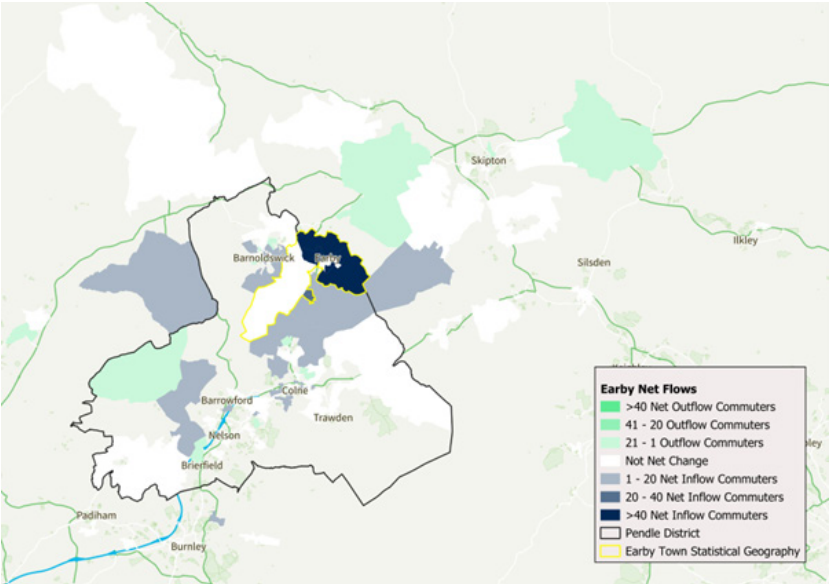


Figure 8. Net Commuter Flows to and from Earby, 2021

Source: Census 2021; Map Contains OS data © Crown Copyright 2023

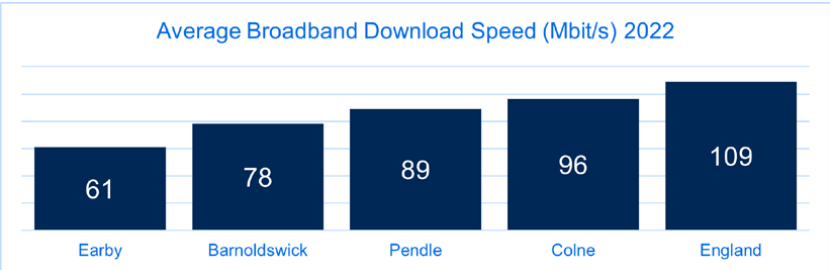


Figure 9. Average Broadband Download Speed (Mbit/s) 2022

Source: Connected Nations 2022, OFCOM

Flooding

2.50 Flooding is a key issue affecting residents in Earby. Following floods on Boxing day in 2015, the Environment Agency (EA) commissioned a study into flooding in Earby which identified three main causes:

- Water from the Northholme direction
- New Cut bursting its banks
- Wentcliffe Beck flooding down Water Street

2.51 The EA recommended several projects, with some now implemented, which focus specifically on addressing these causes.

2.52 Further details of these are provided under key development updates opposite and on page 81.

2.53 The EA are working in conjunction with the Council to continue work on Flood Alleviation schemes in Earby. Whilst this is beyond the scope of the masterplan and will cover areas outside of the masterplan boundary, projects proposed through this masterplan will need to align to and not impact any flood schemes as they come forward.

Key development updates:

- Bracewell Gardens on New Road - The Brook Shed site was granted Planning permission in September 2023 to Gleeson Homes for a development of 50 2/3 and 4 bed homes, which is now under construction. The engine house and chimney have been demolished as part of this application.
- Spring Mill site on Bailey Street - Planning permission was granted in March 2023 for demolition of existing building and development of 53 new homes. The site is being brought forward by Pearl Together Ltd., a joint venture between Pendle Borough Council and Barnfield Investment Property. The site has now been cleared.
- Victoria Road is receiving UK Shared Prosperity Fund (UKSPF) funding for public realm workings, namely new pavements.
- Private sector housing in Salterforth.
- Earby Flood Alleviation Phase 1-3:
 - Phase 1 (works to Victoria Clough culvert) completed by Environment Agency (EA) in 2019
 - Phase 2 (Earth bund flood water storage at Victoria Clough and new flood defence wall at New Cut adjacent to Albert St, including sheet piled wall at Victoria Mill) completed in 2023
 - Phase 3 (flood water storage area at Birley Playing Fields) in feasibility testing stage

Earby's character

2.54 **OPEN undertook an urban design analysis in 2022, which involved a site visit and desktop review, looking at the town's character, public realm and environmental features. Below we summarise what we found out:**

Urban Design Analysis

2.55 The most distinctive areas of the town centre are buildings with a mixed use function and active ground floor shop frontages and focused around Victoria Road - these include the bus station, council offices and cottage shop fronts along Water Street.

2.56 A clear street hierarchy is legible with the A56 as the major highway connecting Earby to Skipton to the north and Colne to the south.

2.57 The town's major junction is the A56 connection into the town with Victoria Road. The variation in character of public realm, building form and historic grain combine to create a sense of centre and function as the towns main nodal point.

2.58 Approach road from south is restricted due to a high boundary wall separating the factory and workshops to the west and Victorian terraced housed to the east of A56. The adjacent residential frontage is formal, well preserved and attractive. These provide a pleasant approach to the town from the south, starting from the Station Hotel, however the long retaining structure does limit the degree of passive surveillance and constrains pedestrian foot-way widths.

2.59 Key townscape buildings are dispersed around the town - some notable buildings beyond the immediate centre such as the former mills and industrial units reinforce a sense of centre.

2.60 The residential areas beyond the centre are varied. Those following the historic grain are much easier to read and navigate than more suburban residential estates with less permeability.

2.61 The urban grain is made up of the following:

- Streets of terraced houses closer to the former mill buildings retain their linear, formal and more dense terraced housing and back alley arrangements.
- Unused railway goods shed area and corridor now have automotive, steel fabrication, machinery factories.
- Urban detached and semi detached layout beyond the historic core as the town expanded with larger plot based forms of housing.
- Larger footprints in industrial area- offices, factories and labs.
- Cottages and farms further into the eastern fringe within the open countryside
- Fewer new built apartment blocks. Old buildings converted to apartments near commercial core

Character Areas

2.62 The character of the town has changed towards the southern fringe, with lower density post

war residential development expanding south, to the east and across the former railway line to the south west.

2.63 The intact historic core comprises primarily of terraced, well presented housing. Many are bay fronted and set back within a plot.

2.64 There are also areas of more intense terraced dwellings which sit back of pavement, creating a more enclosed street section.

2.65 The old town centre sits as part of the current town centre and helps create a sense of centre.

2.66 The concentration of retail and commercial activity is along the A56. Earby bus station is also situated on Victoria Road adjacent to the Town Council building which is the most important public transport connection.

2.67 Earby Beck and New Cut are visible adjacent to the road network but due to their depth and enclosure, lack a connection to the public realm.

2.68 Long range approach views seen due to the topography. The town is comparatively low lying and rises on the eastern fringe. This creates views of green hills beyond the town through streets and alleys.

2.69 Shop fronts and commercial activity takes place in converted terraced houses and cottage structures.

2.70 The northern extent of the study area includes several large format commercial and industrial buildings which are physically and visually disconnected with the centre of the town.

Landscape & Public Realm

2.71 Earby has good local sports amenity spaces with cricket, football and croquet within a 10minute walk from the town centre.

2.72 Public amenity spaces with street furniture and pedestrian connectivity is concentrated within the town centre, however there are few spaces to dwell and the quality of materiality and provision of street furniture is low. Many dwell spaces are either alongside the A56 or occupying left over infrastructure space.

2.73 There are two playspaces within the masterplan boundary - Rushton Avenue Playground and Cemetery Road Playground. Rushton Ave playground is surrounded by accessible green spaces. The Cemetery Road Playground located at the fringe of the town centre, closer to the employment areas.

2.74 Garden allotment plots enclosed within the residential spaces and back alleys for pedestrian access only.

2.75 Earby has good access to the surrounding rural hinterland with a network of Public Rights of Way (PRoWs) providing walking access to open countryside.

2.76 Quality of the public realm is varied with few interventions such as planters and public furniture. Some are focused around the junction of A56 and Victoria Road.

2.77 There is a poor quality street environment on approach to playspaces and poor street material and facilities around the

Earby Bus Station junction with dominance of hard, low quality materials.

2.78 Where there are seating areas, there is little shading or screening from the busy A56.

Elevation Profile & Views

2.79 Fairly even topography within the settlement areas with a slight increase towards the eastern fringes.

2.80 The gradual rise in elevation to the east is visible through long range views from the streets perpendicular to A56 and the town centre.

2.81 Gentle slopes and connecting PRoWs provide local access to surrounding countryside and Lancashire Cycleway.

Designations & Environmental

2.82 There are no designated parks within the boundary. Two playgrounds are located within residential areas (Cemetery Road Playground and Rushton Avenue Playground).

2.83 Some accessible green space has no designation but is accessible through pathways connected to vehicular roads e.g Anne's Wood.

2.84 Protected parking spaces located close to the commercial core containing primary shopping frontages. Larger parking space adjacent to the medical centre.

2.85 Flood zones run parallel to Earby Beck and New Cut. The Cricket Club and the Croquet Club grounds within the flood zones.



2.86 More recent residential development has been delivered in areas largely out-side the flood zone.

Historic Assets

2.87 The focus of the towns most significant townscape buildings and character is visible while approaching from Colne Road.

2.88 The Earby Conservation area covers the town centre and extends to the east covering former mill buildings and cottages. A character appraisal for the conservation area highlights that:

2.89 "The conservation area covers most of the older parts of the town. Its western edge is predominantly defined by the straight edge of the former railway line between Colne and Skipton. From here the conservation area extends eastwards across the A56, including firstly a regular grid of 19th century terraced housing, then the older and more organic infrastructure of the town centre, which has been infilled to some extent by pockets of more recent development. The eastern part of the town has a more dispersed plan form with development following the lanes which lead out to open countryside." - Earby Conservation Area Character Appraisal, Pendle Borough Council, 2009

2.90 There are four listed buildings within the masterplan boundary all of which are within the Conservation Area. The most notable is the Grade II* listed Grammar School which sits along Earby Beck. The Grade II listed Waddington Farm is a characterful building which reinforces local sense of place.

2.91 Albion Mill has been converted to commercial outlets and office

spaces. Spring Mill was a large one-storey mill to the east of the town centre but has since been demolished to make way for new housing.

2.92 Brook Shed Mill is not in use but the chimney was a strong visual feature within the radius of town centre. Following an application on the site for housing, the chimney has now been demolished.

2.93 Church and old inns located within the old village centre indicate the previous focal point of the village land use.

Facilities & Amenities

2.94 Earby has a strong sense of community through the scale and type of retail and leisure provision - a number of independent retailers sit along Colne Road and Victoria Road

2.95 One primary school is located within the town, with higher education accessed in nearby Colne / Barnoldswick.

2.96 The community centre is located adjacent to the town centre and is an active focal point for the community.

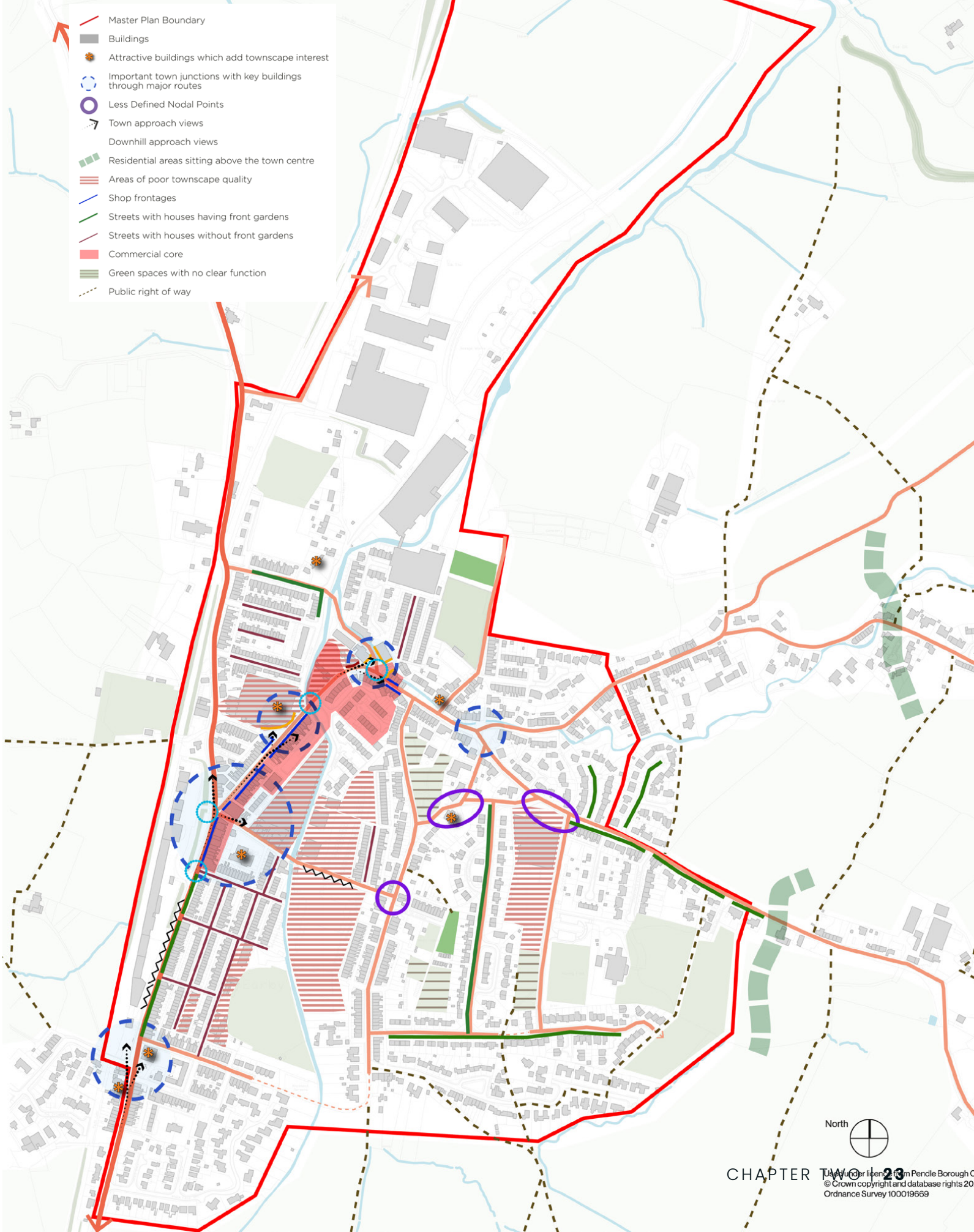
2.97 There is a medical centre located centrally and most of the amenities within a 10 minute walking radius from the centre.

2.98 The northern commercial areas (along West Craven Drive) are physically disconnected from the town centre. Although the southern end sits within a 10minute walk to the town centre, it is likely that any related trips to the centre would most likely be by car.

2.99 West Craven Sports Centre is the closest sports centre to the town, located a 10 minute drive away in Barnoldswick and considered a local asset.



Figure 10. Townscape character plan



Earby's economy

2.100 Hatch and Ekosgen undertook an initial socio-economic review in 2022, updating key data as required in 2023. Key information from this update is provided below and provides a snapshot in time of the situation in Earby.

Business Base

2.101 Earby has a small business base of just 230 businesses, which has stayed steady over the last five years. The pandemic had an impact on the town's business base, with the number of businesses falling to 215 in 2020, but there has been a rebound in recent years.

2.102 The business base in some sectors have seen a higher growth rate over the last five years than others. There was strong growth in the number of businesses in the professional and scientific sector, the ICT sector and the business administration and support services sector which all grew by 5 businesses respectively in the last five years. Several sectors such as health, manufacturing, wholesale and agriculture contracted in this period by five businesses each.

2.103 The agriculture sector and the wholesale sector both remain smaller in 2023 than in 2018, both sectors had a static business count up until 2021 where business numbers fell, thus potentially showing impacts of the pandemic that the business base in these sectors in Earby have not yet fully recovered from.

Employment

2.104 Employment in Earby currently stands at 1,635. Since 2017, Earby has seen employment contract by 19%, or 385 jobs. Several sectors have experienced significant employment contraction in the last five years with the most substantial being:

- the manufacturing sector where the number of jobs fell by a third (a loss of 300 jobs)
- accommodation and food sector where the number of jobs fell by 30% (a loss of 150 jobs).

2.105 Despite losing a significant proportion of jobs over the past five years in several key sectors, Earby has seen some significant growth in other sectors:

- The professional, scientific & technical sector employs 210 additional people in Earby in 2022 than it did in 2017; in 2017 this sector accounted for 1% of Earby's employment, in 2022 it now accounts for 15% of employment in the town.

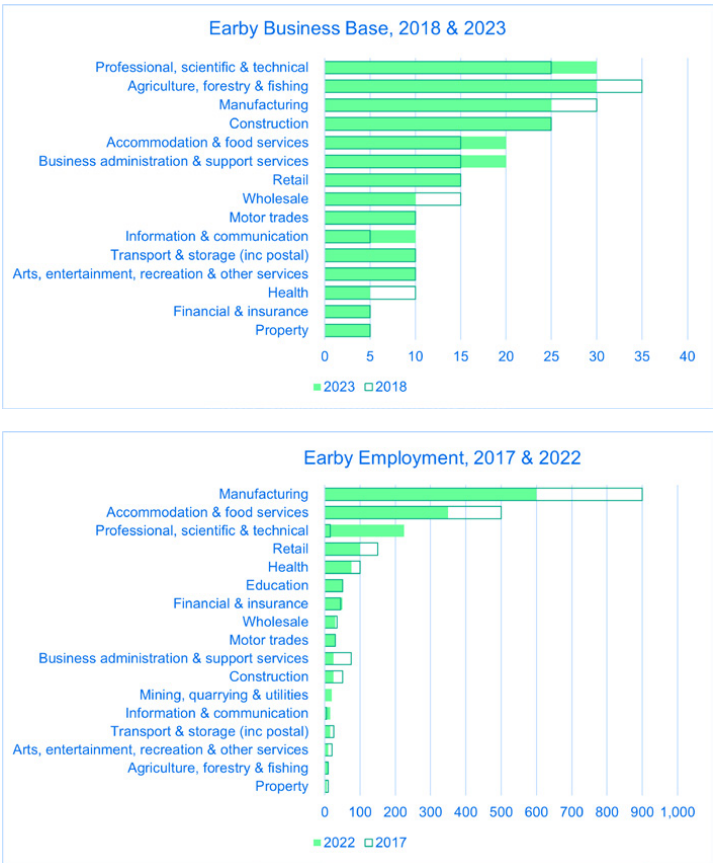


Figure 11. Earby Business Base Sectoral Composition 2018 & 2023

Source: UK Business Count, ONS, 2023

Figure 12. Earby Employment Sectoral Composition, 2017 and 2022

Source: Business Register and Employment Survey, ONS, 2022

Earby's property market

Cushman & Wakefield undertook a market assessment for Earby in 2022, this provides a snapshot in time of the situation in Earby, and it should be noted that some information may be out of date by the time this report is published.

Retail Uses

2.106 The A56 (Colne Road) which runs through Earby forms part of the primary shopping frontage with the remainder being on Victoria Road.

2.107 Local independent businesses such as Pitts Butchers and The Village Bakery are located here as well as a national brand the Co-op food. This Co-op food is the main provider of food to the town and is the only national brand located in Earby.

2.108 While the majority of the retail is catered towards local needs, there are a few shops such as Sugared Almonds Bridal Emporium which offers bespoke wedding dresses which clearly aims to attract customers from further afield than Earby.

2.109 The biggest competitor for Earby is Barnoldswick. Barnoldswick is located 3.5 miles to the west of Earby and offers a total of 84 shops compared to Earby's 39. Barnoldswick has a greater offering of health-related stores, bank and cafés and restaurants.

2.110 Nearby, Colne provides a wider offering of 111 more shops and notably offers 35 more café/bar and restaurants.

2.111 Additionally, larger towns nearby such as Colne and Skipton

also provide residents with alternative retail options.

2.112 As analysed in the Pendle Retail and Leisure Capacity Study 2023, Earby has a higher proportion of convenience and comparison goods retailers compared to wider averages.

Residential Real Estate

2.113 The following map shows a thematic map of achieved house prices in 2023 by postcode sector based on HM Land Registry data. The average house price achieved in Earby was £100,000-200,000. The area just south of the town is achieving slightly higher of £200,000-300,000 and further north is £300,000+.

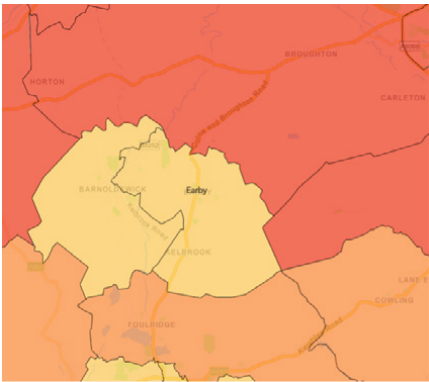


Figure 13. Average house prices 2023

Employment Real Estate

2.114 The main source of employment within Earby is the West Craven Business Park, which was developed to provide an opportunity for:

- Diversification of the business base
- An opportunity for inward investment and expansion of aerospace and advanced engineering businesses to support Rolls-Royce and the wider cluster of aerospace businesses.

2.115 With the West Craven Business Park looking fully occupied and the only location of industrial units within the town, there are currently (2023) no available units listed on commercial property websites. However, the land just north of the business park of 8.9 ha is currently being marketed for sale as a commercial development site, subject to planning. Price is given on application.

Hospitality and Leisure (Hotel, Food & Beverage)

2.116 In Earby there are just 7 Food and Beverage (F&B) establishments. This is due to the small nature of the town and particularly the centre. These offerings are all independent and mainly serve the local community and residents. Residents need to travel to nearby towns such as Colne and Nelson for a branded offer.

2.117 The hotel market within Earby is small with no branded names in the area. Accommodation is available in the form of cottages and a hostel. A weekend price for a one night stay is currently listed at c. £50.

2.118 As analysed in the Pendle Retail and Leisure Capacity Study 2023, Earby has a higher proportion of convenience and comparison goods retailers compared to wider averages.

Earby's accessibility

2.119 WSP undertook an assessment of the quality and effectiveness of existing transport facilities, services and infrastructure across the town in 2022. The following chapter gives a summary of transport conditions in the town.

2.120 Earby is part of the historic West Riding of Yorkshire, situated on the Yorkshire/Lancashire border, and is within the Pendle Council administrative area for Lancashire. It is approximately 30 miles north of Manchester, 24 miles west of Leeds and 26 miles east of Preston.

2.121 More locally, it is situated in close proximity to Barnoldswick (approximately 3.5 miles east) and 4.5 miles north of Colne town centre.

2.122 Earby is designated as a Local Service Centre (Policy SP02) and Local Shopping Centre (Policy SP03) in the Pendle Local Plan Core Strategy (2015).

Highways & Parking Challenges

2.123 The main shopping street within Earby is currently dominated by parked vehicles and the main designated parking area on Albert Street is not easily found by visitors.

2.124 Some elements of the highway infrastructure currently dominates the town setting and does not provide a pedestrian and cycle friendly environment.

2.125 There are traditional elements of the town highway network that have the potential to provide a more pedestrian friendly setting for local and visitors.

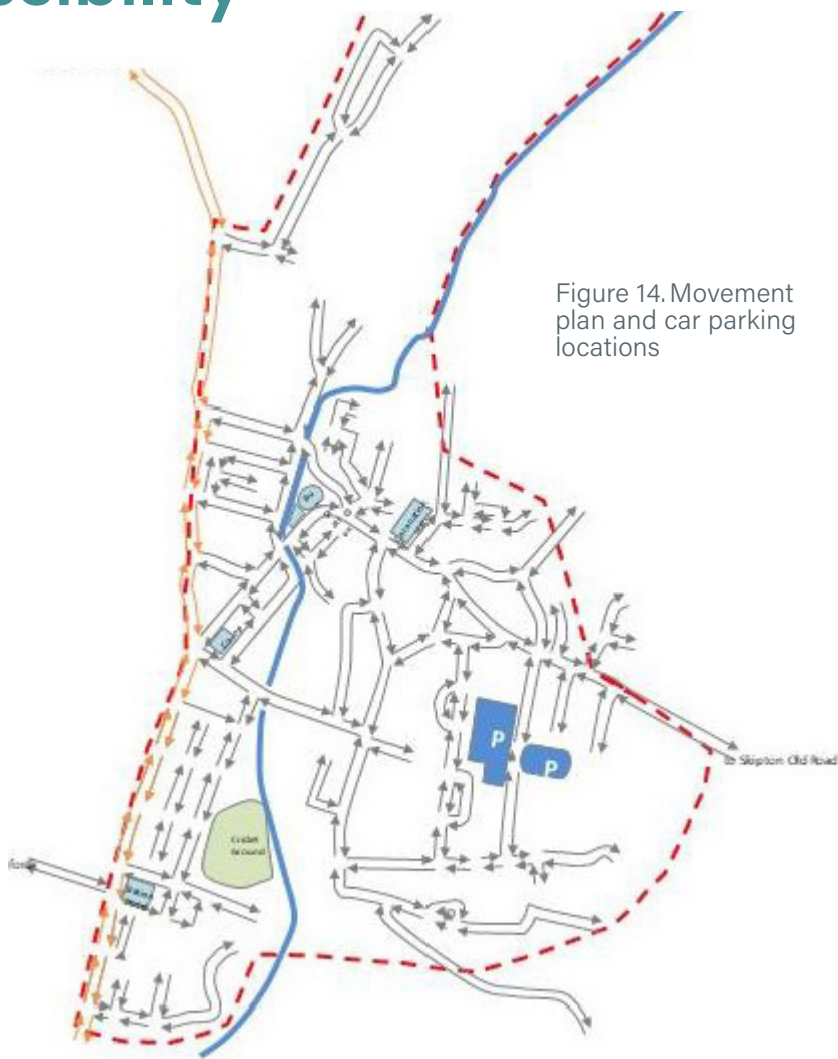
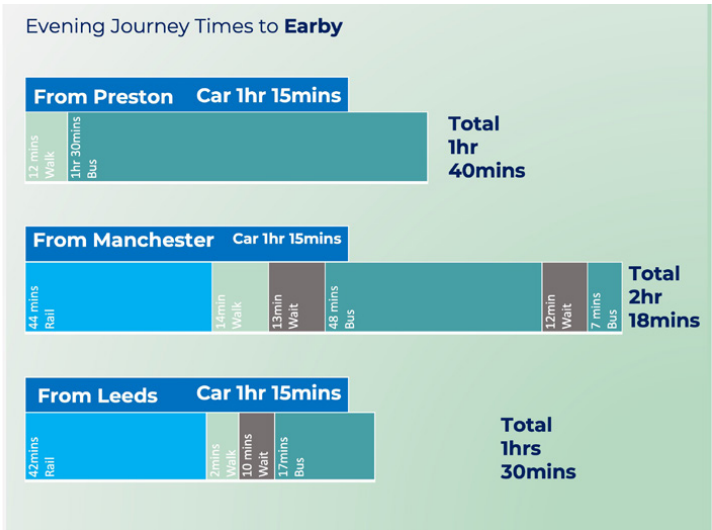


Figure 14. Movement plan and car parking locations

Figure 15. Evening journey times to Earby



Public Transport Challenges

2.126 The bus 'turnaround within Earby currently acts as a poor arrival point for visitors in a prominent area of the town.

2.127 The current bus stop provision in Earby is set to be updated. Currently passengers are advised to use the Transdev App. But in December 2023 Lancashire County Council announced plans to install 'real-time' bus information displays at bus stops across the county.

2.128 A significant amount of historical rail infrastructure currently exists along Skipton Road which could be put to better use. This includes the potential to develop the Station Hotel as a key arrival point/gateway for the town.

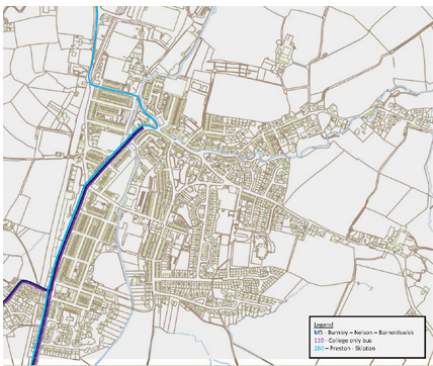


Figure 16. Bus routes plan

Walking and Cycling Challenges

2.129 Good cycle provision extends south of Earby along Skipton Road but that provision reduces considerably on the section of Skipton Road that extends along the edge of Earby.

2.130 The lack of footway width within the retail areas of Earby do not create a pedestrian friendly environment and can in placed cause a barrier for vulnerable users such as those who require wheelchair access.

Public Realm and Wayfinding

2.131 An opportunity exists to improve the gateway and parking facilities at the main entrance into the town centre which extends along the western edge of the town.

2.132 There is potential to use the old rail station public realm infrastructure to develop the entrance to the town centre.

2.133 The current main shopping area within Earby lacks definition as a place for locals and visitors to shop and linger.

2.134 The area adjacent to the 'New Cut' is currently dominated by highway.

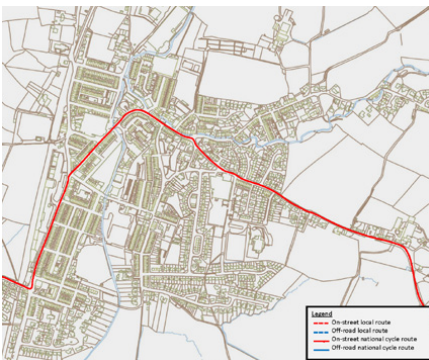


Figure 17. Cycle routes plan

LCWIP

2.135 The local cycling and walking implementation plan for the area has been developed by Lancashire County Council and is out for consultation. It is important that the plan for Earby correlates with this since it could attract funding and enhancement to the town at both a local and strategic level. Importantly the opportunity of enhancement of the former rail line to and from Colne in particular, for tourism and employment purposes in particular (and especially if it can be all weather and lit) becomes an important opportunity to promote in such a document. With this comes crossing of the main road to get to and from that corridor.

Strategic Opportunities

2.136 During the drafting of the masterplan, the government has confirmed the cancellation of the northern leg of HS2 from Birmingham to Manchester, which has been replaced by a series of 'Network North' proposals. As a result, amongst the context of anticipated improvements to existing railway services across the north, the reopening of the Colne to Skipton line, through Earby, should be considered as part of wider investment into northern connectivity.

2.137 Although unlikely to be a direct beneficiary of funds re-directed from HS2, its potential contribution to wider, sustainable connectivity can add to wider rail improvements.

What local people think

2.138 Placed are a consultancy which specialises in place education and engagement, developing knowledge and community insights into the built environment.

2.139 Placed led the public engagement on each of the three masterplan in two stages:

- Stage 1: Baseline engagement in October 2022
- Stage 2: Focus area workshops in Summer 2022

2.140 The feedback gathered for Earby from Stage 1 is described here.

Stage 1 Engagement

2.141 Placed conducted community engagement in October 2022 using a range of approaches:

- Pop-up event in Colne on 19th October, in Earby on 20th October (morning) and in Barnoldswick on 20th October (afternoon).
- Online survey running between 10th October and 31st October.

2.142 The pop-up events and the online survey followed a similar structure to allow for a combined analysis:

- What is missing in your town? Selection of precedents/ ideas covering six themes:
- Connectivity, Economy, Amenities, Community, Public spaces, and Housing.
- What is unique or special about your town?
- What three words would you like to be able to use to describe your town in ten years' time?
- What do you like about Colne, Earby and Barnoldswick?
- What would you change about Colne, Earby and Barnoldswick?
- How do you usually travel between the towns?

2.143 Events were promoted via social media, the Pendle Council website, and an email campaign.

2.144 In total, over **260** people took part in Placed engagement activities across the three towns.

2.145 The box on the opposite page provides a summary of the key messages coming out of the stage 1 consultation and meeting with the ward Councillors in June 2023.



What three words would you like to be able to use to describe your town in ten years?

friendly
green
community
clean
thriving

What we heard:



Love

- Friendly, relaxed, strong sense of community
- Countryside and waterfalls, walking and hiking
- Local heritage and historic buildings - inc. 3 Elizabethan buildings
- Destination shops (Helen's Little Gifts, Lily's')
- Free parking



Don't love

- Flooding - and impact on residents and businesses
- New Road - antisocial behaviour, littering, derelict buildings (garage site)
- Lack of provision for young people
- Less people stopping in Earby / less people visiting Earby as a destination



Hopes

- Good public transport links
- Employment opportunities for young people
- Achieve a balance between keeping charm and growing local businesses
- Places to gather, play, sit
- New housing for families, first time buyers and assisted living
- More local independent shops, better maintained shops
- Activities and spaces for older and young people
- Better traffic management - traffic calming/ pedestrianisation on Victoria Road
- Better exits in and out of town
- Well-lit spaces and more CCTV and security
- Tactical urbanism
- Greener and cleaner

Figure 18. Summary of feedback from the Public consultation pop-up in October 2022/ Meetings with Councillors

CHAPTER THREE

The challenges and opportunities

FINAL DRAFT
FOR EXECUTIVE
BOARD



How Earby is doing

3.1 Below we summarise the key strengths, weaknesses and threats which have been identified through the previous work:

Strengths

- Immediate connectivity with the A56 which provides wider access to employment and leisure opportunities
- Bus connectivity - major bus stop located in town centre near commercial core
- Attractive long-range views and vistas towards surrounding Moors
- Heritage buildings - much of the traditional heritage buildings remain within the town core, defining the local character to town
- Dense walkable neighbourhood - attractive terraced properties, providing accommodation to residents within close proximity to the town centre. Much of the town is within a 10minutes walk to local centre amenities
- Excellent accessibility to surrounding countryside, local parks and recreational grounds via a network of PROWs
- A strong presence of manufacturing and skilled employment creating a locally based, productive workforce than surrounding Pendle and the national average
- Low deprivation across most domains of deprivation alongside a strong provision of blue/green space indicates a high quality of life offer for residents and visitors.
- West Craven Business Park provides well paid employment opportunities within the engineering, aerospace and manufacturing sectors, with the aerospace industry being a strength of the Borough
- Employment land opportunity - land north of West Craven Business Park is being marketed for further development showing high demand for industrial space within Earby
- Affluent population reflected in almost three quarters of housing being owned outright

Weaknesses

- Disconnect from the river - low level of interaction with the river assets that flow through the centre of the town
- The A56 is a vehicle dominated corridor which negatively impacts in terms of noise, air quality and crossing ability - having a negative impact upon the experience of the town centre
- Low quality and disjointed public realm materiality and interventions across the town
- Derelict sites - some former mill sites remain derelict due to flood risk constraints
- Significant contraction in the number of businesses due to a challenging business environment with slow growth in the number of start-ups compared to wider Pendle
- Falling demand for employment - reducing business count in the town is leading to falling demand for employment, particularly amongst historically important sectors such as agriculture
- Higher levels of childhood obesity reduce the long-term health and wellbeing of children and can have detrimental effects on overall quality of life and opportunity, as well as placing additional pressures on local services.
- Housing pressures - need for Pendle Council to meet housing targets, particularly for older people
- The A56 running to the western periphery of the town could further isolate the town to its western countryside setting as well as missing out on journeys passing by
- Lack of a clear and appealing town centre amenity offer and poor quality physical environment risks the town losing its wider appeal and inability to draw people to it
- Lack of higher education institutions and public transport reduces the chances of families and younger demographics to live within the town
- The contraction of Earby's most specialised sectors: agriculture and manufacturing, represents a potential threat to the town's long-term prosperity and competitiveness.
- Poor digital connectivity reduces Earby's ability to attract people to live, work and visit the town and detracts from the ability to capture remote working trends.
- An ageing population at the same time of stagnant working-aged population growth will place additional pressures on public services and create gaps in the labour market

Threats

- Rising inflation and cost of living will further impact on those living financially stretched lives
- Low rents for commercial floorspace and low demand from minimal transactions is likely to have an impact on the ability to unlock new development due to viability constraints
- Loss of retail visitors to nearby towns such as Colne for higher order goods such as clothes

Opportunities mapping

3.2 The plan on the page opposite is our focus areas plan, which was tabled at the Earby public consultation on 14th July 2023. it sets out a long list of potential interventions, based on the opportunities identified through the previous work and listed below:






















Opportunities

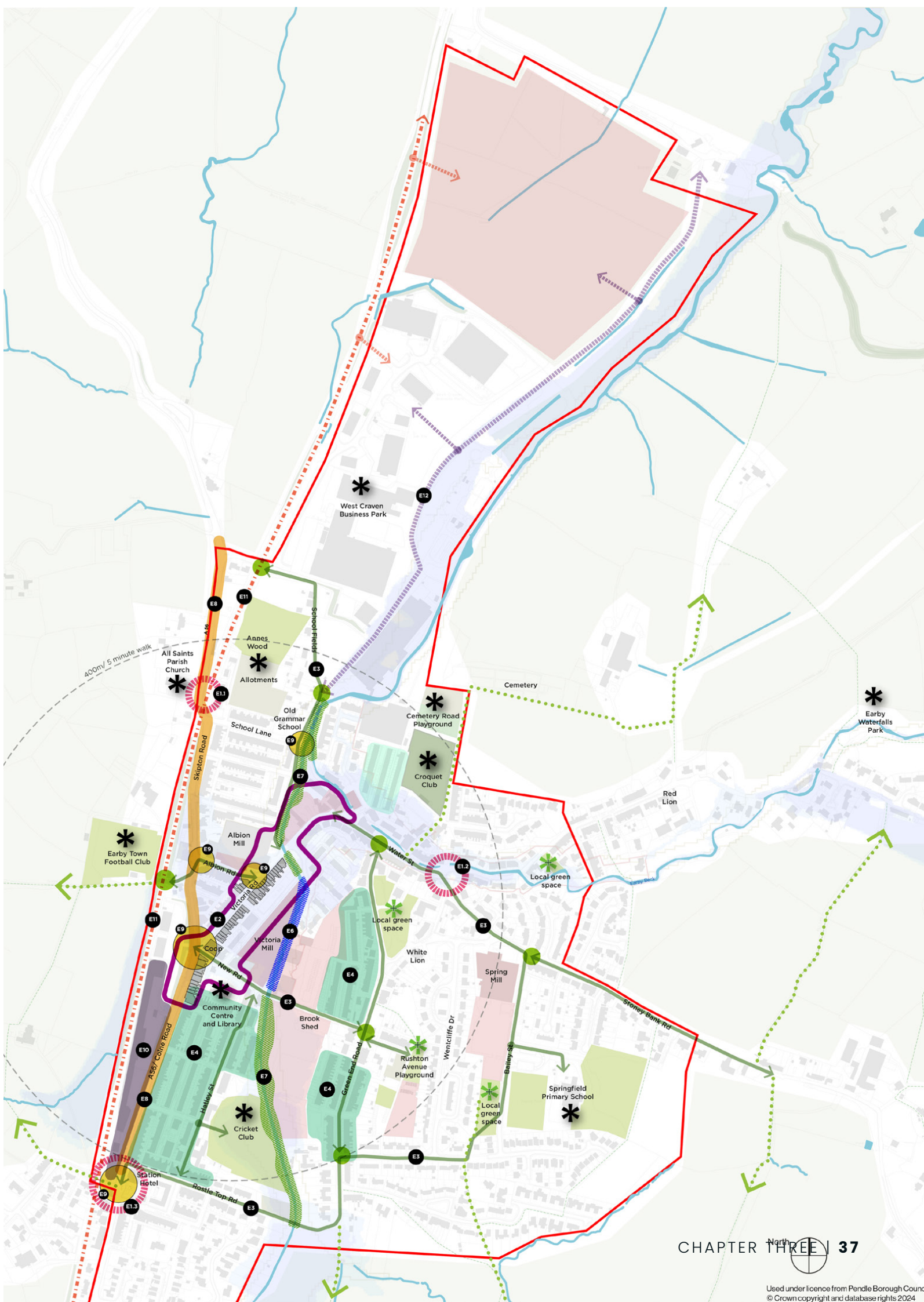
- Heritage: Utilise the existing heritage character of buildings through enhancement and co-ordination to create a more inviting town centre
- Green and Blue Assets: Utilise green and blue assets by making more of the rivers that run through the town, by making more of local parks and gardens and improving access to the surrounding countryside
- Creating a warm welcome to Earby: through new gateways and arrival experiences that promote local pride as well as what's on offer locally
- Capturing passers by along the A56 corridor: through place promotion and an improved public realm environment along the corridor to help manage traffic speeds and reduce the impact of vehicle dominance
- Underutilised open areas and mill buildings can develop into high potential community facilities, housing units and public spaces
- The proximity of countryside and natural scenic locations can promote Earby as a suitable travel destination for nature lovers
- Attractive to families: Given its rural location, low crime rate and affordable property market, there is an opportunity to position Earby as an attractive place for people, particularly young families, to live and work
- Manufacturing growth represents an opportunity to further improve productivity in this sector by embracing new technologies and sub-sectors within this area as well as capturing spend locally and supporting a longer term stable residential community
- Interventions such as UKSPF can improve the business ecosystem, further supporting towns such as Earby, and support entrepreneurship to improve the number of people starting and growing businesses in Earby
- Provision of older person's accommodation to contribute towards housing targets



Figure 19. Focus areas plan

The plan and key sets out possible interventions for the town centre, and we asked people to comment on these at the public consultation in July 2023. Their responses are provided on the following pages.

Key	Focus Area Reference	Description- The following are ideas/questions that could be included/discussed as the masterplan is developed following feedback
	E1.1 - E1.3 Key arrival points	Key arrival points into the town, which could benefit from: <ul style="list-style-type: none">• Signage/ wayfinding• Improved pedestrian crossings
	E2 Victoria Road area (more zoomed in version on additional plan).	The heart of the town, which could benefit from suggestions below: <ul style="list-style-type: none">• Alternative traffic flows, e.g. one way traffic• Tactical urbanism interventions• Shop-front improvements• Public realm* improvements• Signage/ wayfinding• New street trees• Enhanced/ new public spaces
	E3 Priority active travel corridors	Routes and junctions which connect to key assets around the town centre, which could benefit from: <ul style="list-style-type: none">• Improved pedestrian and cycle crossings• New cycle routes• Enhanced footpaths• Signposting• Reduced car dominance, through highway interventions
	E4 Terrace street enhancement areas	Areas of historic terraced housing which could benefit from environmental improvements, such as: <ul style="list-style-type: none">• Introducing gardens and play spaces in alley ways• New trees along streets• Rainwater management (sponge parks)• Improved lighting• Alleyway gating to reduce through routing
	E5 Opportunity sites	Sites / buildings which may be suitable for: <ul style="list-style-type: none">• Refurbishment and investment• New development (housing, employment)• Redevelopment• Enhancements to open up riverside aspect
	E6 New cut enhancement	Sections of the river which could benefit from: <ul style="list-style-type: none">• Improved views into the river (e.g. through seating and platforms)• Naturalising and greening river channel to create more habitat for local wildlife• Ways to help manage flood-risk. Any ideas would be subject to more detail testing and would need to ensure no adverse impact on flood-risk.
	E7 New cut naturalisation	Sections of the river which could benefit from: <ul style="list-style-type: none">• Enhanced management to increase biodiversity• Opening up of river and softening its edges to create more space to dwell and enjoy the riverside setting.
	E8 A56 corridor	Improvement to the A56, to improve the quality of this key corridor: <ul style="list-style-type: none">• Manage vehicle speeds• Address quality of foot ways with new paving• Introduce new pedestrian crossings
	E9 Priority junctions	Priority junctions which could benefit from improvement/ reconfiguration to reduce the dominance of vehicles, such as: <ul style="list-style-type: none">• Narrowing junction necks• Footway build-outs• Enhanced paving materials• Improved pedestrian crossing• Traffic calming as part of a movement network around the town and through residential environments
	E10 Station Yard area	Create a better quality site curtilage and screening to create a more positive arrival experience along the A56 approach from the south-west into Earby
	E11 Safeguarded railway line	Re-purpose route for active travel, as a meanwhile use preserving the former railway line for future consideration for re-instatement.
	E12 West Craven Business Park active travel route	New active travel corridor to facilitate walking and cycling from the centre of Earby to the West Craven Business Park and new employment areas
	E13 Public space improvements	Public spaces that could be improved to include more play & dwell facilities as well as improving biodiversity
Other feature		
	Key wider walking routes/ PROW network	
	Flood risk areas	
	High Street	
	Buildings	
	Greenspace	
	Key assets	
	Masterplan boundary	
	Waterways	



Public consultation

3.3 In Summer 2023, the team carried out a second round of community consultation. This round of consultation wasn't planned in the original Council brief, but following feedback from Councillors and the local community, it was decided that it would be useful to consult with the community earlier in the programme and provide sessions for each of the three towns, rather than all together.

3.4 This resulted in separate engagement sessions in each of the towns and allowed the team to get local people's views on the emerging opportunities and ideas for the town.

Stage 2 Engagement

3.5 Pendle Borough Council promoted and hosted two sessions in Earby, which took place on 14th July between 10am and 12pm and 20th September between 6pm-8pm in Linden Community Hall.

3.6 The community engagement workshops followed the following structure:

- Presentation from Pendle Borough Council to outline what a masterplan is and the benefits of having one.
- Presentation led by OPEN to outline the findings from the baseline study and previous engagement exercise and how these had fed into the emerging draft focus areas/opportunity mapping plans.
- Breakout workshops which involved participants being split into groups across several tables, to discuss the large print out plan showing the key focus areas and

emerging opportunities (see plan on the previous page). Each table was facilitated by a member of the consultant team or Council.

- Discussion on which projects attendees felt were priorities for their town and the timescale in which they felt each priority should take place

3.7 Events were promoted via social media, the Pendle Council website, posters displayed in prominent local spaces, and an email campaign.

3.8 The session was attended by 98 participants.

Feedback

3.9 Below we summarise feedback from the event. It is based on the views of those who participated on the day, so may not reflect the opinions of other people in Earby.

3.10 In general, residents of Earby seem to feel they loose out to neighbouring Colne and Barlick (and Nelson), and don't feel affiliated to either town. They spoke a lot about being let down by Pendle Borough Council. That being said, they supported many of the projects proposed in the masterplan.

Victoria Road

- Very clear opposition to pedestrianisation of Victoria Road. Residents and business owners felt vehicular access to shops along the street is critical.
- Strong support for the idea of a public space along Edward Street, noting a desire for places to gather and sit, and planters (E2.2).

- Lots of support for other proposals, including improving footways, improving shop fronts (though concern about how shops would be chosen), introducing street planting and greening (as long as parking isn't compromised), and pop-up events such as markets Victoria Rd and Albion Rd.

Walking and Cycling and Public Transport

- There was a lot of support for wanting to introduce cycling infrastructure along the former railway line. Some spoke about building on the existing café provision currently housed within the Grammar School to provide a bike maintenance workshop. Some spoke about the opportunity to promote some cycle hire businesses along the route and in the town.
- Lots of people were in favour of ways to bring more visitors to the town, inc through

creating more walking and cycling routes to the West Craven Business Park, and by creating heritage trails along the river banks and from the town centre to the waterfalls. The need to improve public transport was a common topic, with lots saying that buses should extend past 9pm between Earby and Barnoldswick.

Parking

- People strongly feel that a key issue in Earby is the existing lack of parking. Many expressed not wanting any local parking provisions removed as part of the scheme, inc in back alleys.
- A local business owner suggested that the existing community centre parking could be opened up for commercial use to generate funds. Local businesses could rent out parking spaces from Victoria Mill for an annual fee to enable loading/unloading and this income could then be put back into the community.
- Someone suggested to block the junction to New Road and instead use the space to provide parking provisions. Another noted that Brook Street is consistently used for parking and the junction of George Street and Brook Street is particularly bad due to this. They suggested it should be residents parking



Roads and traffic calming

- Many people considered traffic calming measures along the A56 a key priority and were in favour of resolving the existing junctions along this road. (It was noted many times how dangerous the junction at E9.1 is!)
- Many agreed with proposed traffic calming measures along Albion Road and junction improvements where it meets Victoria Road (E9).
- Other suggestions included a pedestrian crossing outside the 'Bathrooms' and 'Humble Pie' shops on the A56, a roundabout at Coop, 20 mph zones and increased lighting around 'The Ranch'.

Signage, street furniture, art and greening

- Strong support for all signage, street furniture and lighting to be in-line with the historic character of the town.
- Strong support for improvements to include greening.
- Someone suggested a design competition to encourage local artists to design public art for the town.
- It was noted that lighting should be installed outside Coop.

Youth Provision

- Again this was one of the most common topics raised. It was noted that youth clubs for older young people are none existent in the town and people feel provisions for young people (backed by funded youth workers) is a priority in Earby.

Jobs and economy

- Lots of support for encouraging new and 'modern' shops/businesses into Earby, whilst also noting the need to support existing shops (e.g. butcher).

Housing

- Some older people suggested that more bungalows are needed for OAPs and people with disabilities.
- People like the proposals for the 'terrace street enhancement areas', but felt that the terrace housing is too tight for anything to realistically be done.

Draft Masterplans for Public Consultation:

Following the round of summer consultation in 2023, the team reviewed the feedback gathered and incorporated these comments as the Draft Masterplan for Consultation was being prepared.

These Drafts were published on the Council's website for a period of 3 weeks, from 19th February to 11th March 2024 allowing the community to view and comment on the Draft Masterplan.

Once the consultation window closed, all comments were collated, reviewed and evaluated by the Council and team. Those comments that could be included as far as practically possible were, and for any that could not be, a justification was made and recorded within a comments tracker, held by the Council.



CHAPTER FOUR

Vision and objectives

FINAL DRAFT
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Vision

4.1 The Vision for Earby is set out below. It will help to guide future opportunities identified within the masterplan, ensuring that future projects, investment opportunities and interventions fundamentally supports and aligns with the Vision and its objectives.

Blending the community and character of village life within a welcoming, walkable town, set within a remarkable rural landscape.

A friendly, distinctive, and thriving town with community at its heart. A place where pioneering industry sits next to independent shopping within a characterful, and green town centre. Making the most of its strong sense of community, it's characterful buildings and landscape setting, Earby will create a destination for visitors and residents alike. A proud town with a strong economy and vibrant culture, Earby will serve an expanding business community whilst promoting healthier lifestyles by connecting people back to their countryside.



Improved town centre environments



Active travel & sustainable movement



Social spaces that support local businesses



CHAPTER FIVE

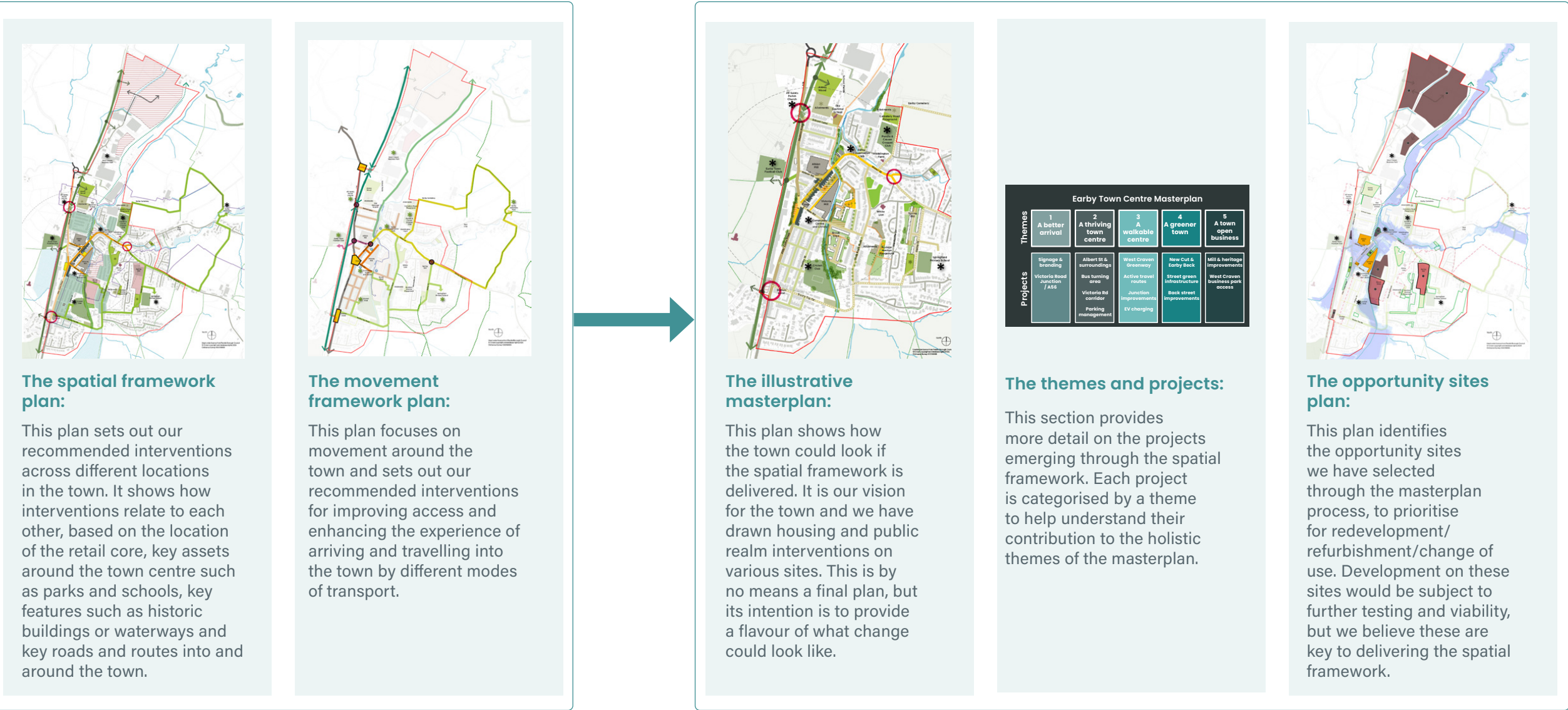
The spatial framework

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FOR EXECUTIVE
BOARD



Introduction

- 5.1 The spatial framework organises our place based priorities for change across the town centre. These priorities then translate into a series of projects, which we have categorised by theme and introduce from page 56.
- 5.2 The components which make up the spatial framework are detailed below:



The spatial framework

- 5.3 The spatial framework sets out the arrangement of key physical interventions and projects that support the Vision and Objectives of the masterplan and which respond to and complement the existing strengths and features of Earby.
- 5.4 The spatial framework plan demonstrates how the projects and themes presented combine to deliver comprehensive and co-ordinated changes across the town.
- 5.5 The framework seeks to encapsulate the priorities and opportunities identified through the public consultation exercises, as well as responding to wider strategic opportunities and climate change commitments.
- 5.6 The main features of the framework include:
- Identifying potential locations for flood alleviation basins, as part of the ongoing feasibility studies undertaken by the Council to help manage the impact of flooding on the town
 - Location of gateway features into and out of the town celebrating local town pride and identity
 - Setting out walking & cycling routes to improve active travel options and sustainable movement across the town
 - Improving accessibility (through improved linkages and access points) to West Craven Business Park
 - Areas of existing terraced streets where improvements to both the residential streets and back streets could be diversified, to offer more amenity value, biodiversity and sustainability potential for local residents
 - Focusing on the centre of the town's street environment, addressing issues associated with the Victoria Road & Skipton Road junction, as well as introducing a series of improvements to the quality of the public realm, which will improve footfall and dwell time, supporting local businesses
 - Identifying important historic buildings which should be supported to ensure they meet the needs of their occupiers or if they are vacant, to be supported to be brought back into use.
 - Identifying vacant or underutilised areas of land, or land with uses on it that could, in the longer term, be brought forward for other uses that support the town centre.
 - Enhancing the edges of the New Cut and Earby Beck, where possible, to introduce biodiversity and planting, creating an amenity for the town to enjoy. This could include creating an accessible landscaped edge on sites along the New Cut identified for future development sites.
 - Making more of the bus turning space, introducing a variety of uses that better serve the town, whilst still providing bus stop facilities and access to bus services along Victoria Road.

Key:

- Masterplan boundary
- Community assets
- Existing buildings
- Listed buildings
- Buildings retail offer
- Conservation area boundary
- A65 / Colne Road corridor
- Public Rights of Way (PRoW)
- Existing greenspaces
- Existing local streets
- Rivers & waterbodies
- Potential locations for flood alleviation basins subject to further feasibility
- Gateway features to the town
- Active travel corridors
- Pendle Greenway sustainable walking & cycling corridor
- Access / egress points from Pendle Greenway
- West Craven Business Park link
- Areas where existing residential streets and back streets could be improved
- Riverside enhancements
- Riverside walk
- Improved town centre streets
- Areas of improved hard landscape
- Historic buildings to be improved
- Development sites (with proposals)
- Potential future development sites
- Improved access to West Craven Business Park



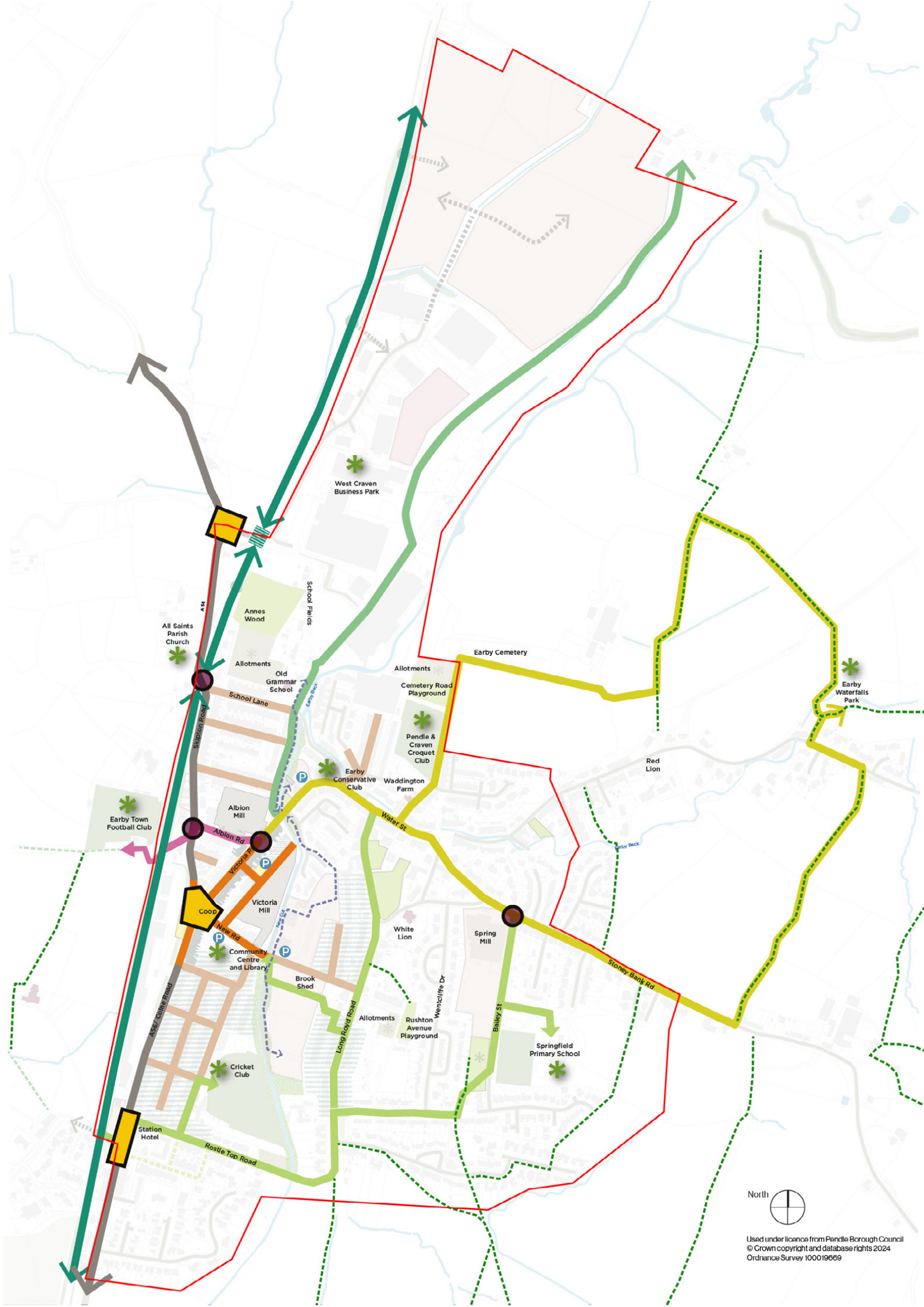
Movement framework

5.7 This plan focuses on movement around the town, and sets out the following:

- In order for Earby to encourage people to spend longer in the town centre and to improve the experience of walking around local streets to access shops and services, the dominance of vehicles passing through the town, along the A56, and along Victoria Road should be addressed. This will create a safer and more people focused town centre environment and experience. In turn, this will both invite more people to visit the town centre as well as spend longer in it, which will support local businesses.
- Reducing vehicle speeds along the A56 with a variety of interventions including junction improvements, pedestrian crossing points and gateway features at the arrival to the town. Historic towns over time have had to adapt to the requirements of vehicle traffic and infrastructure, which can create issues and conflict between local movements and wider through movements.
- Improving walking and cycling accessibility across the town encouraging more sustainable journeys locally

- Improving the experience for people must be balanced with the parking and access requirements for both local commercial businesses that are in the heart of the town, as well as ensuring that those visiting the town by car have sufficient parking availability. This will also include upgrading the quality of parking provision across the town and introducing EV charging points integrated within the streetscape.
- Introducing a number of local walking and cycling infrastructure routes which provide improved cycling accessibility around the town, providing links to more peripheral employment spaces and recreational spaces as well as connecting local recreational spaces and town centre amenities.
- Transforming the public realm quality of key town centre streets, including Victoria Road, creating a co-ordinated and high quality townscape that compliments the historic character Earby's buildings as well as giving space back to people to dwell
- Ensuring that car access and parking, as well as bus accessibility is still provided for in the heart of the town centre, ensuring local businesses continue to be well served by Earby and its rural neighbours.

- Opening up the former Skipton - Colne railway line as a strategic walking and cycling link (West Craven Greenway) for recreational, tourist and access to wider employment opportunities.
- Enhancing the quality of existing residential streets and back streets, introducing more green infrastructure and SUDs features to improve both their amenity value and actively contribute to tackling climate change challenges.



The illustrative masterplan

5.8 The illustrative masterplan for Earby shows how the spatial framework could be interpreted and brought forward.

5.9 It serves as an illustration to some of the opportunity sites identified and how they could come forward to create a variety of new family homes in the town centre.

5.10 It also identifies new areas of public realm and greenspace as part those areas identified as opportunity sites.

5.11 The end design and development type (considerations of scale, form, landuse mix and amount of public realm for any potential future opportunity site) will be assessed and determined through a planning application.

5.12 The collection of images to the right highlight some of the potential future environments that could be created through the masterplan.



Potential for new high quality residential development on opportunity sites with walking links through to the town centre

Creating a more amenity focused environment along the New Cut that offers space to relax, dwell and increases biodiversity



Introducing improved materials, carriageway reconfigurations and tree planting along Victoria Road to create a more balanced town centre environment that is not dominated by vehicles

Figure 22. Earby Illustrative Masterplan



The themes and projects

5.13 The following themes have been identified as areas for intervention and informed through public consultation feedback and discussion. The key themes are set out below, with each theme having a number of potential projects to support its delivery.

5.14 Each theme supports the Vision and objectives of the Earby Town Centre Masterplan.

5.15 The projects set out on the following pages have been chosen based on impact, deliverability and popularity, and information provided under each project would be subject to more detailed design development and stakeholder consultation as and when they come forward for delivery/development.

Tackling climate change

5.16 In 2019 Pendle Borough Council declared a climate emergency and themes focused around carbon reduction are outlined in the Council's Climate Emergency Action Plan (CEAP), which include:

- supporting and enabling sustainable travel
- reducing carbon emissions and energy demand from the built environment
- reducing the harmful impacts of waste and water consumption
- supporting our communities to take action
- supporting our future generations to find solutions
- making sure we consider climate change in everything we do
- supporting biodiversity and the natural environment to help local carbon off setting opportunities

5.17 As well as supporting and securing the economic vitality of Earby, these themes and their supporting projects will contribute to addressing the themes within the CEAP, ensuring that both new development and existing urban areas respond to the challenges associated with climate change and biodiversity decline.

5.18 The themes for Earby are identified as:

Theme 1 – A better arrival experience for Earby
A better arrival experience into Earby is about ensuring improved quality of facilities for the bus stop and the Town Council building area as an important link between Earby and its visitors while also introducing appropriate signages at locations to assist with wayfinding to highlight Earby's distinct attractions.
Theme 2 – A thriving town centre
A thriving town centre is about balancing the access and parking options, safe pedestrian movement, improvements to shop fronts and public realm, to encourage local businesses and enhance activities focused within the town centre. It also looks to find a well placed facility for young people, where they can access youth services and assistance.
Theme 3 – A walkable and connected town
Walking and cycling infrastructure connected through active travel corridors will mean more route options for pedestrians to choose from while accessing the various facilities spread over the town thus promoting sustainable travelling not only within Earby, but also to neighbouring towns.
Theme 4 – A greener town
Enhancing Earby's natural setting and preserving its biodiversity is about introducing street greening and using the alleyways of terraced streets to improve the landscape amenity value for the residents.
Theme 5 – A town open to business
Earby's proximity to the West Craven Business Park is an essential business opportunity that is about exploring sustainable connections from the business park into the town to integrate the local business and the wider employment areas.

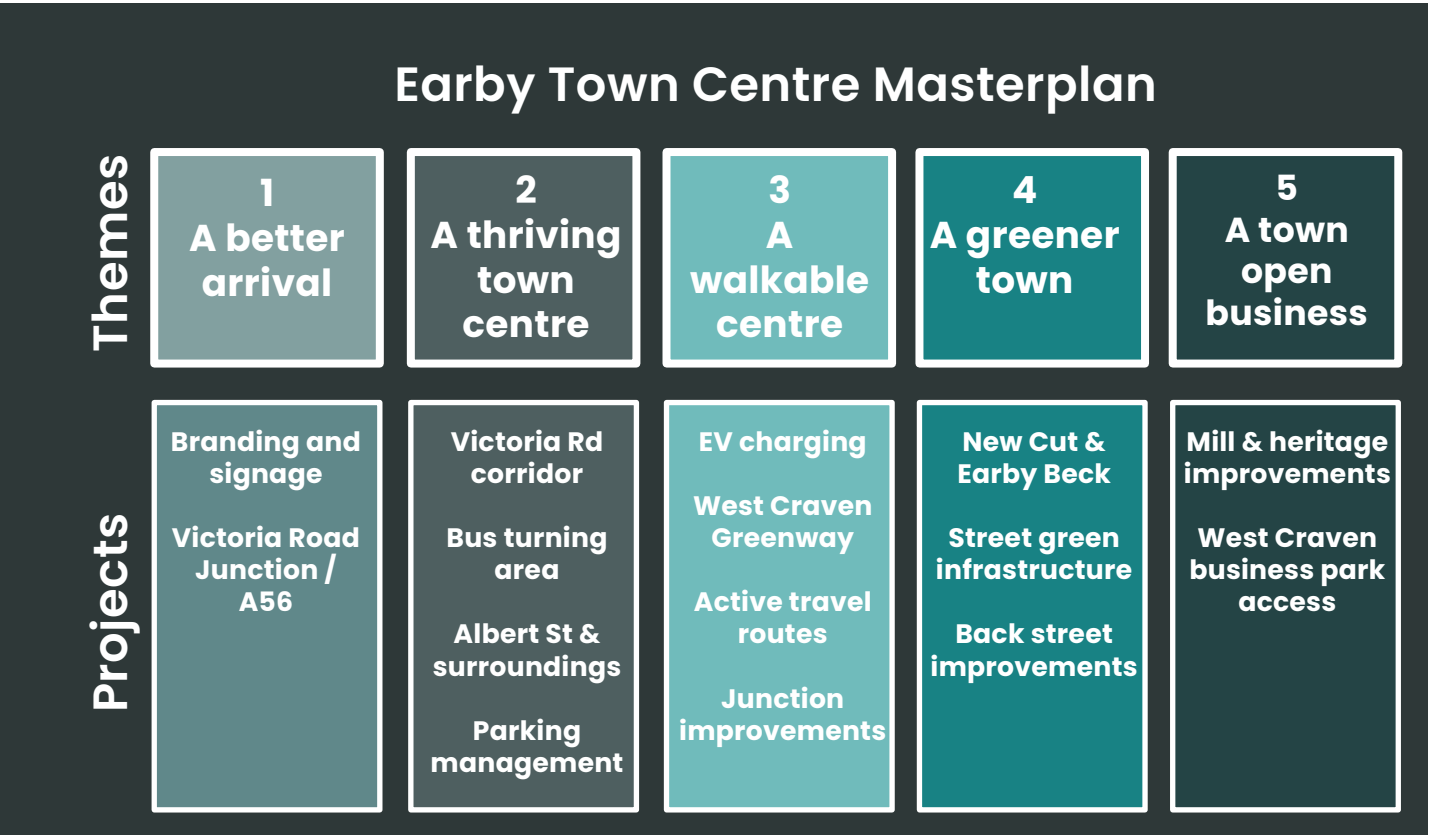
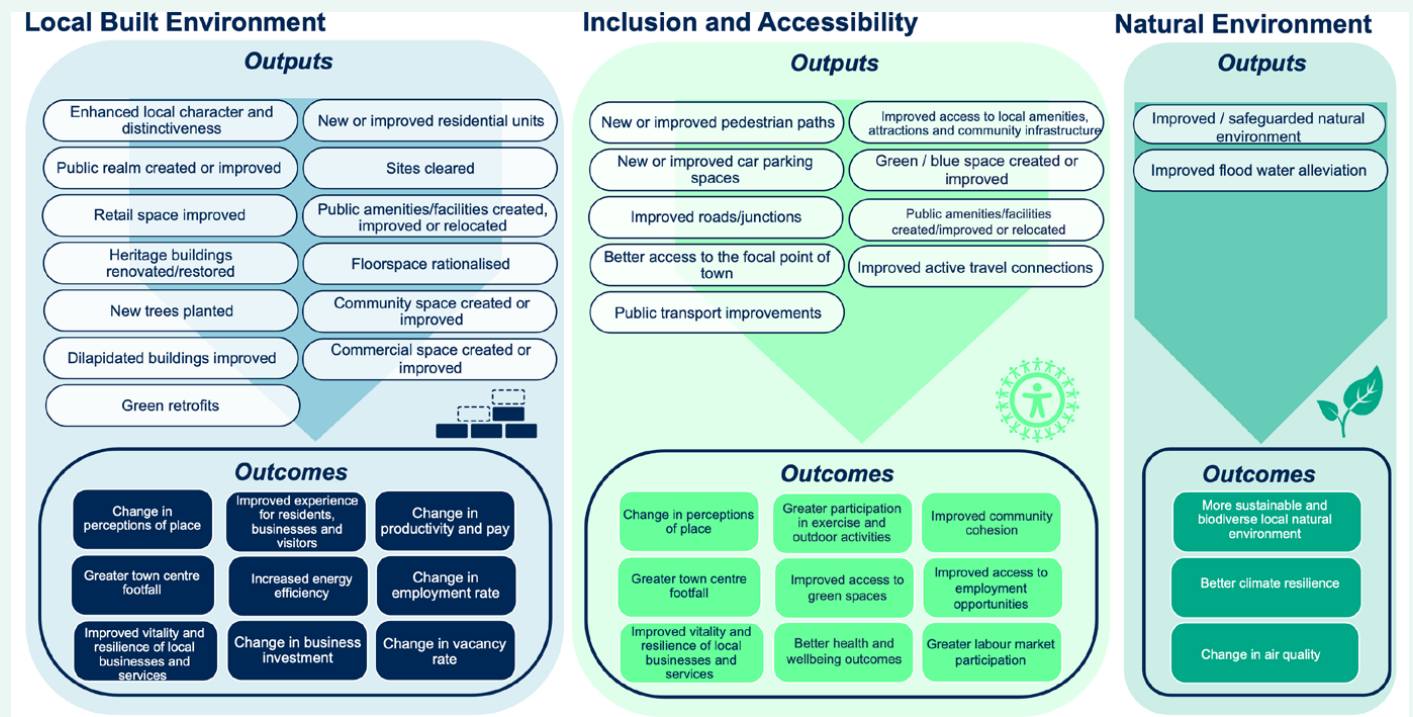


Figure 23. Earby Themes and Projects Summary

Benefit realisation

The infographic below displays the outputs and outcomes that will flow from the delivery of the masterplan projects. These have drawn inspiration from intervention frameworks developed under recent public funding initiatives such as Levelling Up and UKSPF, demonstrating alignment with the prevailing funding environment. Outputs are summarised under three broad thematic areas: local built environment, inclusion and accessibility and natural environment.



Theme 1: A better arrival

Introduction to theme 1

5.19 This theme focuses on promoting Earby's distinct character and sense of place as you arrive to the town. Creating better arrival experiences to our towns and places helps local communities to celebrate and showcase what makes them unique, as well as helping to make improvements to the quality of the physical environment and improving the experience of the place. This often helps to crystallise a positive memorable experience with visitors, which attracts people to both visit and to call Earby home. Building a better arrival experience and creating positive lasting impressions can help draw more commercial, visitor and residential (in the form of more people choosing to live in Earby) activity into the town, supporting its longer term vitality and resilience.

5.20 The key projects that support theme 1 are:

- Environmental branding & signage
- Addressing the A56 / Victoria Road / New Road junction

Potential benefits:

5.21 Theme 1 will deliver an improved local built environment through investment which enhances local character and distinctiveness and improves the public realm and local environment in the town centre. This will drive key benefits including a greater sense of and pride in place; improved experience for residents, businesses and visitors, greater town centre footfall supporting improved vitality and resilience of local businesses and services.

5.22 This theme will support inclusion and accessibility through investment which improves pedestrian and road safety and facilitates better access to the focal point of the town. This will improve pedestrian and road safety, encourage greater town centre footfall, improved vitality and resilience of local businesses and services, as well as deriving health and wellbeing outcomes through greater participation in exercise and outdoor activities.

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">• Enhanced local character and distinctiveness• Public realm created or improved	<ul style="list-style-type: none">• Change in perceptions of place• Improved experience for residents, businesses and visitors• Greater town centre footfall• Improved vitality and resilience of local businesses and services
Inclusion and Accessibility	<ul style="list-style-type: none">• New or improved pedestrian paths• Improved roads/junctions• Better access to the focal point of town	<ul style="list-style-type: none">• Improved pedestrian and road safety• Greater town centre footfall• Improved vitality and resilience of local businesses and services• Greater participation in exercise and outdoor activities• Better health and well-being outcomes

Alignment with vision and strategic objectives

- ✓ **S02 – improving the quality of the physical environment**
- ✓ **S08 – reinforcing the town's independent retail, cultural, visitor and commercial offers.**

Project 1.1: Environmental Branding & Signage

5.23 Environmental branding is the process of acknowledging, preserving and celebrating what's special about Earby and representing this through bespoke signage, street furniture, lighting, sculpture and other interventions. These combine to tell a story of the place, improve the experience of being in the town, encourages more people to visit, and appreciate the local characteristics and history of the place.

5.24 New, well designed and considered signage will assist with wayfinding across the town, towards local amenities, attractions and community assets. Improved signage and wayfinding can be linked as part of local heritage or nature trails and highlight where locally significant attractions or historic points of interest are, for example Earby Waterfalls and the Old Grammar School.

5.25 An information point at the centre of the town can also help inform visitors and the local community of upcoming events and activities as well as providing updates on issues affecting the town as well as linked to live bus timetables. These can take various forms and are becoming increasingly more technologically based to share up to date information across online platforms, making it more accessible to a variety of users.

5.26 There is an opportunity to celebrate the arrival experience into the town, along its main roads and main proposed cycleways as well as creating a stronger identity in the heart of the town. By using a variety of environmental branding techniques, at key locations as you enter the town, community pride and local distinctiveness can be celebrated and showcased to visitors. This also helps to slow and calm traffic speeds on approach to the town.



Focus areas

The masterplan proposes the following key environmental branding interventions to support a better town centre experience in Earby.

- Prioritise the main road arrival points to the town with new, bespoke and distinctively Earby gateway signage. These should be focused along A56, Skipton Road and the site of the former Carter's Wood Yard.
- A new information totem point in the heart of the town.
- Clear heritage themed directional signage, providing wayfinding to local attractions, heritage and community assets.
- Develop an environmental branding palette of materials, textures and colours for wayfinding and gateway features that are sensitive and complementary to the local character and charm of Earby's built heritage.



- 1) example of information signage, branded to respect the heritage and identity of the place
- 2) example of a gateway feature at an arrival point to a town. A bespoke sculpture, alongside improved materials and narrowed roads create an arrival experience unique to the place.

Theme 1: A better arrival continued

Project 1.2: Victoria Road Junction/A56

5.27 The junction of Victoria Road with the A56 and New Road creates issues with pedestrian movement and safety, due to its unusual configuration. The current layout of the junction and the nature of vehicle movements along the A56 create a number of barriers to pedestrian movement and create an environment that is dominated by vehicle movements. There are important links to employment areas, town memorial, sports club and the former railway line are currently difficult to navigate across the junction as well as presenting risks to pedestrians and cyclists.

5.28 Furthermore, the role of Victoria Road as the main retail street in the town is enhanced and re-enforced by the presence of Co-op at the corner with New Road. This leads to demand for access in this area.

5.29 The masterplan proposes re-consideration of vehicle traffic along both Victoria Road and New Road in order to reduce the risk of vehicle conflict and introduce safer pedestrian movements.

5.30 Further design testing of one way routing along part of Victoria Road and/or New Road should be undertaken. Creating a one way route, northbound on Victoria Road to its junction with Edward Street, would remove southbound traffic into this complex junction. This type of intervention would remove the conflict between right turn vehicles exiting Victoria Road and right turn vehicles from the A56 into New Road.

5.31 It would also allow creation of a better, people focused focal point to the town with better footways, formalised short term parking/loading bays, and some potential for enhancement in this key stretch of road. It is anticipated that local diversions would not be significant or high volume in nature.

5.32 With the new road layout, there might also be an opportunity for a stretch of Victoria Road to be temporarily closed to cars and used for pop-up events on certain days, creating a vibrant market atmosphere on event days and attracting people to the high street. This would need to be subject to further testing, in particular looking at alternative bus and vehicle routes through the centre to ensure they could accommodate these temporary measures.

5.33 Any traffic calming measures, or narrowing, across the A56 should not have a detrimental impact on the flow of the A56 and impact on air quality and parking for local businesses (balanced with the provision of new car parking spaces through other projects in this masterplan) will need to be considered through further design testing work.

1) This sketch shows an option for potential junction improvements at Skipton Road / Victoria Road / New Road that could be implemented if Victoria Road was converted to one-way northbound. A narrower junction would benefit pedestrian crossing, with shorter widths of carriageway to cross. The sketch also shows a potential pedestrian crossing on Skipton Road, which could benefit pedestrians, and vehicle movement exiting New Road onto Skipton Road. Further assessment would be required to assess the feasibility of the layout shown or indeed the feasibility of more interventionist approaches for this junction.

With any changes proposed, key aims would be to improving congestion, air quality, help pedestrian crossing and reducing vehicle conflict while retaining suitable key movements for buses into and out of Earby.

The movement plan shows how the circulation of vehicles would be impacted by the introduction of a one-way system on Victoria Road, showing multiple options for re-routing onto Skipton Road.

This is an example of one option which could be tested at this junction, further options could explore alternative improvements in more detail, e.g. use of a roundabout.



Traffic calming features along highway including change in material & visual narrowing along carriageway

New signalised pedestrian crossing between Station Yard and town centre, which forms a traffic calming feature

Tightening the existing junction layout at Skipton Road/New Road, removing the conflicting right turn out of Victoria Road

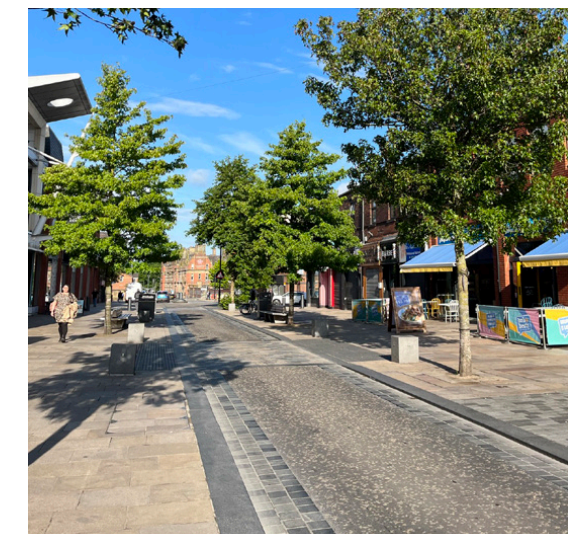
Narrowing of the carriageway allows more space for pedestrians and shoppers



Alternative route for southbound buses

Proposed one-way along part of Victoria Road

Retained two way vehicle movements



Theme 2: A thriving town centre

Introduction to theme 2

5.34 Theme 2 identifies projects focused on improving pedestrian movement, managing the impact of infrastructure / car parking and improving the quality of the physical environment within Earby's town centre, where the majority of it's retail and town centre uses are focused. These projects will help to both respond to the impact that the A56 has on the town as well as elevating the prominence and quality of Victoria Road as the town's heart.

5.35 This theme also fully recognises the significance and importance of local parking accessibility to local businesses and employers, given its location and existing transport infrastructure that the town has access to. The theme aims to better manage the space available in order to retain and provide car parking space whilst also improving the provision for pedestrians and the reduction of infrastructure dominance.

5.36 The key projects that support theme 2 are:

- An enhanced Victoria Road corridor
- Improved bus turning and Town Council building area, Victoria Road
- Albert Street car park
- Car parking management

Potential benefits:

5.37 This theme will drive key benefits including a greater sense of and pride in place; improved experience for residents, businesses and visitors, greater town centre footfall supporting improved vitality and resilience of local businesses and services. This theme will support inclusion and accessibility through investment which delivers new or improved pedestrian paths, improved roads, public transport improvements, and new or improved car parking spaces. This will facilitate better access to the focal point of town. This will facilitate outcomes such as improved pedestrian and road safety, encourage greater town centre footfall which in turn will improve the vitality and resilience of local businesses and services, as well as deriving health and well-being outcomes through greater participation in exercise and outdoor activities

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">▪ Enhanced local character and distinctiveness▪ Retail space improved▪ Heritage buildings improved▪ Public realm created or improved▪ New trees planted	<ul style="list-style-type: none">▪ Change in perceptions of place▪ Improved experience for residents, businesses and visitors▪ Greater town centre footfall▪ Improved vitality and resilience of local businesses and services
Inclusion and Accessibility	<ul style="list-style-type: none">▪ New or improved pedestrian paths▪ Improved roads▪ Better access to the focal point of town▪ New or improved car parking spaces▪ Public transport improvements	<ul style="list-style-type: none">▪ Improved pedestrian and road safety▪ Greater town centre footfall▪ Improved vitality and resilience of local businesses and services▪ Greater participation in exercise and outdoor activities▪ Better health and well-being outcomes

Alignment with vision and strategic objectives

- ✓ S03 - opening up the Beck
- ✓ S05 - making the most of underutilised space
- ✓ S08 - reinforcing the town's independent retail, cultural, visitor and commercial offers.



Theme 2: A thriving town centre continued

Project 2.1: An enhanced Victoria Road corridor

- 5.38

Enhancing the experience and quality of Victoria Road as a main destination will help Earby to thrive, supporting the local businesses along it and encourage more visitors.
- 5.39

By the late 1800's the street was well established as one of Earby's main streets, servicing terraced houses and the town's two large mills (Albion Mill and Victoria Mill indirectly). It remains today as one of Earby's key streets within the town centre and which continues to have a mixed variety of commercial and retail uses along it, as well as original traditional terraced housing.
- 5.40

The masterplan identifies a number of opportunities to enhance Victoria Road, which combine to help create a more enjoyable environment for residents, respect and celebrate the historic character of the street and introduce more opportunities for planting and dwell time.
- 5.41

The potential for parking to be provided at and around the bus station site and longer term beyond New Cut could bring about the ability to remove some parking bays, formalising where vehicles can park and load and introducing build-outs around junctions, all of which would create significant improvements on Victoria Road.
- 5.42

By doing so, safety around junctions would be improved for pedestrians, more space for outdoor and spill out use by shops/businesses would be created and allowing space for town greening, dwell space and lighting improvements .
- 5.43

The key interventions to enhance Victoria Road corridor could include:

 - Shop front improvements

- establishing a common approach to shop signage and shop frontage appearance. Working with local businesses to create a coordinated approach that is designed to highlight and celebrate the intact historic features of the buildings along Victoria Road. This will help to further draw attention to the historic character and charm of the street and reinforce Earby's local identity. This element of the project could be combined with a town centre brand and coordinated with wider signage and wayfinding.
 - Improved public realm

- introducing a new palette of materials and surface treatments that respect and support the heritage of the street. This could include new paving, new kerb details, re-surfacing of sections of Victoria Road to higher quality materials, new street furniture, lighting and signage.
 - Tree planting & parking

- finding opportunities to formalise on-street car parking areas and introducing street greening through tree planting, shrub planting and other planting opportunities to help bring colour and vibrancy to the street.
 - Improved connections

- improvements to Albion Road Junction, including narrowing and continuous surface treatments to support pedestrian movemen but allow larger vehicles and lorries to turn.
 - 20mph speed limits

- could be introduced on certain streets in the town centre to improve safety for pedestrians and cyclists

5.44

Car parking accessibility to local businesses and retailers will continue to be important given Earby's rural location. Any future design proposals to enhance Victoria Road corridor should ensure that on-street car parking provision is sufficient and considered alongside other parking interventions across the town.



Focus areas

- Along Victoria Road between the New Road / A56 junction and up to Water Street / School Lane junction.
- Project to be co-ordinated with project 1.2 and projects 2.2 + 2.3 (links with car parking).
- Potential to extend along A56 depending upon further design development.

- 1) Street tree planting combined with on-street car parking
- 2) Reconfigured local street that widens footways and introduces more soft landscape features

Theme 1: A better arrival continued

Project 2.2: Improved bus turning and Town Council building area, Victoria Road

5.45 This project is focused around the land between Victoria Road, Valley Road and School Lane, which currently houses Town and Parish Council buildings, a bus turning area and car park. The masterplan has identified potential to re-imagine the area to provide better use of the space currently lost to oversized infrastructure.

5.46 There are several factors to consider in relation to the bus turn-around area. The bus link, while not being high frequency, is a critical link for many to surrounding towns and employment opportunities, as well as a means of access to Earby for visitors. It also plays a key role in school bus accessibility for local students. Most important is that the bus has the ability to continue to serve the town, by having a bus stop retained along Victoria Road, feeling safe and visible. It must also have the ability to create a turning movement in and around the town and that any waiting bus has the ability for it's driver to use facilities (toilets etc.).

5.47 The town currently has two bus turning areas; the one off Victoria Road and one off Bailey Street by Earby Springfield Primary School. The existing bus turning infrastructure at Bailey Street provides a space for buses to turn around and stop without blocking the carriageway. It is located approximately 550m from the Victoria Road bus turning area and currently only serves school services, so has capacity to accommodate turning and layover for other bus services.

5.48 The amount of space that the current Victoria Road bus turning area is taking is significant and could be better reconfigured.

5.49 A bus stop with new shelter could be provided on Victoria Road, and the bus route altered to free up the bus turning area for car parking, cycle rental/parking pods and Electric Vehicle parking provision. Views and access down into New Cut could be improved, with dwell spaces created in key locations with landscape works and planting designed to increase opportunities to attract more wildlife and increase biodiversity around the river. Updating the space could also provide opportunities for pop-up events and markets.

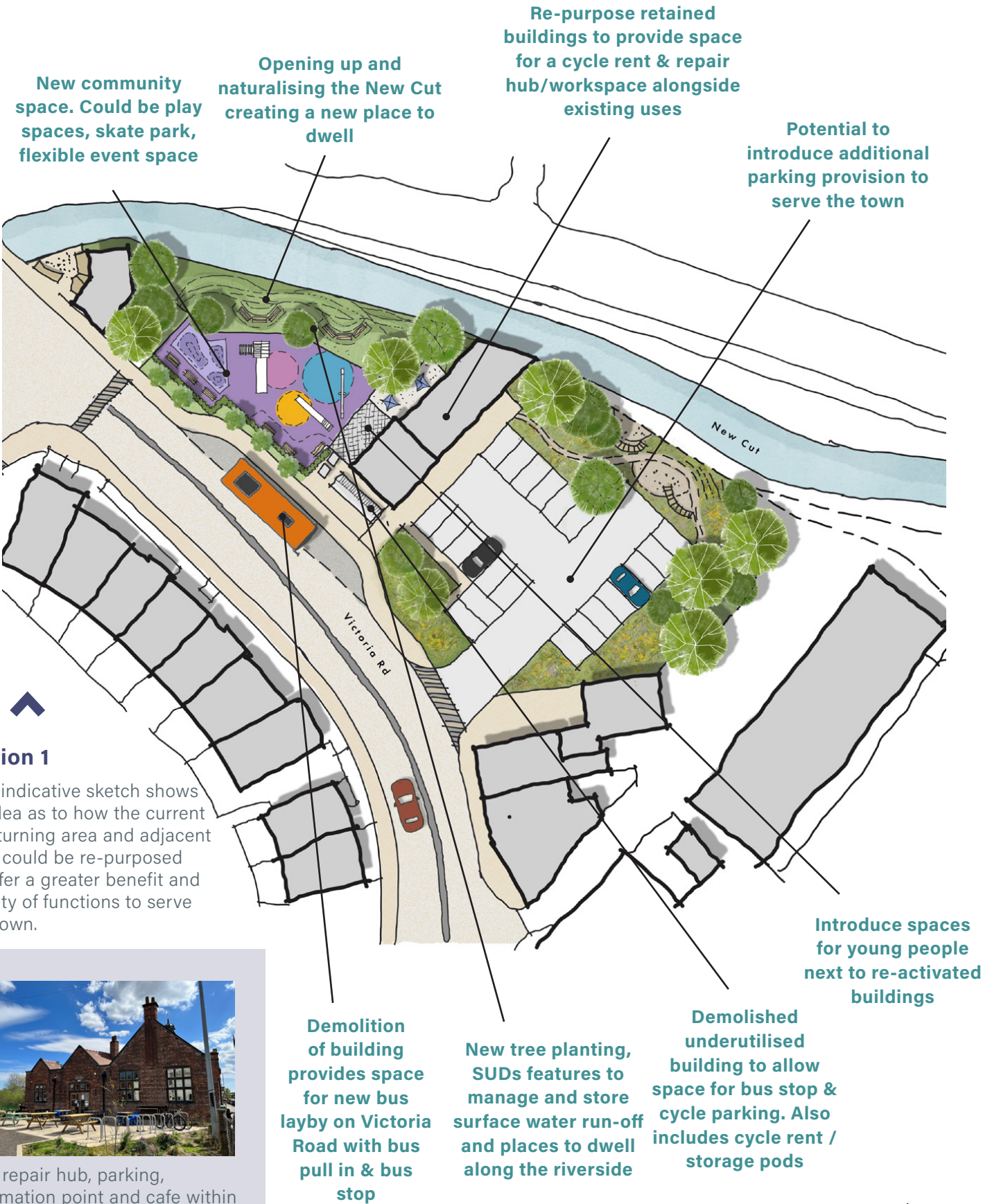
5.50 There are various ways in which this project could be taken forward including:

- Do min

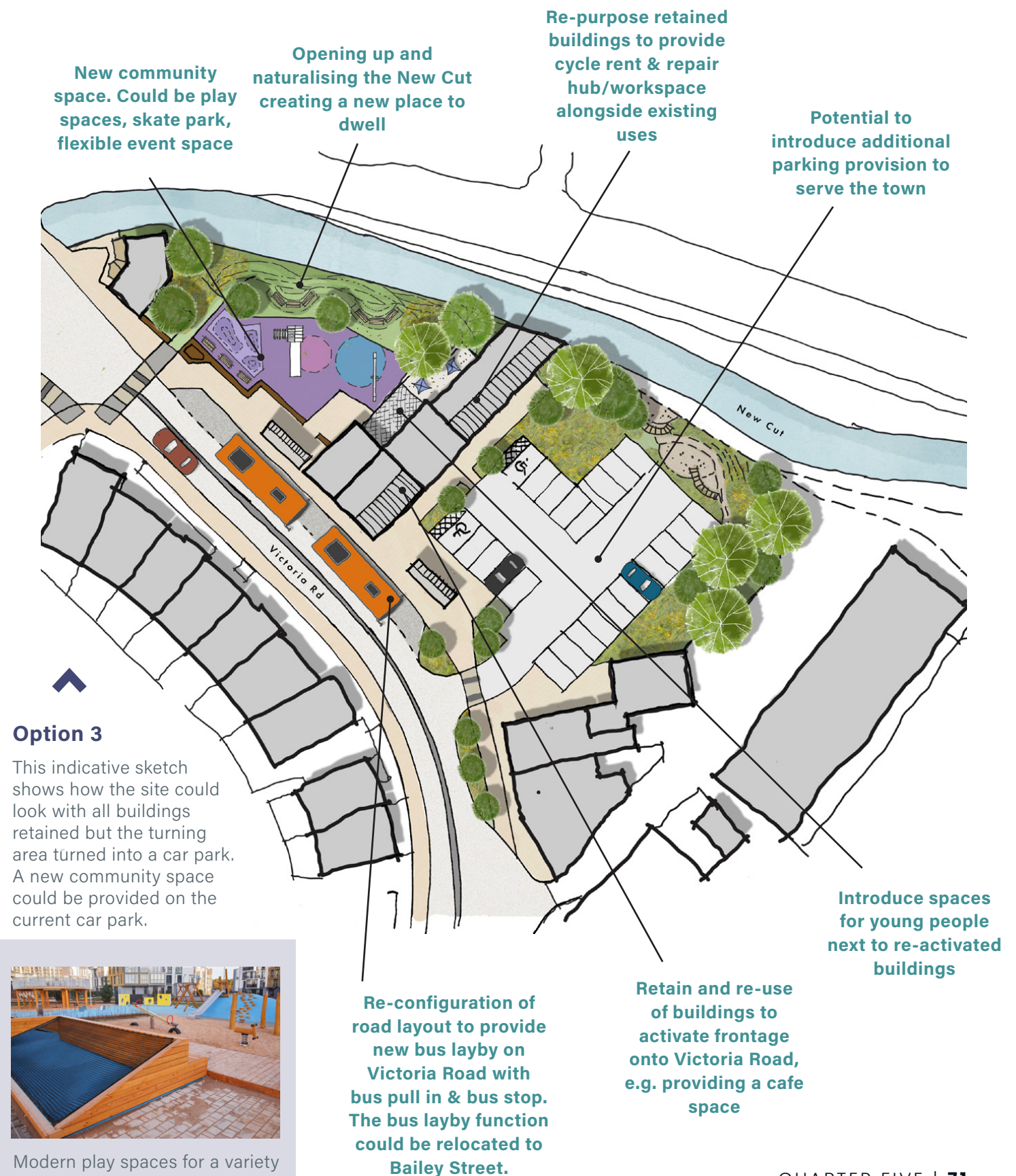
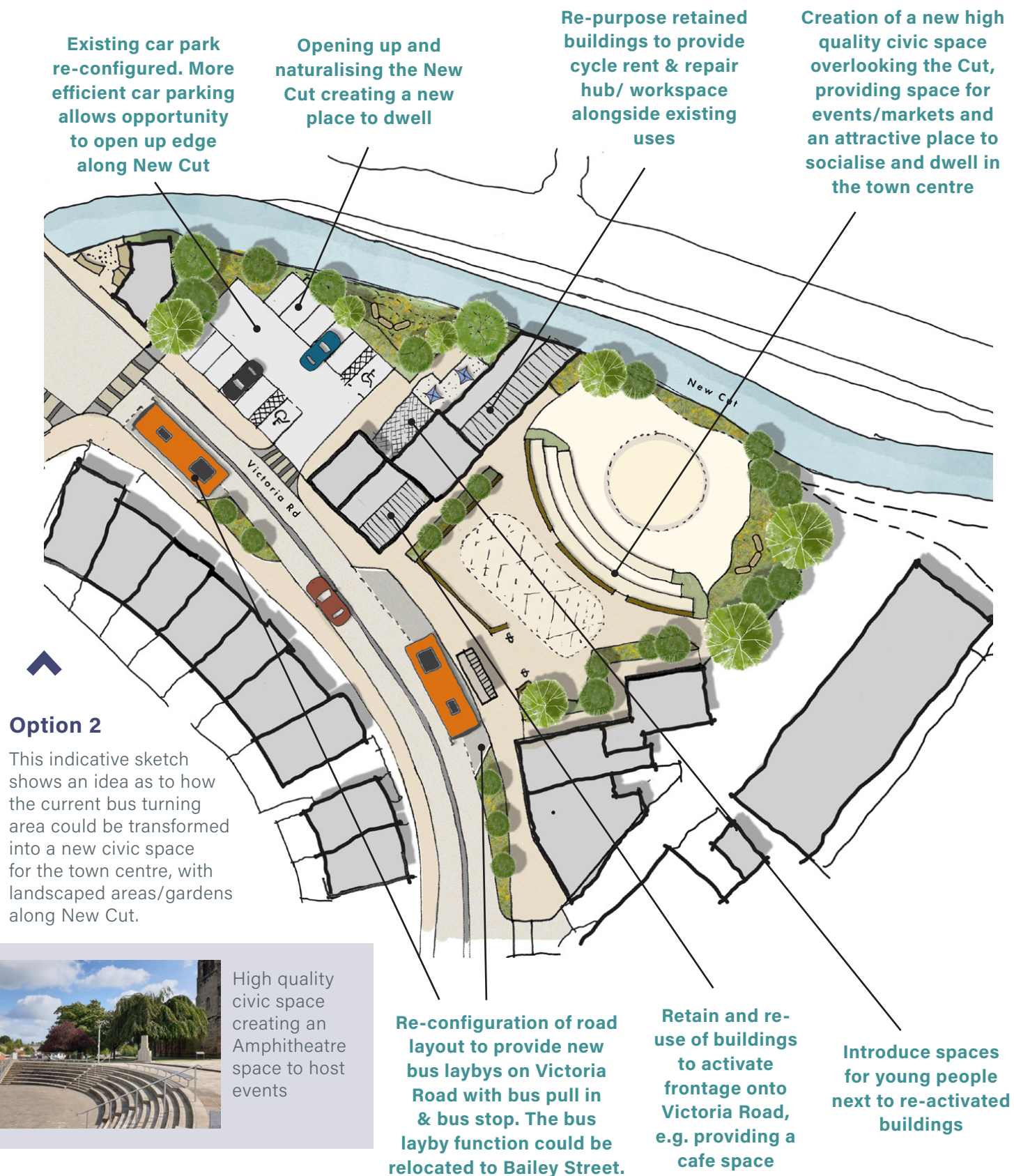
Do max

 - Keep as is, but improve materials, lighting, introduce new improved cycle storage/cycle repair, improved bus facilities, local wayfinding signage and provide soft landscaping features & SUDs systems. Repurpose town council buildings with cafe/cycle hub, which could be run as part of a youth project.
 - Keep bus turning area function but re-configure car park to make more efficient, provide small riverside space (incorporating rainwater/floodwater management into the landscape) and increase parking provision elsewhere in the town to replace spaces lost.
 - Re-route bus turning and layover, converting it to a new community space. Open up and celebrate the rivers edge, retain bus facilities along Victoria Road, introduce more parking for the town and create a new destination for visitors and younger people through a new community play space. The concept includes retained stops in both directions on Victoria Road, but could make better use of the existing bus turning area off Bailey Road. The re-routing of buses to include the turning facilities off Bailey Road would be implemented in consultation with local bus operators. Re-routing would likely include the buses continuing along Victoria Road to Water Street and Stoney Bank Road, and turning into Bailey Street to make use of the existing turning area. The re-routed buses would then travel back along to stop on Victoria Street.
 - Demolish Town Council building fronting onto Victoria Road to make space for a new bus layby and stop location. Redevelop current bus turning area into a community garden/events space. Re-configure existing car park to make it more efficient.

5.51 Three options showing how the space could be transformed have been provided on the following pages. Further testing of bus routing suitability and layover requirements are required and this would form a more detailed project in the future where a variety of approaches could be explored. The proposals would also be subject to further consultation with the public.



Theme 1: A better arrival continued



Theme 2: A thriving town centre continued

Project 2.3: Albert Street car park & surrounds

5.52 Albert Street car park in its current form it does not provide an attractive setting between Victoria Street and one of the town's main historic mills (Victoria Mill).

5.53 It is identified as a Protected Car Park in the draft Pendle Local Plan (Policy DM37) and is well situated to local services, local businesses / employers and to the town centre. The protection afforded to this car park through the Pendle Local Plan does not prevent development in the future, but it does require proposals to satisfy the Council that the loss of car parking provision is justified. The masterplan focuses on improving the quality of the car park and the surrounding street environments. Below are potential improvements that could be made:

- Improve the look and feel of the space through material improvements along Edward Street and the northern end of Albert Street, complementing the heritage of Victoria Mill. The consistent use of paving and surfacing will help to visually connect Victoria Mill and Edward Street
- Provision of bin shelters and storage for local businesses, ensuring bins are screened from view
- Formalise parking (as well as loading areas) along Albert Street, creating an improved entrance point for local businesses within Victoria Mill
- Test improvements to the efficiency of the car parking to potentially increase car parking capacity and offer long stay and short stay options.



Project 2.4: Car park management programme

5.54 This project identifies a number of potential opportunities to improve the quality of the car parking offer to serve the town and it's rural hinterland. The masterplan recognises the importance of car accessibility and parking provision within the town but also sets out interventions that support more sustainable modes of travel.

5.55 Parking at the Earby Library & Community Centre is currently an underutilised asset at certain times of day and there is the opportunity to make more of the space available. Making changes to the availability / management of the spaces within the curtilage of the Earby Library & Community Centre could help upgrade the available stock of the town, particularly around weekends/evenings but importantly during the operating hours of local retailers within the town and businesses nearby. A proportion of spaces could be rented out by local businesses for additional supply or charged for public use (subject to further engagement), generating an additional income for the Centre.

5.56 In addition to the above, the additional car parking improvements below could be created across the masterplan and various projects (subject to testing):

- Potential option to increase capacity as part of a reconfigured bus stop area along Victoria Road. Subject to further engagement and design development, this could potentially provide additional supply of car parking, freeing up capacity elsewhere within the town
- New Road opportunity site brought forward with an element of public car parking as part of it's mix, which could offer longer stay parking within a 5 minute walk of Victoria Road
- Improvements to Albert Street car park in the short term with more flexible use longer term
- Formalisation of on-street parking and improvements in centre locations creating improved parking provision
- Management and enforcement of parking for local residents close to the town centre e.g. George Street and Brook Street to manage conflict between residents and visitor on street parking
- Provision of EV charging in car parks to complement on-street charging bays on Albert Street

Focus areas

- Library & Community Centre car park
- Bus turning area
- Albert Street
- Victoria Road
- New Road opportunity site

Theme 3: A walkable and connected town

Introduction to theme 3

5.57 Earby's scale and layout allows for local walking and cycling trips to be made to and from the town, serving it's residential neighbourhoods and allowing local residents to access local services and amenities using active travel journeys and encouraging more sustainable movement. It also has a fantastic opportunity to re-connect more regionally with towns and destinations along the former Skipton - Colne railway line, in the form of a sustainable active travel corridor. This scale of intervention could provide wider sustainable access to employment and other opportunities, and provide health & well-being amenity for local residents. In addition, it could become an attraction that supports a visitor and heritage economy, with Earby benefiting from an increase in visitor trips, supporting local businesses within the town centre.

5.58 This theme establishes a series of interventions that are focused on improving the quality of walking and cycling infrastructure in the most impactful areas of the town. Better linking local community facilities, with existing walking routes and through improvements to local junctions will encourage active travel and encourage more trips by walking, wheeling and bike.

Potential benefits:

- 5.59 Theme 3 will deliver an improved local built environment through investment which enhances local character and distinctiveness benefiting residents, businesses and visitors alike. This will create a shift in perceptions of place and improve the resilience of local businesses and services through increased footfall.
- 5.60 This theme will support inclusion and accessibility through investment which delivers improved active travel connections, improved access to local amenities, attractions and community infrastructure, improved roads/junctions, and better access to the centre of town. Outcomes such as greater town centre footfall, which in turn will improve the vitality and resilience of local businesses and services, as well as improving access to green spaces, deriving health and wellbeing outcomes through greater participation in exercise activities.

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">Enhanced local character and distinctiveness	<ul style="list-style-type: none">Change in perceptions of placeImproved experience for residents, businesses and visitorsImproved vitality and resilience of local businesses and services
Inclusion and Accessibility	<ul style="list-style-type: none">Improved active travel connectionsImproved access to local amenities, attractions and community infrastructureImproved roads/junctionsBetter access to the focal point of town	<ul style="list-style-type: none">Improved access to green spacesGreater participation in exercise and outdoor activitiesBetter health and wellbeing outcomesGreater town centre footfallImproved vitality and resilience of local businesses and services

Alignment with vision and objectives

- ✓ SO1 – Opening up access to the countryside
- ✓ SO6 –Creating better quality connections between jobs and the town

Project 3.1: Electric charging points

5.61 Lancashire County Council (LCC) approved the Lancashire and Blackburn with Darwen Electric Vehicle Infrastructure Strategy in July 2023 which sets out a plan to provide more EV charging points across the county to help residents convert to EVs and to help reduce transport related emissions. Additional EV charging points are needed to meet the expected growth in EV usage for those without access to off-street charging. The county council have already completed installation of bp Pulse charge points in county council car parks or on adopted highway. This includes 4 bays on Albert Street.

5.62 Future EV charging for cars, but also for Scooter and E-bikes should be considered at suitable locations within the masterplan area such as public car parks and cycle/scooter hubs to help with access to charging and reducing transport related emissions.

5.63 In Earby we recommend that these are provided within the new car park created in the bus turning area.

Focus areas

- Albert Street
- Bus turning area Victoria Road



- 1) Opportunity to introduce on-street and formal car parking EV charge points
- 2) Linked to the West Craven Greenway, opportunities to introduce E-Bike charging within the town centre

Theme 3: A walkable and connected town continued

Project 3.2: West Craven Greenway

5.64 The former Skipton-Colne railway line that runs to the west of the town centre presents a significant opportunity for the town to create an accessible route for pedestrians, walkers, wheelers, horse riders and cyclists. The former line connects to and from Colne (the nearest major centre for employment) and which via the Kelbrook Junction can also potentially be linked to Barnoldswick. It could also continue back towards Skipton, through Thornton-in-Craven and Elslack, sustainably connecting the historic towns through sustainable active travel.

5.65 Locally, the corridor could provide access to Victoria Road, West Craven Business Park, Earby Waterfalls and other local amenities and education, as well as other community infrastructure if linked to surrounding towns along the line. It currently partly lies on the Lancashire Cycleway Southern Loop (Route 91) and could be integrated with this.

Focus areas

- Former Skipton-Colne railway line from West Craven Business Park to Salterforth Road
- Onwards from Salterforth Road to Colne
- Linked through to Barnoldswick
- Towards Skipton station.

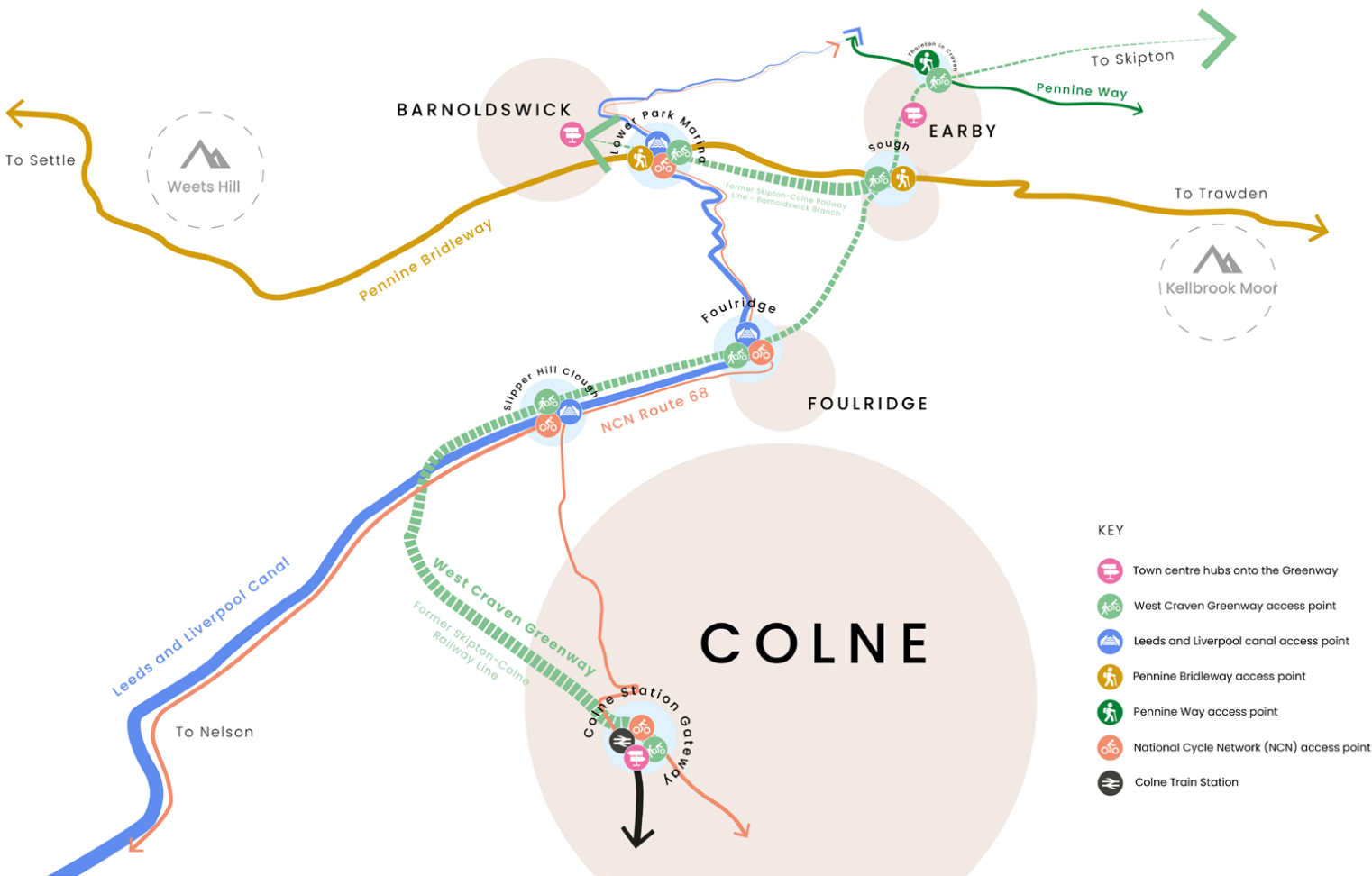


Figure 24. The West Craven Greenway and connections to strategic active travel routes

5.66 The scale and connectivity of the corridor could also serve as a popular tourist attraction, drawing more people into the town to experience and explore its history and independent retail offer. The corridor links to Colne railway station which acts as a railhead from a much wider catchment. As a result there is the potential to promote the route as a ‘train and bike’ day out, or night away for visitors, creating a ‘nature based’ trip for many in Lancashire and beyond.

5.67 The distances involved are not significant, particularly with the rising popularity of e-bikes. The infrastructure required in reusing the network effectively, ideally being lit, could be achievable against the economic and tourism potential of such a strategic route. This could be co-ordinated alongside localised junction improvements and LCWIP networks to create a connected and integrated sustainable transport journey for all manner of users to enjoy.

5.68 Other successful examples of creating traffic free, sustainable active travel attractions as well as connecting rural towns includes Padiham Greenway, Burnley (c. 2 miles) which is built on a former branch line, the Comber Greenway, Northern Ireland (c.7 miles); the Tarka Line Trail (c.18 miles) in Devon and; the Monsal Trail in the Peak District (c8.5 miles). There are a number of benefits which we believe the route could promote, including:

5.69 Our recommendations for next steps on establishing the route and possible interventions include:

- Develop a more detailed route appraisal for the scheme and business case, looking at route locations to identify any issues or challenges and alternative route sections were required.
- Produce a phasing strategy for the long term transformation of the route back into a railway corridor linking Colne to Skipton. Proposals for the line should be a meanwhile use, to enable a railway line to be reinstated in the future as required. As part of this strategy consider alternative routes for active travel/ improvements if the greenway turns back into a railway line.
- Safety and security along the route and at entry and exit points will need to be considered across the Greenway. Measures such as lighting, CCTV and landscape management can be used to address any issues.
- Providing a cycling/mobility hub at the landing point in each town, to raise the on-street profile visibility of the trail and cycling.
- The route appraisal will need to take into account existing Local Plan designations, which include Policy SP08: Natural Environment (which designates the route as a Biological Heritage site) and Policy SP11: Transport and Connectivity (which safeguards the route for former transport use).



- 1) Cycle parking
- 2) Self-service bike repair station, which could be provided as part of a cycle hub

Theme 3: A walkable and connected town continued

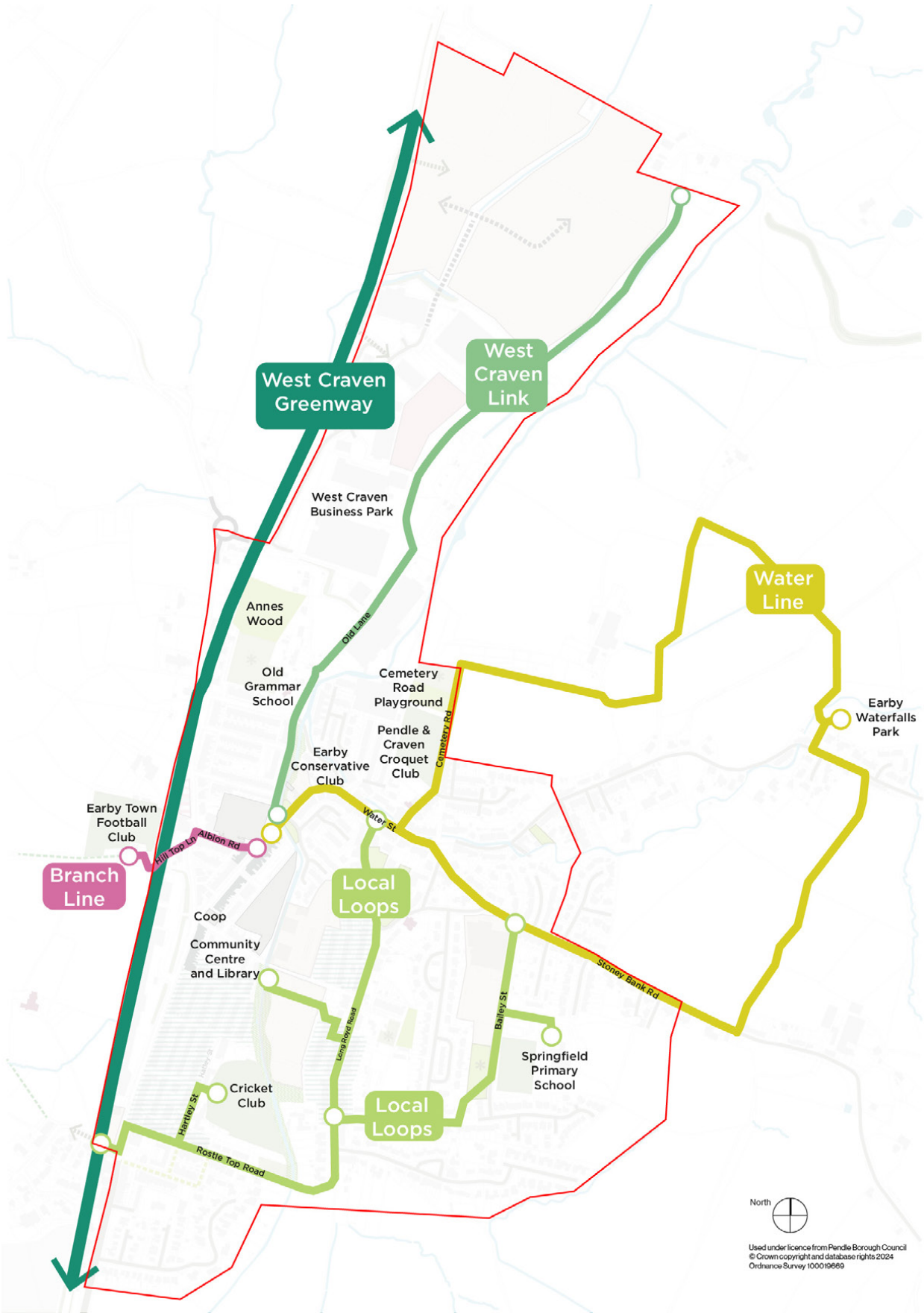
Project 3.3: Active travel routes

5.70 Building upon the West Craven Greenway project, this project identifies a number of supporting walking and cycling routes across the town that link important local community assets with the proposed West Craven Greenway and town centre bus stop along Victoria Road.

5.71 A key component of the project is the delivery of the proposed Local Cycle and Walking Infrastructure Plan routes across the town. These have been identified in the masterplan and prioritised as routes which could benefit from being included as funding becomes available. There are 3 main active travel routes identified below.

- **Route 1 - Branch Line** - improvements to Albion Road and Hill Top Lane for pedestrians and cyclists, providing connections between the West Craven Greenway and Victoria Road as well as Earby Football Club.
- **Route 2 - Local Loops** - improvements to Rostle Top Road, Long Royd Road/Green End Road, Bailey Street and Bawhead Road to create improved walking and cycle access to the town's greenspaces, residential areas and local facilities (such as the Cricket Club and Springfield Primary School), connecting these to the West Craven Greenway. There is also an opportunity to provide a walking or cycling link through to New Cut and the town centre, through the Brook Shed residential development site. Feasibility and routing options should be explored further to create a link to an enhanced riverside walkway along New Cut.
- **Route 3 - Water Line** - creating a wider loop out to Earby Waterfalls, upgrading local Public Rights of Way and creating a more accessible walking, wheeling and cycling link through countryside and to the towns main environmental attraction. This route will connect into the bus stop at Victoria Road as well as the proposed 'Local Loop'.
- **West Craven Link** - In addition, the masterplan seeks to establish an improved walking and cycling link between the town centre and the West Craven Business Park (both to current employers and potential future employment expansion space). This would help to provide more locally sustainable and safe walking and cycling routes to employment opportunities that are separate to the A56. This could add significant value to the amenity of that high grade employment area, but also make it easier for employees to use the amenities of the town centre. Relatively short upgrades to condition and lighting could reduce the perception of perhaps a slightly isolated employment amenity that is out of the town centre.

5.72 The West Craven Greenway forms part of the walkable town project but is identified as its own standalone project under this theme.








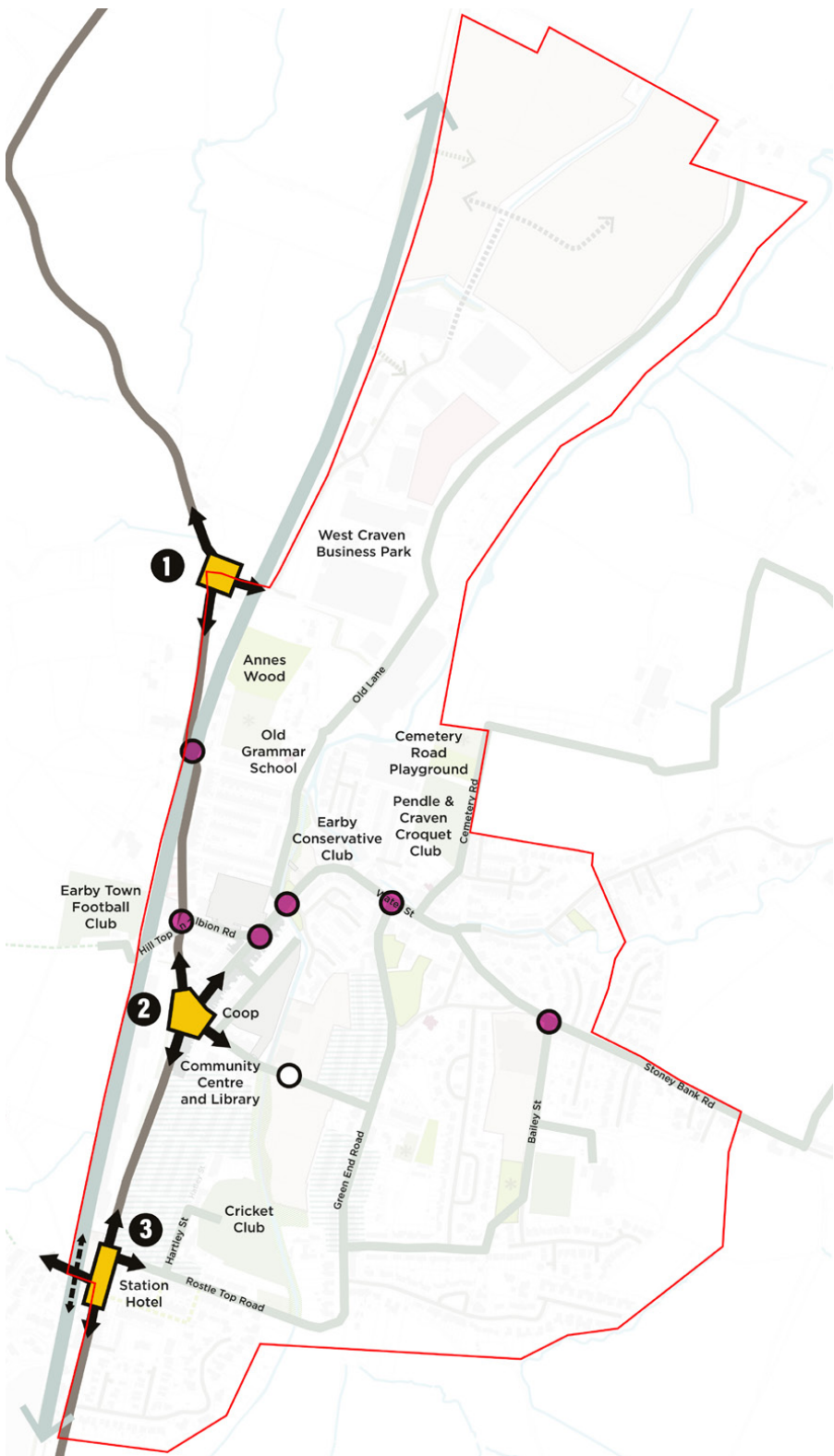
Theme 3: A walkable and connected town continued

Project 3.4: Junction improvements

5.73 The masterplan identifies a number of junctions which could be upgraded to improve crossing facilities for pedestrians and cyclists and better manage traffic movements. These improvements are linked to project 3.2 but are also important to consider regardless if project 3.2 is delivered. These types of interventions were strongly supported through the consultation process. The design and number of junctions to be improved would be subject to further design development alongside project 3.2.

5.74 Locations for improvements would be at points around the town, making the most of desire lines to local assets and attractions, and the wider network of walking and cycling routes. They would also help to address areas of traffic conflict and to reduce the impact of vehicle infrastructure on the quality of the town centre environment. These are identified on the plan adjacent.

- 
 - **Junction improvement 1** - linked to the expansion of the West Craven Business Park, the junction to this key employment base could be improved. Improvements would ensure sufficient and safe vehicle access to support additional businesses. The design of the junction (e.g signalised or roundabout), on approach to Earby, would also act as a vehicle calming feature and could be combined as part of a gateway feature.
- 
 - **Junction improvement 2** - the A56 / Victoria Road / New Road junction. This is captured as a separate project given its significance to the town (project 1.2).
- 
 - **Junction improvement 3** - a key location for change and access from southern parts of the town to the West Craven Greenway would be around the Station Hotel area. This not only creates a link towards the road to Barnoldswick, but also to the railway corridor itself and therefore has a double benefit in promoting improved connections. Such a junction could also enhance road safety, the setting of bus stops in the vicinity, reduce speeds on approach to the town from the south and act as a southern gateway to Earby.
- 
 - **Localised pedestrian & cycle routes** - there are a number of junctions which may require improvements to support cycling and walking improvements as part of the LCWIP routes, subject to further route design and funding. There will also be a requirement to facilitate an at grade crossing as part of the West Craven Greenway to cross the A56.
- 
 - **Opportunity sites** - it is anticipated that opportunity sites along New Road and Rushton Avenue / Bawhead Road would require improvements to provide suitable access for future development.



Focus areas

- Entrance to West Craven Business Park
- Victoria Road / New Road / A56
- A56 / Salterforth Road / Rostle Top Road
- A56 at grade crossing where West Craven Greenway needs to cross. Type of crossing depending upon further design testing
- Hill Top Lane / A56 Skipton Road / Albion Road
- Victoria Road / Valley Road
- Albion Road / Victoria Road
- Water Street / Bailey Street
- Water Street / Green End Road

Theme 4: A greener town

Introduction to theme 4

5.75 The introduction of landscape features and complementary seating and rest areas can have a transformation impact on the experience of a town for both its residents and visitors. This theme aims to introduce, through urban retro-fit and infrastructure enhancement, a series of projects that will improve the quality of the built environment, in areas that surround the town centre, within the masterplan boundary.

5.76 All urban areas across the UK, including Earby, will have to address increasing pressures associated with climate change as well as ensuring that it continues to support healthy, sustainable and resilient residential and natural environments.

5.77 The Green Town projects have been identified as opportunities to help address these challenges, with a particular focus on strengthening the amount and quality of green infrastructure within the town and finding opportunities to improve biodiversity and health and well-being through nature based solutions.

Potential benefits:

5.78 An improved built environment through investment will enhance local character and distinctiveness benefiting residents, businesses and visitors alike. This will create a shift in the perceptions of place and improve the vitality and resilience of local businesses and services through increased footfall.

5.79 Theme 4 will support inclusion and accessibility through investment which delivers created or improved green and blue space, facilitating improved access to green spaces. This will facilitate health and wellbeing outcomes through greater participation in exercise and outdoor activities, and encourage social outcomes through improved community cohesion.

5.80 Theme 4 will also support the natural environment through improving/safeguarding greenspace and improved flood water alleviation. This will deliver a more sustainable and biodiverse environment, better climate resilience and change in air quality.

Alignment with vision and objectives

- ✓ SO3 – Maximising the Beck
- ✓ SO9 – Improving residential environments

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">Enhanced local character and distinctivenessNew trees planted	<ul style="list-style-type: none">Change in perception of placeImproved experience for residents, businesses and visitorsGreater town centre footfallImproved vitality and resilience of local businesses and services
Inclusion and Accessibility	<ul style="list-style-type: none">Green / blue space created or improved	<ul style="list-style-type: none">Improved access to green spaceGreater participation in exercise and outdoor activitiesBetter health and well-being outcomesImproved community cohesion
Natural Environment	<ul style="list-style-type: none">Improved / safeguarded natural environmentImproved flood water alleviation	<ul style="list-style-type: none">More sustainable and biodiversity local natural environmentBetter climate resilienceChange in air quality

Project 4.1: A enhanced New Cut & Earby Beck

5.81 The flood impact on Earby is profound, with flood events in 2015 causing damage to local residential and local business properties, particularly along Victoria Road. The following work has been undertaken to help address flood risk associated with the New Cut:

Phase 1: Completed.

- Includes repairs/replacement of Victoria Clough Culvert (works done by the EA).

Phase 2: Completed.

- Includes earth bund at Victoria Clough to collect flood water (EA)
- Flood wall built at Earby New Cut (PBC)
- Sheet pile wall at Victoria Mill (PBC) including internal works within the mill

Phase 3: Feasibility stage.

- Work is ongoing to test feasibility of the flood alleviation measures for Earby as outlined in EA's Flood Modelling report. These measures include a flood storage area or passive earth dam (bund) to control higher level flood waters on the upper reaches of Earby Beck at Wentcliffe Brook, above Birley Playing Fields.

5.82 Both Earby Beck and New Cut are part of the identity of Earby, with sections of the river channels running through the town, either under culvert or visible. The New Cut in particular forms a distinctive feature through the town, with varying conditions and relationship to the town's built heritage.

There is an opportunity to enhance the setting of New Cut and Earby Beck, improving the amenity access of the water-bodies in

key locations, opening up their accessibility for more people to enjoy and exploring opportunities to improve the biodiversity of both rivers. This was an aspiration supported through early masterplan development workshops with local residents.

5.83 There is also an opportunity to better safeguard access to the New Cut, as longer term redevelopment opportunities along the rivers edge come forward. Future development here could ensure a combination of riverside walkways/landscape edges /seating areas/biodiversity improvements along the river side, safeguarding these as key features as new development comes forward and designing-in flood management as part of proposals.

5.84 Any interventions as part of this project will need to be aligned and fully complement the technical work outlined above, to ensure that the flood prevention requirements fulfil their purpose of protecting the town from future flood events.

5.85 This masterplan fully endorses ongoing studies and monitoring of flooding in Earby and funding of proposed measures to manage flooding and protect homes and local businesses.

1) An example of a riverside residential amenity space, offering seating and recreational space, which is also designed to flood during flood events.



Theme 4: A greener town continued

Project 4.2: Street green infrastructure

5.86 There is an opportunity to introduce Green Infrastructure to some of residential streets across the masterplan area in Earby, particularly where there is a high degree of hard, low quality paving and where there is the space within the existing street section (from plot boundary to plot boundary) to accommodate new green infrastructure.

5.87 This can include a variety of interventions ranging from street tree planting, Sustainable Urban Drainage systems (SuDS), planted verges, seating and grow box spaces, all combining to help mitigate against the impacts of climate change and making better use of space available for local residents.

5.88 Any improvements to the streetscape will need to ensure that existing resident parking and access requirements are maintained and provided for.

5.89 The introduction of street greening has a number of advantages, that improve the livability and safety of the neighbourhood, including;

- The ability for street greening approaches to be introduced in a variety of forms (each requiring different levels of intervention) ranging from wooden planters and grow boxes to formalised sustainable urban drainage features as part of a street re-design. There is flexibility in how street greening is achieved and can be tailored to the existing street condition, requirements of local residents and function of the proposed vegetation.
- Creating healthier urban environments by combating air and noise pollution as well as supporting improved mental health and well-being.
- Creating more sustainable and bio-diverse urban environments through pollinator friendly planting and planting that provides habitats. It can also create opportunities for local food production and amenity space for residents.
- Helping to manage stormwater surface water run-off by creating more permeable surfaces for water to drain into or reduce the rate at which it reaches drainage infrastructure. This reduces the amount of surface water being collected into the mains network during downpours and managing it as close to source as possible.



Focus areas

The masterplan has identified the following streets where this could be further explored and developed;

- School Lane
- Lincoln Road
- Albion Street
- Shuttleworth Street
- Green End Road
- New Road
- Green End Avenue
- John Street / Cross Street / James Street
- William Street / Hatley Street
- Apllegarth Street
- Barret Street

Further design development will be required to determine extent of green infrastructure improvements.



1) examples of a retro-fitted green infrastructure project in Cardiff where existing residential streets introduced tree planting and SUDs features whilst retaining car parking and pedestrian footpaths

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Project 4.3: Back street improvements

5.90 The rapid industrial growth of Earby, and need to house the growing workforce means Earby has a number of historic terraced residential streets, characterised by tight, back to back rear alleyways. Along these streets, gardens are small or are small yard spaces, with limited space for growing, planting, private amenity or playspace for families.

5.91 The masterplan identifies a number of existing alleyways which could be brought forward for retro-fit improvements for the benefit of existing residents. Case studies show multiple benefits which include fostering better relationships between neighbours, hosting mini-events for local residents, increasing amenity value, reducing instances of anti-social behaviour through improved boundary treatments and creating more child-friendly spaces.

5.92 There are many successful examples of where back street greening has worked, and which still allow for daily requirements such as secure bin storage, being able to access bins for refuse collection and maintaining vehicular access for residents parking.

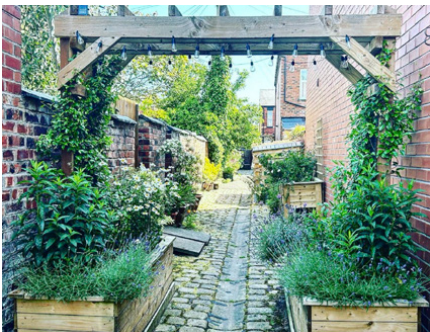
5.93 Organisations such as Groundwork has supported a number of communities to bring forward alleyway improvement schemes through community co-design. Local community groups provided nature based solutions that could work within a community setting, with technical advice and capital funding provided by Groundwork & its partnerships. Any proposals for alleyway improvements in Earby would be delivered through co-design and consultation with the local community.

Focus areas

The masterplan has identified the following streets where this could be further explored and developed;

- From Hatley Street to the A56/ Colne Road
- Green End Road & Green End Avenue
- Shuttleworth Street

Further design development and testing is required to understand the extent of potential green infrastructure improvements that can be achieved.



Theme 5: A town open to business



Introduction to theme 5

5.94 Earby's combination of potential employment growth sites and town centre historic buildings provides opportunities to accommodate a variety of local and regional businesses. This theme focuses on the opportunities to support further investment and growth of Earby's employment and economic base, further supporting the town through economic activity and capturing local spend.

5.95 Bringing historic buildings back into use is an important opportunity, not only to provide a viable mix of commercial and retail uses but to also safeguard the future of the town's heritage assets. This could include include improvements to historic buildings which already accommodate successful local businesses, ensuring their buildings are fit for purpose as well as identifying opportunities to revitalise empty buildings and re-introduce a variety of different uses back into the town. Re-purposing old buildings and using vacant floor space will improve Earby's retail, commercial and community space offer, creating new ways for people to connect with the town's past. Examples include Barrow-in-Furness and Bacup's Heritage Action Zones which both, through government funding, has focussed on key derelict buildings and brought them back to life.

5.96 Earby also has the potential to accommodate larger format commercial and industrial space to the north of the West Craven Business Park. Ensuring the surrounding infrastructure is scaled to support this growth opportunity is key.

Potential benefits:

5.97 Theme 5 will deliver an improved local built environment through investment which enhances local character and distinctiveness including heritage buildings and dilapidated buildings improved, green retrofits, and public realm created or improved. This will drive a change in the perception of place, improving the experience for residents, businesses and visitors, and improving vitality and resilience of local businesses and services. It will also support increased energy efficiency of buildings.

5.98 This theme will support inclusion and accessibility through improved roads and junctions, improved active travel connections, and better access to the focal point of the town. This will facilitate economic outcomes through improved access to employment opportunities, supporting greater labour market participation, greater town centre footfall, and improved vitality and resilience of local businesses and services.

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">Enhanced local character and distinctivenessHeritage buildings improvedDilapidated buildings improvedGreen retrofitsPublic realm created or improved	<ul style="list-style-type: none">Change in perception of placeImproved experience for residents, businesses and visitorsImproved vitality and resilience of local businesses and servicesIncreased energy efficiency
Inclusion and Accessibility	<ul style="list-style-type: none">Improved roads/junctionsImproved active travel connectionsBetter access to the focal point of town	<ul style="list-style-type: none">Improved access to employment opportunitiesGreater labour market participationGreater town centre footfallImproved vitality and resilience of local businesses and services

Alignment with vision and objectives

- ✓ SO4 - Attracting more uses into the town
- ✓ SO5 - Using historic buildings
- ✓ SO7 - Supporting entrepreneurial spirit

Project 5.1: Mill and heritage improvements

5.99 The historic mill buildings in Earby are a defining feature of the town's industrial heritage and which contribute to the town's character and identity. The town's heritage and history was emphasised as something important by local people and which should be both preserved and celebrated.

5.100 With some landmark heritage buildings now lost (Spring Mill and Brook Shed engine house and chimney have both been demolished to make way for new development), it is important that heritage buildings (including non-listed assets) are prioritised for investment to ensure their ongoing use and preservation is safeguarded.

Possible interventions could include:

- support to ensure essential building repairs and maintenance are undertaken to prevent historic buildings falling into disrepair
- improvements made to the building fabric, through retrofit, to increase it's energy efficiency

- aesthetic improvements to help reinstate / improve the prominence of original building features
- introduction of signage and heritage information to communicate the story of the building and it's contribution to the town's economic and community growth
- co-ordinated signage / branding and lighting to sensitively respond to a historic building's characteristics as well as gaining consistency across various businesses within one building
- proposals carried out to respect existing building's materiality, form, composition and scale to ensure proposals are sensitive to the buildings original scale
- meanwhile activation of vacant buildings (e.g. lighting, window art etc) until building brought forward for re-use.

Note: the above considerations would all be subject to detailed proposals submitted through separate planning proposals would need to ensure they accord with the emerging Pendle Textile Mills Design Guide (Historic England / Pendle Borough Council).

Focus areas

- Victoria Mill
- Albion Mill
- CO-OP building (including floors above existing retail unit and along New Road)
- Listed buildings (Waddington Farm, White Lion and The Grammar School).
- Former Bell Metal Industries offices (Barret Street)
- Station Hotel
- Former Ace Group building
- Other candidate buildings identified by local community / owners.



➡ Potential to support existing buildings to do more to ensure they support local businesses as well as bringing historic buildings back into a form of use that supports the vitality of the town centre

Theme 5: A town open to business continued

Project 5.2: Improved access to West Craven business park

5.101 West Craven business park offers an excellent opportunity to grow employment within the town, expanding employment opportunities and building further resilience in Earby's employment base. This as a result can attract families and residents to the area and encourage local spend within local amenities and services.

5.102 This project seeks to maximise investment potential in the business park, by proposing improved junction access that facilitates the expansion of the business park. Combined with the West Craven Greenway project and an additional West Craven active travel connection, the expansion to West Craven Business Park can be sustainably connected to both Earby town centre and across the region, both to the south to Colne and potentially to the north-east to Skipton.

5.103 We recommend converting the existing junction of West Craven Drive /Skipton Road into a roundabout, which would help with egress from West Craven Business Park as well as act as a traffic calming measure for vehicles travelling southbound along Skipton Road on approach to the built up area of Earby. Any proposals would be subject to further testing, and assessment.

Focus areas

- Land north of the west craven business park



➤
1) example of improved walking links to high quality employment locations

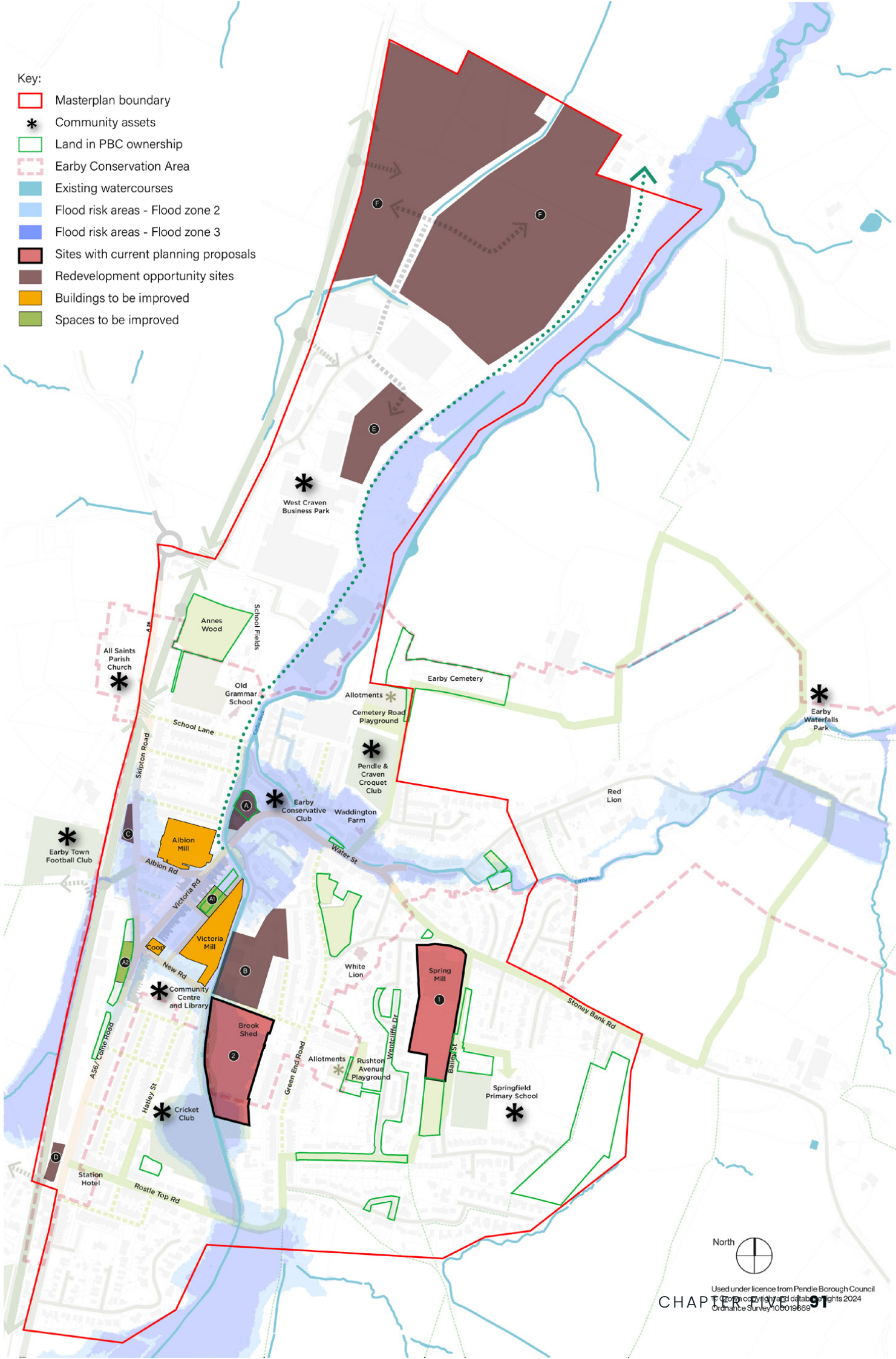
2) high quality access infrastructure can help to manage traffic as well as announcing an arrival to larger employment locations



Opportunity sites

5.104 A number of opportunity sites have been identified through the study, which could be suitable for redevelopment/refurbishment, change of use. Here the masterplan identifies those sites and how they might be brought forward in line with the themes above:

Site	Ref	Ownership	Opportunity
Former Spring Mill building and site	1	Together Housing Association	New residential development, currently under construction on site.
Brook Shed	2	Gleeson Homes	New residential redevelopment of 50 homes, currently under construction on site.
Bus turning area, Town Council building and car park	A	In part PBC ownership, Earby Parish Council & Earby Town Council	Various - could include car parking, community use, bus stops and community space
Land and buildings north of New Road	B	Various private ownership	Residential development with public car park provision
Land and buildings West of Skipton Road	C	Unknown	Infill residential
Land and buildings west of A56	D	Private ownership / PBC (Bus Stop) & Lancashire County Council	Infill residential
West Craven Business Park	E	RDG Foulridge Properties Limited	Employment uses. Assume site to be accessed from West Craven Drive via existing road infrastructure
West Craven Business Park	F	Unknown	Employment uses. Would benefit from improved access to attract investment and safeguarding land for active travel route into town.
Albion Mill		Private ownership	Opportunity to refurbish to aid attraction of more flexible workspaces.
Victoria Mill		The Mill Company Ltd. Car parking in front owned by the Council	Retained uses. Opportunity to improve the facade along Albert Street, to promote more activity here - larger openings/windows and doors, promotion of more of a cafe and restaurant offer, use of planters, paint and seating.
Coop		Co-Operative Group Ltd	Retained use with additional residential. Improvements to the southern elevation along New Road and refurbishment of derelict building for residential use.
Albert Street Car Park	A1	PBC	Improvements to public realm materials, lighting, street layout, bin storage and street furniture as a multi-function space.
Station Road Space	A2	PBC	Improvements to public realm materials, lighting, street layout and street furniture as a town centre dwell space.



Opportunity sites continued

Potential benefits:

5.105 The redevelopment and refurbishment of opportunity sites enhance the local built environment and will drive economic outputs and outcomes through the provision of commercial floorspace driving productivity growth, job creation and the increased vitality and resilience of local businesses and services. The delivery of new or improved residential units will deliver increased energy facility, change in the perception of place, and improved experience for residents.

5.106 Improvements to inclusion and accessibility through public transport improvements and new or improved car parking will support access to employment opportunities, deliver a change in passenger experience and satisfaction, drive greater town centre footfall, and improve the vitality and resilience of local businesses and services.

Thematic Grouping	Indicative Outputs	Indicative Outcomes
Local Built Environment	<ul style="list-style-type: none">New or improved residential unitsSites clearedDilapidated buildings improvedPublic amenities/facilities created, improved or relocatedFloorspace rationalisedCommunity space created or improvedOffice space created or improvedIndustrial space created or improvedRetail space created or improvedHeritage buildings renovated/restored	<ul style="list-style-type: none">Change in perception of placeImproved experience for residents, businesses and visitorsChange in business investmentChange in productivity and payChange in employment rateChange in vacancy rateImproved vitality and resilience of local businesses and servicesIncreased energy efficiency
Inclusion and Accessibility	<ul style="list-style-type: none">Public transport improvementsNew or improved car parking spaces	<ul style="list-style-type: none">Improved access to employment opportunitiesChange in passenger experience/satisfactionGreater town centre footfallImproved vitality and resilience of local businesses and services



CHAPTER SIX

Delivery framework

FINAL DRAFT
FOR EXECUTIVE
BOARD



Delivery and funding

6.1 This masterplan could promote real change in Earby.

6.2 Although Pendle Borough Council has commissioned this masterplan and will need to take a lead role in its delivery, the realisation of the vision will require collaboration with the private sector (developers, local businesses and potential investors) and other local partners (including the local community) to determine detailed action plans for each of the proposed projects.

Governance

6.3 It will be important to ensure that appropriate governance is put in place to oversee and steer the delivery of the masterplan. Wherever possible the agreed structure should align with existing governance structures rather than introduce various additional structures which could be unsustainable in the longer term.

6.4 More intensive support will be required in launching the masterplan, determine priority actions (including identifying/ accessing funding) and commencing quick wins and short term projects but should become less onerous in the medium term as identified partners drive specific projects forward.

6.5 Consideration should be given as to whether a layer of governance is required above the individual towns overseeing the three masterplans (and potentially Nelson to ensure opportunities for collaboration are considered).

Delivery

6.6 It is anticipated that responsibility for driving the delivery of the whole masterplan will sit with the Council but that individual projects will be led by identified partners (not necessarily the Pendle Borough Council). This would include LCC, Earby Town Council and local business/community groups as well as technical support from wider partners such as Environment Agency.

6.7 Once priority actions are agreed (see below), it is recommended that dedicated working groups are set up to drive specific short term priority actions forward. The action focused working groups will be responsible for:

- Defining the details of the proposed action
- Seeking funding - this might require support from other partners
- Determining the timetable for intervention
- Monitoring and evaluating progress against key performance indicators and refining actions if agreed outcomes are not being met

6.8 There are a number of common themes (for example greener and more walkable and connected towns) and draft projects (branding and wayfinding, alleygating and active streets) across the masterplans for Barnoldswick, Colne and Earby. Consideration should be given to

the benefits of setting up some working groups which cover all three centres (and potentially Nelson) where there may be economies of scale and improved access to funding through a larger programme of improvements.

6.9 The makeup of the working groups will vary depending on the specific actions they are focused on. It is important to ensure that the same people are not tasked with getting involved in all the working groups as this will impact on progress. As such the number of working groups and pace of delivery will depend on the number of stakeholder partners that can be engaged with and encouraged to get involved.

6.10 The Working Groups will report progress into the agreed governance structure and Pendle Borough Council.

6.11 Where issues regarding progress/delivery are identified discussions will need to be held to determine the required refinements to get progress back on track.

Action Plan

6.12 An action plan is provided from page 99.

Funding

6.13 Potential sources of funding to support delivery of the masterplan could include:

- Private sector – working with local landowners to encourage them to bring their sites forward or local developers who are keen to make their mark in an area which they are passionate about. Working with local businesses (including national businesses such as Rolls-Royce and Silentnight, those located on West Craven Business Park as well as local independents situated in the Centre) to encourage them to deliver social value in their local areas and encouraging local specialist to add value for example around marketing and landscaping
- Other public sector partners - encourage them to release underutilised sites/ building so that they can be repurposed into more productive uses. As well as encouraging public partners to invest their budgets into the area including Lancashire County Council, Environment Agency, Arts Council, Heritage Fund and Groundwork
- S106 monies from new developments
- Community Funds – there are a number of funding pots available that community groups can apply for such as United Utilities

- Homes England – to access existing sources of funding such as Brownfield Infrastructure and Land Fund but also to be ready to respond to new opportunities which might emerge specially to support investment in existing homes and to improve energy efficiency to meet climate commitments
- New funding streams – the Masterplan has been prepared to be flexible so that projects can be adapted to respond to new funding sources which the current or a new Government may look to bring forward.

6.14 Importantly this Masterplan will provide the platform to support funding bids by public partners and community groups establishing the strategic framework to demonstrate the need for intervention and its wider support.

6.15 It must be recognised that in the current period of public sector spending cuts, Pendle Borough Council cannot be expected to lead and fund all the projects identified in the masterplan. Future investment in Earby will be maximised where public and private partners come together with the local community to access available funding and harness local talent and resources.

Engagement

6.16 Building upon the engagement undertaken to prepare the masterplan, an engagement plan will be prepared and delivered which ensures that the local community and local partners are aware of the masterplan and its priority actions and how their delivery is progressing. This will include updates through the following mechanism:

- Pendle Borough Council, Earby Town Council and Visit Pendle websites
- Social media – such as Earby Talk
- Business including those located on the West Craven Business Park and those within the heart of the Centre
- Identification of local ambassadors who can promote positive messages about the centre and progress on delivery of the masterplan
- Events

6.17 Key partners who will need to be engaged with initially will include Earby Town Council, Lancashire County Council, Environment Agency, Visit Lancashire and local businesses and community groups including local sports clubs. As well as active developers in the Centre include Gleeson and Barnfield.

Delivery and funding continued

Future re-instatement of the Colne-Skipton Railway

- 6.18 There is potential for the Colne to Skipton historical rail line to be considered for re-opening as a new east-west link across the north improving rail connectivity in the region.

6.19 This is a longer-term aspiration, as improvements to other lines in the north are currently on-going and planned.

6.20 In the shorter term, the line is proposed as an option for a green corridor, providing a cycle route between Colne and Skipton.

6.21 This would provide an opportunity to build up non-car patronage along this corridor and build a profile of the route and the sustainable links that it can create.

6.22 If in the long term, plans for the rail re-opening come forward, there is scope to assess the feasibility of maintaining a cycle route, as well as providing a rail connection.

6.23 This creates both a short and long term sustainable transport corridor along this historic route connecting key local towns and centre within the region.

Key

Short 1-2 years

Medium 3-5 years

Long 5+ years

Action plan

6.24 The table on the following pages provides a summary of the key actions to support the Earby Town Centre Masterplan. The table on the following pages provides a summary of the key actions to support the Earby Town Centre Masterplan. For each action it provides the following, grouped by theme:

- Project name
- Potential timing - projects are grouped into short (1-2 years), medium (3-5) and long (5+ years) term
- Project description
- Alignment with strategic objectives
- Lead organisation and other potential partners
- Alignment with neighbouring towns

Project	Time-frame	Description	Alignment with Strategic Objectives	Lead Organisation and Partners	Alignment with Neighbouring towns
Theme 1: A better arrival experience for Earby					
1.1 Signage and branding		Wayfinding signage at key points in the town to direct visitors to key destinations and assets.	SO1, SO2, SO8	Earby Town Council, Pendle Borough Council , Local Businesses, Creative Lancashire	<div></div>
1.2 Victoria Road Junction/A56		Junction upgrade at the A56/Victoria Road/New Road junction to improve pedestrian and vehicle movement into Victoria Road high street area.	SO2, SO4, SO8	Lancashire County Council, Earby Town Council	
Theme 2: A thriving town centre					
2.1 An enhanced Victoria Road corridor		Enhancement to Victoria Road to include shop-front improvements, improved public realm, tree planting and formalised parking, pedestrian crossings and 20mph speed limit.	SO2, SO4, SO8	Pendle Borough Council , Lancashire County Council	
2.2 Bus turning area		Project to transform the bus turning area and areas surrounding the Town Council buildings on Victoria Road. Opportunity to re-locate bus turning area to allow space for a community garden and playground and more efficient car parking area. Scale of transformation to be further explored with bus operators, Council and local residents and businesses.	SO2, SO3, SO5, SO8	Lancashire County Council	

Action plan continued



Project	Time-frame	Description	Alignment with Strategic Objectives	Lead Organisation and Partners	Alignment with Neighbouring towns
2.3 Albert Street car park and surrounds		Public realm improvements around Victoria Mill, more efficient parking layout with long and short stay options.	SO4, SO5, SO8	Lancashire County Council, Pendle Borough Council	
2.4 Parking management programme		Project to identify and provide new parking areas around the town centre (e.g. at the Library and Community Centre, Bus turning area, Albert Street, Victoria Road and New Road opportunity site) and provide better management and enforcement.	SO8	Lancashire County Council	
Theme 3: A walkable centre					
3.1 Electric charging points		Installation of EV, scooter and bike charging points at Albert Street and on the bus turning area off Victoria Road.	SO8	Lancashire County Council	✓
3.2 West Craven Greenway		Creation of the West Craven Greenway, a walking and cycling route connecting Colne, Earby and Barnoldswick, using sections of the former Skipton-Colne railway line. Improvement to access points onto the Pennine Bridleway, Pennine Way, into the town centre and Craven Business Park.	SO1, SO8	Lancashire County Council, Pendle Borough Council	✓
3.3 Active travel routes		Prioritisation of key walking and cycling routes through Earby, to improve access, crossings and user experience.	SO1	Lancashire County Council, Pendle Borough Council, Earby Town Council	✓
3.4 Junction improvements		Junction improvements and improvements to opportunity site improvement points at the following locations:A56/West Craven Drive, A56/Victoria Road/New Road, A56/Salterforth Road, New Road, ped/ cycle crossings along A56 and Victoria Road.	SO1, SO8	Lancashire County Council	



Project	Time-frame	Description	Alignment with Strategic Objectives	Lead Organisation and Partners	Alignment with Neighbouring towns
Theme 4: A greener town					
4.1 New Cut and Earby Beck		Project to enhance the setting of New Cut and Earby Beck, improving amenity access to the water-bodies, enhancing biodiversity, safeguarding access through future development sites and designing in flood management works.	SO3	Earby Town Council, Environment Agency, Pendle Borough Council	
4.2 Street green infrastructure		Project to introduce green infrastructure to streets, which could range from planting streets trees to incorporating SUDS, planted verges, eating and grow box spaces.	SO2, SO8, SO9	Earby Town Council, Local Businesses, Local Community Groups, Pendle Borough Council , Groundwork	
4.3 Back street improvements		Community-led gardening scheme to enhance environment and function of streets behind rows of terraces, providing planting, playspaces and enhancing biodiversity.	SO2, SO9	Earby Town Council, Local Community Groups, Lancashire County Council, Local Businesses, Groundwork	
Theme 5: A town open to business					
5.1 Mill and heritage improvements		Improvements to key heritage buildings in the town centre to support energy efficient retrofit, aesthetic improvements.	SO5	Earby Town Council, Developers	
5.2 West Craven Business park		Project to maximise investment potential in the West Craven Business Park through improved access and junction improvements including a new roundabout at the junction of West Craven Drive/ Skipton Road.	SO4, SO6	Lancashire County Council	

List of supporting documents

[Key Findings Presentation: Colne, Barnoldswick and Earby, October 2023](#)

[Colne, Earby and Barnoldswick Masterplans, Placed Community Engagement Final Report, October 2023](#)

[Placed Community Engagement Interim Report, November 2022](#)

[Earby Baseline Document, February 2023](#)

[Earby Town Centre Masterplan Plan Pack, February 2024](#)

Index of sources

[Socio-economic statistics;](#)

- Census 2011
- Census 2021
- Business Register and Employment Survey
- ONS 2022
- ONS 2023
- UK Business Count

[Property market statistics](#)

- Census 2011
- Rightmove, October 2022
- Food Standards Agency 2022

