

<b>Subject:</b>	Haslingden Town Centre, 2040 Vision, Masterplan and external funding update	<b>Status:</b>	For Publication
<b>Report to:</b>	Full Council	<b>Date:</b>	23 <sup>rd</sup> December 2019
<b>Report of:</b>	Director of Economic Development	<b>Portfolio Holder:</b>	Leader of the Council
<b>Key Decision:</b>	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
<b>Equality Impact Assessment:</b>	Required: Yes	Attached:	Yes
<b>Biodiversity Impact Assessment</b>	Required: No	Attached:	No
<b>Contact Officer:</b>	Guy Darragh	<b>Telephone:</b>	01706 252568
<b>Email:</b>	guydarragh@rossendalebc.gov.uk		

<b>1.</b>	<b>RECOMMENDATION(S)</b>
1.1	Council to note the results of the Haslingden 2040 consultation, draft Vision and Masterplan.
1.2	Council to authorise full consultation on the Vision and Masterplan with the view of adopting them as official Council policy both for regeneration policy in the town centre and as a supplementary planning document.
1.3	Council to note the successful award of the stage 1 National Lottery Heritage Fund bid for Haslingden.

## 2. PURPOSE OF REPORT

2.1 To update members on the draft Haslingden 2040 Vision and Masterplan as well as the external funding bid.

## 3. CORPORATE PRIORITIES

3.1 The matters discussed in this report impact directly on the following corporate priorities:

- **A connected and successful Rossendale that welcomes sustainable growth:** our priority is to ensure that we are well connected to our residents, key partners and stakeholders. We want to make the most of every pound we spend and we are always looking for new and innovative ways to make the resources we do have, work harder for us.
- **A proud, healthy and vibrant Rossendale:** our priority is to ensure that we are creating and maintaining a healthy and vibrant place for people to live and visit.

## 4. RISK ASSESSMENT IMPLICATIONS

4.1 All the issues raised and the recommendation(s) in this report involve risk considerations as set out below:

- Draft 2040 Vision and Masterplan does not meet with stakeholder approval- extensive consultation has taken place in order to produce the draft Vision and Masterplan that represents the aspirations of the community and stakeholders. This will be amended further during further consultation to ensure that a strongly supported final version is adopted by the Council.
- Area identified for Cockerill Square is developed – since producing the draft masterplan, a developer has cleared the area of vegetation and a planning application for residential development is expected to be received. Economic Development will be responding to the planning process to ensure that any development of this site

supports the wider regeneration of the market, car parking, derelict building and community space.

- Lack of private sector grant funding investment – we have already met with many of the landlords and businesses during the draft stage with responses supporting the planned intervention rates, this will be further developed during the stage one process.
- Project Officer unable to be recruited – the position has been graded by the Councils HR team and it is expected that a suitable candidate will be recruited for the full length of the project subject to a break clause if stage two funding is not obtained.
- Stage 2 bid not successful – As stage two will be just as competitive as stage one we will need to ensure that the plans are fully developed and meet the criteria set out by the National Lottery Heritage Fund. The officer will be supported by the Economic Development Team with quality control measures ensuring that the work produced is of a high standard.

## **5. BACKGROUND AND OPTIONS**

### **Haslingden town centre**

Haslingden is a historic market town with unique buildings adding to its character. It is understood the town owns the oldest street market licence and is home to several listed buildings and assets. It was designated a conservation area by Council in 2017.

The town centre is split across 4 main roads in a crossroads formation, these areas: Upper Deardengate which is the main shopping area with an attractive cobbled appearance; Lower Deardengate which is an area with a higher concentration of vacant shops and would benefit from some repurposing from retail; Manchester Road which has a high concentration of takeaways that are mainly closed during the day; Blackburn Road which is a mixed retail and residential area linking to the market area. Each part of the town has a unique characteristics bringing both challenges and opportunities.

Haslingden Town Centre borders some communities that are ranked in the top 10% of the most deprived areas in the UK as well as areas ranked in the top 30% of the most deprived areas, according to the indices of multiple deprivation. However, there is a strong community spirit and passionate groups such as Love Haslingden and Haslingden Civic Pride who arrange community events, litter picks and flower planting to improve the local environment.

In order for the town centre to meet the needs faced by the national decline in the retail sector it is important that businesses, community and stakeholders come together to help shape the town's future growth.

### **Strategic Town Centre Board**

The Strategic Town Centre Board was set up by the Council to help address the challenges facing Haslingden town centre. It is constituted with terms of reference and has as its members elected representatives, businesses, landlords and community groups.

The board has overseen the strategic direction of town's regeneration as well as ensuring that the plans put forward meet with broad community support and involvement. This input has been critical in the development of the town centre draft Vision and Masterplan; the board felt that the development of a long-term strategy for the centre was an important priority in 2019.

### **Haslingden 2040 Consultation**

In order to develop the draft Vision and Masterplan, extensive consultation has taken place with over 1,000 people involved from a diverse range of backgrounds. The main consultation

that has taken place is as follows:

### Scope of the consultation

The defined consultation period ran for from November 2018 until June 2019 with a range of techniques and applications used.

The following activity has taken place during this period:

- Letter introducing the scheme to building owners with a survey and freepost envelope for returns to grasp grant intervention rates and opinions on the town centre
- Press Release with call for comments in several local papers.
- 3 x library drop in sessions at busiest times, with stimulating discussion material.
- Advertisement of an online survey on Facebook, Twitter, Linked In and direct emails to local community groups, through the Taskforce and local papers. Including Council wide sites, MP sites and local Haslingden pages
- Meetings with local community groups and organisations to discuss their ideas, including LCC, Rossendale Leisure Trust, Valley Heritage, Civic Pride, Proffitts, Love Haslingden to name just a few.
- Online surveys with 2 x local high schools pupils to target 11-18 year olds.
- Face to face surveys with town centre businesses and organisations
- Reinstatement of the Haslingden Traders group and presentation / feedback session relating to the scheme.
- Presence at key dates in the local mosque
- Survey opportunity in Together Housing's newsletter
- A Haslingden Town Centre 2040 Vision workshop with key stakeholders within the town centre to form a wider strategy which forms a separate appendix to the bid
- Attendance and input at a local transport forum.
- Feedback gathering and attendance at the Community Partnership Board meeting.
- An online survey specifically to generate and understand event ideas
- Presentation to head teachers in local primary and secondary schools.

### Main Results of the consultation

- **90%** of landlords/ building owners that returned a completed survey welcomed a grant intervention rate of 80% to complete improvements to their property.
- **97.8%** of people agreed that Haslingden Town Centre could be improved, with most respondents suggesting enhancements should be made to create attractive shops and work on derelict buildings, as well as addressing the market and places to sit.

The following challenges featured the most frequently:

Lack of variety with shops	Nowhere to sit	No leisure activity
Too many takeaways	No identity or USP	Derelict buildings
Looks rundown and visually unappealing particularly the gateway	Lack of enforcement on the car parks	Town centre too spread out
Lack of green space	Anti-social behaviour	Lots of shutters on shops
Market underused	Nothing to do, especially at night time	Pedestrian & cycle routes are poor

The following ideas to improve the town centre appeared the most frequently:

Making shops attractive	Seating area and gardens	Pedestrianise/ one way on Deardengate
Better lighting in the town	Derelict building improvements	Market improvements and relocation
Community art work	Greater police presence	Less takeaways
Replace paving	Connection to the Halo	Community events
Digitalisation	A USP for the town	Nature throughout

Further details on the consultation results and methodology can be found in Appendix 1 of this report

### **Haslingden 2040 draft Vision and Masterplan**

In response to the community and stakeholder feedback and after assessing the opportunities and challenges we have produced a draft Vision and Masterplan.

The Vision statement is: “In 2040 Haslingden Town Centre will unlock its potential to be known as a “hidden gem” for nature and countryside explorers. The town centre will be a hub for community activity and heritage renaissance which captures the fusion of cultural and historic experiences it has to offer. With a refreshing stream of investment, Haslingden will be a town centre for everyone.”

The Vision has identified four key themes which each have associated actions:

- Investment
- Evolution
- Revitalisation
- People

Further details of the draft 2040 Vision and Masterplan may be found in the background document links.

### **External funding bid**

Based upon the consultation results and draft Vision and Masterplan we have submitted a stage one application to the National Lottery Heritage Fund. This follows on from an unsuccessful bid in 2018 and has taken on board the detailed feedback that has been given.

The bid is in two stages, both of which are competitive. Stage one allows for further consultation to take place which will see the Vision and Masterplan adopted as Council policy as well as supporting technical and professional reports, business and landlords in principle-match funding agreements. The supporting data will then be submitted in around 15 months’ time. The stage one activities will be resourced with a project officer that will be dedicated to the project and supported by the wider Economic Development Team with links to the Communities Team. The cost for stage one will be £140,820 of which £15,020 will be RBC match funding; £123,400 will come from the National Lottery Heritage Fund and £2,400 in-kind volunteer time.

If successful with a stage two bid, the project would last from June 2021 until May 2026 and would see the implementation of the capital works and activities. This is expected to total

£2,352,104 with £185,072 from RBC, £1,839,500 from the National Lottery Heritage Fund with the remainder from private sector and volunteers.

This project is about breathing new life and footfall into Haslingden by engaging a wider range of people with heritage and nature, complementing the recently established conservation area and Emerging Haslingden 2040 Vision and Masterplan. Consisting of fine, historical buildings and features which deserve to be set in context, the importance of investment in this unique streetscape cannot be underestimated.

This transformational project will:

- Restore inherited assets whilst promoting the heritage significance with architectural lighting offering a practical use for the community
- Create a fusion of heritage and nature by rejuvenating an area of wasteland in the town centre with a uniquely designed seating area and garden, acknowledging Haslingden born inventor, William Cockerill
- Create a sense of place for the local community by upgrading and extending paving along the main shopping street at key vistas in the town, providing an uplift and improving the well-being of town centre users
- Boost the local economy, by providing attractive looking shops which encourage new businesses and create jobs
- Achieve a better place to live, visit and work through heritage events, activities and training and micro-grants programme

The Council report on 27<sup>th</sup> February 2019, authorised Council match funding (recommendation 1.1) the stage one grant funding agreement being signed (recommendation 1.2), all stage one expenditure was delegated to the Haslingden Strategic Board (recommendation 1.4). A further report will be presented to Council seeking stage two grant funding agreement approval once the stage one plans have been fully developed.

## **COMMENTS FROM STATUTORY OFFICERS:**

### **6. SECTION 151 OFFICER**

6.1 In February 2019, Council approved £160k from reserves in support of the funding bids for Haslingden.

### **7. MONITORING OFFICER**

7.1 All legal implications are covered in the body of the report.

### **8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT**

8.1 The regeneration of Haslingden Town Centre is identified both as a Corporate Project within the refreshed 2018 Corporate Strategy and within the three year action plan of the adopted 2018 Economic Development Strategy.

8.2 On success of a funding bid full consultation will be undertaken with the community and relevant and proportionate consideration will be given to equalities .

### **9. CONCLUSION**

9.1 The project will be developed over the next 15 months and a fully developed and costed stage two submission will be made. The Vision and Masterplan will be further consulted upon during the stage one process with the view of formal adoption as a town centre regeneration document and a supplementary planning document.

Background Papers

Document	Place of Inspection
E2 External Funding Bid report to Council 27 <sup>th</sup> February 2019	<a href="https://www.rossendale.gov.uk/meetings/meeting/1099/council">https://www.rossendale.gov.uk/meetings/meeting/1099/council</a>
Haslingden 2040 Consultation results	<a href="https://www.rossendale.gov.uk/meetings/meeting/1183/council">https://www.rossendale.gov.uk/meetings/meeting/1183/council</a> C5 Appendix 1
Haslingden 2040 draft Vision	<a href="https://investinrossendale.com/wp-content/uploads/2019/08/Appendix-A-Haslingden-2040-Vision-and-Masterplan-OL-19-00568.pdf">https://investinrossendale.com/wp-content/uploads/2019/08/Appendix-A-Haslingden-2040-Vision-and-Masterplan-OL-19-00568.pdf</a>
Haslingden 2040 draft Masterplan	<a href="https://investinrossendale.com/wp-content/uploads/2019/08/HAS1906_MP01_Haslingden-Illustrative-Masterplan.pdf">https://investinrossendale.com/wp-content/uploads/2019/08/HAS1906_MP01_Haslingden-Illustrative-Masterplan.pdf</a>