

To register a question for Public Question Time please email your question to democracy@rossendalebc.gov.uk before 9am Monday 7th December.

Meeting of: The Council

Wednesday 9th December 2020 at 6.30pm or at the conclusion of Question Time and Public Engagement whichever is the later.

***Owing to the social distancing requirements of Covid-19, public meetings which normally take place in the Council Chamber will be conducted via Zoom.**

Join Zoom Meeting (please allow time for set up if accessing for the first time):

<https://zoom.us/j/95728023249?pwd=T1c5M3ZjVzNrdFVGdzRuUnRoTXdYUT09>

Meeting ID: 957 2802 3249

Passcode: 479216

Please note that a waiting room will be in place for the Zoom meeting and public will be admitted to the meeting shortly before 6.30pm.

To join by phone or mobile:

Dial 02034815240 then when prompted enter the ID number followed by # e.g. 95728023249#

When prompted confirm with another # To mute and unmute yourself press *6

(Alternate dial in number: 02039017895)

Supported by: Carolyn Sharples, Committee and Member Services Manager Tel: 01706 252422

Email: democracy@rossendalebc.gov.uk

ITEM		Lead Member/Contact Officer
A.	BUSINESS MATTERS	
A1.	Apologies for Absence	
A2.	To approve and sign as a correct record the minutes of 23 rd September 2020.	
A3.	Urgent Items of Business To note any items which the Chair has agreed to add to the Agenda on the grounds of urgency.	
A4.	Declarations of Interest <i>Members are advised to contact the Monitoring Officer in advance of the meeting to seek advice on interest issues if necessary.</i> Members are requested to indicate at this stage, any items on the agenda in which they intend to declare an interest. Members are reminded that, in accordance with the Local Government Act 2000 and the Council's Code of Conduct, they must declare the nature of any personal interest and, if the interest is prejudicial, withdraw from the meeting during consideration of the item.	Clare Birtwistle, Monitoring Officer 01706 252438 clarebirtwistle@rossendalebc.gov.uk

The agenda and reports are also available for inspection on the Council's website <https://www.rossendale.gov.uk/>. Other formats are available on request. Tel 01706 217777 or contact Rossendale Borough Council, Futures Park, Bacup, OL13 0BB

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B.	Communications from the Mayor, the Leader or Head of Paid Service To receive any communications from the Mayor, the Leader, or the Head of the Paid Service that they may wish to lay before the Council.	The Mayor, Councillor Ashworth, The Leader, Councillor A.Barnes and Neil Shaw, Chief Executive 01706 252447 neilshaw@rossendalebc.gov.uk
C.	ORDINARY BUSINESS	
C1.	Visitor Economy Strategy To consider the Visitor Economy Strategy.	Councillor A.Barnes/Cath Burns, Director of Economic Development 01706 252429 cathburns@rossendalebc.gov.uk
C2.	Haslingden 2040 Masterplan and National Lottery Heritage Fund Bid To consider the masterplan and bid report.	Councillor A.Barnes/Cath Burns, Director of Economic Development 01706 252429 cathburns@rossendalebc.gov.uk
C3.	Local Council Tax Support Scheme 2021/22 To consider the Local Council Tax Support Scheme.	Councillor Hughes/Adam Allen, Director of Communities 01706 252428 adamallen@rossendalebc.gov.uk
C4.	Stubbylee & Moorlands Park Green Flag Management Plan To consider the Green Flag Management Plan.	Councillor Lythgoe/Adam Allen, Director of Communities 01706 252428 adamallen@rossendalebc.gov.uk
C5.	Public Meeting Schedule To consider the Public Meeting Schedule for 2021/22.	Councillor Serridge/ Clare Birtwistle, Monitoring Officer 01706 252438 clarebirtwistle@rossendalebc.gov.uk
D.	NOTICES OF MOTION	
D1.	To consider a notice of motion submitted by Councillors Adshead and Stevens To consider a notice of motion as set out in item D1 concerning the publication by Government of the White Paper, 'Planning for the Future.'	Councillor Adshead Councillor Stevens
D2.	To consider a notice of motion submitted by Councillors Marriott and Ashworth To consider a notice of motion as set out in item D2 concerning public firework displays.	Councillor Marriott Councillor Ashworth
D3.	To consider a notice of motion submitted by Councillors Serridge and Marriott To consider a notice of motion as set out in item D3 concerning maintained nursery schools.	Councillor Serridge Councillor Marriott



Neil Shaw
Chief Executive

Date Published: 1st December 2020

COUNCILLOR BARBARA ASHWORTH, MAYOR

MINUTES OF: THE COUNCIL OF THE BOROUGH OF ROSSENDALE

DATE OF MEETING: 23rd September 2020

PRESENT: The Mayor Councillor Ashworth (in the Chair)
Councillors Adshead, Aldred, A. Barnes, L. Barnes, Bromley, Cheetham, James Eaton, Janet Eaton, Essex, Fletcher, Gill, Haslam-Jones, Haworth, Hughes, Kostyan, Lythgoe, MacNae, Marriott, Morris, Neal, Oakes, Pendlebury, Powell, Procter, Serridge, Steen, Stevens and Walmsley.

IN ATTENDANCE: Neil Shaw, Chief Executive
Clare Birtwistle, Legal Services Manager (Monitoring Officer)
Cath Burns, Director of Economic Development
Adam Allen, Director of Communities
Karen Spencer, Head of Finance
Mick Coogan, Strategic Housing Manager
Carolyn Sharples, Committee and Member Services Manager
Glenda Ashton, Committee and Member Services Officer

1. Apologies for Absence

Apologies for absence were received for Councillors Farrington, Kempson, Kenyon, Johnson, Roberts and Stansfield.

2. Minutes

Resolved:

That the minutes of the meeting held on 15th July 2020 be signed by the Mayor as a correct record.

3. Urgent Items of Business

There were no urgent items of business.

4. Declarations of Interest

There were no declarations of interest.

5. Communications from the Mayor, the Leader or Head of Paid Service

The Head of Paid Service provided an update on the COVID situation in the borough. The Council would continue to communicate and work with partners, local businesses, schools and the public and take enforcement action as and when necessary.

RECOMMENDATIONS FROM THE CABINET AND OTHER COMMITTEES

6. Constitution Review

The Council considered the recommendation of the Governance Working Group in relation to the Constitution Review report, which was introduced by the Chair of the Governance Working Group, Councillor Oakes.

Resolved:

That Council agree to the proposed changes to the Constitution in relation to granting a general dispensation to all members of the Council for a period of 4 years as detailed in Appendix A.

Reason for Decision

The Council is required by law to implement a Constitution and it is in the interests of the Council to regularly review and update the document.

Alternative Options Considered

None.

ORDINARY BUSINESS

7. Partial demolition of Waterside Mill, Bacup

The Council considered the Waterside Mill report, which was introduced by the Portfolio Holder for Environment, Councillor Lythgoe.

In response to questions from members it was confirmed that:

- The contractor carrying out the works would be responsible for any issues surrounding the demolition.
- Any costs involved in the works would be added to the Land Charges register as security and recovered as part of future enforcement action.

Resolved:

1. Members approve an addition to the Capital Programme of up to £100k for the partial demolition of Waterside Mill or full demolition if required, to be funded by borrowing or capital receipts.
2. All future minor amendments to the strategy to be delegated to the Head of Planning & Building Control in consultation with the Portfolio Holder.

Reason for Decision

The partial demolition of the building has begun following the continued structural deterioration of the building and members are required to ratify the funding to enable the necessary demolition works.

Alternative Options Considered

None.

8. Permission to Tender for Disabled Facilities Grant Lifting Equipment

The Council considered the Disabled Facilities Grant report, which was introduced by the Portfolio Holder for Communities, Councillor Hughes.

In response to questions from members it was confirmed that:

- The procurement package would cover maintenance of the equipment installed.

Resolved:

Council grants permission to proceed as planned with the procurement process for the supply and maintenance of lifting equipment for Disabled Facilities Grants using the Northern Consortium framework extended competition for a 5 year contract with the option for an extension for a further 2 years.

Reason for Decision

The procurement exercise should continue as planned to provide a holistic and end to end service for customers who need lifting equipment as part of their DFG funded adaptation.

Alternative Options Considered

None.

9. River Wall at Victoria Way, Rawtenstall

The Council considered the River Wall at Victoria Way Rawtenstall report, which was introduced by the Portfolio Holder for Resources, Councillor Walmsley.

In response to questions from members it was confirmed that:

- The Council were responsible for the works as the land owner.
- All owned assets were insured however river walls were not insurable.

Resolved:

To approve £100,000 additional capital funding for the reconstruction of the retaining river wall at Victoria Way, Rawtenstall.

Reason for Decision

Additional capital funding is required for the reconstruction of the retaining river wall at Victoria Way, Rawtenstall.

Alternative Options Considered

None.

(The meeting commenced at 6.35pm and concluded at 7.32pm)

Signed.....

(Chair)

Date

Subject:	Visitor Economy Strategy	Status:	For Publication
Report to:	Full Council	Date:	9 December 2020
Report of:	Economic Development Officer	Portfolio Holder:	Leader of the Council and Portfolio Holder for Economic Development
Key Decision:	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required: No	Attached:	No
Biodiversity Impact Assessment	Required: No	Attached:	No
Contact Officer:	Megan Eastwood	Telephone:	01706 252480
Email:	meganeastwood@rossendalebc.gov.uk		

1.	RECOMMENDATION(S)
1.1	To consider and approve the Visitor Economy Strategy for the whole of Rossendale and accompanying Action Plan.
1.2	All future minor amendments to the strategy to be delegated to the Director of Economic Development in consultation with the Portfolio Holder.
1.3	For Full Council to review the strategy on an annual basis and update on the progress of the Action Plan.

2. PURPOSE OF REPORT

- 2.1 The purpose of the report is to obtain Full Council approval of the updated Visitor Economy Strategy for the whole of Rossendale and accompanying Action Plan.

3. BACKGROUND

3.1 Corporate Priorities

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.

The matters discussed in this report also address directly Priority 4 of the Economic Development Strategy 2018.

3.2 Rationale for the Strategy

Since 2010, the Visitor Economy has been the fastest growing sector in the UK in terms of jobs, in Rossendale approximately 816 are employed in this sector (STEAM figures 2018).

Since the inception of the present Economic Development Department in 2017, work behind the scenes has been on-going to promote Rossendale and support the tourism, leisure, arts and culture industry which is currently worth £63.563m and this has a 2% share overall across Lancashire. By increasing our percentage share, the Council will create jobs and raise investment levels in the borough.

The strategy will accomplish the following objectives:

- Strengthen Rossendale's identity, developing its reputation as a place that people

want to visit

- Attract more day visitors increasing the profitability of operators in the sector
- Increase the number of people staying for one or two nights
- Improve Rossendale's market share across Lancashire
- Attract investment to evolve the visitor offer
- Increase the number of people employed in leisure, tourism, culture and hospitality locally
- See growth in the economic impact of visitors to Rossendale
- Improve the visitor experience which will encourage repeat visitors to Rossendale
- Become more sustainable adapting to ever changing trends

3.3 Formulation of the strategy

The Promoting Rossendale Board is chaired by the Portfolio Holder for Economic Development and has membership consisting of key stakeholders and relevant officers. It meets every 6 months to discuss ideas and methods to promote Rossendale and has an annual operating budget of £40k and has overseen the formulation of the Strategy.

Critical to the development of the Strategy has been the involvement of the Visitor Economy Stakeholder Group. The group is open to all leisure, tourism, arts and culture businesses and many are experts in their field. Together, they have formed various subgroups generating a series of actions to grow key themes, and in doing so they have contributed greatly to the development of the strategy.

The key themes have been identified over a number of years, sparked initially by a 2010 Tourism study and then subsequently by a piece of work completed by Lancaster University Masters Students in 2018, which involved in depth consumer analysis and many surveys undertaken. Combining this with local knowledge and experience formed the preliminary start of the process, identifying 5 key themes for growth:

1. Marketing Rossendale
2. Outdoor Rossendale
3. Lifestyle Rossendale
4. Creative Rossendale
5. Accommodation Rossendale

Stakeholders have taken part in several workshops with a focus on identifying a series of actions to develop these themes and over 60 different organisations offered their feedback on how to build on these ideas. They were then presented at a final summary meeting.

In addition to this, several one to one meetings were held with key partners and other council colleagues operating within the sector who fed back their ideas and suggestions, as well as offer insight into their pipeline projects to help grow Rossendale's Visitor Economy.

Businesses, organisations and events were also invited to complete an online questionnaire with the option to put forward any additional ideas on email. This feedback was gathered along with consumer surveys in 2018. Members also attended a briefing event in which they could make suggestions to improve the Visitor Economy across Rossendale.

This extensive list of engagement, as well as the gathering of crucial data both Regionally

and Nationally has led to the formulation of the Strategy and the accompanying detailed Action Plan- Appendix 1

3.4 **About the Strategy**

This Strategy will harness the power of our strong leisure, arts and culture offer and provide the framework for growth.

The Visitor Economy Strategy for the whole of Rossendale identifies 10 years of action, building on what Rossendale already offers to make it a place that attracts both day and overnight visitors.

The Strategy includes the following:

- A Vision Statement
- Key themes and priorities
- Regional and National context
- Benchmark data for targets
- Expansion of the themes
- Detailed 10-year Action Plan

Broad highlights of the key actions include:

Marketing Rossendale

- Create an inclusive brand for Rossendale
- Create a promotional plan
- Develop a marketing plan
- Improve the knowledge of local residents and businesses
- Provide businesses with a platform to promote themselves
- Develop a signage strategy across Rossendale
- Improve the Visit Rossendale website

Outdoor Rossendale

- Improve the experience of outdoor activities
- Increase spending opportunities of our outdoor assets
- Package up adventure experiences and attract a niche market

Lifestyle Rossendale

- Deliver Masterplans for Bacup and Haslingden
- Develop an Action Plan for Rawtenstall
- Get people using the East Lancashire Railway onto Bank St and surrounding areas
- Develop Rossendale's Food and Drink Economy
- Attract high quality all-year round events

Accommodation Rossendale

- Bring forward suitable camping, caravan and motorhome sites
- Attract a town centre based hotel
- Expand opportunities at existing sites

Creative Rossendale

- Create a skills package to showcase our local artists, artisans, crafts people and musicians
- Develop an Artist Village concept
- Create a series of day, weekend and weeklong itineraries

General Actions

- Supporting Businesses to thrive
- Covid- 19 recovery plan

3.5 Further Consultation

Following the formulation of the Draft Visitor Economy Strategy, a series of consultation activities have taken place to ensure that stakeholders, partners, residents and potential visitors feel that it is ambitious, yet achievable and reflective of their ideas.

It is important to note that this consultation opportunity was in addition to the vast amount of engagement during the development of the Draft Strategy.

The Draft Strategy was subject to the following consultation between the 12th of October 2020 and the 15th of November 2020:

- Published on the Visit Rossendale Website
- Link on the RBC website that takes you to the Visit Rossendale website
- Advertised in the local newspaper and Council noticeboards
- Advertised on social media: Visit Rossendale, Rossendale Council and Invest In Rossendale
- Radio advertisements on Rossendale Radio and Real Life Rossendale pointing people to the Visit Rossendale website
- Press releases in the Free Press, Telegraph and Rossendale Council News
- Email to all Stakeholders and invitation to Stakeholder drop in feedback session on Monday 19th October
- A Council Members briefing session
- Email to all represented on the Promoting Rossendale Board and a final review meeting on the 13th of November.
- Public facing consultation on Thursday 15th October at Rawtenstall Market
- Public Zoom drop in session to replace face to face sessions at Bacup and Haslingden Market in line with Covid 19 restrictions

The consultation responses and engagement have been welcoming of the Council's plan to grow Rossendale's Visitor Economy.

The high quality feedback from existing stakeholders and members of the public has provided more detail behind some of the actions and developed them further. Through this extensive consultation window, we provided the opportunity to feedback on the proposal and the anecdotal feedback was that people felt the Strategy was overwhelmingly positive.

Those spoken to felt that the themes for growth and the Vision were appropriate and achievable, understanding the evidence behind the recommendations of the strategy.

Following the consultation exercise, a series of amendments were put forward to the Promoting Rossendale Board. The strategy has been amended to reflect these.

3.6 Project Costs

The development of the strategy has been an internally produce document by the Economic Development Officer and team which incurred very little expenditure.

The costed items are listed below:

- Appointment of Marketing Lancashire as a Critical Friend £1875

- Design of the strategy and photographs £500
- Consultation and promotional activity, such as radio adverts and press releases £400

The Promoting Rossendale Board has funded the above activity out of the annually assigned £40k budget; any additions will need to go through the Council's annual budget report.

4. RISK

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

- The Action Plan does not achieve financial and personnel resource affecting the delivery of identified projects: Mitigation: The Action Plan has been developed with understanding of the staffing and cost requirements, with many actions presenting little cost. Each item will be assigned funding either through the annual Promoting Rossendale Board allocation of £40k or by seeking external investment to achieve them. Completing the items identified in the Action Plan will be the responsibility of the Economic Development Officer with the Promoting Rossendale Board seeing the annual activity.
- Stakeholders and businesses do not embrace the change are not pro-active with their assigned responsibilities. Mitigation: Early engagement with Stakeholders with several feedback opportunities has significantly reduced this risk.
- Some projects identified in the Action Plan do not receive statutory permissions concluding their development. Mitigation: Relevant experts and consultants within their fields will be engaged with to ensure statutory permissions are achieved where appropriate. Partnership working will be at the forefront of any project that is put forward.
- The 10-year vision and KPI's are not achieved. Mitigation: Rossendale Council has clearly defined the roles and responsibilities of those that are assigned actions within the Action Plan. The strategy and KPI's will be reviewed every year. The Promoting Rossendale Board will have overall responsibility for ensuring the vision and KPI's are achieved.
- Covid-19 has a continuing damaging effect on organisations in the sector and the Strategy cannot achieve its targets. Mitigation: The strategy incorporates a Covid-19 recovery plan within the Action Plan, this seeks to help businesses diversify their offer, create sustainable business plans, keep visitors safe as well as draw down the necessary funding to achieve them.

5. FINANCE

5.1 The costs of producing the strategy have been funded from the Promoting Rossendale Budget.

Any projects arising from the strategy will be assessed individually and supported by a costed business case, which will detail how they are to be funded.

When considering the 2021/22 MTFs, Members will consider funding for implementation of the strategy along with the Council's other priorities.

6. LEGAL

6.1 There is no statutory requirement to develop a Visitor Economy Strategy however this document sets out the Council's ambitions over the next 10 years. There are no legal implications arising out of the body of the report or proposed strategy although each

action within the Action Plan will be subject to continued governance arrangements.

7. POLICY AND EQUALITIES IMPLICATIONS

7.1 The Visitor Economy Strategy supports the Council's Corporate Priorities and adopted 2018 Economic Development Strategy.

Details of consultation undertaken to develop the Strategy is set out within the body of the report. Relevant and proportionate consideration will be given to equalities for projects set out in the Action Plan to be undertaken within the community.

8. CONCLUSION

8.1 This Strategy will deliver 10 years of action to grow the Visitor Economy sector, creating jobs and increasing the economic impact of the sector.

Background Papers	
Document	Place of Inspection
Visitor Economy Strategy for the whole of Rossendale	Appendix 1

Visitor Economy Strategy for the whole of Rossendale 2020-2030

Rossendale
BOROUGH COUNCIL



Crawshawbooth

Visit
Rossendale

INVEST IN
Rossendale

Executive Summary:

This is a Visitor Economy Strategy for the whole of Rossendale. Delivering this strategy will stimulate market growth in the sector through adding value to what we've got, promoting ourselves and all working together.

It is about how we harness the power of our strong leisure, arts and culture offer to put Rossendale on the map as somewhere to visit and stay, with a striking brand that promotes our outdoor adventures, working closely with the people that live here to encourage their friends and family to stay and explore our unique landscapes and market towns whilst immersing themselves in interesting stories to be heard and quirky attractions all year round.

The intent of the strategy is to improve the experience residents and visitors have by providing our organisations, events and attractions with the support to help them thrive and the platforms to tell everyone about them.

This strategy is about delivering 10 years of action building on the existing Visitor Economy for Rossendale to make it a place that people just over the borders come to visit.

Our work over the last few years has identified key themes for growth:

1. Marketing Rossendale
2. Outdoor Rossendale
3. Lifestyle Rossendale
4. Accommodation Rossendale
5. Creative Rossendale

The Action Plan appended to this Strategy identifies the steps taken to grow these themes. Rossendale's businesses, residents and visitors will all benefit as a result of this strategy.

Our Vision

“With a beautiful lifestyle offer, including heritage and cultural experiences set amongst stunning scenery, Rossendale provides the perfect outdoor adventure experience. By 2030, Rossendale will have built an unrivalled reputation as a year-round visitor destination for families and foodies alike.”

Rawtenstall Market



Introduction:

In reaching distance of Manchester and Leeds, Rossendale is well-placed to pave the way as a popular visitor destination.

As East Lancashire's cultural hub, Rossendale is home to one of England's best preserved mill towns, with beautiful, historic architecture, stunning hill tops and picturesque "Christmas Card Villages". Elegant, country lifestyle intertwines with a quirky and imaginative cultural scene where visitors can explore a range of adventure activities, creative events and experience adrenaline sports close by to each other.

There is so much to experience, Rossendale is perfect for a relaxing/country weekend break or a family day out. Within 90 minutes, Rossendale could access 15million people.

Yet, people just over its borders don't know what Rossendale does offer. The Visitor Economy is the best way that we can show external visitors just what Rossendale has to offer.

Stakeholders, partners, residents and potential visitors have come together, through workshops, forums, surveys, and one to ones to help understand how we can develop and encourage the growth of Rossendale's Visitor Economy Sector, and make a Rossendale a place for everyone to experience.

Not only will the first 2 years of this strategy focus on restoring confidence in the Visitor Economy sector, ensuring it operates as it was prior to the Covid-19 pandemic, we will also be progressing many of the actions that have emerged through the development of this strategy.

The performance of the strategy will be reviewed on an annual basis with a full performance monitoring and evaluation exercise completed in Year 9.

National and Regional Picture:

Tourism is one of the fastest growing sectors in Britain, with an expected annual growth rate of 3.8% and by 2025 is expected to be worth £257.4bn providing 3.7m jobs and it has been the biggest growing sector in employment terms since 2010¹.

Nationally, there has been an increase in domestic tourism² and in 2017 domestic day visitors contributed £50 billion³ to the economy, Rossendale contributed £43.030m⁴ of this.

Rising Trends for Rossendale to capitalise on:

- More people taking frequent short breaks (1-3 nights)
- Increased popularity of visiting somewhere for the day
- People looking to experience "escapism" (getting away from everyday pressures) in convenient countryside locations⁵

- People looking for personalised experiences and local culture
- People being able to book online and find out more information about where they are staying as well as sharing their own content

The many things to do in a small geographical area means Rossendale is in a great position to benefit from these growing trends.

Regionally, the Economic Impact of visitors to Lancashire has seen a 3.8% increase Year on year, Rossendale surpassed this with a year on year increase of 7.8% in 2018⁶.

Clearly, the sector is growing organically but with direction, focus and resource, this increase can be significant.

Across Lancashire, the tourism industry is worth £4.41bn (2018 figure). Rossendale's Economic Impact is £63.563m supporting 816 jobs.

¹ Visit Britain, Deloitte 2013

² People in Britain visiting other part of Britain

³ Visit Britain Annual Review

⁴ 2017 Day Visitor Steam Data

⁵ Barclays Staycation 2019 research

⁶ 2018 Steam Data

52% of 25-34 yr olds plan to spend more time in the UK.

The Halo, Haslingden

Lancashire Trends:

- 9/10 Visitors come for the day
- Those that do stay (10%), contribute to 50% of the spend

Based on this fact, it is important that The Visitor Economy strategy focuses on both day and overnight visitors.

As well as being in the East of Lancashire, Rossendale is also part of the South Pennines which is known for its nature and landscapes and The Pennine Way walking and riding route where 600,000 people live.

Key projects happening in the wider area to add value to Rossendale's Visitor Economy:

Designating the South Pennines as a National Park

Pennine Prospects have gained significant momentum in designating the South Pennines as a National Park. This change in status will benefit Rossendale connecting it to a wider platform for promotion and embrace the distinctiveness of the South Pennines.

Lancashire Tourism Growth Strategy 2020-2030

Marketing Lancashire is undergoing a new Tourism Growth Strategy that is SMART. The emerging Strategy identifies enhancing the leisure offer across the County and their intelligence indicates themes of Wellness and Discovery along with Fun and Entertainment as the main components of the strategy. Rossendale's Visitor Economy slots within these themes and the national campaigns that will compliment them.

Lancashire 2025 bid for the City of Culture

The county is putting together a bid as a "Virtual City" which will promote and deliver ambitious cultural plans across the region. With a plethora of talented makers, creators, artisans and imaginative people, Rossendale will benefit from this opportunity.

We can see there is great potential, evidence and opportunities to grow Rossendale's visitor economy. As long as we are pro-active, adaptable and responsive to changes in trends.

Although the Covid-19 pandemic has been a major set-back for Rossendale's (and other areas) tourism, leisure and cultural sector, we need to take this as our opportunity to better ourselves and build a bright future.

Cowm Reservoir, Whitworth

Rossendale has a 2% share in Lancashire's Visitor Economy

Our vision for 2030

“With a beautiful lifestyle offer, including heritage and cultural experiences set amongst stunning scenery, Rossendale provides the perfect outdoor adventure experience. By 2030, Rossendale will have built an unrivalled reputation as a year-round visitor destination for families and foodies alike.”

How will we achieve this?

Our 10 year plan has been developed with these underlying principles:

Adding value and building on what we've got – this is all about supporting our businesses, events and community groups to thrive through focused plans and investment, upskilling and accreditations whilst improving the overall visitor experience, with more events, accommodation sites and digital infrastructure

Celebrating and telling people about us – this is all about transforming the perceptions of Rossendale, creating our narrative and sharing the stories of our interesting quirks and good news of our businesses putting us on the map as a visitor destination

Working together – this is all about the power of businesses and groups collaborating, creating a series of packages, tours and itineraries whilst maximising our opportunities with our partners

These principles intertwine with our 5 identified themes for growth:

1. Marketing Rossendale
2. Outdoor Rossendale
3. Lifestyle Rossendale
4. Accommodation Rossendale
5. Creative Rossendale

By growing these themes we will:

- Give Rossendale an identity by developing its reputation as a place that people want to come to and have heard of
- Attract more day visitors increasing the profitability of operators in the sector
- Increase the number of people staying for one or two nights (weekend break lodges)
- Improve Rossendale's market share across Lancashire
- Draw down investment to evolve the visitor offer
- Increase the number of people employed in leisure, tourism, culture and hospitality locally
- See growth in the economic impact of visitors to Rossendale
- Improve the visitor experience which will encourage repeat visitors to Rossendale
- Become more sustainable adapting to ever changing trends

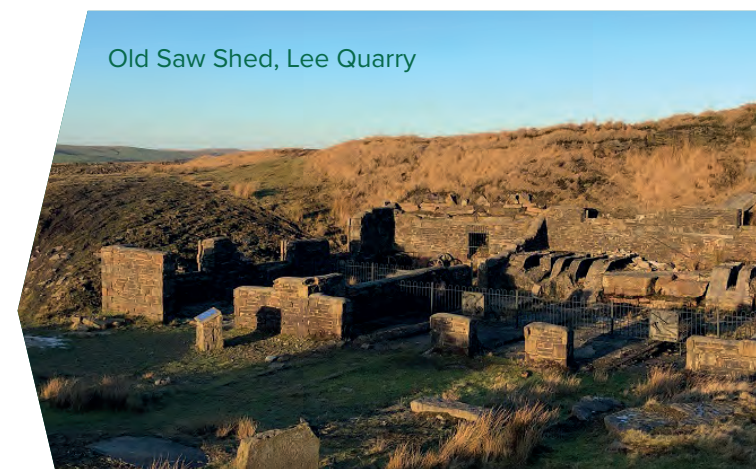
Our Goals:

By 2023 – To restore Economic Impact to pre-covid figures (2018 Benchmark £63.563m)

By 2030 –

- To increase Economic Impact from £63.563m to £78m (3% growth Year on Year)
- Increase employment in the sector from 816 jobs to 1000 jobs
- Increase Visitor Numbers from 1.6m to 2m
- Increase Social Media Followers from 5221 to 10,000
- Improve town centre average footfall counts from 14,387 to 18,000.
- Increase total bedstock of 267 beds to 315

Old Saw Shed, Lee Quarry



A Visitor Economy Snapshot for Rossendale:

Rossendale's Visitor Economy is growing. The STEAM data evidence shows that between 2017 and 2018, the economic impact grew significantly by 7.8% year on year and the total number of visitors grew by 4.2%, these numbers have been growing for the last 5⁷ years. Total expenditure in this sector is £63.563m.

Helpful facts for Rossendale to take into account (Steam DATA 2018):

- 1.299 million day visits were made to Rossendale in 2018
- Day visitors generate an economic impact of £46.774m.
- 816 people employed in Visitor Economy Sector
- 140,000 visits were made by visitors staying overnight
- Overnight guests contribute an economic impact of £16.788m
- Overnight stays have seen a marginal rise despite limited availability of accommodation
- 70,000 people live in the area

Other things to consider about our Customer:

- They are mostly domestic, those that live here or close by
- It's mainly family or couples⁸ (average party size of 2.66)
- Average day trip spend is £25.56⁹
- Majority of people choose to stay in a hotel followed by BnB and then a guesthouse across Lancashire

- The top two things that people want to do in Lancashire is Outdoor Activities and Food and Drink¹⁰ which is reinforced with our local survey, with the addition of also visiting a museum
- People are willing to travel up to 45 miles for a day trip or longer depending on the activity
- People find out about things to do through a Google search, followed by social media, websites and Trip Advisor
- Visiting family and friends is one of the biggest drivers for tourism

What does this tell us about our offer?

It needs to

- be affordable
- flagship the abundance of outdoor experiences available
- incorporate our thriving food and drink scene
- entice families and couples
- create more places to stay as those guests typically spend more per trip
- effectively engage its residents to champion the area to friends and family
- have a significant presence within a 45 mile radius
- have a web platform with excellent SEO and google rankings

Helmshore Textile Museum



Rossendale
4.2% increase in
visitor numbers
between 17-18.



The Hill UK,
Rawtenstall

Marketing Rossendale

With so much variety and things to do in such a small area, we need to be pro-active in how we promote ourselves and each attraction. We are competing with neighbours who are bigger in size with better transport links, so we need to get ourselves heard and our story told, creating an overall destination brand, that will put Rossendale firmly on the map.

Visiting family and friends is one of the biggest reasons for getting people to Rossendale and the wider Lancashire area, improving the knowledge and upskilling our local residents and visitors presents a huge opportunity for us to creatively market the area to the people that live here, through exceptional experiences, social media, toolkits, satellite tourism offices and workshops.

The development of a signage strategy, which will consider gateway signage at key entry points, town centres, footpaths and road signs will reflect the branding and connect Rossendale.

Peersclough Farm Pony Trekking



We have various ways of telling people about us, what's going on and what things are happening, but we want to use this as our opportunity to give justice to the work we have done previously.

We will strengthen our partnerships and do more with our positions on their websites, we will develop our own website to become more than just a directory, with better Google rankings and we will complete targeted campaigns in Greater Manchester, West Yorkshire and the Wider Lancashire areas.

We will streamline social media and double the combined 5221¹² social media followers the Visit Rossendale platforms attract by creating a social media and press plan and define a budget that allows us to implement technology that monitors key trends.

¹² 1759 Facebook likes, 884 Instagram followers, 2578 Twitter followers as of 21st September 2020.

Key Actions:

- Create an inclusive brand for Rossendale
- Create a promotional plan
- Develop a marketing plan
- Improve the knowledge of local residents and businesses
- Provide businesses with a platform to promote themselves
- Develop a signage strategy across Rossendale
- Improve the Visit Rossendale website



Outdoor Rossendale

It's the perfect place if you are looking for a rural location that has all the benefits of a city lifestyle, with lots to do in a small area, whether you are visiting for the day, a weekend or for a week.

Our landscape is the quintessence of Rossendale, it charms from every angle of the Valley, peace and tranquillity are found in abundance and memories are made. Our dramatic topography lends itself as an attraction in its own right for walkers, bikers, riders and nature lovers, as well as being home to some of our specialist outdoor adventure attractions like The Hill UK, Whitworth Waterski Centre and famous mountain bike routes.

This outdoor natural asset has potential to do even more for Rossendale and through the Covid-19 pandemic, more and more people have been on the hills exploring their local area through walking, riding and cycling which is an intrinsic part of the Valley lifestyle. We want to develop our outdoor links, expanding the Valley of Stone Greenway to connect more areas of Rossendale, with an outdoor hub for bike and boot hire as well as café facilities along with making features out of the tunnels on the route. We want to attract a blue ribbon outdoor event every 3 years and keep developing our outdoor connections, with better signage and maps, as well as attract funding to develop our facilities, offering lessons for all abilities in all types of cycling and horse riding.

We also recognise that we are unique in part of our offer to attract visitors. We've got so many high energy experiences within a few miles of each other, spanning the whole scale of adrenaline, from indoor rock climbing, to off-roading, escape rooms to snowboarding. Packaging these activities up together will help to attract a niche market and encourage people to come and stay in our area.

Key Actions:

- Package up adventure experiences and attract a niche market
- Improve the experience of outdoor activities
- Increase spending opportunities of our outdoor assets



Archery at
The Adrenaline Centre,
Haslingden

Lifestyle Rossendale

We've got distinctive town centres, each with their own vibe and character. Collectively, they share fantastic links to the countryside and nature, where you can reach fields and hillsides within a mile walk from each centre as well as fascinating architecture and heritage which tell Rossendale's story. That's not to mention the thriving "foodie" reputation that has recently gained momentum, showcased in the Valley At Work Food and Drink Guide. Yet each centre is unique.

Rawtenstall is known for its independent boutique shops and artisanal market, its leisure experiences like Lucardo Escape Rooms, The Whitaker Museum and Art Gallery and the East Lancashire Railway as well as its reputable events on the town square and cosmopolitan night time scene with quirky eateries and sought after entertainment at St Mary's Chambers.

Haslingden is developing a reputation for walkers and riders due to its close proximity to the scenic routes around the Halo panopticon and Grane Reservoir. It is home to the infamous Cissy Greens and DT Laws Butchers, both of which have a following for their award winning pies. It is also famous for being the birth place of the worldly known inventor, William Cockerill and its industrial heritage is apparent through its townscape and close proximity to various mills, including Helmshore Textile Museum.

Bacup is bucking the national trend and pre covid-19, reversed its decline, increasing its shop occupancy rates, enticing independent microbreweries, shops and café bars, the theatre reopened attracting stand out shows and entertainment and it is home to community groups that organise excellent events. The town is regarded as one of the best preserved mill towns because of its unique architecture, quaint buildings and interesting history. It has recently

benefitted from investment through the Bacup THI project, which has brought the whole community together sharing a passion for their town.

We've had a taste of the benefits of large and small scale investments in our towns, with the new bus station and New Hall Hey in Rawtenstall, the transformed buildings in Bacup which have created a buzz and the fresh approach to partnership working at Rawtenstall Market, all of which have given us the appetite to deliver more.



Northern Whisper Brewing Company



Key Actions:

- Deliver Masterplans for Bacup and Haslingden
- Develop an Action Plan for Rawtenstall
- Get people using the East Lancashire Railway onto Bank St and surrounding areas
- Develop Rossendale's Food and Drink Economy
- Attract high quality all-year round events

Bank Street, Rawtenstall

The Bacup 2040 Partnership Board has already secured more than £1m to deliver a High Street Heritage Action Zone, with further funding applications in place to deliver the Bacup 2040 Vision and Masterplan. The Haslingden 2040 Board has been formed, working hard to seek investment to achieve its Vision by 2040, pedestrianising a section allowing space for events all year round to pop up in, with much needed seating amongst pocket parks on the slopes with plans to develop the market area.

Rawtenstall is also under-going developments too, with a partnership proposal to take on the market and an action plan to maintain and encourage more usage of the vibrant town square area and we also want to do more with the attractions within a mile of Rawtenstall, creating digital walking loops to attractions like The Whitaker, and Weavers Cottage. The East Lancashire Railway is the biggest attraction in East Lancashire and there is huge opportunity, particularly for Rawtenstall to entice visitors into the town through a series of marketing materials and walking loops. Visitors will be welcomed with an interactive and accessible promenade over the river linking directly to the Town Square.

The foundations of our town centres and wider areas of Rossendale are our friendly communities, passionate people and local talent. Our culture, quirks and past times bring people to the area all year round. We host the National Gravy Wrestling Championships, the Lantern Parade and Waterfoot Wakes as well as Heritage Open Days, Whitworth Rushcart Festival and town centre events. We want

to attract more high quality events that are co-ordinated all year round and develop the ones we have to get even more local people involved.

Our food and drink reputation is gaining huge momentum and there is a boost in demand for quality, local produce. We have a range of food and drink experiences, we are home to Britain's last original temperance bar (Fitzpatrick's), award winning restaurants, manufacturers of quality products and a vast selection of local artisans. We want to do more to ensure our food and drink is a visible part of our offer by evolving the Valley At Work Food and Drink guide, hosting an annual Food and Drink Awards, developing a series of walking "Taste Tours" and developing our relationship with partners to deliver large scale food and drink events in Rossendale.



Stacksteads Lantern Parade

Accommodation Rossendale

We also showcase our quirkiness through our accommodation, with tree houses and yurts at Cronkshaw Fold Farm, glamping pods and luxury cottages at Rossendale Holiday Cottages and family run BnBs but it's already in demand and short supply.

Our previous work has established that we need to expand our accommodation offer. We will actively seek and support quality accommodation across the Borough, attracting town centre hotels, caravan and motorhome sites. We will bring forward camping site proposals and work with existing businesses, such as the Hill UK to offer chalet style or youth hostel style accommodation. We will also work with external funders to encourage characterful building owners to transform them into boutique hotels and we will work with venues and attractions within a 30-minute radius to ensure our accommodation providers are included on their listings.

Key Actions:

- Bring forward suitable camping, caravan and motorhome sites
- Attract a town centre based hotel
- Expand opportunities at existing sites

View from Grane Road, Haslingden

Creative Rossendale

We ooze creativity which can be experienced across the valley and we've got over 40 professional artists concentrated in such a small area which we want to build upon. We've got our own community radio station, live concert venues and amateur dramatic theatre groups all of which reflect our personality and provide outstanding experiences for residents and visitors alike.

Our heritage is evident in our buildings, which reflect our industrial past, as well as being showcased by the many artefacts in Bacup Natural History Museum, Whitworth Heritage Museum and Weavers Cottage to name just a few. We've also got archaeological sites which are gathering lots of interest and special tributes to significant historic people dotted around our landscape, like Waugh's Well and we are home to the sets of popular TV shows and adverts.

We want to do more with our heritage, arts and culture sector, expanding it through the creation of day and overnight itineraries that promote the various venues, attractions and interests. As well as developing a skills package for local artisans and the

formation of a creative industry network, who will be visible on our town squares, in co-working spaces and through public art.

We also want to work with organisations and community groups to attract funding to build on what they've got, like the emerging expansion at The Whitaker, the heritage platform improvements at the East Lancashire Railway and the Bacup Cultural Consortium. We will encourage businesses to improve their Trip Advisor presence and rankings, secure relevant accreditations and upskill their staff, through training and qualifications.

There are 816¹¹ people employed in the industry and we want to support our businesses to encourage at least another 80 jobs over the next 10 years.

¹¹ Steam Figures 2018

Whitaker Museum



Key Actions:

- Create a skills package to showcase our local artists, artisans, crafts people and musicians
- Develop an Artist Village concept
- Create a series of day, weekend and weeklong itineraries



Lucardo Escape Rooms



Detailed Action Plan

This action plan provides more detail to the key actions identified within the Strategy.

It is split into the 5 themes, with additional actions assigned to encouraging the growth of businesses and a covid-19 recovery plan.

This Action Plan will be reviewed every two years.

Objective	Actions	Priority	Who	Timescale
Marketing Rossendale	<p>Create an inclusive brand for Rossendale, considering:</p> <ul style="list-style-type: none"> - Strong outdoor experiences offer - Heritage, Arts, quirks and culture - Food and drink, independent shops and nightlife - Health and Well-being - Scenic location and how to incorporate South Pennines and the rest of Lancashire - TV shows - Accessibility and Affordability - Friendly people and communities 	High	Economic Development Branding, Marketing and Promotion Subgroup	Years 1-2
Marketing Rossendale	<p>Create a promotional plan including:</p> <ul style="list-style-type: none"> - Define a budget for high quality images and photo banks - Identify funding to tell our story in various ways including posters, digital guides, interactive maps, interesting facts and architectural elements - Complete strategic signage improvements across the Valley, including gateway signage at all entry points and towns/villages with input from local artists demonstrating attractive local features, pedestrian and transport signage, repairing, improving and increasing signage where appropriate - Create a series of video snapshots to make you feel emotional and proud to promote the area, like the Freddie Flintoff video for Lancashire with associated media plan - Develop links with local radio stations for the sharing of news and updates on events, attractions and things to do - Work with local Estate Agents to educate them on the unique selling points of the area using this as a channel to disperse key information and encourage them to use our resources, such as photographs and films in their marketing material - Secure a relationship with Marketing Manchester and introduce a series of campaigns in Manchester and Preston with things like “feels like a million miles away...” to promote the country lifestyle to city goers - Website updates, including on Visit Rossendale, Visit Lancashire, Pennine Prospects etc. - Regular press releases celebrating our local businesses with prioritisation of award winning venues - Actively ensuring businesses are registered on Google My Business - Publicise information on venues that are compliant with Disability Access Rules and work on campaigns where disability is welcomed - Develop a Membership & Badge Scheme for “tourist approved” venues, with window stickers, showing they are accessible and have the right insurance 	Medium	Economic Development Individual organisations Promoting Rossendale Board Branding Marketing and Promotion Subgroup Local radio stations Property Services Department	Years 1-2

Objective	Actions	Priority	Who	Timescale
Marketing Rossendale	<p>Develop a marketing plan including:</p> <ul style="list-style-type: none"> - Defining a budget for frequent advertising and featured articles in local magazines, newspapers and publications - Banners, billboard advertising, posters on transport and in public places - Blogs and SEO on the Visit Rossendale Website - A social media plan that showcases local businesses, events and attractions with campaigns like “Be a local tourist” - Defining a budget for technology that allows key trends to be monitored, such as footfall counting in the town centres or at key locations - Leaflets and brochures on the local area - Maximising partnerships, influencing area wide campaigns and initiatives, feeding into Visit Lancashire’s emerging strategy and Pennine Prospects emerging strategy and business plan as well as using their relevant platforms to share information - Encourage market research and data gathering at accommodation sites and attractions which can be shared widely to inform marketing choices - Develop a Sense of Place Toolkit for businesses and staff to use, which is memorable and eye catching, with information on the local area. An example is the Pendle one and run this alongside a series of workshops on the local area 	Medium	<p>Economic Development Promoting Rossendale Board</p> <p>Branding, Marketing and Promotion Subgroup</p> <p>Marketing Lancashire</p> <p>RBC Media Department</p> <p>Individual Organisations</p> <p>Pennine Prospects</p>	Years 1-2
Marketing Rossendale	<p>Improve the knowledge of local residents to change perceptions and encourage friends and family referrals by:</p> <ul style="list-style-type: none"> - Develop a resident based marketing strategy with leaflets, local press releases, social media campaigns with celebratory news stories focused on residents first, then businesses and then external visitors - Use the power of local Social Media influencers to champion the area and share information - Encourage businesses to use their conduits and external contacts to maximise promotional opportunities, sharing other venues events and offers - Offer a series of incentivised workshops to local residents, improving their knowledge so they become advocates of Rossendale - Change perceptions from the main roads with a series of initiatives, such as boundary signage and flower schemes - Connect Rossendale’s schools with a wide range of local initiatives, consider forming a Local Cultural Education Partnership between the schools and venues which will reach a local audience - Complete initiatives towards children, with a “passport” which is stamped at each venue they attend - Attend local groups to update on Tourism news, such as Valley At Work, local neighbourhood forums, business associations etc. 	High	<p>Economic Development</p> <p>Visitor Economy Forum</p> <p>Promoting Rossendale Board</p> <p>RBC Media Team</p> <p>RBC Communities Team</p> <p>RBC Operations Team</p> <p>Individual Organisations</p> <p>Local groups</p> <p>Rossendale Schools</p>	Years 1-2
Marketing Rossendale	<p>Provide businesses and events with a centralised method of communication and central promotional platform by:</p> <ul style="list-style-type: none"> - Arrange a twice yearly Stakeholder Forum with clear TOR - Create and maintain an email distribution list of up to date news for circulation for all businesses in the Visitor Economy Sector 	High	Economic Development	Years 1-2

Objective	Actions	Priority	Who	Timescale
Marketing Rossendale	<p>Improve the Visit Rossendale Website including:</p> <ul style="list-style-type: none"> - Emphasis on the live twitter feed and engagement from businesses - Events calendar - Improved imagery - Various packages and itineraries - Up to date attraction, event and business information - Revised menu bar - Information on parking and public facilities - Community groups and sporting clubs 	High	Economic Development Individual Organisations RBC Media Department	Years 1-2



A'vucciria



Irwell Vale

Objective	Actions	Priority	Who	Timescale
Outdoor Rossendale	<p>Create a sub-brand that promotes Rossendale’s adventure experiences, package the various offers considering:</p> <ul style="list-style-type: none"> - Any venue, event or attraction using this brand adhere to a certain level of customer service through a series of specific training - Create and co-ordinate a “festival of sports” over a weekend where people can try various outdoor activities from golf to pony trekking 	High	Economic Development Outdoor Rossendale Steering Group Event Co-ordinator	Years 3-6
Outdoor Rossendale	<p>Increase the experience of walking, riding and cycling in Rossendale:</p> <ul style="list-style-type: none"> - Develop Lee Quarry as a nationally recognised Mountain Bike Trail by improving the trails - Ensure that the Valley of Stone Greenway cycleway connects all the way from Haslingden to Whitworth and feeds into Loveclough and Edenfield, with clear routes into the relevant town centres for expenditure opportunities - Maximise the walking routes and cycling routes in Rossendale, with better signage and links from the main roads - Improve the bridleways and footpaths by working closely with Lancashire County Council to secure maintenance of paths and styles along with way marker signage, including the Rossendale Way and Mary Townley Loop - Change perceptions of Mountain Biking, promoting the benefits of welcoming participants of the sport and external visitors to the area - Improve, maintain and ensure the future security of the Lancashire County Council owned woodlands - Secure funding to make a feature out of the tunnels in Waterfoot, with easy links to the mountain biking or family friendly biking at Stubbylee Park - Create a series of all-ability routes and “Tramper Trails” , for example those in Morecombe - Proactively encourage a mix of providers in outdoor activities, such as Axe Throwing, Bouldering, Outdoor rope courses etc. - Seek a partner for the lease of the Waterfoot Bunker 	High	Economic Development Outdoor Rossendale Steering Group Elected Members Lancashire County Council Individual Organisations Event Co-ordinator	Years 7-10
Outdoor Rossendale	<p>Increase the spend opportunities of walking, riding and cycling:</p> <ul style="list-style-type: none"> - Identify a suitable cycle hub along the Valley of Stone Greenway and Lee Quarry for affordable bike hire, toilets, training and events and engage with a partner to run it, signposting visitors to Stubbylee Pump Track, Lee Quarry, Bacup Town Centre etc as well as wider Rossendale attractions, The Camel Trail is a good example and Coed Llandegla - Use cycle events to promote the cycle facilities, such as Northern Grip by running pop up showcases at the pump track for example - Develop a scheme to promote “bike friendly” accommodation providers, such as the “Visit England Cycling Welcome Scheme” - Use technology to digitalise walking routes which incorporate stops at coffee shops, feed into the town centres with a range of waymarker signage - Create a month long “Annual Walking Festival” like the one by Visit Eastbourne which encourages various walks and tours such as historic crime walks, heritage walks, TV drama walks, interesting feature walks, ancient archology sites, food and drink walks etc. Tie in with other walks that take place naturally, like the Mary Townley loop and the Annual Round the Hills Walk - Work with partners to develop a series of runs and walks over the hillsides, such as half marathons etc that attract external visitors - Encourage more “bike- friendly” cafés to Rossendale with specific focus within the town centres - Consider cycle hire in town centres at strategic tourist locations, for example at Buffer Stop 	High	Economic Development Outdoor Rossendale Steering Group Elected Members Lancashire County Council Individual Organisations Event Co-ordinator	Years 3-6

Objective	Actions	Priority	Who	Timescale
Lifestyle Rossendale	<p>Deliver Town Centre Visions for Bacup and Haslingden and an Action Plan for Rawtenstall:</p> <ul style="list-style-type: none"> - Work with each town centre Strategic Board, business associations and local organisations to ensure 2040 visions or action plans are achieved, attracting significant levels of funding where required - Ensure unique selling points for the towns are firmly and obviously established within the next 10 years and the marketing for Rawtenstall includes a “foodie vibe”, cosmopolitan night-time offer, boutique shops and specialist shopping along with lots of things to do - Bring forward proposals for Rawtenstall Town Square with business and community input, considering public art and focal points and opportunities for flexible space, examples include HATCH and Escape to Freight Island, both in Manchester - Develop unique plans for each market in Bacup, Haslingden and Rawtenstall, where delivery partners are maximised - Change policy to allow existing businesses to overspill onto the town square in Rawtenstall promoting leisure with music and socialising opportunities - Maintain and promote free parking, develop a parking strategy for Rawtenstall, toilets and public facilities as part of town centre offerings - Establish satellite tourism offices /information points in Bacup, Rawtenstall and Haslingden where local town information is at the forefront but Rossendale and Lancashire wide information is also shared with interest facts and features - Work with the owner of Waterfoot Arcade to develop plans with a tourism focus 	High	Town Centre Strategic Boards Relevant Town Centre Business Associations Economic Development RBC Planning Department	Years 7-10
Lifestyle Rossendale	<p>Use the pull of the East Lancashire Railway to get customers into Rawtenstall Town Centre and surrounding areas:</p> <ul style="list-style-type: none"> - Secure funding for an interactive and inviting Promenade from Buffer Stop over the River and out onto Fitzpatricks, onto Bank St and up to Rawtenstall Market encouraging people to “wander further” than just the platform as well as with easy connections to The Whitaker Museum - Use Buffer Stop as an ideal location for a tourism hub, with an eye catching and welcoming stand of Rossendale wide material - Use Rossendale Council’s position on the ELR Board to secure collaboration with local businesses for discounted tickets and day itineraries, work closely with businesses in Rawtenstall to achieve this - Create itineraries in line with train timetables, using the 90 minute slot effectively to get a meaningful visit from rail users to the area and approach ELR to increase the length of departure times - Create a series of posters and literature to go onto the trains and station platforms highlighting key venues, couple this with a series of triangle tent pyramid cards and stickers (removable) on the train tables - Update the walking maps and information that are within station platforms - Become more involved in events run by the ELR such as the 1940’s weekend with much better connections and signage to the town centre with vintage buses taking people to and from Bank St and be a conduit between Rawtenstall’s Chamber of Commerce and the ELR - Actively promote aspirations for a commuter rail link into Rossendale - Develop and improve footpaths from the station platform to New Hall Hey 	Medium	Economic Development East Lancashire Railway Branding, Marketing and Promotion Subgroup Valley City Rail link	Years 7-10

Objective	Actions	Priority	Who	Timescale
Lifestyle Rossendale	<p>Develop Rossendale's Food and Drink Economy:</p> <ul style="list-style-type: none"> - Expand the food and drink guide to enthuse people about the various hospitality offers within a venue - Approach relevant partners to put on high quality food and drink events that build on those businesses featured within the food and drink guide, such as the Taste Lancashire Market by Marketing Lancashire - Have a dedicated food and drink awards - Work with a local partner to deliver a range of walking "Taste Tours" 	Medium	Economic Development Valley At Work Marketing Lancashire Environmental Health Individual Organisations	Years 7-10
Lifestyle Rossendale	<p>Expand Rossendale's calendar of events:</p> <ul style="list-style-type: none"> - Use Rossendale's brand highlighting its prestige in specialist events to secure its reputation attracting events like the Gravy Wrestling, Rossendale Art Trail, Clog dancing where experiences remain memorable - Secure funding to attract large scale, blue ribbon event in Rossendale hosted every three years, such as a UK Cycle event which builds on our reputation for cycling prestige - Work with existing event organisers to expand their offer, consider music, fashion, food to make them larger and reputable and ensure they connect to Town Centres and Accommodation sites - Create a "go to guide" on how to put on events in Rossendale, which includes working with partners such as Marketing Lancashire, The Police, Lancashire County Council, Transport Providers etc that also includes information on Traffic Management - Develop a grant programme to expand existing events and encourage new events - Arrange an annual meeting with event organisers to co-ordinate dates allowing a greater share in footfall opportunities - Plan a series of events to celebrate Rossendale's 50th Anniversary 	High	Economic Development Event Co-Ordinator Individual Organisations Promoting Rossendale Board	Years 7-10



Whitaker Museum, Rawtenstall



Walking at Rossendale Holiday Cottages

Objective	Actions	Priority	Who	Timescale
Accommodation Rossendale	<p>Bring forward proposals for camping, caravan and motorhome stays:</p> <ul style="list-style-type: none"> - Bring forward suitable sites - Work with a partner organisation to run the facilities - Educate local residents on the benefits of bringing overnight visitors to an area - Increase publicity to attract VW campervans, with promotional pieces in relevant magazines and featured online articles 	High	Economic Development RBC Planning Partner Organisations	Years 7-10
Accommodation Rossendale	<p>Attract a town centre based hotel to Rossendale:</p> <ul style="list-style-type: none"> - Collaborate with planning to ensure distinctiveness is protected so that old character is at ease with modern developments - Explore external funding grant schemes to help owners transform empty, characterful buildings into boutique hotels - Proactively seek established brands through a series of discussions, marketing material and local tours 	Medium	Economic Development RBC Planning Department	Years 7-10
Accommodation Rossendale	<p>Encourage more opportunities for overnight and weekend stays by:</p> <ul style="list-style-type: none"> - Providing upskilling sessions for those considering marketing opportunities on platforms like AirBnB etc - Work with established businesses to establish funding and deliver more accommodation opportunities, like a chalet style or camping at The Hill UK, bunk style or youth hostels at Whitworth Waterski centre etc. - Increasing opportunities at existing accommodation sites, for example with bike hire, yoga retreats, walking tours at their facilities - Encouraging Rossendale based accommodation providers to work with Calderdale, Bury, Burnley and Hyndburn attractions to promote their offer - Working with partners such as Marketing Lancashire to promote accommodation venues within their guides 	Medium	Economic Development Individual Organisations Marketing Lancashire RBC Planning Department	Years 7-10



East Lancashire Railway



Whitworth Waterski Centre

Objective	Actions	Priority	Who	Timescale
Creative Rossendale	<p>Identify a creative industry network in Rossendale by:</p> <ul style="list-style-type: none"> - Using the 40 artist directory created by Rossendale Art Trail to create a package of skills, replicate this with a directory of musicians and craftspeople - Establish an artist's village with a visible town centre presence - Encouraging museum collaboration through artefact cataloguing and sharing local knowledge and online directories - Ensuring that the Irwell Tapestry is displayed, well promoted and has links to the artist's background and history of Bacup - Ensuring regular engagement with the Design and Heritage Champion - Engaging with the Lancashire 2025 City of Culture Bid - Seek funding to develop a "permanent hub of artists" and consider characterful buildings for the setting - Create opportunities to spotlight Art produced by Rossendale's Creative Network in public spaces 	Medium	Economic Development Marketing Lancashire RBC Communities Elected Member	Years 3-6



The Hill UK






Grip and Go at the Adrenaline Centre

Objective	Actions	Priority	Who	Timescale
Support our businesses to thrive	<p>Create a series of day, night, overnight, weekend and week-long itineraries:</p> <ul style="list-style-type: none"> - Ensure these are on the Visit Rossendale website and key partner sites - Strengthen packages by working with venues not necessarily in Rossendale enhancing the offer through length, experience and quality - Include itineraries grouped in Geography as well as genre such as Heritage, Arts, Culture, Food, Outdoors, Health and Well-being, Affordable and Family Friendly - Include places to stay as part of the package 	High	Economic Development Individual Organisations RBC Media Department	Years 1-2
Support our businesses to thrive	<p>Encourage business expansion by:</p> <ul style="list-style-type: none"> - Updating and sharing knowledge on suitable funding opportunities and provide advice via a dedicated Rossendale Business Advisor - Running a series of relevant workshops for leisure, tourism and cultural businesses, with topics like “improving trip advisor rankings” and “Search Engine Optimisation” and other platforms to help businesses keep on top of technology updates as they arise - Evaluating all schemes that require improvement and attract external funding to support them, examples include The Irwell Sculpture Trail, The Shoe Trail, The Whitaker, The Hill etc - Inspiring applications for relevant awards and accreditations e.g Green Flag Accreditation at Stubblelee Park, Lancashire Tourism Awards, R Awards, Trip Advisor etc - Proactively assisting with long term strategies and forward plans for specific venues and assets, for example the “Stubblelee Hall and Park Masterplan”, Rossendale Parks, Rawtenstall Market Vision, The Whitaker Expansion etc which cements their longevity and increases quality - Encouraging businesses and events to adapt their offer, with particular focus on Sundays where many people look for family focused activities and things to do - Assisting businesses with securing relevant permissions - Upskilling staff in the sector, through relevant qualifications, such as customer service and marketing - Providing businesses with up to date knowledge on Apprenticeship and Degree Apprenticeship opportunities 	Medium	Economic Development Business Advisor RBC Planning Department RBC Public Protection Department Training Providers and Colleges Partners, such as Marketing Lancashire and Pennine Prospects	Years 3-6
Deliver a 2 Year range of Covid related activities to restore the sector to how it was pre-pandemic	<p>Actions to include but are not limited to:</p> <ul style="list-style-type: none"> - Business Advisor Appointment - Relevant funding and grant programmes - Marketing campaigns - Business Workshops - Covid-related training sessions - Temporary adjustments in open spaces - Learning from the Covid pandemic - Link into the Redefining Lancashire Recovery Campaign 	High	Economic Development Business Advisor Boost Business Lancashire RBC Planning Department Lancashire County Council	Years 1-2

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Rossendale



Subject:	Haslingden 2040 Masterplan and National Lottery Heritage Fund Bid	Status:	For publication
Report to:	Full Council	Date:	9 December 2020
Report of:	Director of Economic Development	Portfolio Holder:	Leader of the Council and Portfolio Holder for Economic Development
Key Decision:	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception	<input type="checkbox"/> Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required: Yes	Attached:	Yes
Biodiversity Impact Assessment	Required: No	Attached:	No
Contact Officer:	Guy Darragh/Alex Hyde	Telephone:	01706 252568
Email:	GuyDarragh@rossendalebc.gov.uk		

1. RECOMMENDATIONS

- 1.1. Council approve the Haslingden 2040 Vision and Masterplan
- 1.2. Council approve the ‘Shop Front Design Guide (Haslingden Addendum)’
- 1.3. Council approve the £3.4m ‘Deardengate Big Lamp – Shining Light on Haslingden’ proposal
- 1.4. Council to delegate authority to the Director of Economic Development in conjunction with the Head of Finance and consultation with the portfolio holder, any minor amendments to the final project prior to implementation
- 1.5. Council to confirm the Environment Cabinet portfolio holder as Chair of the Haslingden Strategic Board
- 1.6. Council authorise the delegation of decision-making authority and implementation of the project to the Haslingden Strategic Board

2. PURPOSE OF REPORT

This report considers the final version of the Haslingden 2040 Vision and Masterplan. It proposes the approval of the plan and a proposal – including a funding bid - for a major project within the Masterplan: Deardengate Big Lamp – Shining Light on Haslingden.

3. BACKGROUND

- 3.1 The council’s Economic Development Strategy has identified town centres as a priority. Resources have been concentrated to support the regeneration of the town centres. In Haslingden, initial work concentrated on developing strong partnerships involving businesses, investors and community groups. This partnership working has led to the development of a strategic long-term Vision, Masterplan, extensive consultation and external funding bids submitted by the Economic Development and Property Team. On 23

December 2019 Council approved consultation on the Vision and Masterplan received an update on the successful award of the stage 1 National Lottery Heritage Fund bid for Haslingden.

- 3.2 This report seeks the adoption of Haslingden 2040 Masterplan & Vision following the consultation, to map out the strategic plan for Haslingden town centre over the next 20 years. The National Lottery Heritage Fund bid for Haslingden is a central source of external funding to support the vision for the town centre. Funds were secured at Stage 1 by the council, funding up to £112,500 in development work, matched with £14,895 RBC funds and £2,400 in volunteer time bringing the potential total to £129,795. This grant has supported the development of a fully costed Stage 2 bid for major capital investment (£1.8m in direct grant from the NLHF), totaling £3.4m, inclusive of all match funding.

4. HASLINGDEN 2040 VISION & MASTERPLAN

- 4.1 The Masterplan contains a number of specific projects for different parts of the town centre. The NLHF funding has been used to develop a major bid for one significant project within the Masterplan. The bid will focus on:

- transforming the public realm of Upper Deardengate
- a five-year Events Plan
- a Micro-Grant funding stream
- a specialist property enhancement project and Shop Front Improvement Scheme

- 4.2 If approved by council and the National Lottery Heritage Fund, this project would commence in Spring 2021 and be implemented over the following five years.

The Haslingden 2040 Vision & Masterplan and National Lottery Heritage Fund bid fulfil corporate goals for the council: in terms of a connected and successful Rossendale that welcomes sustainable growth and a proud, healthy and vibrant Rossendale. The Haslingden 2040 Vision and Masterplan has been developed with strong engagement and support from residents, stakeholders and community groups. After assessing the opportunities and challenges the Haslingden Taskforce produced a draft Vision and Masterplan:

“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.”

- 4.3 The Vision has identified four key themes, each have associated actions:

1. Investment – Haslingden will be a flourishing environment for burgeoning creative, leisure and artisanal industries. It will be known for its start-up support, diverse business base and volume of customers, which will raise its profile as a prosperous town with a resilient economy.
2. Evolution – Haslingden will evolve into an attractive and distinctive town centre which embraces its unique charm, creating a sense of place that is accessible to everyone. There will be places for people to meet and gather, alternative movement routes will be encouraged and developments in the town will be balanced with its special character.

3. Revitalisation – Haslingden will be a town rich in vibrancy that connects people to nature, art, music, the countryside, culture and its heritage. It will be an interesting and colourful hub of social interaction, celebrating the town which offers something for everyone.
4. People – Haslingden will represent the fusion of its diverse communities. People will feel safe and enjoy greater health and well-being. Employment opportunities will be in abundance. Education, health, youth and voluntary provision will be promoted and readily accessible on the High Street.

4.4 The Vision outlines the regeneration aims of the council in delivering a thriving town centre through an enhanced public realm, business investment, business growth, sustainable major events and community development. The vision outlines commitment for neglected historic buildings to receive investment to support repurposing and conservation through the restoration of architectural features. A commitment to development opportunities for wasteland and derelict buildings on Bell St to support the creation of a new Cockerill Square. By investing in this Vision and securing the National Lottery Heritage Fund Bid at Stage 2, the council will be instrumental in commencing significant transformational change to Haslingden town centre.

4.5 The key elements of the Masterplan include:

- A pedestrianised area at the northern end of Deardengate to create an event space for community activities such as Sunday artisan markets. A vibrant town square with restaurants/cafes and outdoor seating, secure parking for bicycles softened with street trees and landscape features. Big Lamp is the focal point, the cobbles to be retained but moved to a new location to allow for contemporary setts to be introduced to new pedestrianised and shared spaces.
- Capital investment to existing buildings to bring out historic features, shop front and repurposing.
- Development opportunities for Cockerill Square which could include new and refurbished buildings, seasonal shops, food hall, seating, market space and space for community events/performances.
- Revitalised market with enhanced offer and improved public realm and pedestrian links. Opening onto Ratcliffe Fold and the proposed Cockerill Square, creating an improved aesthetic setting. Screening of detracting elements such as the petrol station through soft landscape features.
- Public realm improvements to the southern gateway to the town centre. Second Big Lamp focal point and introduction of soft landscaping, street furniture and improved paving materials; Paving, street trees, soft landscaping.
- Junction improvements to the crossroads at Deardengate, Manchester & Blackburn Roads.

4.6 The key results of the 2020 consultation were overwhelmingly supportive of the Haslingden 2040 Vision and Masterplan and the National Lottery Heritage Fund Project. Full results are summarised in Appendix 2. The consultation included:

- Consultation on the Vision & Masterplan and the Deardengate Big Lamp National Lottery Heritage Fund project between 3rd August and 25th September 2020.
- The Haslingden 2040 sought views on proposed public realm enhancements, a shop front design scheme, events & activities agenda for the town centre and the wider 2040 vision for Haslingden.
- 554 respondents, with 465 fully completed surveys.

- Two socially-distanced consultation events were held in Haslingden – 19th August at the Dearden Tea Rooms and a weekend event at Haslingden Market on 29th August.
- The Economic Development team visited all town centre businesses with a flyer advertising the survey and event days. QR codes linked to the survey were put up in windows and doors of several town centre businesses. A letter was sent to all property owners within the town centre updating on the progress of plans. A brochure detailing the Masterplan, Vision and National Lottery Heritage Fund project was sent to over 8,000 homes in Haslingden and surrounding areas.
- A formal notification of proposals was sent to following statutory consultees for feedback; LCC Highways, LCC SUDS, Archaeology, United Utilities, RBC Building Control, Hyndburn Council, Historic England, Public Rights of Way, Police Architectural Liaison, Electricity, North West, Cadent Gas, Coal Authority, RBC Environmental Health, RBC Operations, RBC Strategic Housing, Ecology Unit, Health and Safety Executive. RBC have so far received 8 responses.
- Completed surveys were received from a statistically significant and large cross-section of society, with good representation by age, gender, ethnicity and other measures. The majority of respondents are in favour of proposed plans and would like them to begin immediately. Business owners and the public are generally concerned about crime and the volume of takeaways in Haslingden, but welcome plans on pedestrianised areas of the town centre and would like to participate in events.

4.7 The key messages from the consultation were:

- 80% of respondents do not think that Haslingden town centre is currently attractive to visit. However, 77% of residents think that the Vision and Masterplan will make the town centre more attractive; outlining that proposed changes to buildings and the public realm will benefit Haslingden and enable the town centre to become more attractive.
- Most people visit alone (55%) – and not in a social group (couple 22%, with family 19%, with a group 4%). Plus, only 20% visit at least once a day with 43% of local residents visit only on a limited number of occasions. This suggests the opportunity to create more community events centred on art, culture and food could entice more social groups to come to the town centre for more than drop-by shopping.
- Only 14% visit in the evening, compared to 86% during the day; highlighting a weakness in the night-time economy and the need to develop this sector in Haslingden.
- 93% of respondents do not visit Haslingden Market regularly; highlighting the need for essential improvements outlined in the Vision & Masterplan. For example, 79% of people confirmed they would be more inclined to visit the market more regularly if there were more specialist events or themed markets.
- 89% of people would like to see historical architectural features enhanced on buildings to create more traditional and consistent shop fronts within Haslingden town centre. This thinking is in line with the Vision, Masterplan and NLHF bid, emphasising the importance of conserving heritage site in Haslingden.
- 84% of respondents think connecting Haslingden with nature through more open spaces and improved gardens would add value to the town and 79% agreed that they would visit the town centre more if regular events and activities were held in the new public spaces. Creating spaces for families and communities to come together in Haslingden is a key feature of the Vision for Haslingden, and is a focal point of the NLHF bid.

- In response to the themes of action to improve Haslingden featured in the Vision, overwhelming respondents strongly agree or agree the below aims will improve Haslingden over the next 20 years:
 - 93% strongly agree/agree 'To make more money available for creative, leisure and independent businesses'
 - 91% strongly agree/agree: 'To have more start-up business support'
 - 91% strongly agree/agree: 'To develop Haslingden into an accessible town for all'
 - 88% strongly agree/agree: 'To create spaces for people to meet and gather to socialise or at events'
 - 86% strongly agree/agree: 'To reconnect Haslingden with music, nature, art and the countryside'

4.8 Following the consultation, the following changes have been made to the final document:

- A name change to the west of Haslingden town centre, behind Higher Deardengate, now formally identifying the area as 'Cockerill Square'. The Masterplan was specifically altered to outline the area proposed as the location for Cockerill Square, which is currently in disrepair, with overgrown land and derelict buildings. A Council officer group, chaired by the Director of Economic Development has been working to bring new opportunities to the site. These discussions are currently on-going. There is an aim to cultivate a capital scheme in partnership with private developers.
- Changes have been made to reflect new opportunities in the square. These may include; the refurbishment of derelict sites and their redevelopment into housing; the demolition of an existing building and creation of a new housing site opposite Haslingden market; and the establishment of a café culture on the ground floor of both new housing sites looking onto Cockerill Square.

4.9 The project team intend for the Haslingden 2040 Vision and Masterplan to be fully adopted as Strategic Planning Documents, to ensure 20-year plan for Haslingden can be fulfilled following the completion of the new Local Plan for Haslingden. Projects may take some time to come to fruition, but several projects are currently in the works. Ensuring 'shovel-ready' projects are available enables the Economic Development Team to include them funding bids to Government and external funding bodies as they arise.

5. DELIVERING THE MASTERPLAN

5.1 A number of projects have been identified to deliver the Masterplan:

- Upper Deardengate (supported by a NLHF bid)
- Repurposing of the market with a modern market management partner;
- Cockerill Square redevelopment;
- Lower Deardengate/Manchester/Blackburn Road repurposing and welcome corridor project.

It is anticipated that these and possibly other projects will come forward in the coming years to collectively deliver the aims of the Masterplan. The Haslingden Strategic Board will actively seek external funding opportunities.

5.2 The remainder of this report focuses on the first of these projects: Deardengate Big Lamp – Shining Light on Haslingden. This report seeks approval for a Stage 2 bid to the National

Lottery Heritage fund for c£1.8m to support the c£3.4m capital cost of the project. Key outputs for the project include:

- Building enhancement programme that includes the reinstatement of lost architectural features, shop front improvements and complete change of use and townscape improvements to properties within the project boundary.
- Completion of major improvement works to the public realm, including a pedestrian area located in Upper Deardengate.
- Creation and execution of a programme of activities and events through consultation and workshops to connect people in Haslingden with the town's heritage.

5.3 The project lifespan is over a one-year development stage and five-year delivery stage. A 'Area Action Plan' has been produced in accordance with NLHF guidance. This includes: updating condition surveys and costs, commissioning specialist surveys to de-risk the project and preparing design proposals for individual properties and the public realm up to RIBA Stage 3. The key project milestones are:

- Project Initiation/Inception meeting – 8th June 2020
- Haslingden 2040 consultation – 3rd August to 25th September
- Development Review (National Lottery Heritage Fund) – November 3rd 2020
- Approval from Council – December 2020
- Delivery Stage Application – March 1st 2021
- Delivery Stage Decision – late June 2021
- If successful, Delivery Stage commencement – Summer 2021
- If successful, Delivery Stage anticipated completion – Summer 2026

5.4 Micro-grants scheme

The bid makes provision for £60,000 for a local businesses and community group micro-grant programme. The programme will be an opportunity to promote heritage. Demand for current projects has been high compared with the limited £3,000 budget. These projects have demonstrated that a micro-grants programme in Haslingden can work and significant demand for future small-scale projects.

The new micro-grant trial programme will benefit the development of new projects and build on projects already established. For example, further funding can help establish a sustainable business plan for the Grub Food Bazaar organisers, enabling them to develop their event and become a self-sufficient regular programme. Likewise, community art and history projects will have opportunity to grow and reach new people, involving the whole community in Haslingden's heritage. In addition, when there is a possible future reduction in restrictions, there will be more opportunity for face-to-face workshops, limiting the need for online workshops.

5.5 Events programme

The Deardengate Big Lamp Project Action Plan is a comprehensive guide to events and activity programming across the lifetime of the project; the bid makes provision for £100,000. Although, still a work in progress, the majority of event suggestions have been put together following suggestions within the Haslingden 2040 consultation process or are already established events in the town. The delivery phase of the Heritage Fund process will enable ideas, activities, training and engagements to come forward. One of the main aims is not only to reach all of the demographic groups within the town but to instil a legacy to ensure the sustainability of the project and change perceptions and attitudes. To achieve

this, we have a diverse range of activities, events and training opportunities including digitally themed activities and more traditional engagement activities.

To develop an activity plan for Haslingden, the involvement of both the community and the local events group is essential to ensuring plans become a reality. This work has been completed in consultation with the local events group Haslingden's Happening. To undertake such an ambitious events and activities programme, the group is willing to undergo training to ensure successful events. A constituted CIC, Haslingden's Happening has a core committee structure that organises and manages events, such as the Haslingden Street Fair, a major community event held annually. They also have a significant mailing list of volunteers from local businesses and community organisations that get involved to make an event happen.

5.6 Haslingden Business Association

As part of the bid the dedicated officer will proactively work with businesses in order to bring about a successful business association and may use micro-grant funding where appropriate. A free-to-access Haslingden Business Association is a way to bring businesses together; to share ideas, actively work with the council to achieve change, get free access to business advice and implement schemes such as events to increase footfall to the town centre. The inaugural Haslingden Business Association meeting is scheduled for 10th December to kick start this. The meeting will include information with regards to grants access associated with the Covid-19 pandemic, a talk from the Director of GrowTraffic Ltd and Chair of Bacup Business Association to explain how the group in Bacup got started and how a similar group in Haslingden could support the local economy.

5.7 Artist commission

The project team commissioned an artist to co-develop with members of the local community and other stakeholders, a public art installation for the proposed Cockerill Square site; initially £2,500 has been used for concept designs. The brief aims to celebrate the link of the Cockerill family with their hometown through a creative response. A fusion of nature and history garden and seating area that promotes heritage with subliminal educational opportunities. On recommendation from the Haslingden Strategic Board, Simon Watkinson was appointed as the artist to design the proposed installation. If confirmed by the Haslingden Strategic Board in November, the design will be included within the Stage 2 application with £15,000 ring-fenced funding to bring this installation forward

5.8 Rossendale Shop Front Design Guide

This addendum is intended to provide specific guidance relating to the unique heritage of Haslingden. Many buildings retain their commercial use, and contribute to the heritage value of the townscape. Many of the retained historic features are aesthetically pleasing and provide architectural diversity and interest to the streetscape. Where these are obscured or damaged, there is potential to make appropriate changes and repair to enhance the significance of the individual building, but also create a positive sense of place in the wider area.

The guide intends to encourage good practice and thoughtful design for shopfronts, and for repairs and improvements to existing ones. This report proposes this addendum is adopted as planning policy. The addendum would be used to support enforcement action against premises that do not comply with shop front standards in Haslingden town centre. The

adoption of the Haslingden addendum also displays a clear commitment to the National Lottery Heritage Fund that the Council will enforce high standards for shop fronts in Haslingden, suggesting that awarding funds to support a complementary Shop Front Enhancement Grant Scheme would not be at risk. The grant scheme would enable several properties along Upper Deardengate to benefit from investment in their shop fronts, windows and doors. A copy of the addendum is attached as Appendix 3.

6. PROJECT GOVERNANCE

- 6.1 The council will act as the accountable body for the NLHF funding. As such, the project will be overseen by the council's Programme Board. A clear project manager and project sponsor will be allocated if the bid is successful.
- 6.2 The Haslingden Strategic Board, which includes elected member and stakeholder representatives was authorised to oversee the stage 1 NLHF bid in December 2019, as the decision making body. It is necessary to refresh the Board's Terms of Reference in order to firm up the governance arrangements as the council is the legally accountable body. The NLHF require the Board to be reflective of the accountable bodies governance arrangements and have sufficient authority to make decisions.
- 6.3 The council is keen to ensure decision-making authority and implementation of the project is delegated to the Haslingden Strategic Board as the most appropriate body to oversee the project. The Haslingden Strategic Board shapes the future direction of regeneration in Haslingden and should provide the authority, either through direct action or delegation to spend project funds, manage the project and make decisions regarding next steps, in accordance with the Board's Terms of Reference. The council confirm the Environment Cabinet portfolio holder as Chair of the Haslingden Strategic Board.

7. RISK

- 7.1 As a council corporate project, a specific project risk register will be developed if the bid is successful. At this stage, the key projects risks include the failure of the NLHF bid and project overspend or overrun (if successful). The project will not be viable if the NLHF bid is unsuccessful. There has been considerable dialogue with the NLHF to strengthen the quality of the bid. If the bid is unsuccessful the council will seek alternative external funding opportunities as they arise. A detailed project plan will be developed and the project will be overseen by the Haslingden Strategic Board and the council's Programme Board will retain oversight if the bid is successful.
- 7.2 A project risk exists with poor interest in third party grants. This has been mitigated by early engagement with town centre businesses, providing detailed information regarding the costs involved and the impact of the scheme. The project team have received letters of support from 65% of businesses in the target area, with an additional 11 properties on the reserve list for support.
- 7.3 Challenges associated with getting statutory approvals in place. Timescales for achieving a Traffic Road Order are challenging. This has been considered and the project team are in communication with the National Lottery Heritage Fund to ensure risk is mitigated as far as possible when achieving necessary statutory consents.

8. FINANCE

8.1 The Deardengate Big Lamp – Shining Light on Haslingden capital project budget is £3.4m. If the bid is successful, the project will last from the Summer 2021 until Summer 2026 and would see the implementation of the capital works and activities. A NLHF bid for £1.8m is being submitted. Previously Council allocated a £185k match funding (£160k from Employment & Transport Reserves and £25k from the Haslingden Strategic Board Budget). The remainder of funds will be matched from the private sector and volunteer time.

8.2 All costs associated with the production of the Haslingden 2040 Vision & Masterplan and National Lottery Heritage Fund consultation were covered within existing budgets.

8.3 The Haslingden Project Officer is being reassigned temporarily to work on the development of Visitor Economy projects in the interim period prior to the submission of the bid (March-June 2021) at a cost c£12k. This will be funded by the council through underspend in the Economic Development budget.

9. LEGAL

There are no legal implications arising at this stage of the process. Due diligence needs to continue and acceptance of any funding will be subject to further reports in the event the council is successful in its Stage 2 bid.

10. POLICY AND EQUALITIES IMPLICATIONS

The NLHF bid and Haslingden 2040 Vision & Masterplan underwent extensive public consultation, reviews from the Haslingden Strategic Board and council throughout the development of the projects. The bid proposals ensure that people in the area, no matter what their background and circumstances, should have equality of opportunity to succeed and gain from the improvements and growth of the economy in the town centre. Any future equality implications will be given consideration in a relevant and proportionate manner.

11. CONCLUSIONS

This report is seeking authorisation of an exciting and extensively consulted upon 20-year Vision and Masterplan for Haslingden Town Centre as well as the NLHF bid which will begin the delivery of a programme of works. The NLHF bid will deliver £3.4m of town centre enhancements if successful with further external bids required in the coming years to deliver the full 2040 Vision and Masterplan.

This is an exciting opportunity to take a significant practical step forward in the significant redevelopment of Haslingden town centre. This report includes the final version of the Haslingden 2040 Vision and Masterplan. It proposes the approval of the plan and a funding bid for a major project within the Masterplan: Deardengate Big Lamp – Shining Light on Haslingden.

VISUALS

Haslingden Project Area

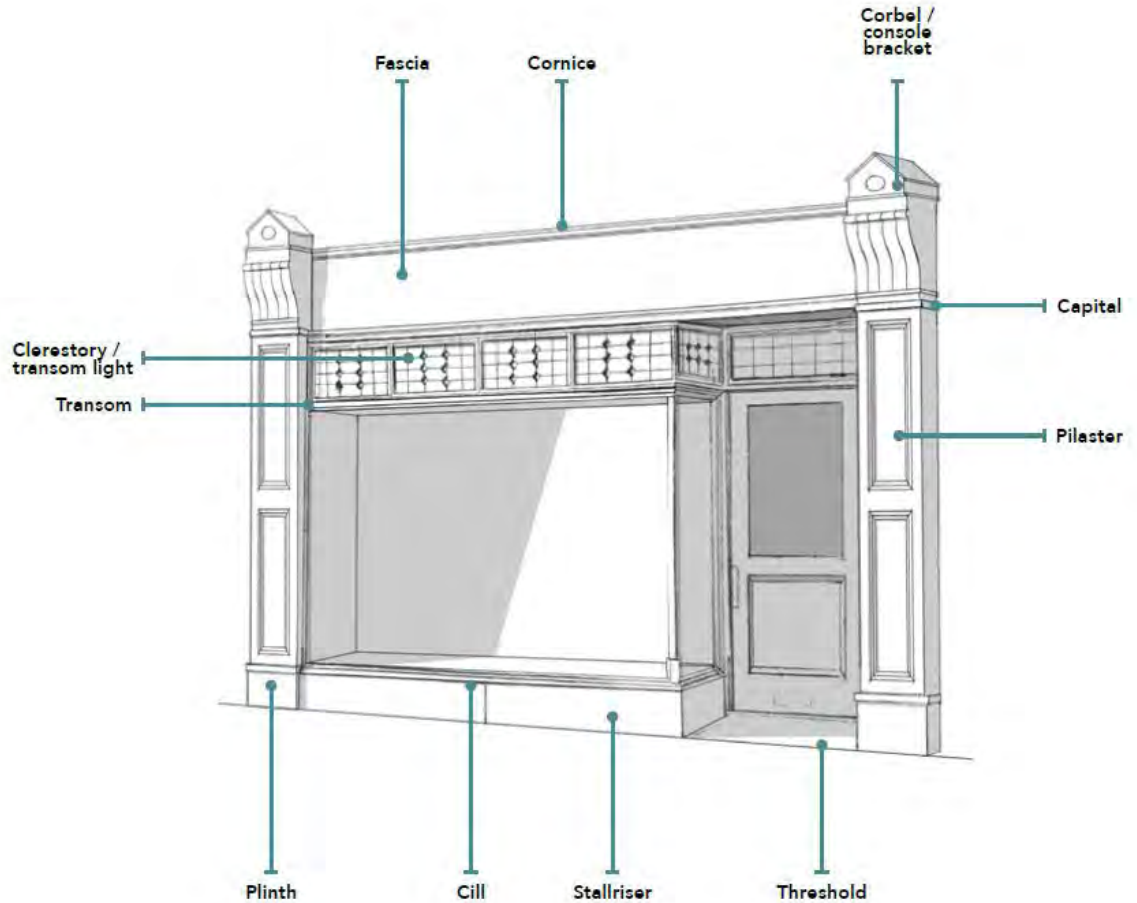


Haslingden's Heritage



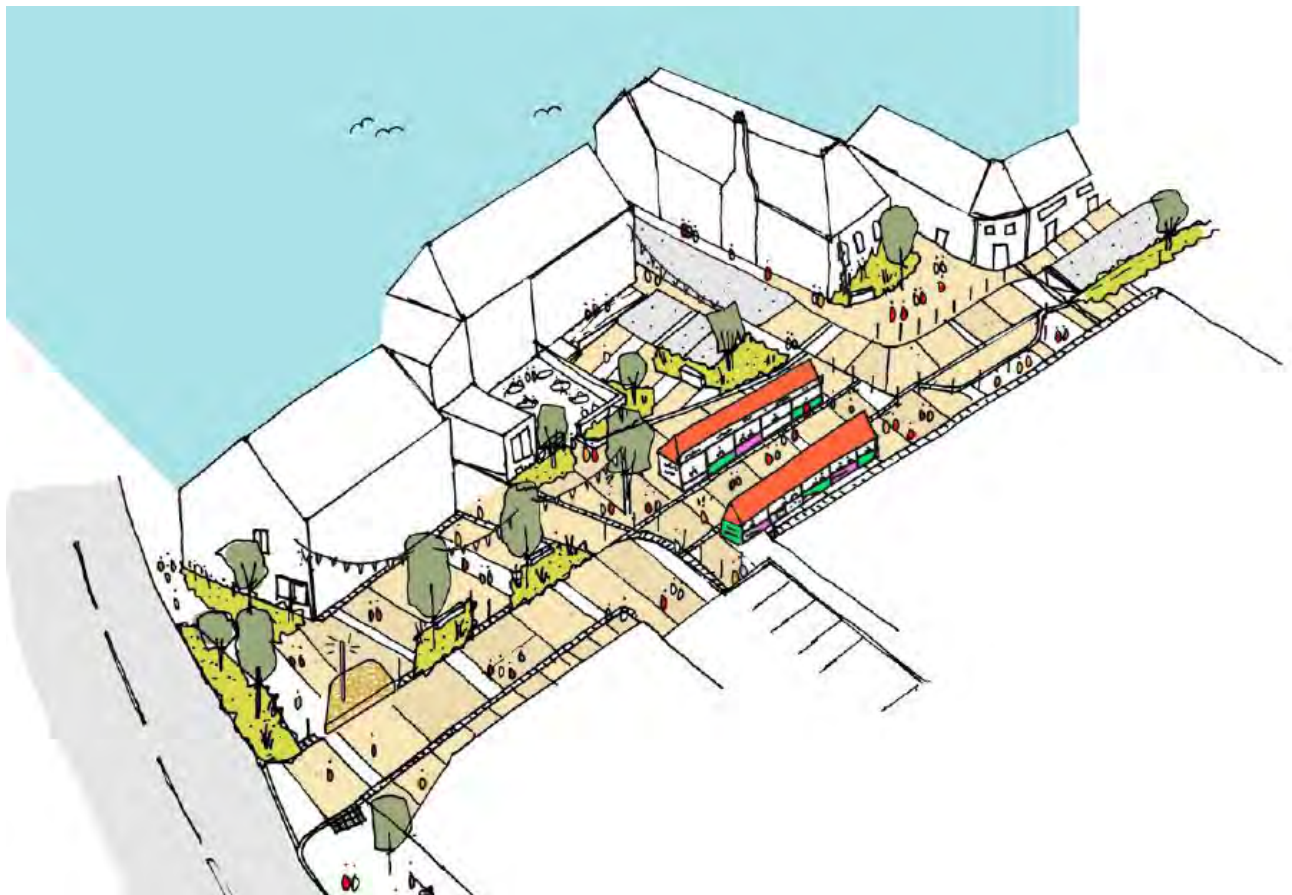


Haslingden's Historical Shop Fronts: unique features & design aims





Early Concept Design of Deardengate Public Realm Enhancements



Background Papers	
Appendix 1	Haslingden 2040 Vision & Masterplan – https://haslingden2040.co.uk/wp-content/uploads/2020/08/VISION-AND-MASTERPLAN-Updated.pdf
Appendix 2	Haslingden 2040 Consultation Report
Appendix 3	Rosendale Shop Front Design Guide - Haslingden Addendum
Appendix 4	February 2019 Council Report – Haslingden https://www.rossendale.gov.uk/meetings/meeting/1099/council
Appendix 5	December 2019 Council Report – Haslingden https://www.rossendale.gov.uk/meetings/meeting/1183/council
Appendix 6	Haslingden Strategic Board – Revised Terms of Reference

Highlight Overview

Introduction

Rossendale Borough Council consulted on the Haslingden 2040 Vision & Masterplan + the Deardengate Big Lamp National Lottery Heritage Fund project between 3rd August and 25th September 2020.

The Haslingden 2040 sought views on proposed public realm enhancements, a shop front design scheme, events & activities agenda for the town centre and the wider 2040 vision for Haslingden.

This consultation incorporated several tools to increase participation, with particular emphasis on the completion of a survey on proposed plans. During the consultation period the survey had 554 respondents, with 465 fully completed surveys.

Two socially-distanced consultation events were held in Haslingden – 19th August at the Dearden Tea Rooms and a weekend event at Haslingden Market on 29th August. This enabled resident of Haslingden and surrounding areas to speak directly to Council Staff and Council Members regarding future plans for the town.

To increase participation and to maximise on completed surveys the consultation was advertised on Rossendale Radio, LancsLive and on banners throughout Haslingden. The economic development team visited all town centre businesses with a flyer advertising the survey and event days, QR codes linked to the survey were put up in windows and doors of several town centre businesses. A letter was sent to all property owners within the town centre updating on the progress of plans. A brochure detailing the Masterplan, Vision and National Lottery Heritage Fund project to over 8,000 homes in Haslingden and surrounding areas.

Paper copies of the survey were available at the Adrenaline Centre, Haslingden Community Link, St James' Church, St Thomas Musbury, Haslingden Mosque and the First Choice Credit Union. The project team actively engaged the public and business community wherever possible to seek views on plans for Haslingden.

In addition, a formal notification of proposals was sent to following statutory consultees for feedback; LCC Highways, LCC SUDS, Archaeology, United Utilities, RBC Building Control, Hyndburn Council, Historic England, Public Rights of Way, Police Architectural Liaison, Electricity North West, Cadent Gas, Coal Authority, RBC Env Health, RBC Operations, RBC Strategic Housing, Ecology Unit, Health and Safety Executive. RBC have so far received 6 responses, namely from:

- United Utilities
- The Coal Authority
- Environmental Health Rossendale Borough Council
- Historic England
- The National Grid
- Police Architectural Liaison

Recommendations

The below report outlines responses were received from a statistically significant and large cross-section of society. The majority of respondents are favour of proposed plans and would like them to begin immediately. Business owners and the public are generally concerned about crime and the volume of takeaways in Haslingden, but welcome plans on pedestrianised areas of the town centre and would like to participate in events.

Respondents highlighted the need for better traffic management, consistent shop fronts, more parking and better shops to attract them to the town centre. They expressed that improvements to the market are required and people would visit more if investment was made.

There were several responses beyond the scope of the survey for the Haslingden 2040 team such as the need for a tidier town centre, better housing and more police.

The recommended course of action is to include all suggestions made for events in Haslingden to attract people to the town centre, review parking availability in Haslingden, ensure all plans are delivered and the vision (which most all respondents agree with) is realised.

Consultation Events

The Dearden Tea Rooms – 19.08.2020



Haslingden Market – 29.08.2020

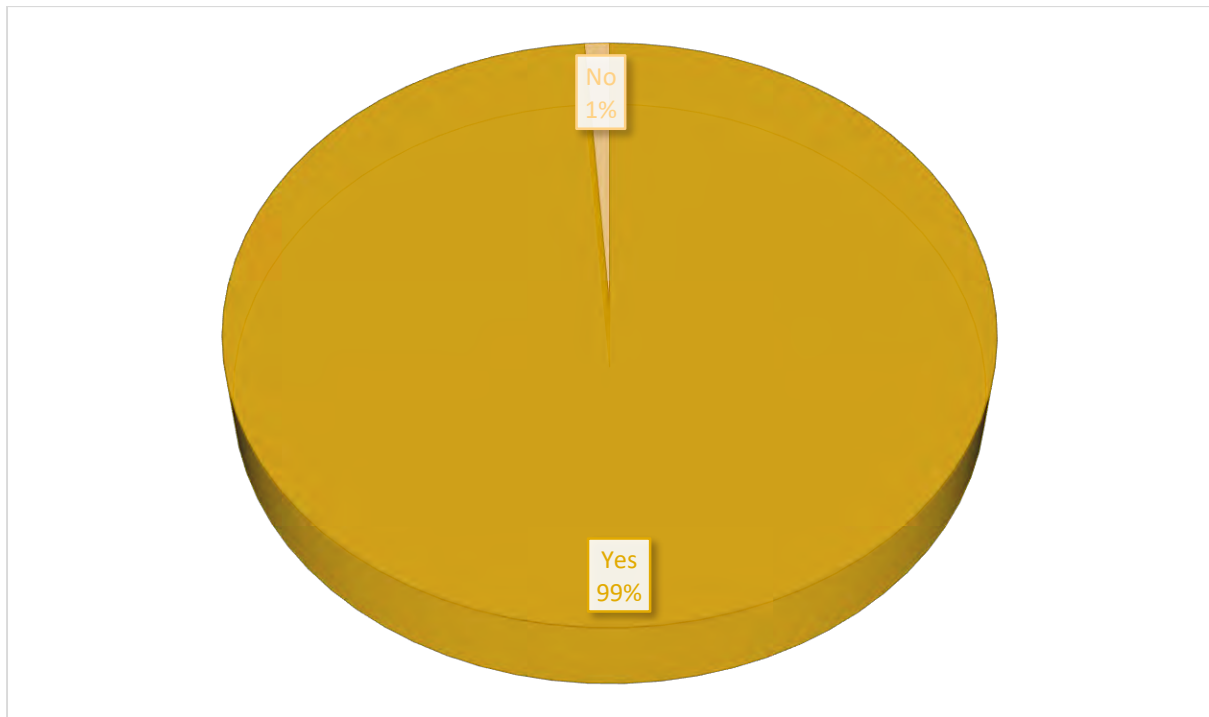


Haslingden 2040 Consultation Report

(1)

The Haslingden Strategic Board, made up of Rossendale Borough Council, business and community stakeholders, has developed the Haslingden 2040 Vision & Masterplan based on over 1,000 previous consultation responses on the future of the town centre. We are now seeking your views on the proposed 2040 Vision and Masterplan at this important time. The Haslingden 2040 Vision & Masterplan sets out the town centre's regeneration priorities over the next 20 years. The Vision is linked to the transformational Deardengate Big Lamp Project supported by The National Lottery Heritage Fund. We are seeking feedback on plans and we thank you for taking the time to complete this survey.

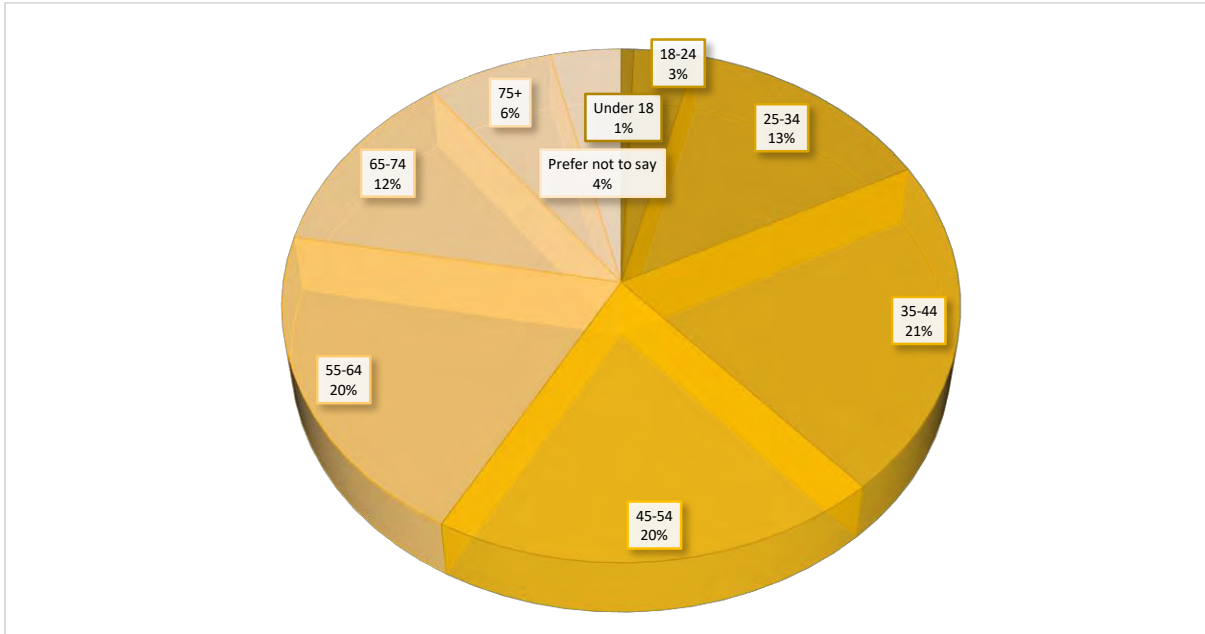
Please confirm that you have read Haslingden 2040 Vision & Masterplan or have had access to detail regarding plans on the www.haslingden2040.co.uk before proceeding.



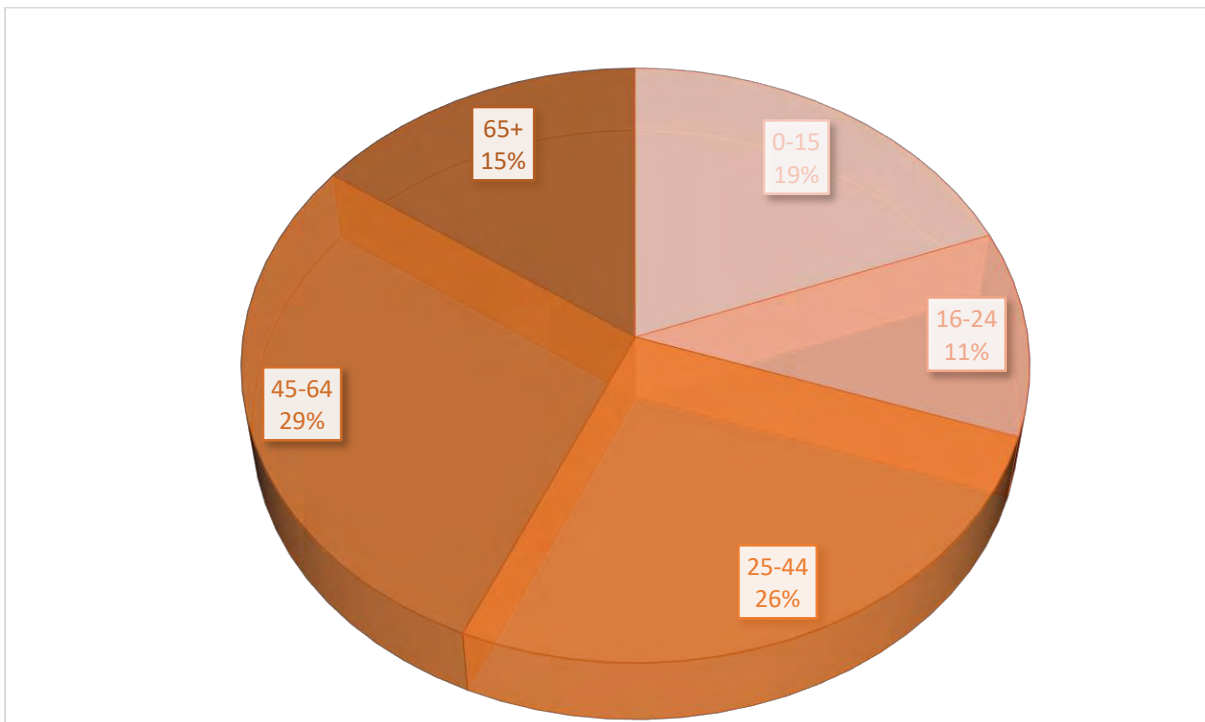
(2)

To support us in ensuring that views have been considered from the whole community in Haslingden, please complete the following diversity questions before completing the main survey.

Please indicate your age group:

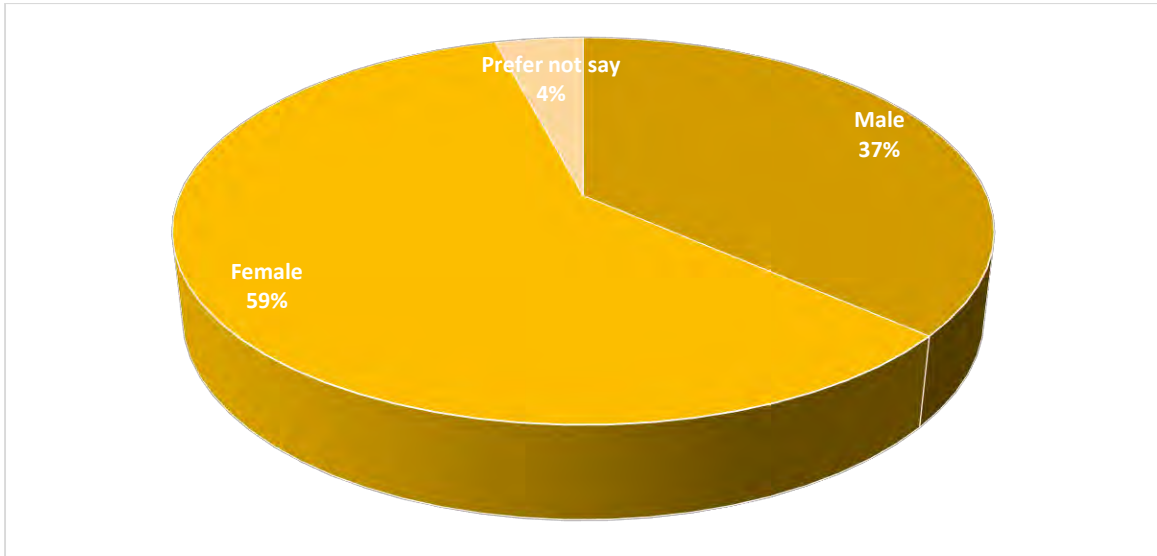


Although not a side-by-side analysis. The response rate for the survey is largely in line with Rossendale averages below. The key difference being a lower than expected response rate for 0-24 years. However, the 25-64 years matches more closely.



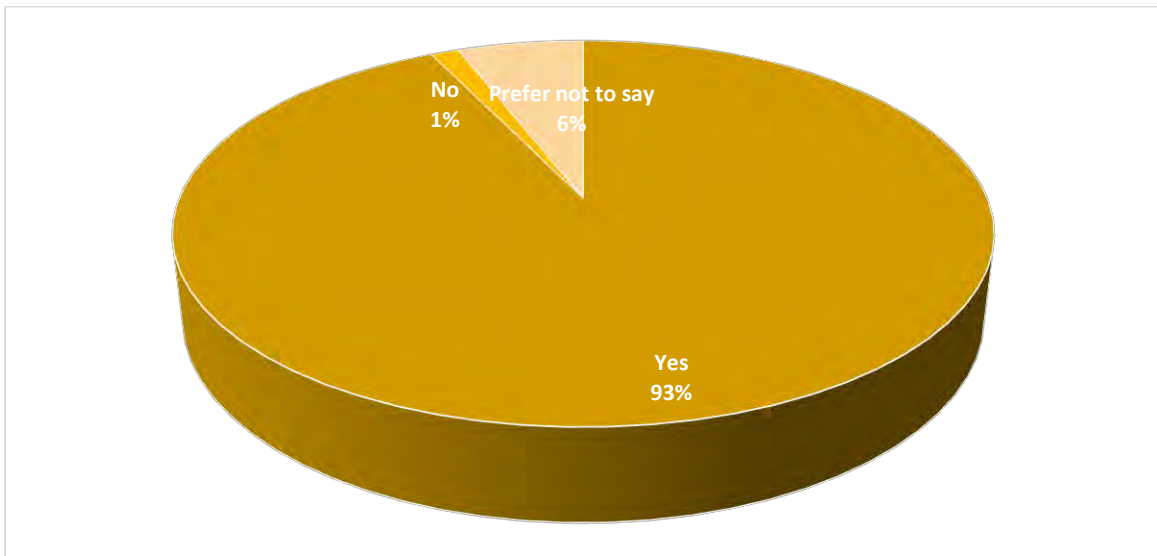
(3)

Are you?



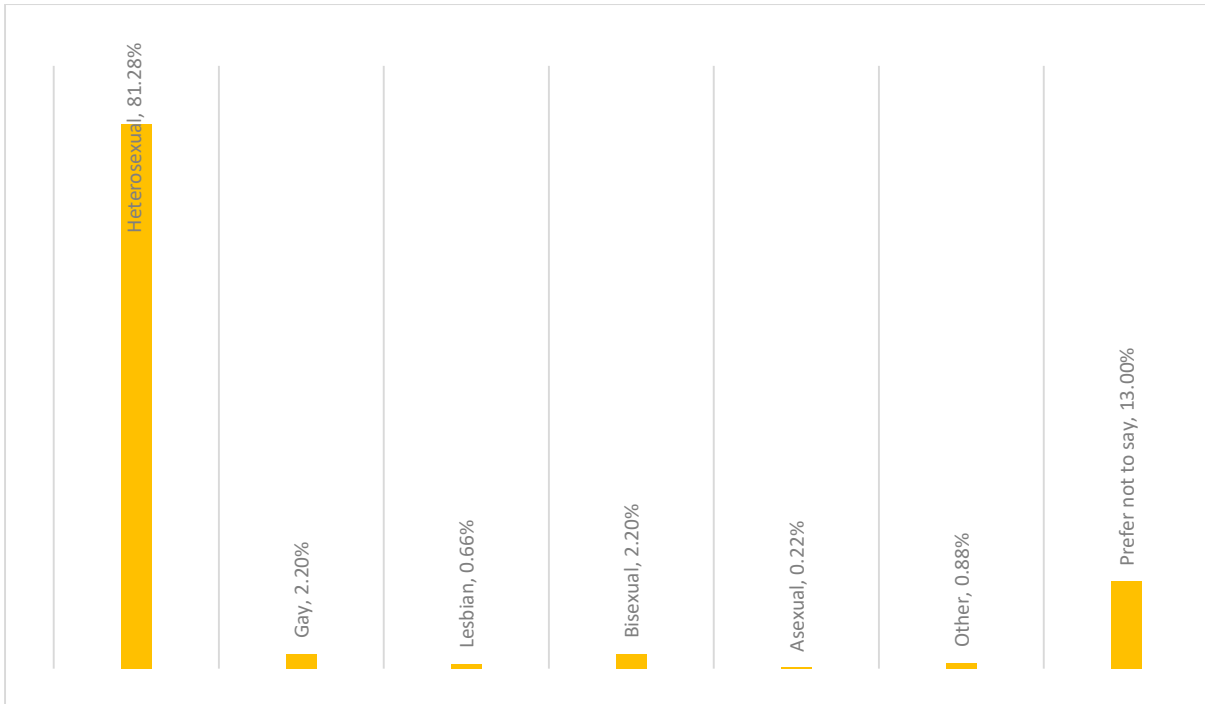
(4)

Do you currently live in the gender you were given at birth?

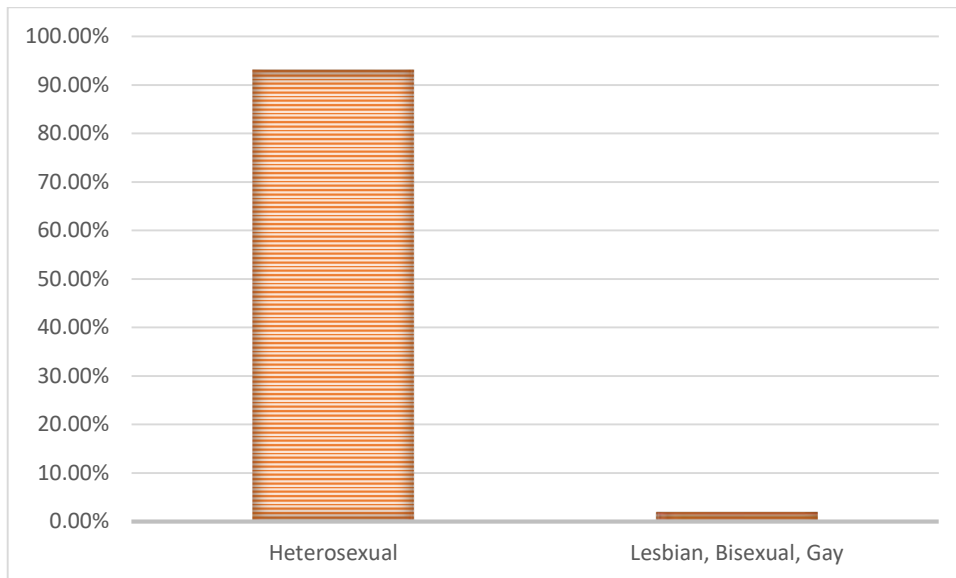


(5)

How would you define your sexual orientation/sexuality?

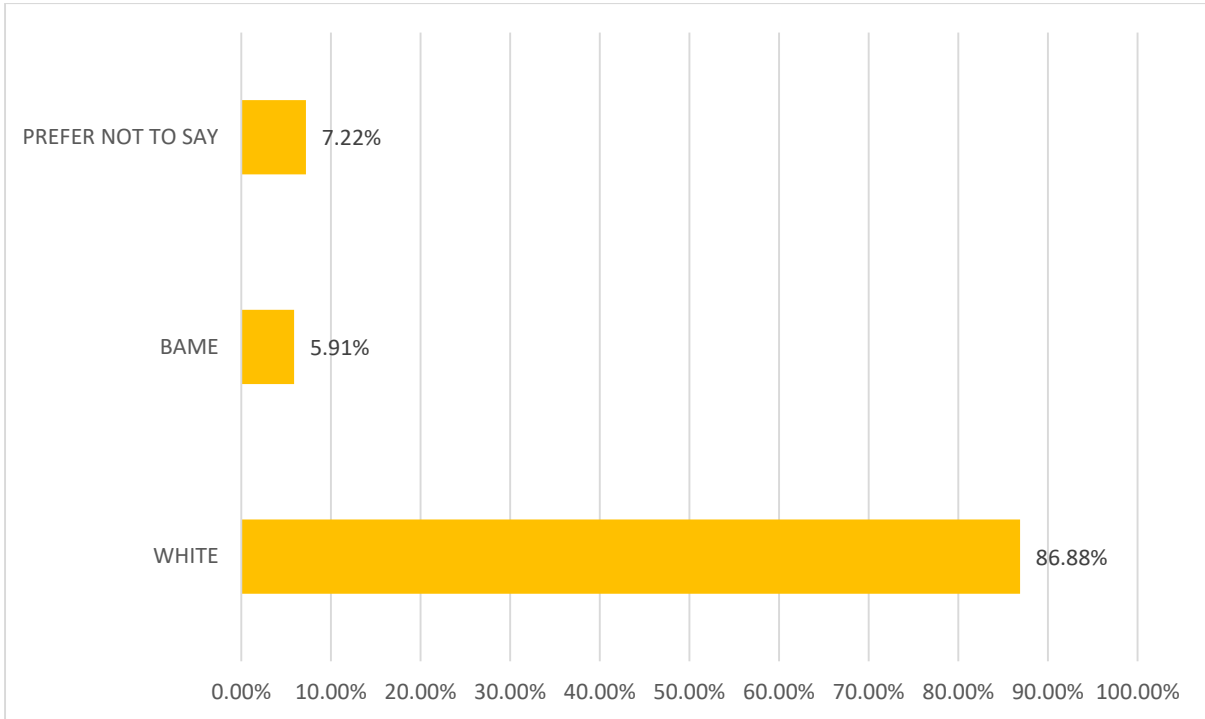


Although not a side-by-side comparison, these results suggest a diverse response rate when compared to the national average outlined below:

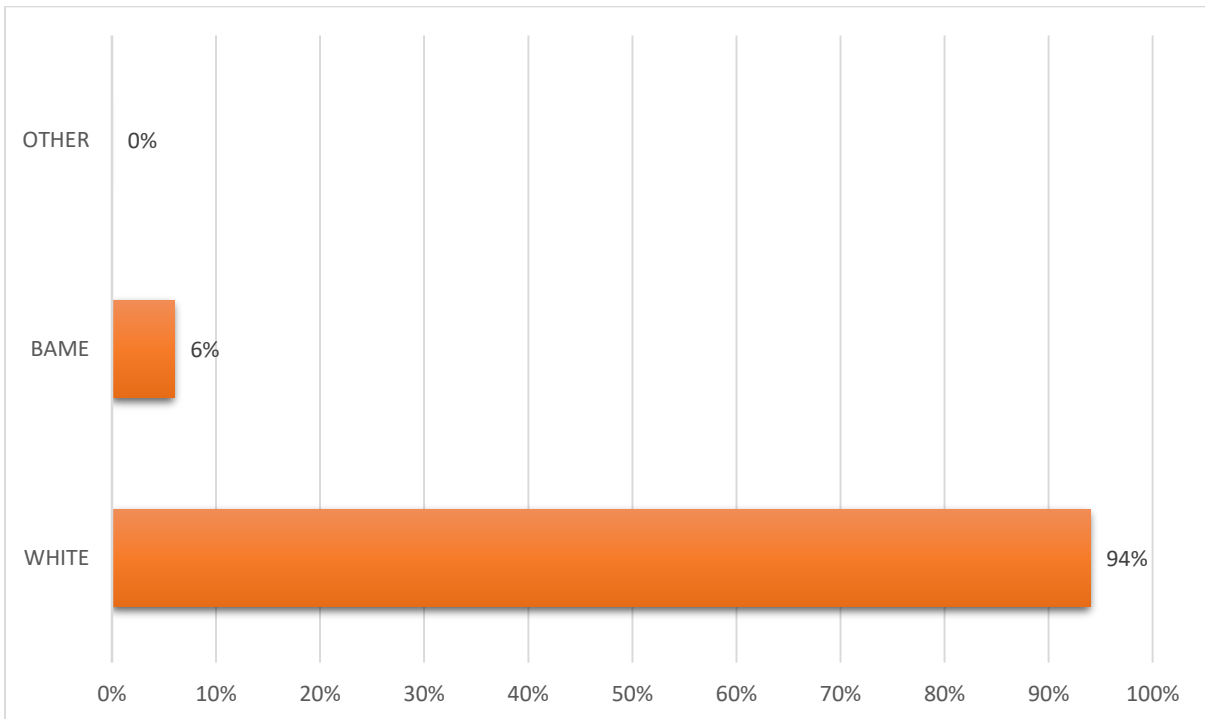


(6)

How would you best describe your ethnic origin?

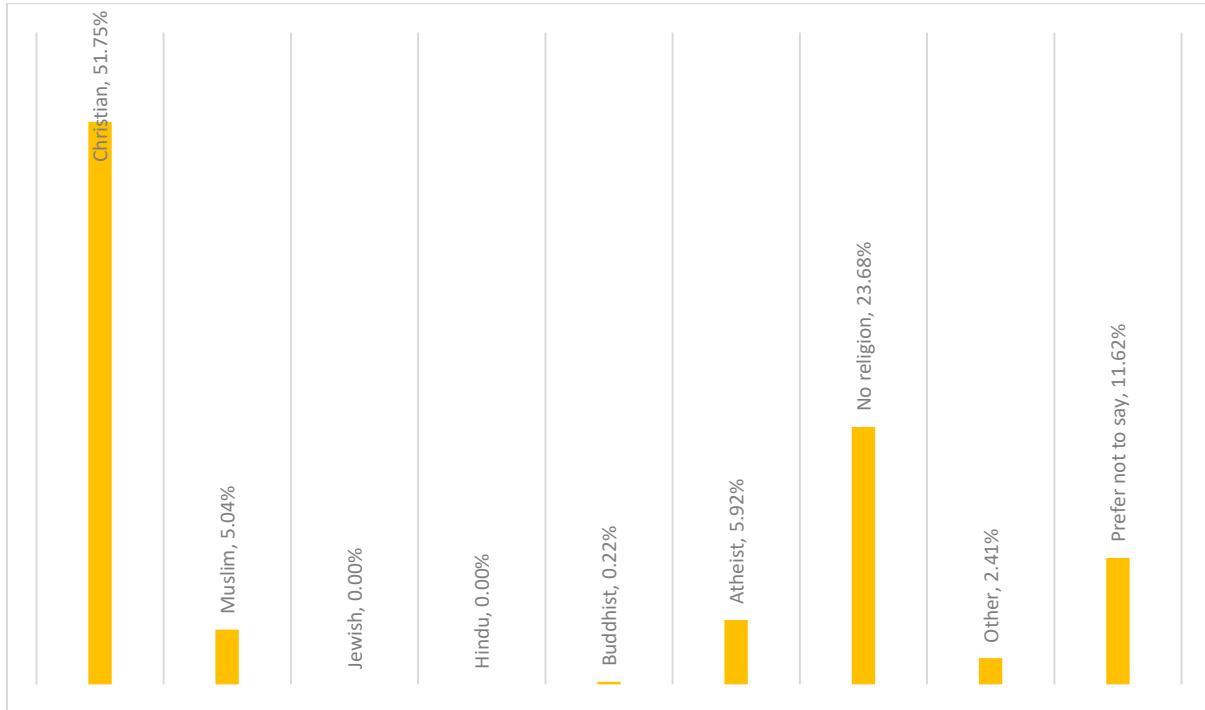


Similarly, to the above response, this survey has had an accurately diverse response rate in line, specifically in line with the below Rossendale census percentages:



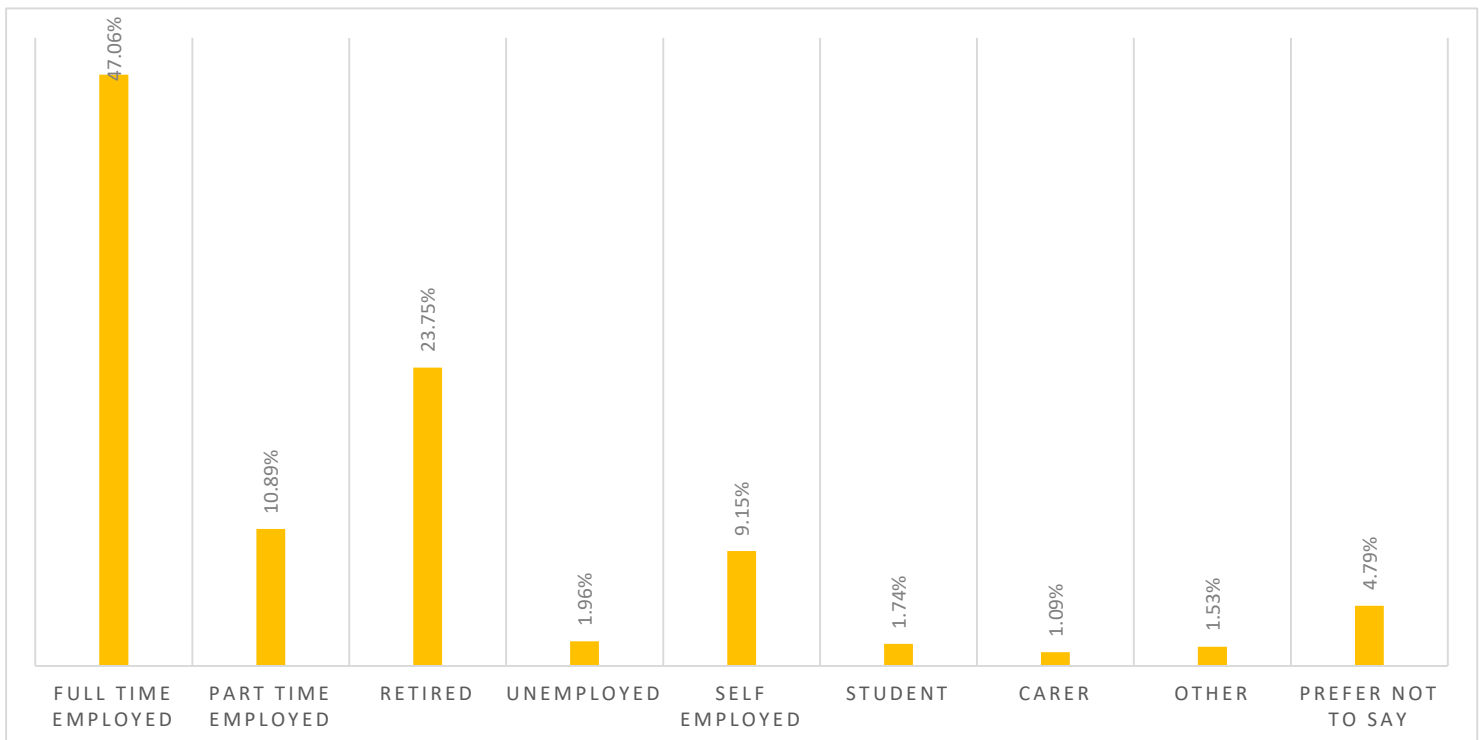
(7)

Please state your religion.



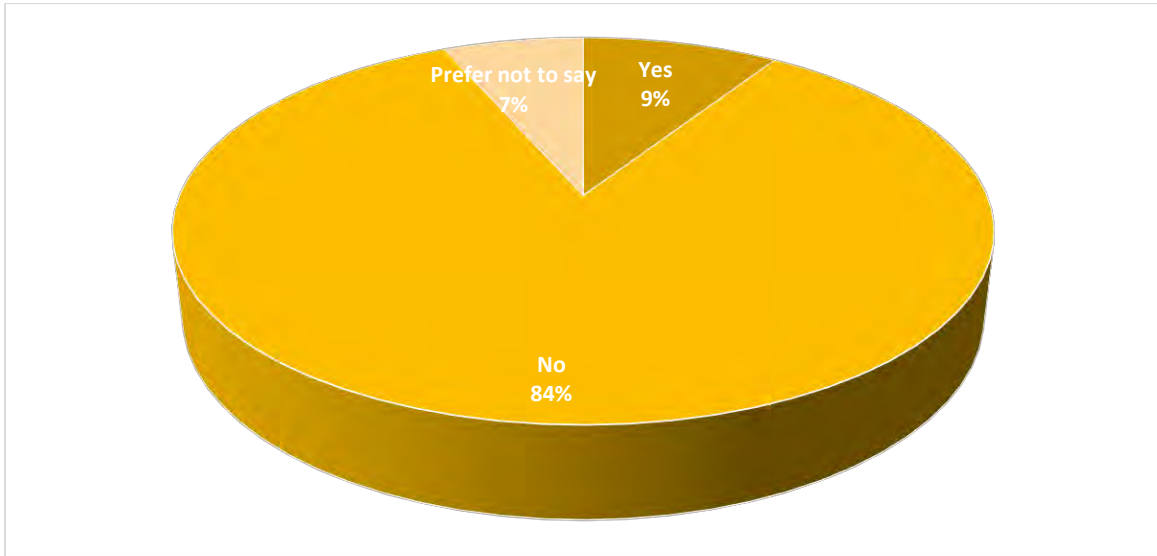
(8)

Please indicate your employment status.



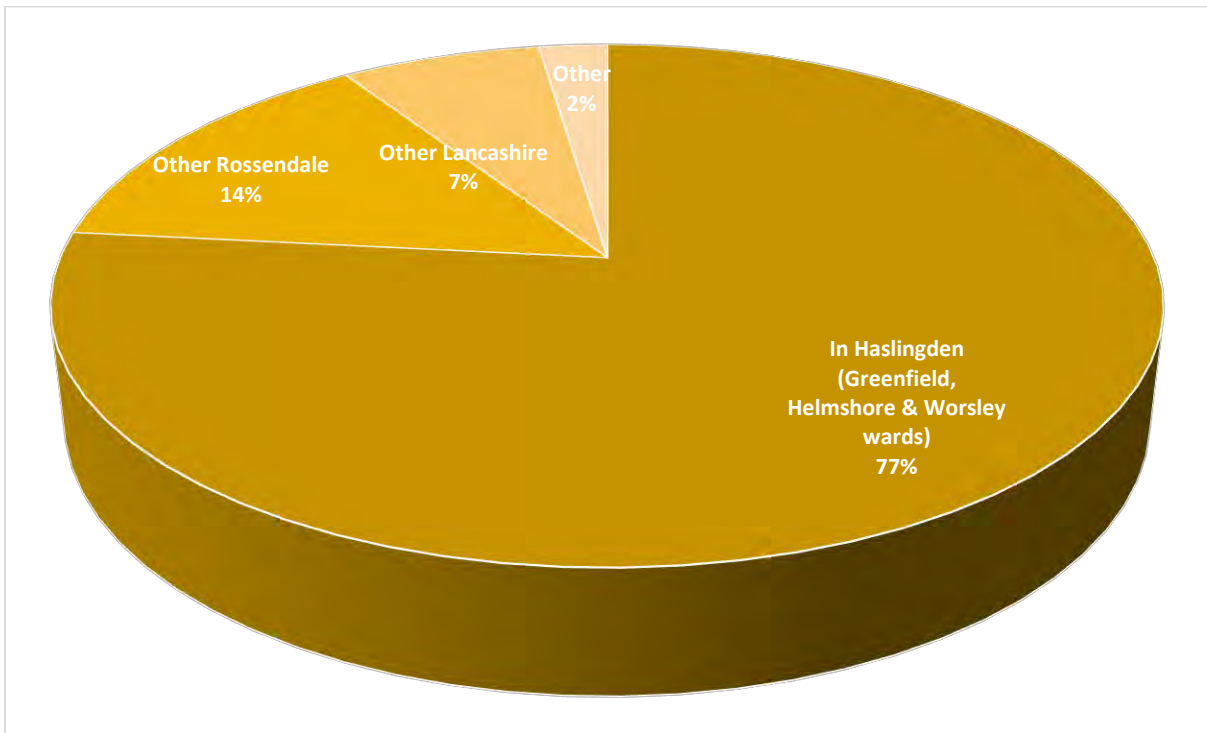
(9)

Do you consider yourself to have a disability?



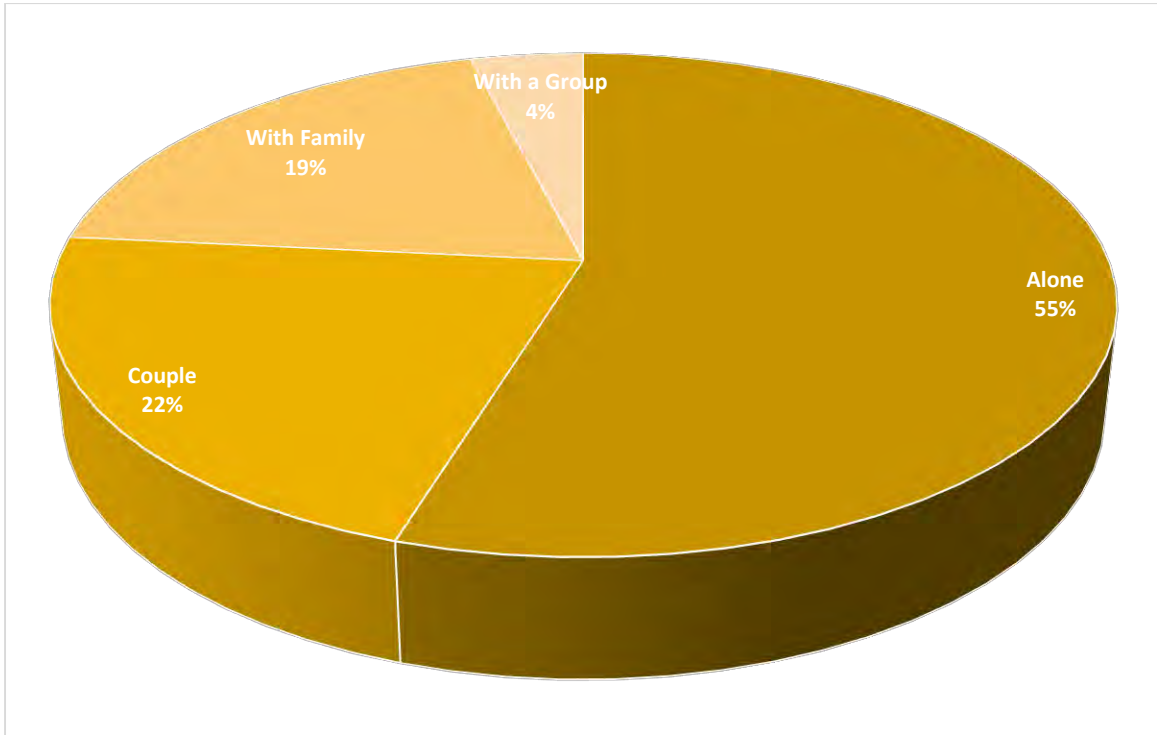
(10)

Do you live....



(11)

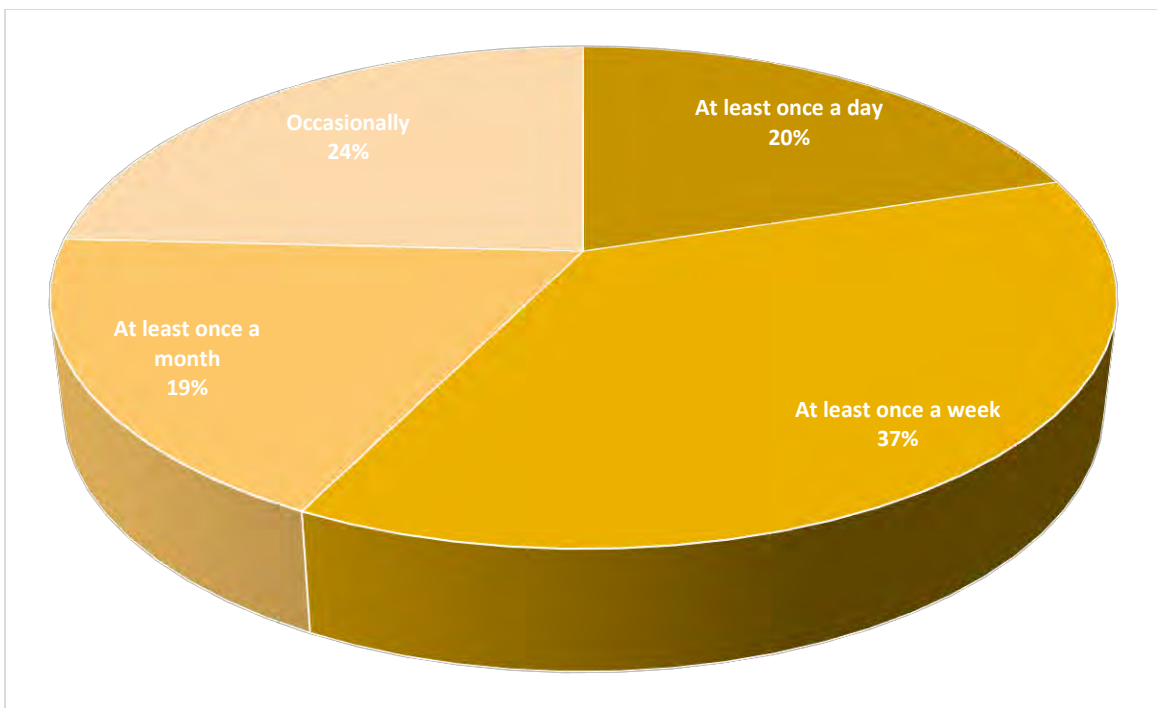
When you visit Haslingden town centre, is this usually. Please tick all that apply.



This response rate suggests a weakness in current town centre demand from couples and families, suggesting there is a need to develop the leisure and night-time economy to improve visitor numbers.

(12)

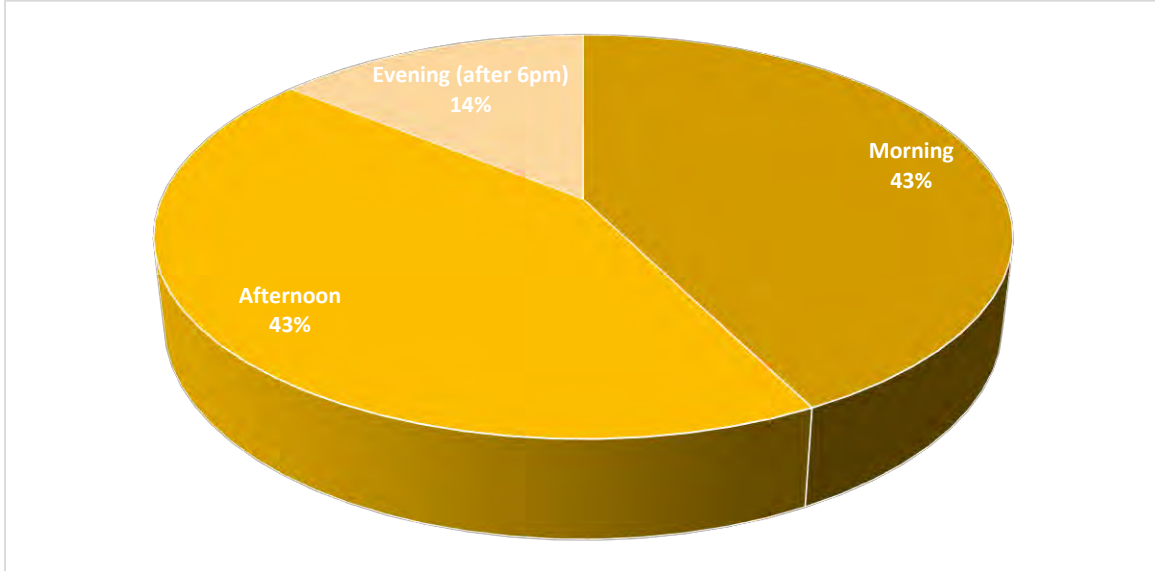
How frequently do you come into Haslingden town centre?



Figures suggest that 33% of respondents rarely visit the town centre, suggesting untapped potential to increase visitor numbers to Haslingden.

(13)

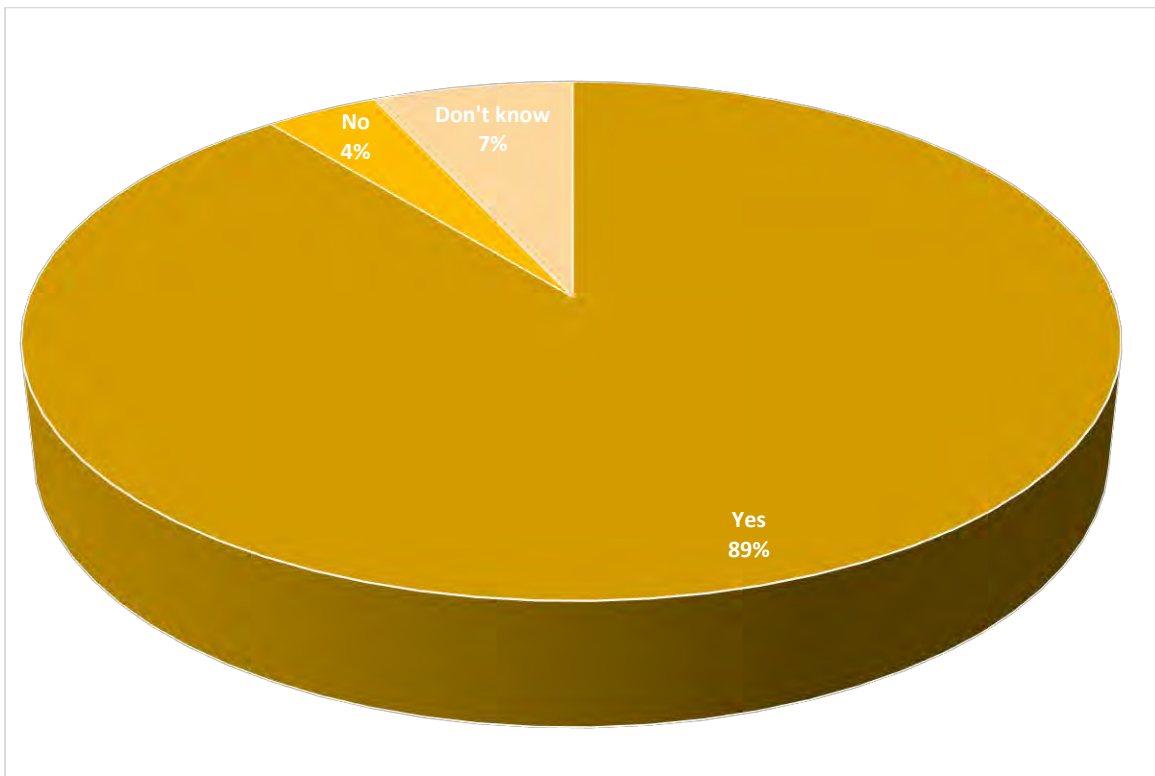
Please tick all the times that you visit the town centre?



These figures suggest the majority of visits to the town centre are made during the day, highlighting a weakness in the night-time economy and the need to develop this sector in Haslingden.

(14)

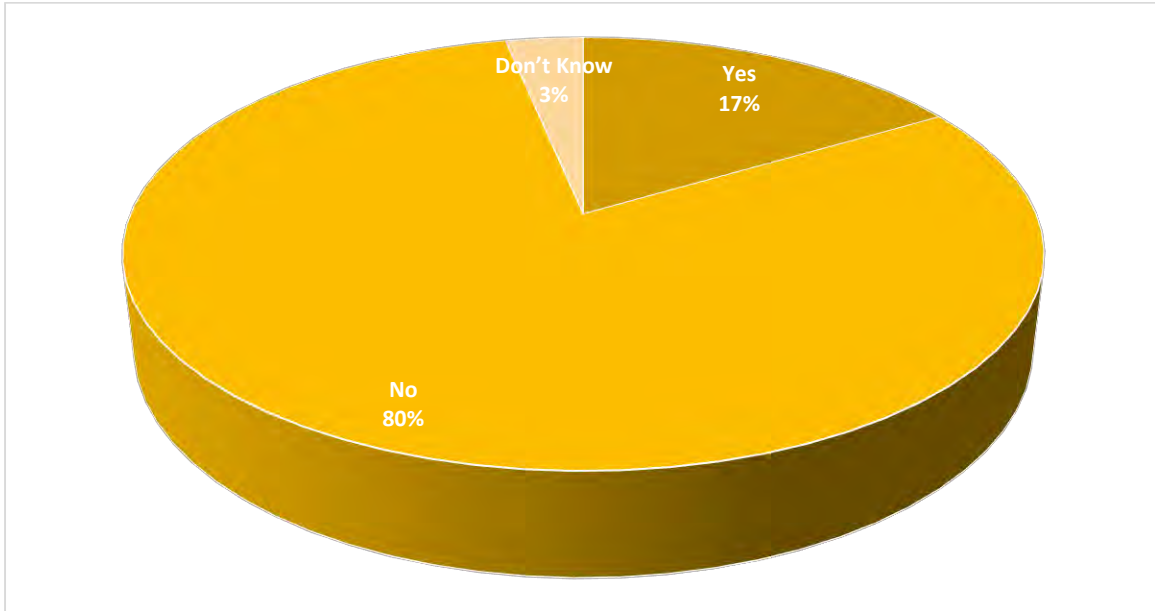
Do you think that historic buildings within Haslingden Town Centre require improvements and investment?



This overwhelming response rate demonstrates the case for change, properties in Haslingden town centre require new investment.

(15)

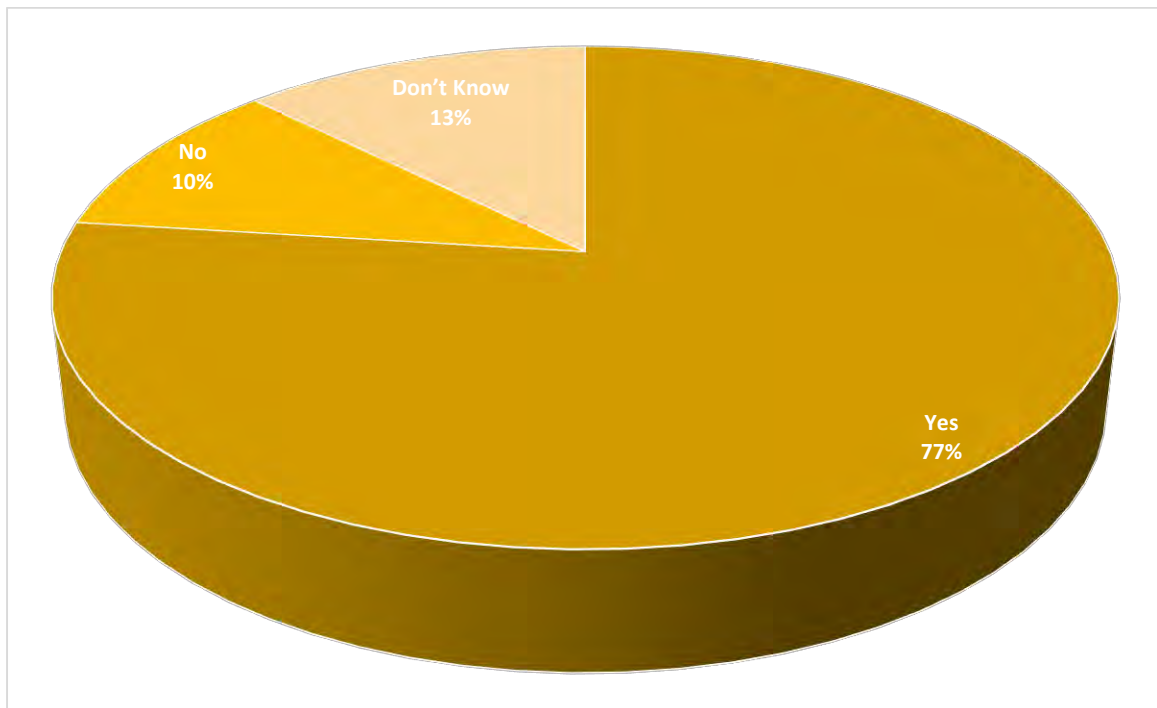
In your opinion is Haslingden an attractive place to visit?



Similarly, this overwhelming response rate demonstrates the case for change, investment in Haslingden is essential to improve the attractiveness of the town centre for visitors.

(16)

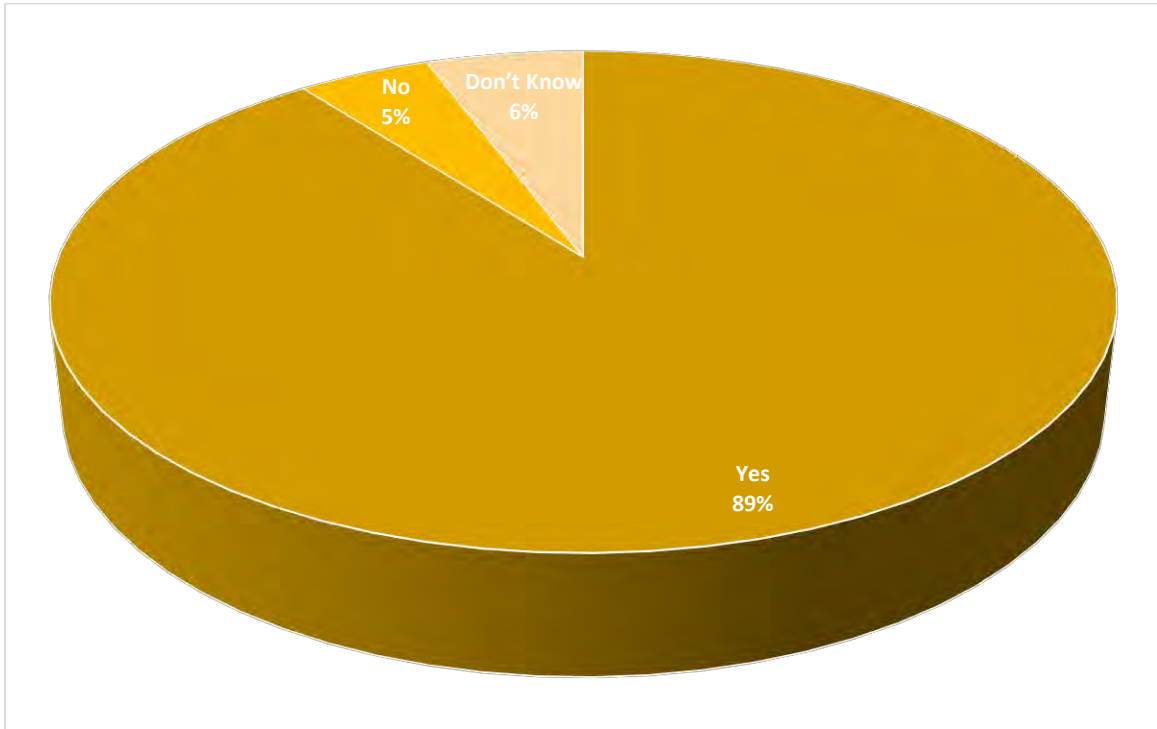
Do you think Haslingden will become more attractive to visit with the proposed changes?



The above figures outline that proposed changes to buildings and the public realm will benefit Haslingden and enable the town centre to become more attractive.

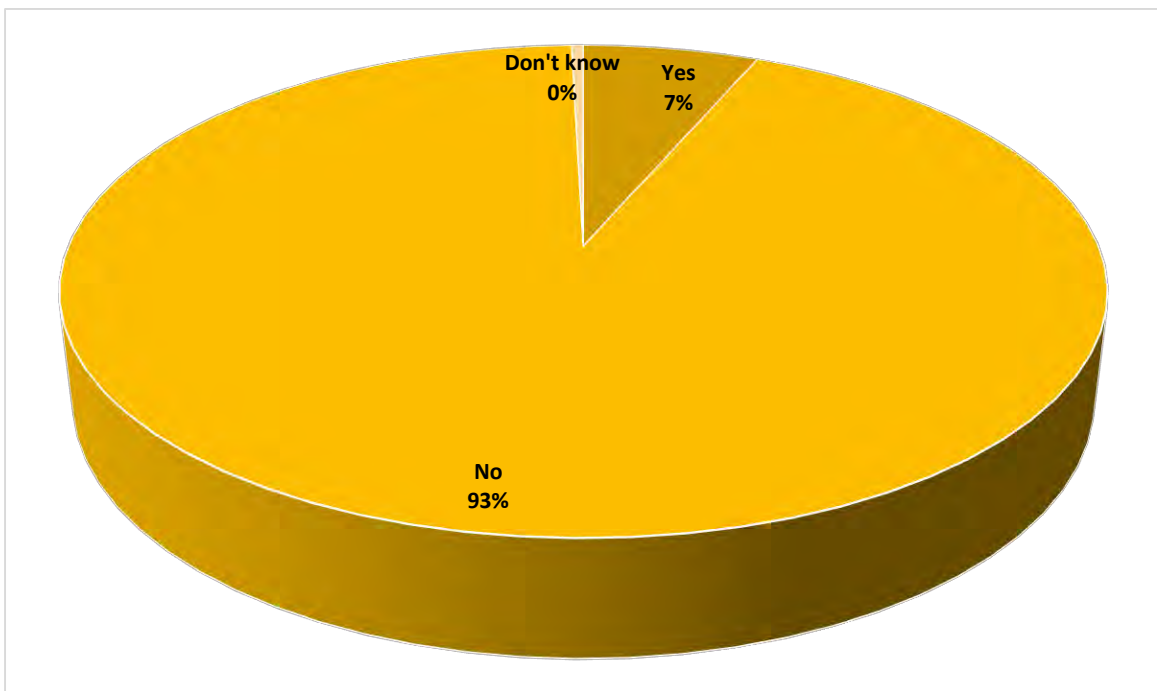
(17)

Would you like to see historical architectural features enhanced on buildings to create more traditional and consistent shop fronts within Haslingden Town Centre?



(18)

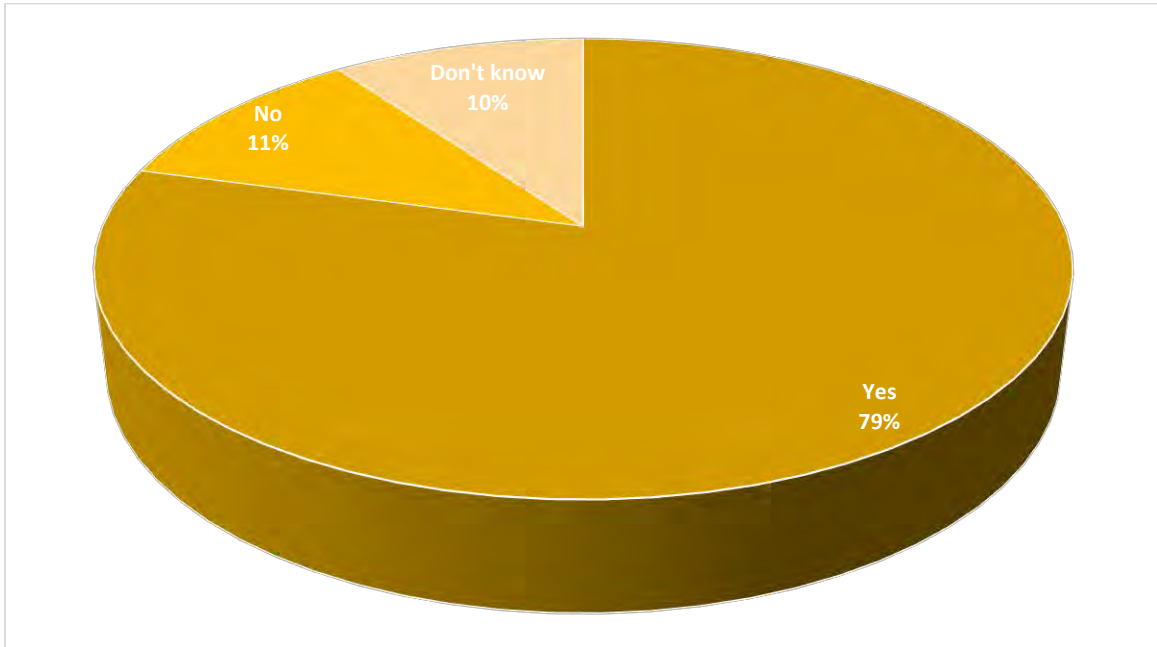
Do you visit Haslingden Market regularly?



With 93% of respondents confirming they do not visit Haslingden Market, highlights the need to essential improvements.

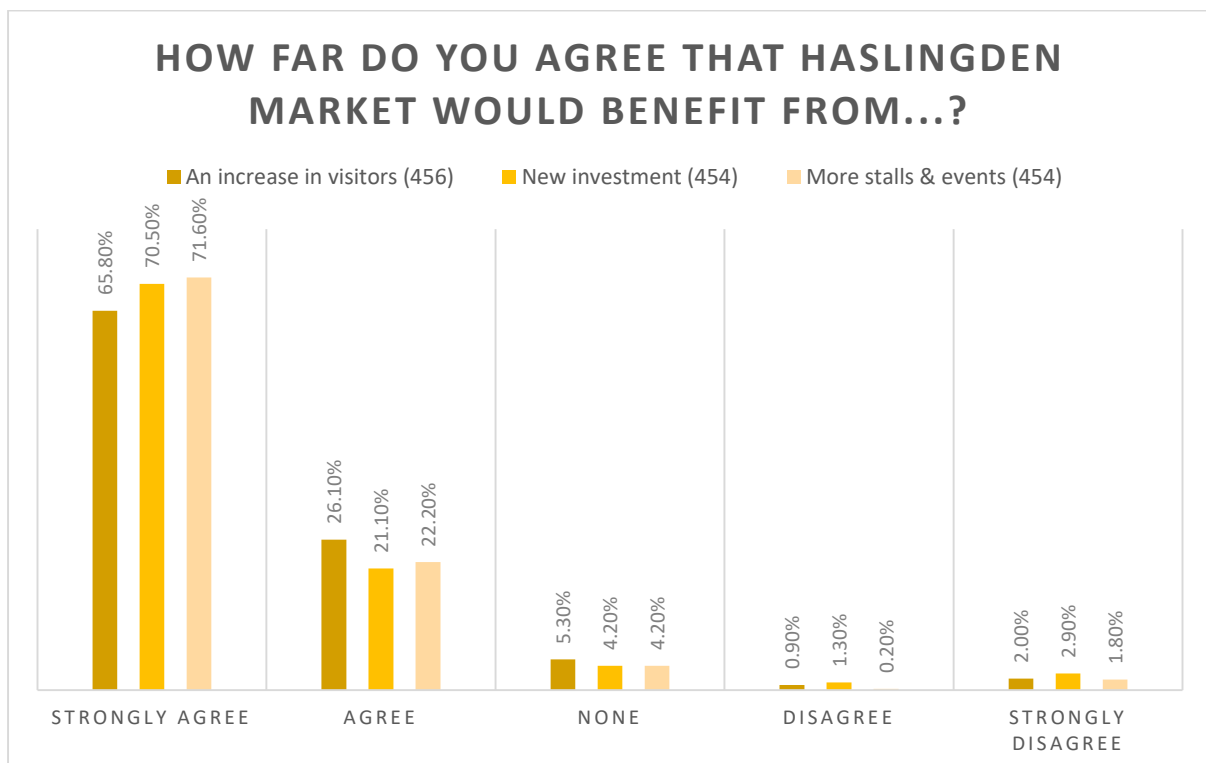
(19)

Would you be more inclined to visit the market more regularly if there were more specialist events or themed markets?



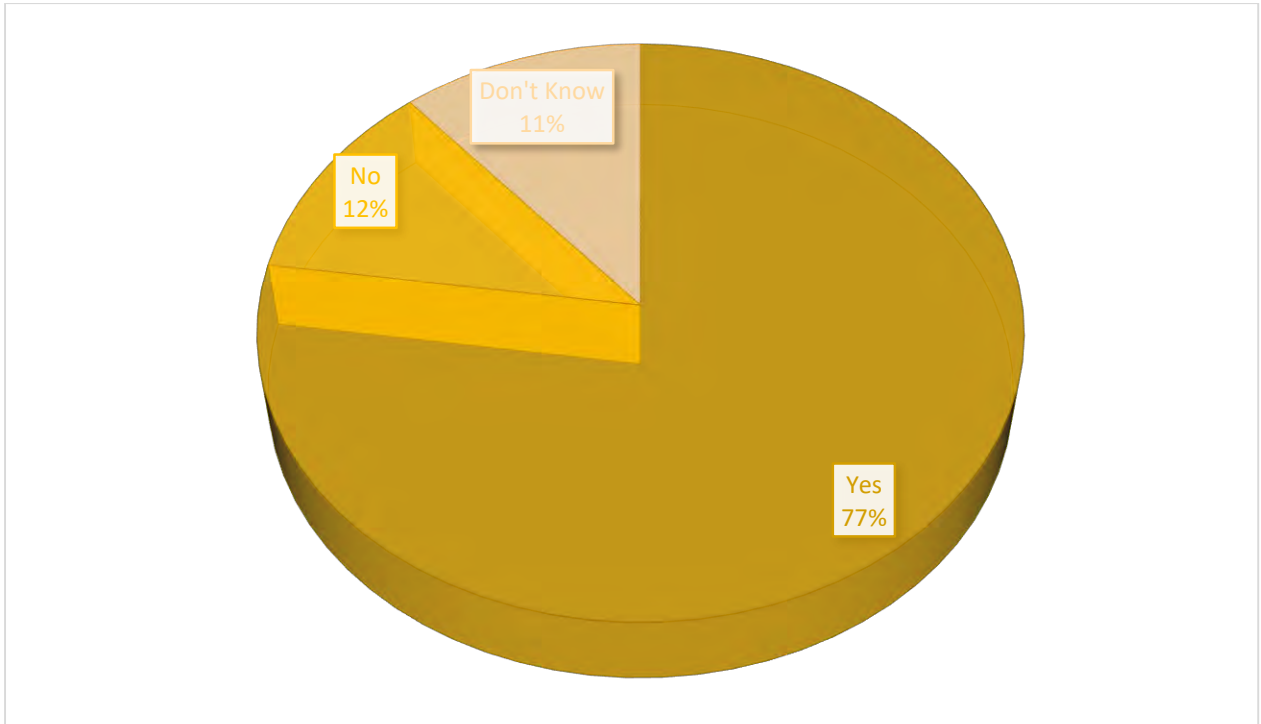
Building on the Responses from the previous question, nearly 80% respondents confirmed they would visit Haslingden Market if the offer was altered and centred around events.

(20)



(21)

Would new public art, updated facilities and signage improve Haslingden Town Centre?

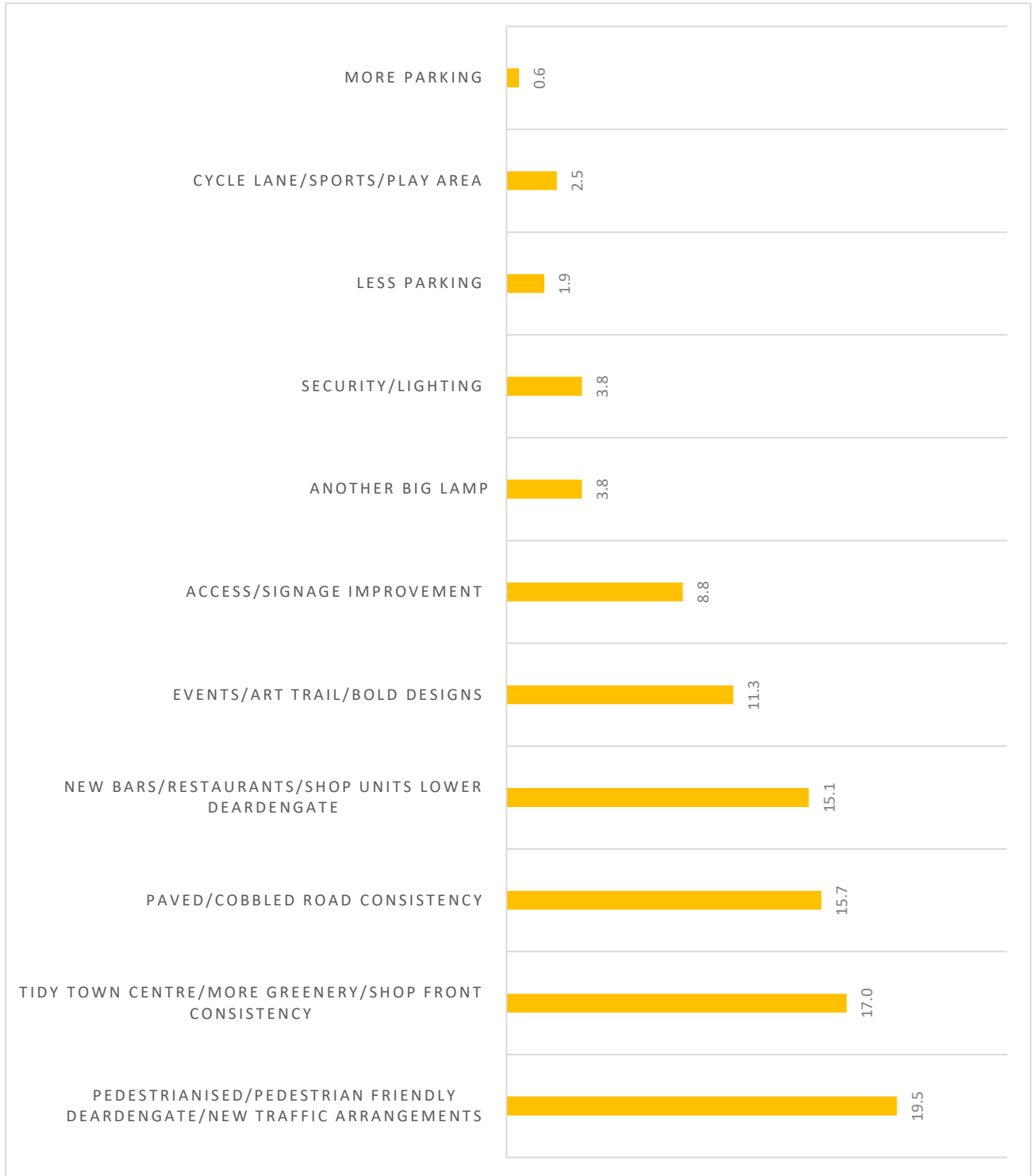


(22)

We are aiming to symbolically join up Higher and Lower Deardengate by installing an additional Big Lamp on Lower Deardengate. Do you have any other ideas on how to further create a shared connection between Higher and Lower Deardengate?

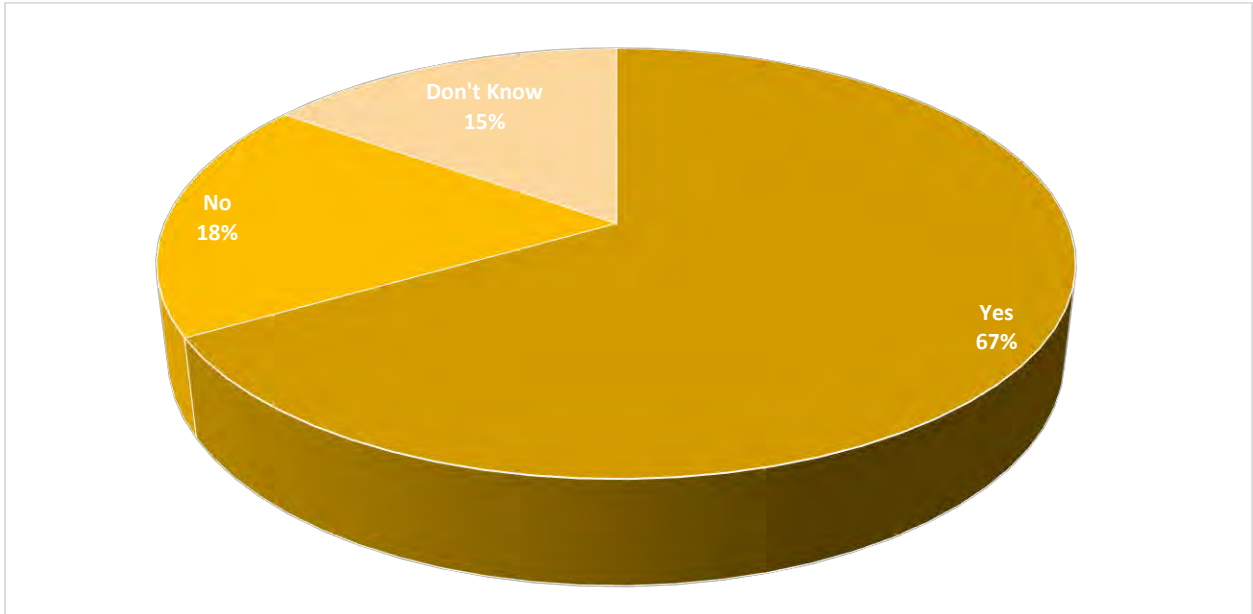
The below responses were categorised from written entries from respondents.

(%)



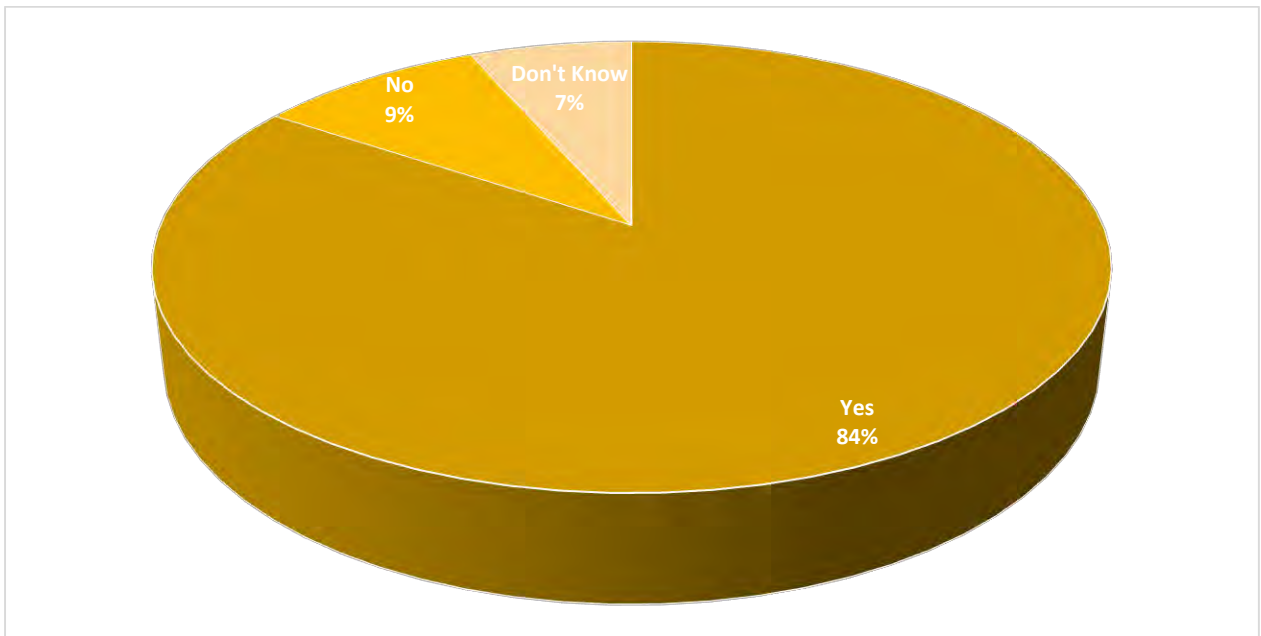
(23)

In your view, would installing traditional footpath paving, in addition to existing cobbles complement Haslingden's heritage?



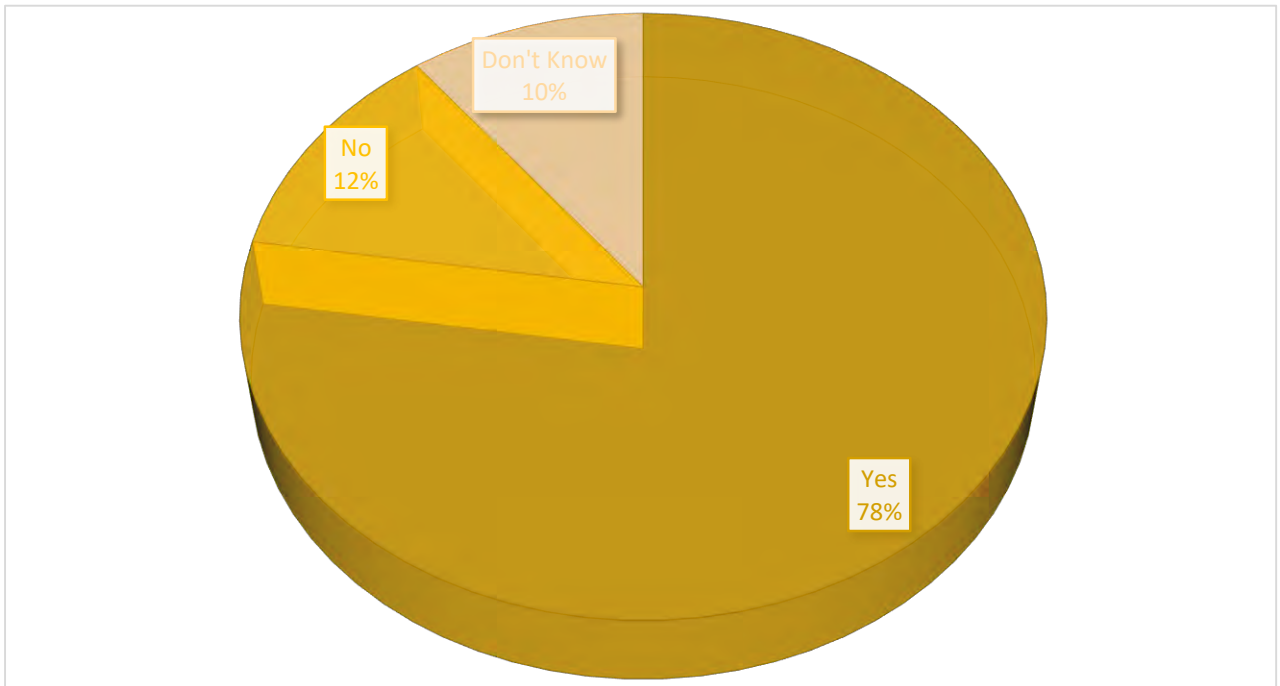
(24)

Do you think that connecting Haslingden with nature through the development of pocket parks, improved gardens and the installation potted plants in various places would add value to the town?



(25)

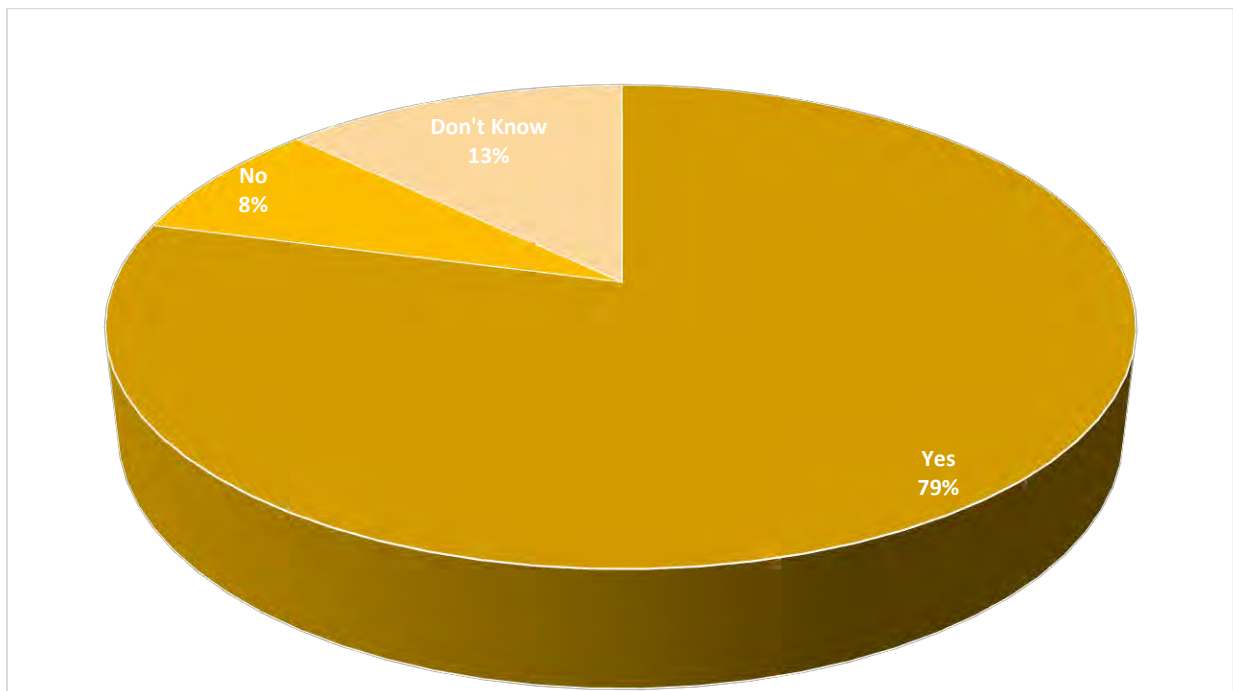
Would upgraded pedestrian areas at the Deardengate/Blackburn Road/Manchester Road junction improve accessibility to Haslingden Town Centre?



(26)

The Masterplan outlines new pedestrianised areas in Haslingden Town Centre such as; a section of Higher Deardengate and the proposed Cockerill's Square off Bell Street. This will create more opportunities for events and boost visitors to the town.

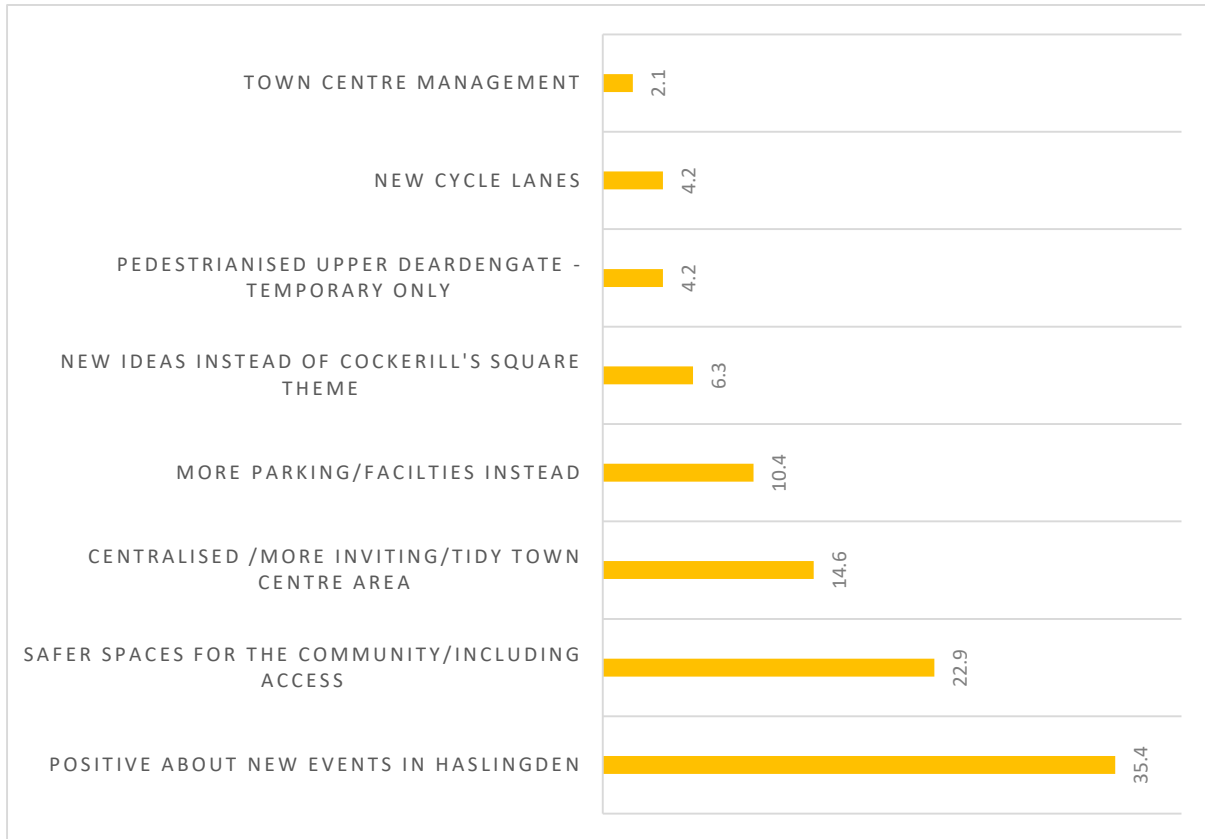
Would you visit the town centre more frequently if regular events and activities were held in the new public spaces?



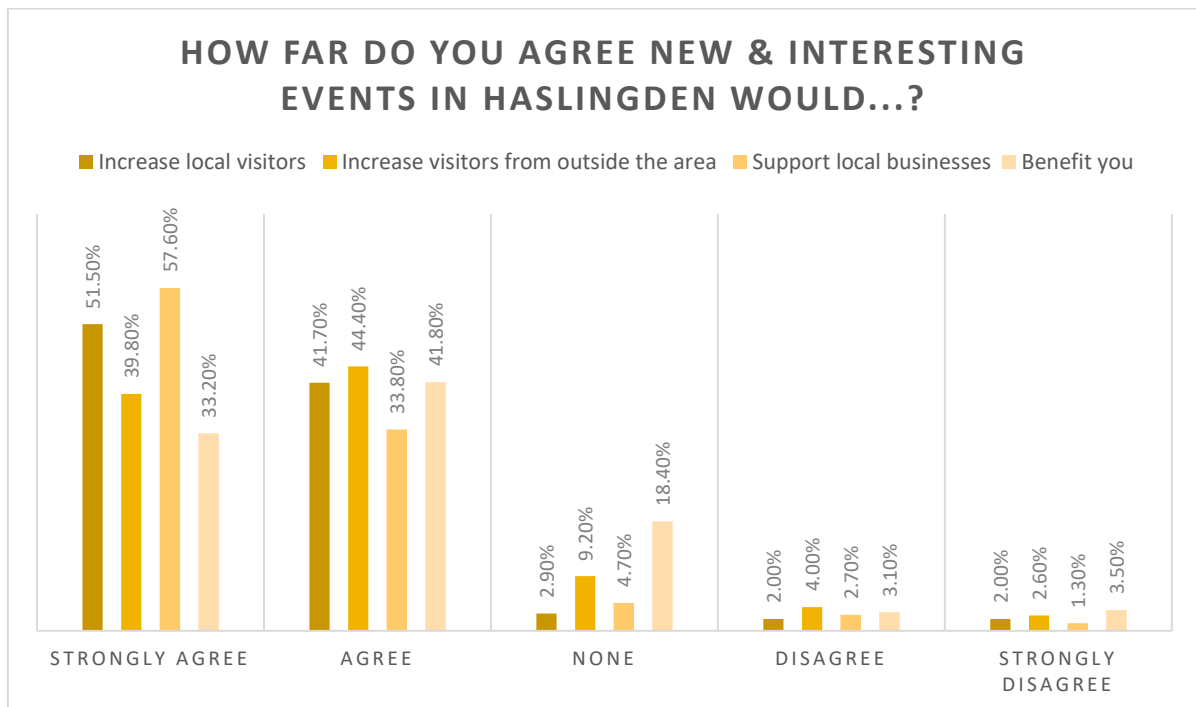
Any further comments about this proposal or events:

The below responses were categorised from written entries from respondents.

(%)

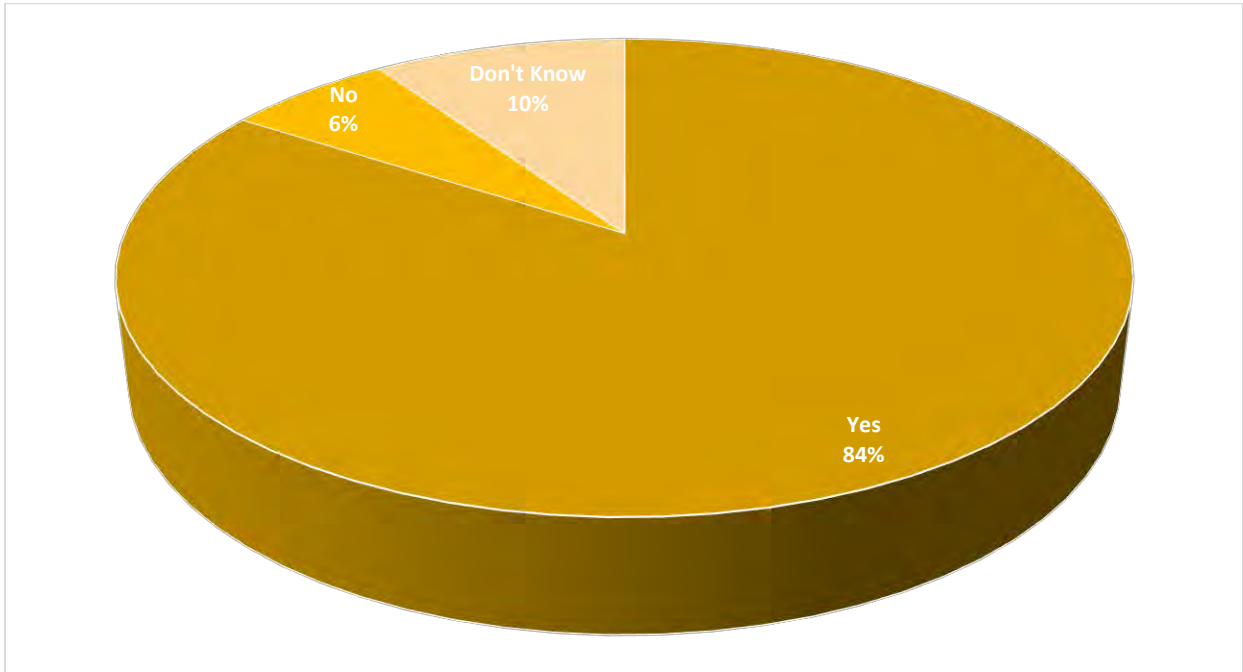


(27)



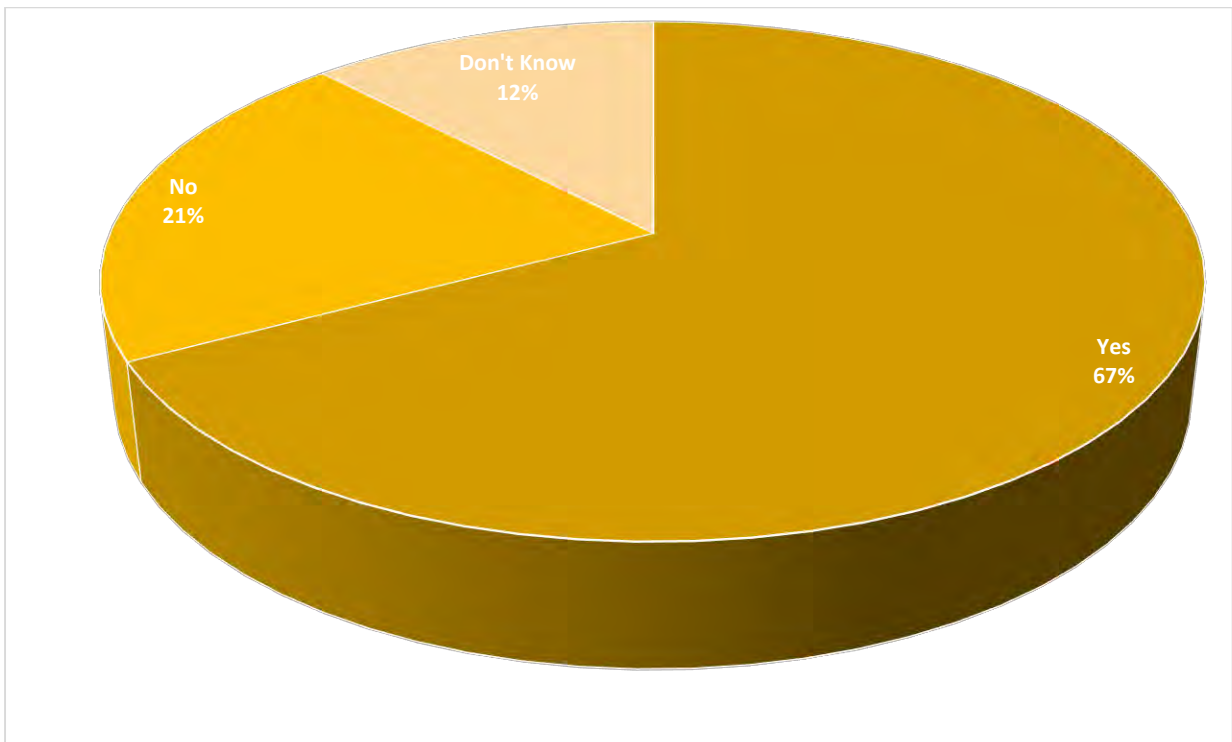
(28)

Do you think the development of underused land and derelict buildings off Bell St into an area that could support events, cultural activity, a new food & drink offer and the restoration of buildings, would benefit Haslingden?



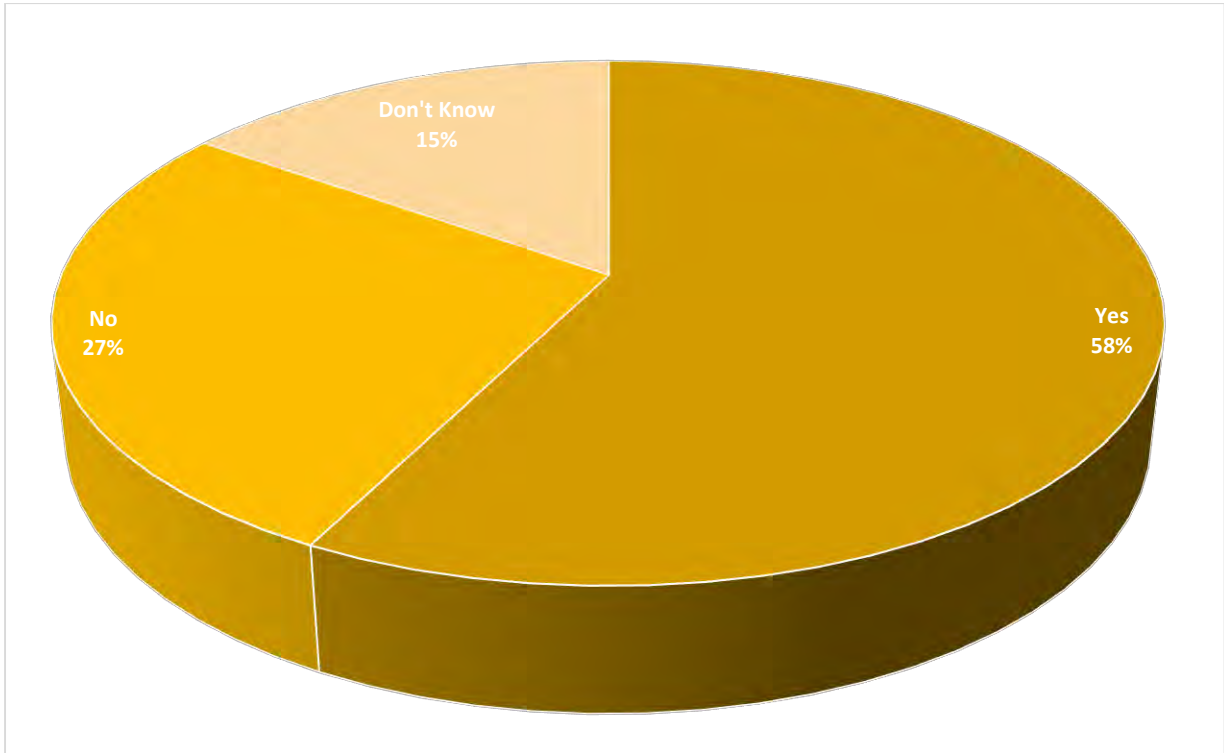
(29)

Would you be more likely to visit in the evening (after 6pm) if there was a stronger event, food and drink offer?



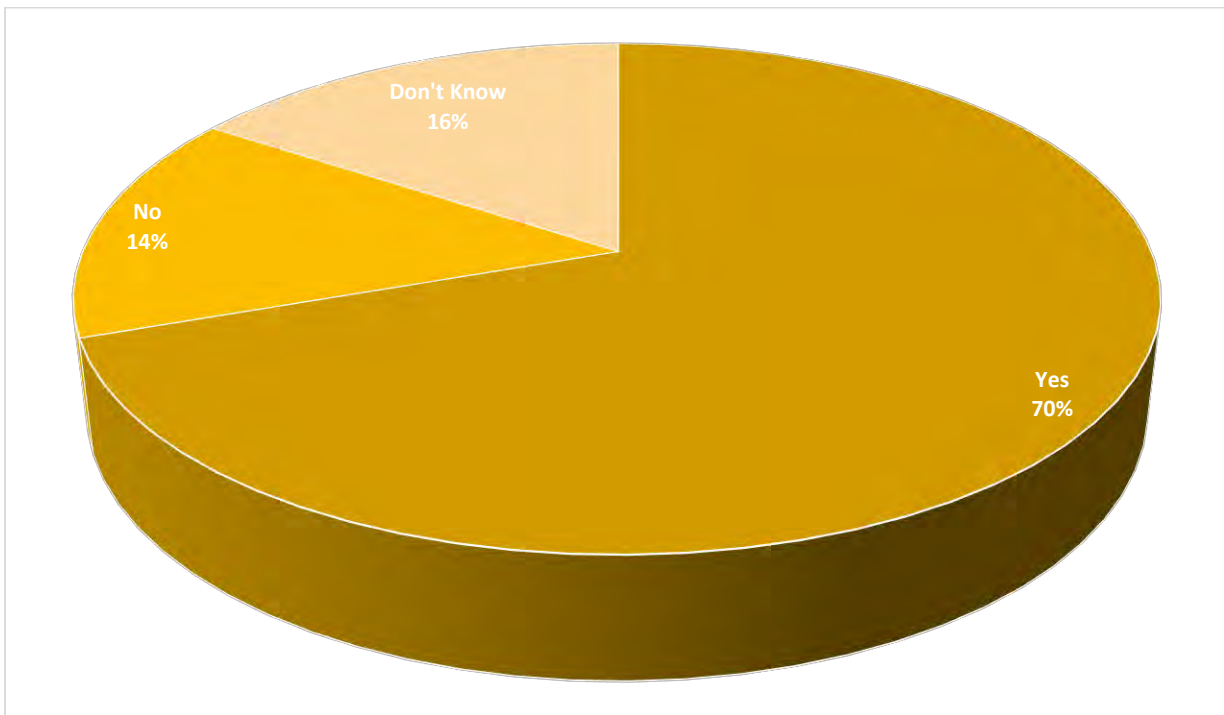
(30)

Do you consider there to be a parking problem in Haslingden Town Centre?



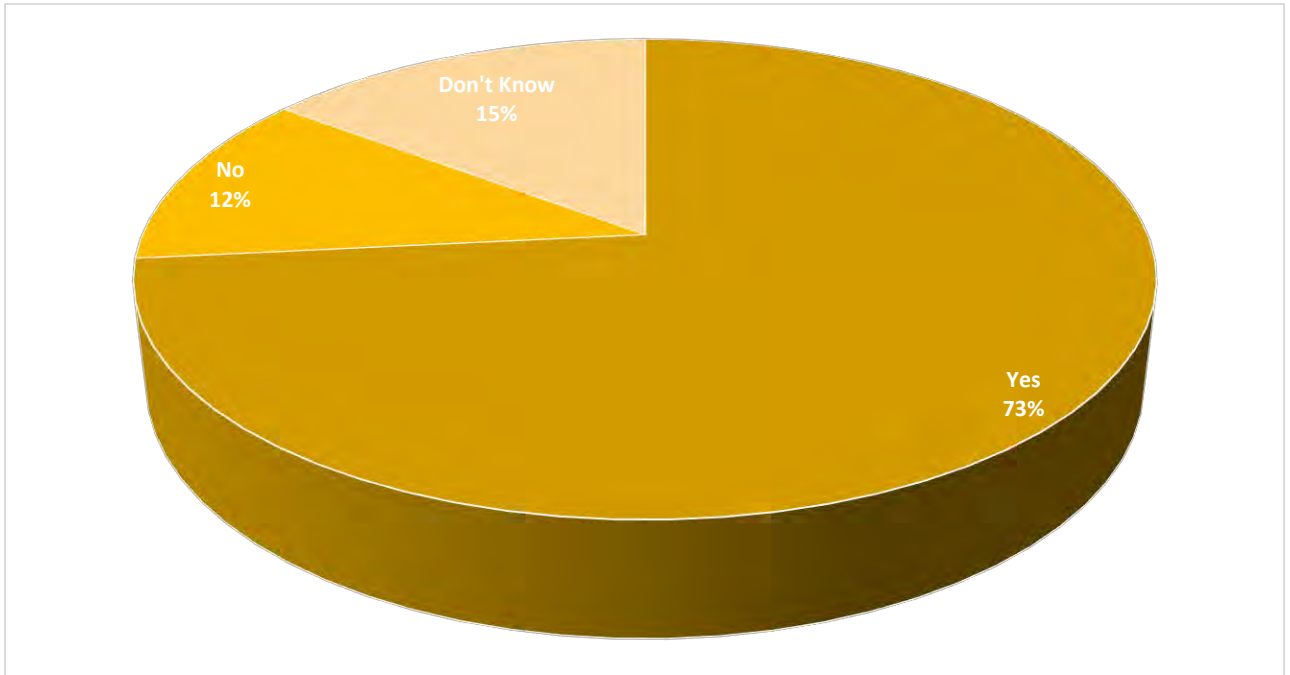
(31)

Would you welcome an increased parking capacity in Haslingden Town Centre?



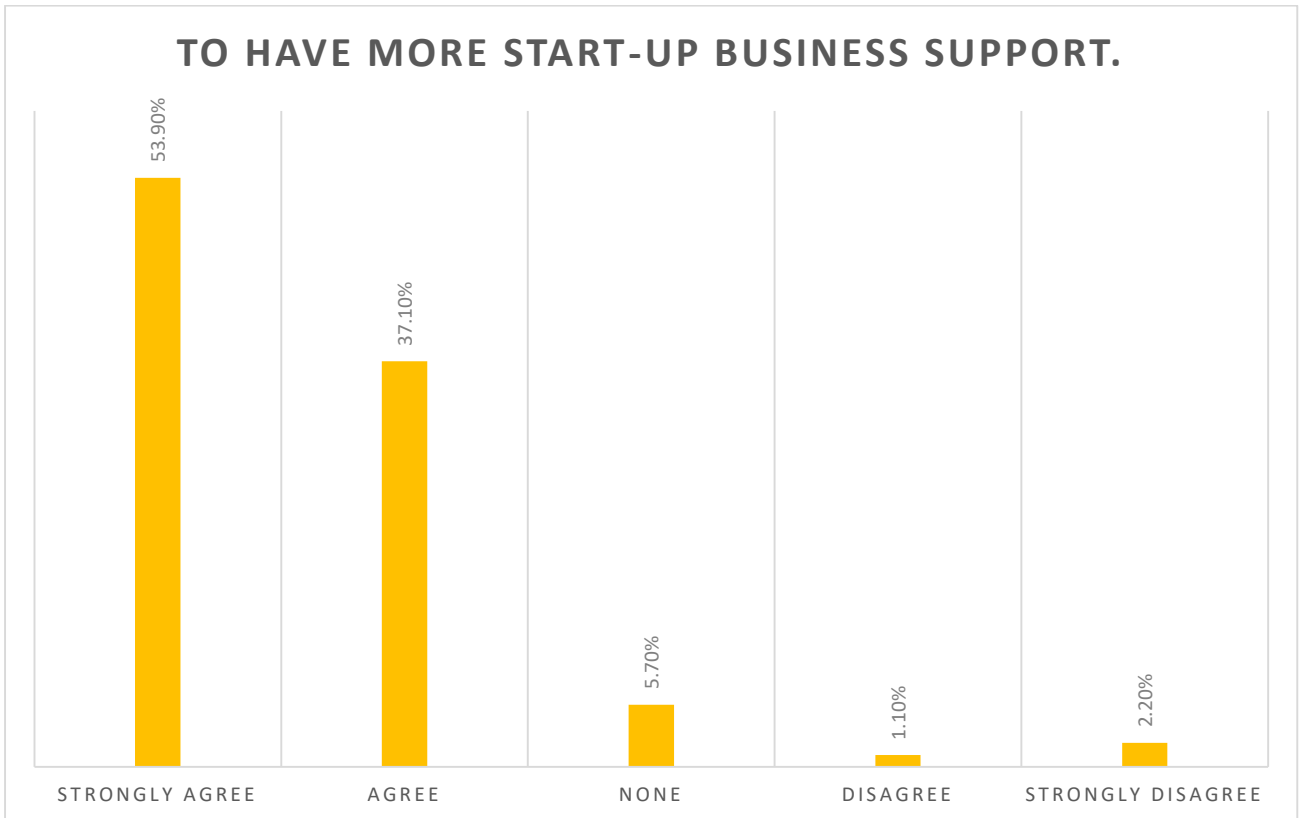
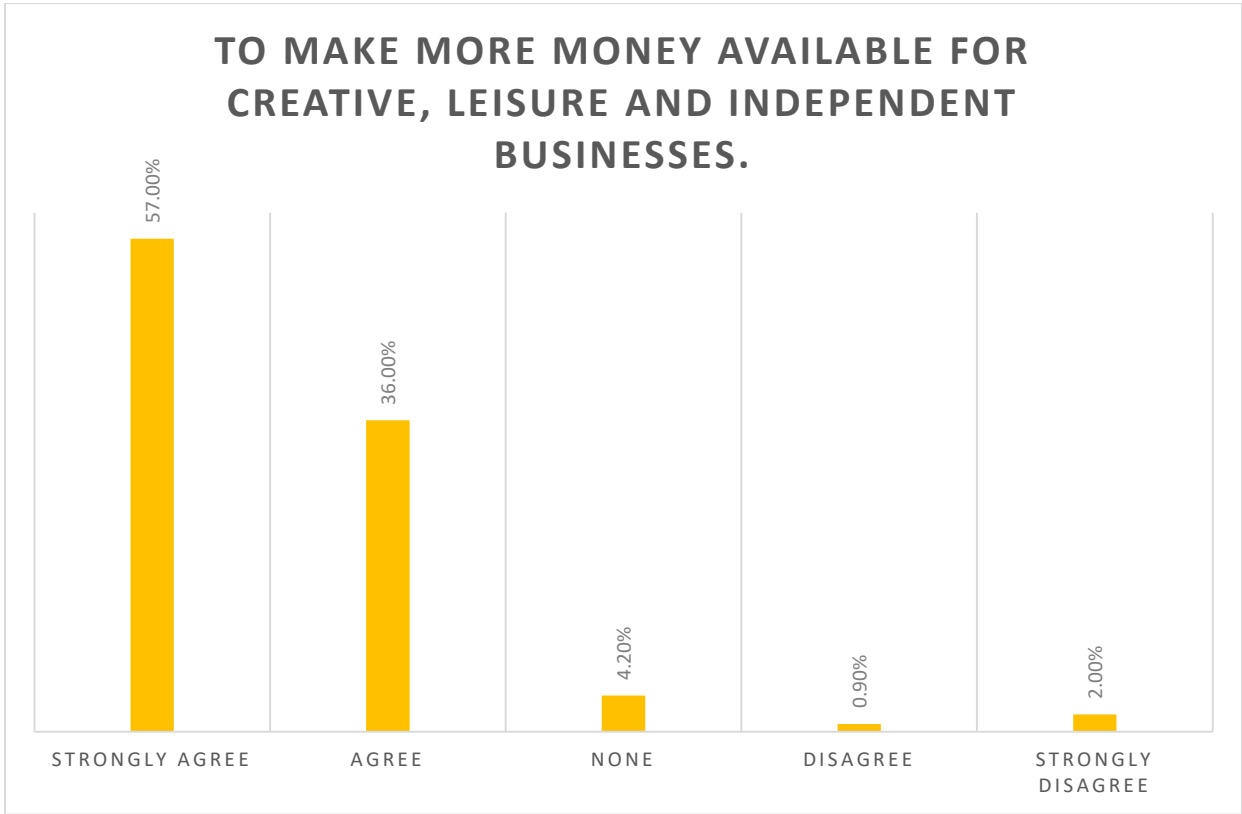
(32)

Do you think connecting the community of Haslingden with the town's history & heritage through training opportunities and education would be worthwhile?

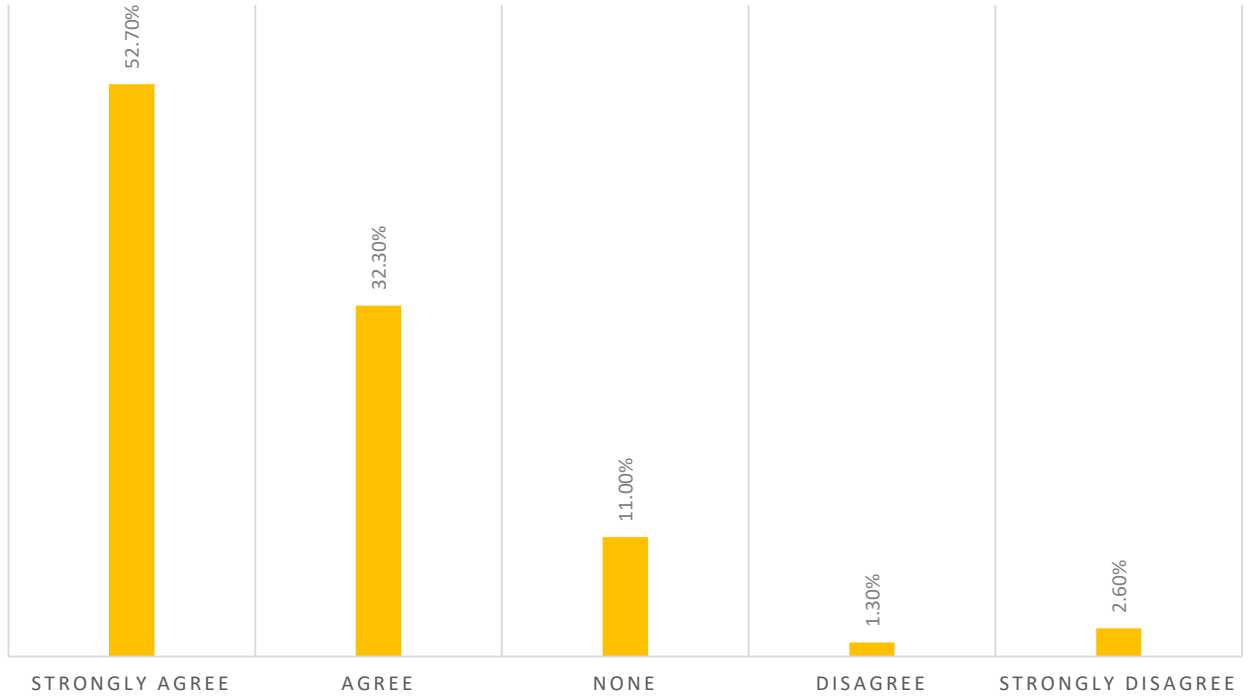


(33)

Do you think the following actions will improve Haslingden over the next 20 years?



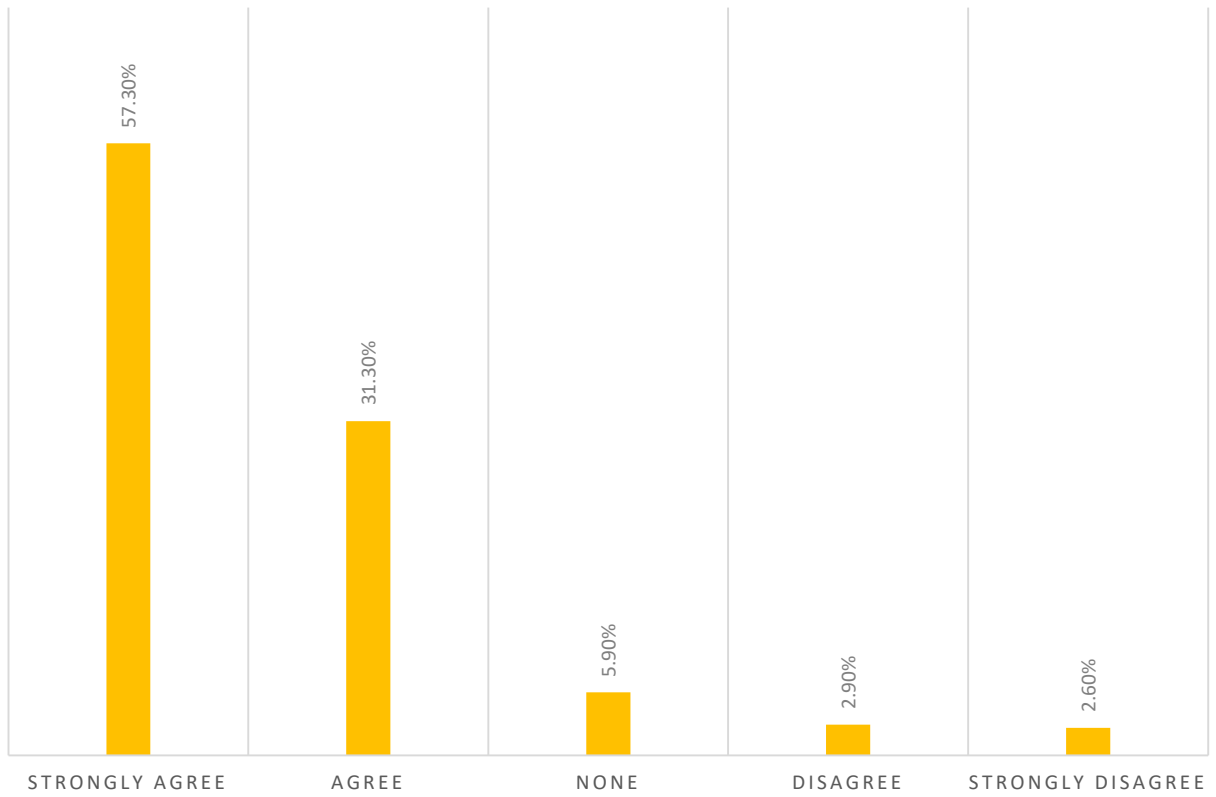
TO PUT HASLINGDEN ON THE MAP AS PLACE KNOWN FOR BUSINESS AND A STRONG LOCAL ECONOMY.



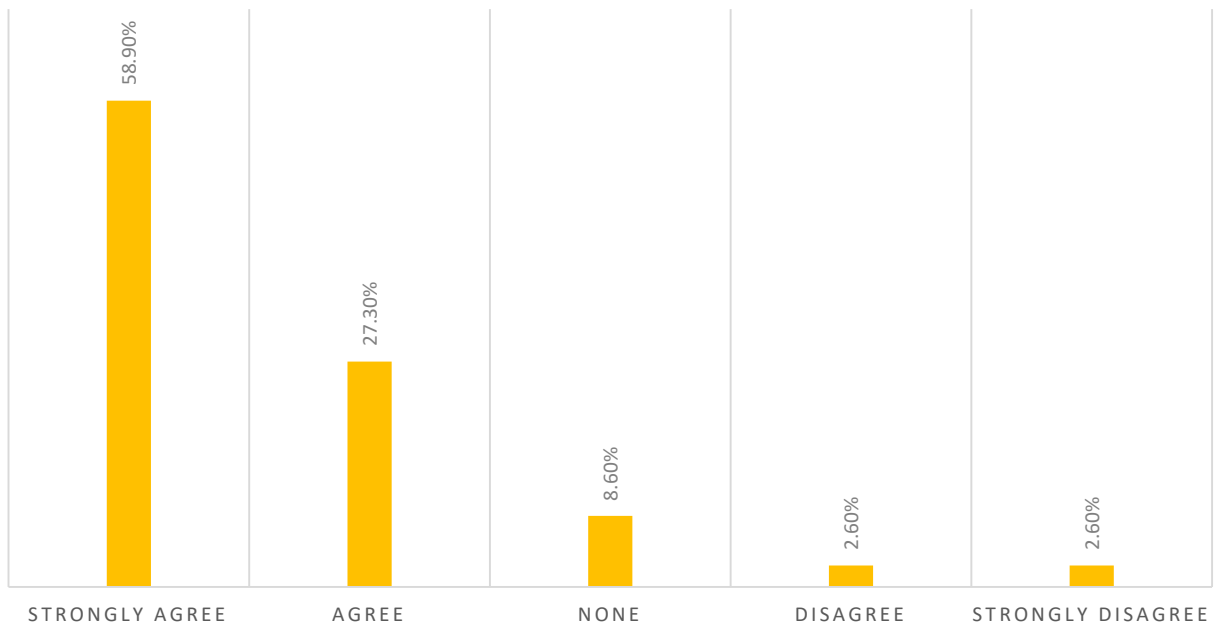
TO DEVELOP HASLINGDEN INTO AN ACCESSIBLE TOWN FOR ALL.



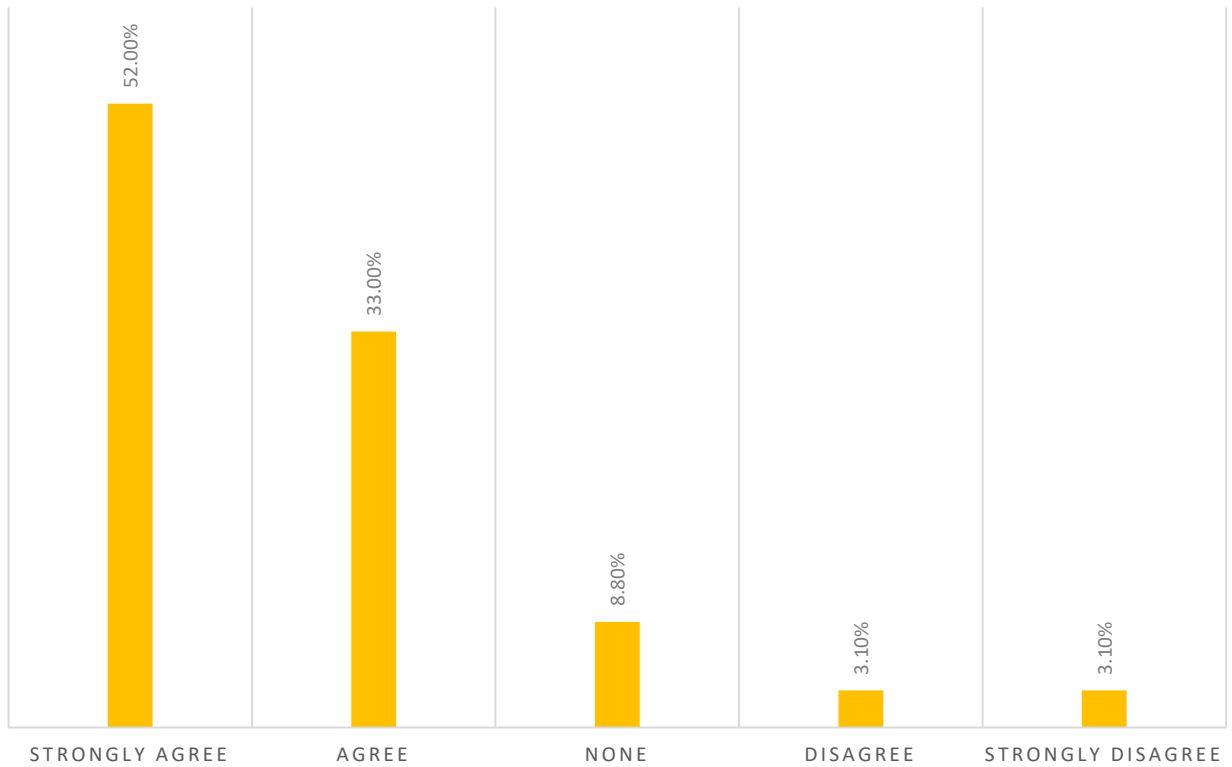
TO CREATE SPACES FOR PEOPLE TO MEET AND GATHER TO SOCIALISE OR AT EVENTS.



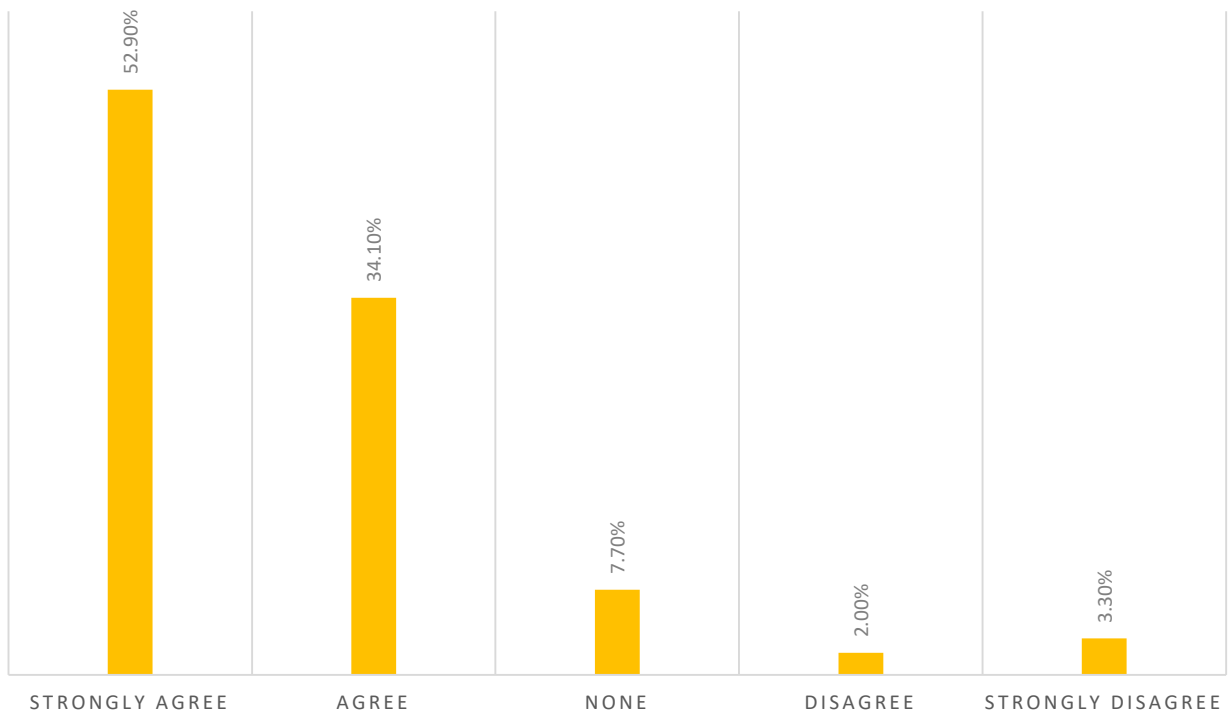
TO RECONNECT HASLINGDEN WITH MUSIC, NATURE, ART AND THE COUNTRYSIDE.



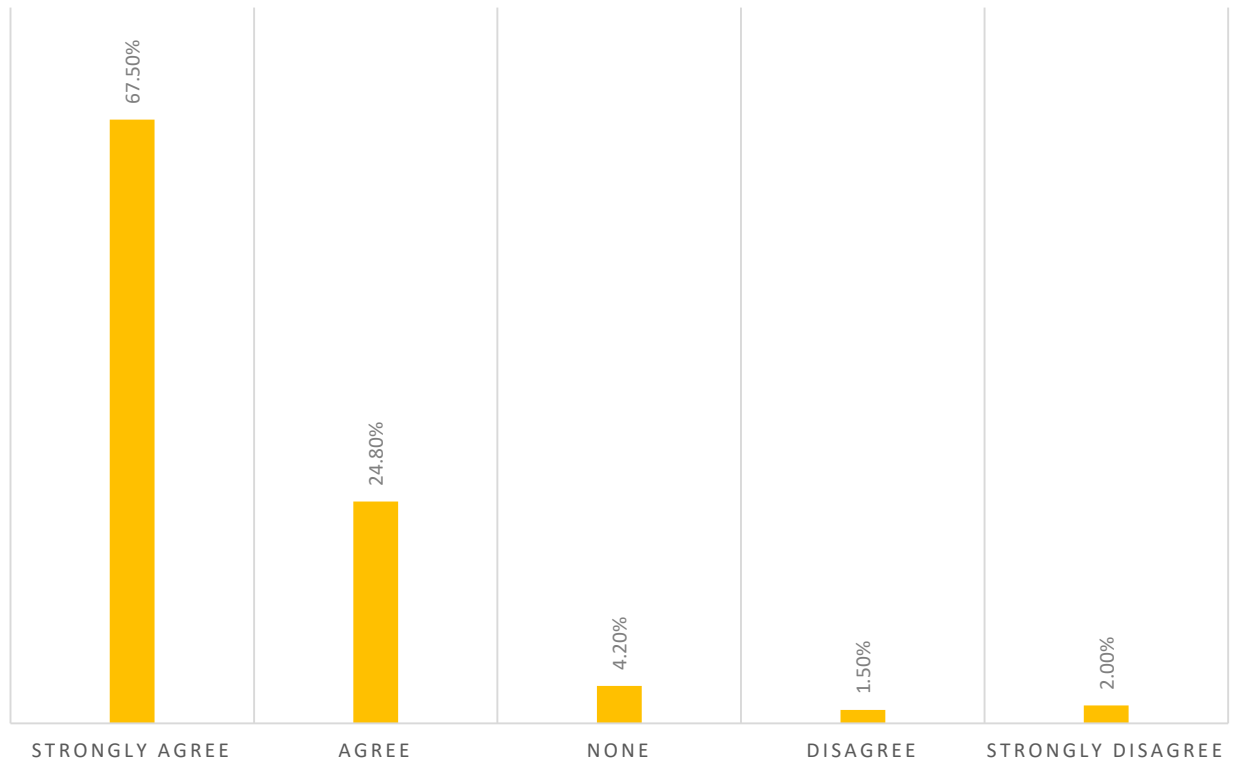
**TO ENCOURAGE PEOPLE TO VISIT HASLINGDEN
BECAUSE OF ITS UNIQUE QUALITIES.**



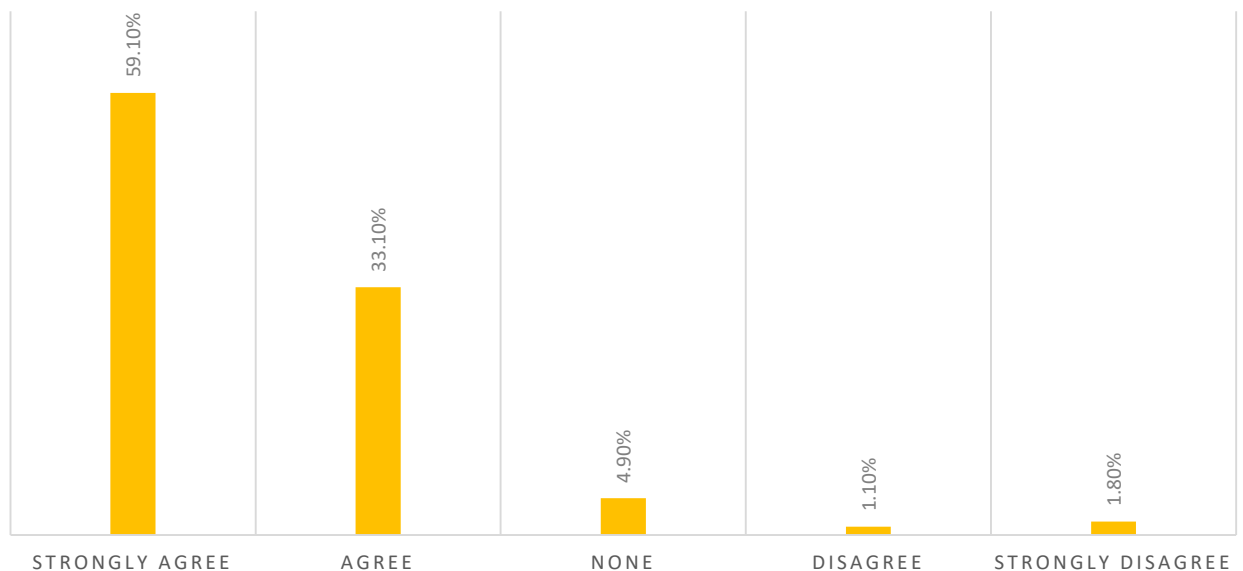
**TO ENSURE PEOPLE ARE REPRESENTED FROM
ACROSS THE WHOLE COMMUNITY.**



TO MAKE SURE HASLINGDEN IS A SAFE PLACE TO LIVE AND WORK.



TO CREATE NEW OPPORTUNITIES; FOR PEOPLE IN EDUCATION, TO IMPROVE HEALTH, FOR YOUNG PEOPLE AND FOR VOLUNTEERING.



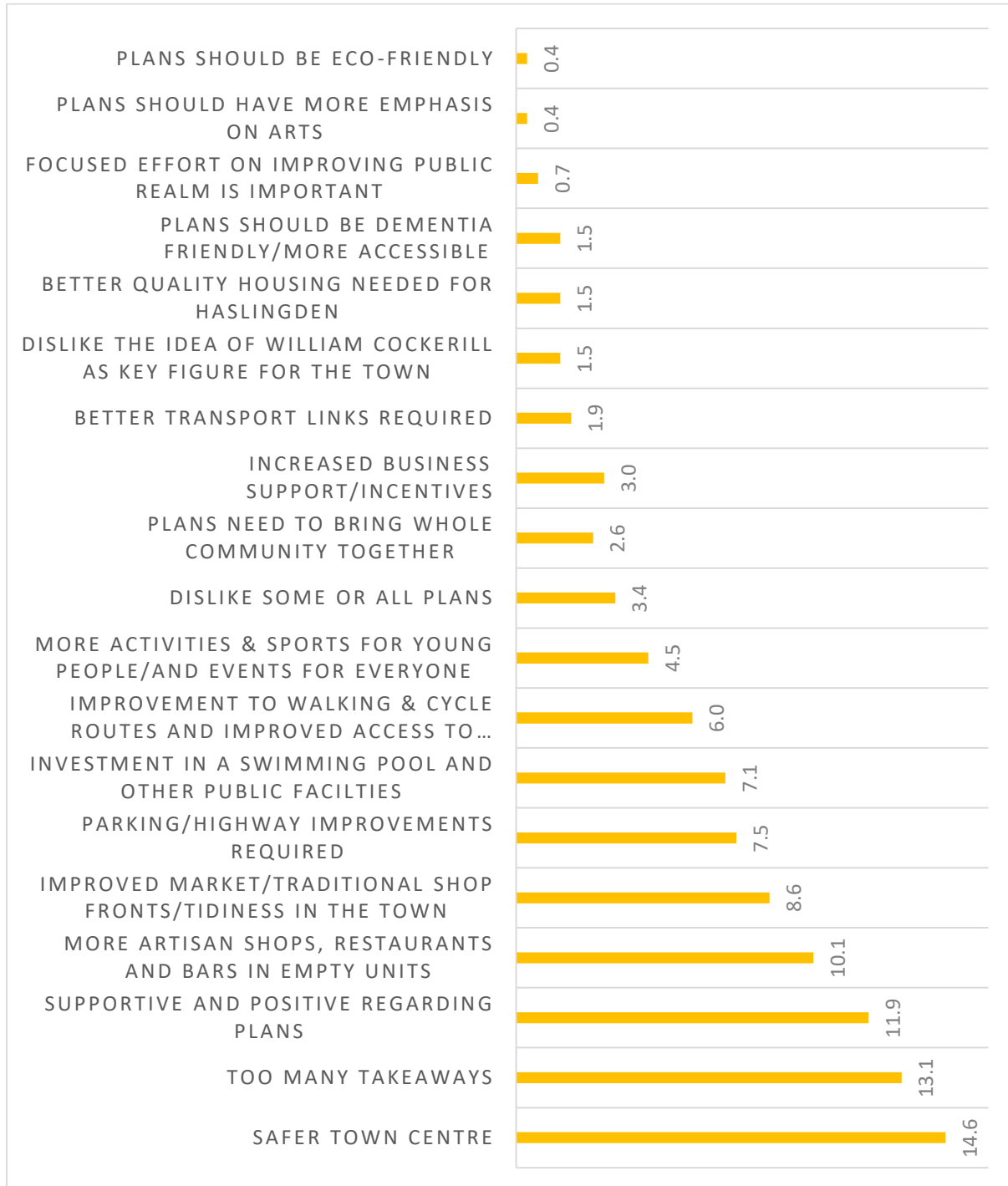
A large majority of respondents either strongly agreed or agreed with **all** proposed vision aims, supporting the overall Haslingden 2040 Vision.

(34)

Do you have any further comment regarding the Haslingden 2040 Vision, Masterplan or The National Lottery Heritage Fund Project?

The below responses were categorised from written entries from respondents.

(%)



Brochure – Haslingden 2040

HAVE YOUR SAY ON HASLINGDEN

Haslingden Town Centre is a hub of delicious food, exciting independent stores and breath-taking scenery - which is why we have a plan to make Haslingden 'the' place to be.

We are Haslingden 2040, a Rossendale Council and stakeholder led group, and our mission is to unlock Haslingden's potential to be known as a 'hidden gem', for countryside explorers, shoppers and food lovers alike. Our vision is for the town centre to be a hub for community activity, bringing together the town's rich heritage with its bold future.

Leader of the Council, Councillor Alyson Barnes, Chair of Haslingden Strategic Board

"The plans that have been proposed for Haslingden town centre within the Haslingden 2040 Vision & Masterplan offer real potential to support not just the existing shops and businesses and also to attract new investment into the town.

"If we are successful in securing a grant from The National Lottery Heritage Fund, I believe it will lead to Haslingden town centre becoming much more attractive for residents and also a popular location for visitors to Rossendale.

"I would encourage local residents to look closely at the plans that are proposed, get involved with the consultation exercises and provide feedback."

Take part in the Haslingden 2040 Survey by visiting www.haslingden2040.co.uk and tell us what you think.

Together, we can cement Haslingden as a flourishing town centre by 2040.

Look out for the socially distanced Haslingden 2040 stand on:

Wednesday 19th August 2020 10:00-16:00 at The Dearden Tea Rooms, Haslingden

Saturday 29th August 2020 10:00-14:00 at Haslingden Market

Rossendale
BOROUGH COUNCIL



INVEST IN
Rossendale



So, you're interested in helping Haslingden become a thriving destination town by 2040?

Great – so are we! We've broken down our plan for the next 20 years into some key points.

- To make more money available for creative, leisure and independent businesses.
- To have more start-up business support.
- To put Haslingden on the map as place known for business and a strong local economy.
- To develop Haslingden into an accessible town for all.



- To create spaces for people to meet and gather to socialise or at events.
- To reconnect Haslingden with music, nature, art and the countryside.
- To encourage people to visit Haslingden because of its unique qualities.



[f Haslingden2040](#) [@Haslingden2040](#) www.haslingden2040.co.uk

- To ensure people are represented from across the whole community.
- To make sure Haslingden is a safe place to live and work.
- To create new opportunities; for people in education, to improve health, for young people and for volunteering.



As part of Haslingden 2040's regeneration, Rossendale Borough Council has successfully secured a first stage of development supported by The National Lottery Heritage Fund, with the full completed application being submitted by Spring 2021. As we begin phase one of our plan, we will be using these funds to transform Upper and Lower Deardengate, as well as parts of Manchester and Blackburn Roads.

The bid will give a detailed breakdown of what we hope to achieve with investment into Haslingden – which is why we need your opinion. The consultation results will also be used to direct future bids for funding to support other plans in the Haslingden 2040 Vision.

Rossendale Borough Council wants to build Haslingden with the support of its residents – we are a community and as such, we believe your voice should be heard.



[f Haslingden2040](#) [@Haslingden2040](#) www.haslingden2040.co.uk

You've read our vision for Haslingden 2040, but what about an action plan? We've put together our development aims, starting this year, all the way until Summer 2026.



January 2020 - Spring 2021

The first steps towards building a better Haslingden are already underway, with plans in the next year to:

- Develop an action plan to restore and preserve Haslingden's heritage and improve the public realm.
- Host community workshops and set up an events programme alongside the existing community offer.
- Agree a new Highways design for Deardengate.
- Trial micro-grants in Haslingden and write a fully costed project centred on the town centre.



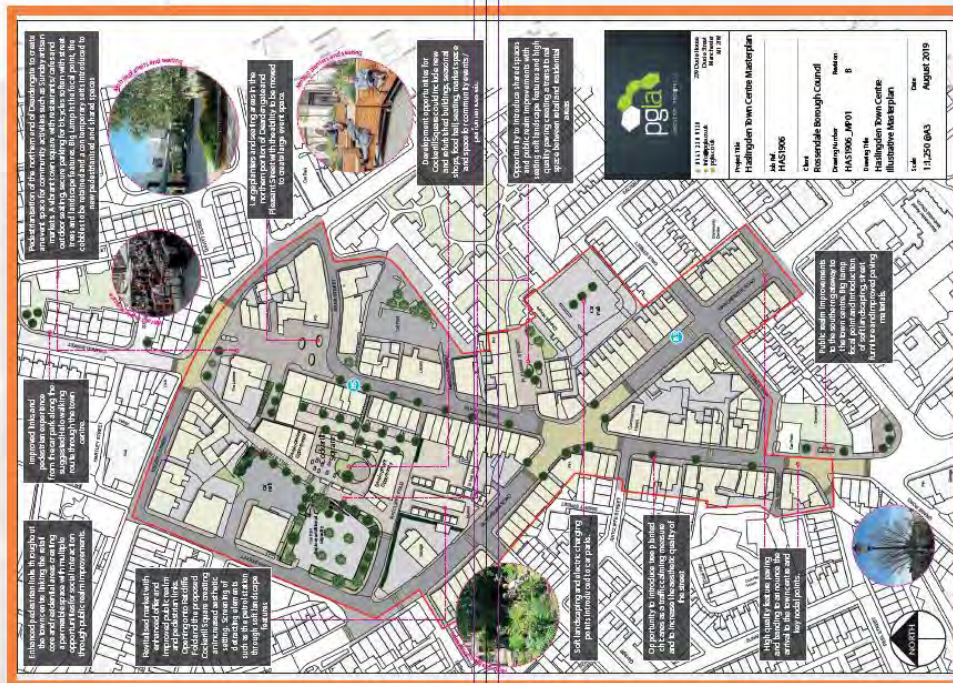
After phase one is complete, Haslingden 2040 will focus efforts on giving out grant funding, restoring buildings, highways improvements and developing Cockerill's Square. It is also our plan to have Public Art throughout the town centre between now and 2026.



Haslingden2040 @Haslingden2040 www.haslingden2040.co.uk

HASLINGDEN MASTERPLAN MAP

For a closer look at this map, check out the www.haslingden2040.co.uk website.



As a Haslingden resident, we would like to invite you to share your opinion of the proposed plan for Haslingden 2040, and give your input in how our town should be shaped. What is 'your' vision for Haslingden?

Take part in the Haslingden 2040 Survey by visiting www.haslingden2040.co.uk or pick up a paper copy at the First Choice Credit Union (10 Manchester Rd, Haslingden, Rossendale BB4 5ST) and drop off your completed survey at the same place for us to collect.

For any further detail email us at haslingden2040@rossendalebc.gov.uk, call 01706 252480 or visit one of our socially distanced drop in sessions:

Wednesday 19th August 2020 10:00-16:00 at The Dearden Tea Rooms, Haslingden

Saturday 29th August 2020 10:00-14:00 at Haslingden Market

For more detailed information on the 2040 Vision & Masterplan and The National Lottery Heritage Fund Project please visit our website www.haslingden2040.co.uk

Use this QR code to access the Haslingden 2040 Survey even quicker!



Rossendale
BOROUGH COUNCIL

 **INVEST IN
Rossendale**

 **HERITAGE
FUND**

Haslingden

Small town big heart

 [Haslingden2040](https://www.facebook.com/Haslingden2040)

 [@Haslingden2040](https://twitter.com/Haslingden2040)

www.haslingden2040.co.uk

Rossendale Shopfront Design Guide: Haslingden Addendum



Buttress is a leading design studio providing architecture, urban design, interiors and conservation design services.

Version history

Project name: Haslingden Shopfront Design Guide
Project number: 9011
Client: Rossendale Borough Council

Rev:	Date:	Status	Name	Description
3	October 2020	MID TERM REVIEW	Jenna Johnston Senior Heritage Consultant	Issue for comment
2	October 2020	DRAFT	Jenna Johnston Senior Heritage Consultant	Issue for comment
1	July 2020	DRAFT	Jenna Johnston Senior Heritage Consultant	Issue for comment

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1.0

Introduction

1.0 Introduction

This document has been prepared by Buttress on behalf of Rossendale Borough Council as a guide to business and property owners with a responsibility for, and interest in, the presentation of commercial shopfronts within Haslingden.

This document should be read in conjunction with the existing Rossendale Borough Council Shopfront Design Guide. This addendum is intended to provide specific guidance relating to the unique heritage of Haslingden.

Shops and commercial premises are important in the historic development of Haslingden. Their locations demonstrate the way the town and its market operated and shifted over time. Many buildings retain their commercial use, and therefore contribute to the heritage value of the townscape.

Many of the retained historic features are aesthetically pleasing and provide aesthetic diversity and interest to the streetscape. Where these are obscured or damaged, there is potential to make appropriate changes and repair to enhance the significance of the individual building, but also augment a positive sense of place in the wider area.

This guide is intended to encourage good practice and thoughtful design for new shopfronts, and for repairs and improvements to existing ones. It is intended that by encouraging positive design practices, it will be possible to achieve a manageable balance between the requirements of modern commercial properties and the sensitivities of the historic conservation area.



Figure 1 Conservation Area Boundary

2.0

Shopfronts in Haslingden

2.0 Shopfronts in Haslingden

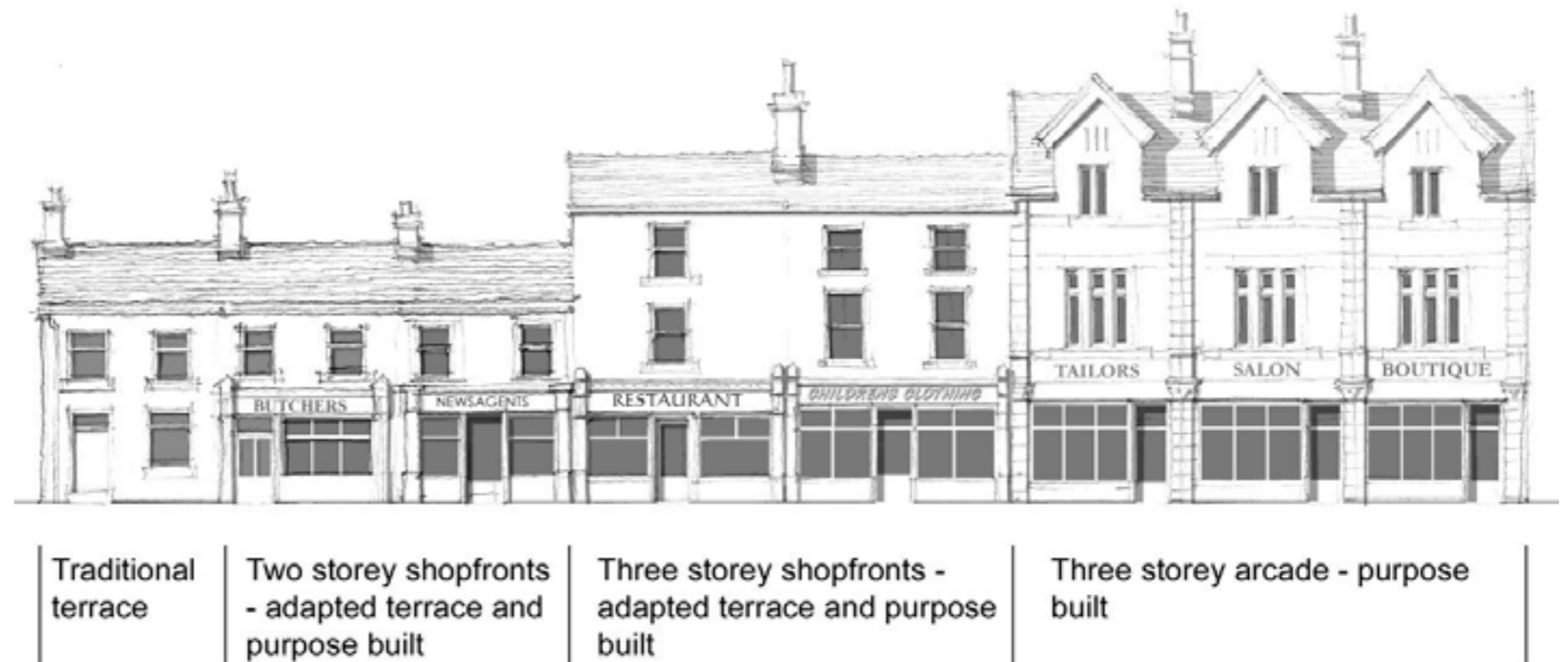
2.1 Typical Shopfronts in Haslingden

Rosendale has many traditional shopping streets. The principal streets of Haslingden town centre are commercial in nature, and a variety of shopfront configurations are visible within the townscape.

In general, 3 basic building types exist which contain shopfronts:

- **The stone built two storey terrace.** This is the most characteristic building type in Rosendale, readily adaptable to commercial uses and surviving in large numbers throughout the Borough. The two storey frontage may originally have been adapted from domestic premises, or purpose built with shopfronts inserted on the ground floor.
- **The three storey terrace.** The earliest examples date from the 18th century and have the simple detailing and proportions typical of the period. As with the 2 storey terrace, the character is more domestic than commercial and many may have started life as private residences, with shopfronts inserted later.
- **The three storey shopping parade.** Dating from the later 19th and early 20th centuries, these are purpose built to impress. The stonework is of a high quality and the shopfronts themselves finished with distinctive detailing such as ornamental tiling and woodwork.

Though individual design elements of traditional shopfronts vary throughout the town, they all respond to the scale and layout of the building, and the wider streetscape context. They are generally all made of the same component parts.



2.5 Historic Shopfronts

Haslingden has a strong market and retail tradition. While the historic cattle fairs and other markets no longer take place in the street, the commercial tradition remains in the evidence of the historic shopfronts. Though many of these have been lost or undergone significant changes, there are still some high-quality, good examples of shopfronts remaining in the town. It is likely that some of this is merely hidden behind later stages of signage and is waiting to be revealed.



Figure 4 Cattle Fair



Figure 2 December 17th 1932 - Last Street Market in Deardengate



Figure 5 Street Market



Figure 3 December 17th 1932 - Last Street Market in Deardengate



Figure 6 Deardengate, 1965



Figure 8 23-31 Deardengate c1960



Figure 7 Post Office, Deardengate



Figure 9 Deardengate, c 1912

DEARDENGATE. HASLINGDEN.

2.2 Deardengate

The highest concentration of shopfronts is along Deardengate. Buildings incorporating shopfronts on Deardengate are either two or three storeys. There is a mixture of single and double windows on the first (and second) floors. Deardengate also incorporates two shopping parades.

The majority of shopfronts have stall risers that respond to the gradient of the footpath, but in places, the stall riser has been reduced or lost, such as 41 Deardengate.

Some shops on this street have also been installed into buildings that were not intended for a retail purpose originally, such as the Super Pound Store currently located in a building that was a methodist chapel and had been converted to a bank.

There is little visible evidence of original glazing and transom lights, however, it is likely that many elements of historic shopfronts are obscured by modern interventions.

There is a large amount of variation in style between shopfronts, partly dictated by unsympathetic modern interventions. Generally, all shopfronts are separated by pilasters, though some are obscured by signage, fascias, and security equipment. The pilasters themselves come in a variety of shapes, sizes and materials, as described in [3.2 Corbels, Capitals & Pilasters](#).



Figure 15 Former Empire Cinema (1960s)



Figure 14 Deardengate



Figure 13 Post Office



Figure 10 Corner of Deardengate and Manchester Road



Figure 11 Former Co-Op Building



Figure 12 Co-Op Buildings

2.3 Manchester Road

Shopfronts along Manchester Road retain some historic character and proportions, but generally this area is overwhelmed by the presence of modern and inappropriate shopfronts, substantially detracting from the significance of the Conservation Area.

Shopfronts on Manchester Road are generally incorporated into buildings of two storeys. Some of the shopfronts have pilasters, but very few have any capital or corbel detailing. Many have been replaced with uPVC window and door systems, and all have over-sized fascia signage in inappropriate materials.

There is a mixture of shopfronts retaining their stall risers, though heights and materials vary, and many properties have lost their risers entirely.

Historic photographs demonstrate that much of the historic fabric is either lost or obscured.



Figure 16 Manchester Road



Figure 17 Manchester Road

2.4 Blackburn Road

Like Manchester Road, shopfronts along Blackburn Road are incorporated into two storey buildings, with a mixture of single or double window frontages at first floor level.

Historic photographs demonstrate that Blackburn Road was historically home to some significant and beautifully detailed shopfronts, though these appear to have been lost, or their host buildings demolished.

The remaining shopfronts do, however, demonstrate some decorative elements that are not found elsewhere in Haslingden, such as the floral details on 12 Blackburn Road.



Figure 19 John Dean's Dining Room, Blackburn Road, location unknown



Figure 20 Blackburn Road, looking out towards Union Street



Figure 18 Haslingden Co-Op, (possible 40-44) Blackburn Road (Keith Burton)

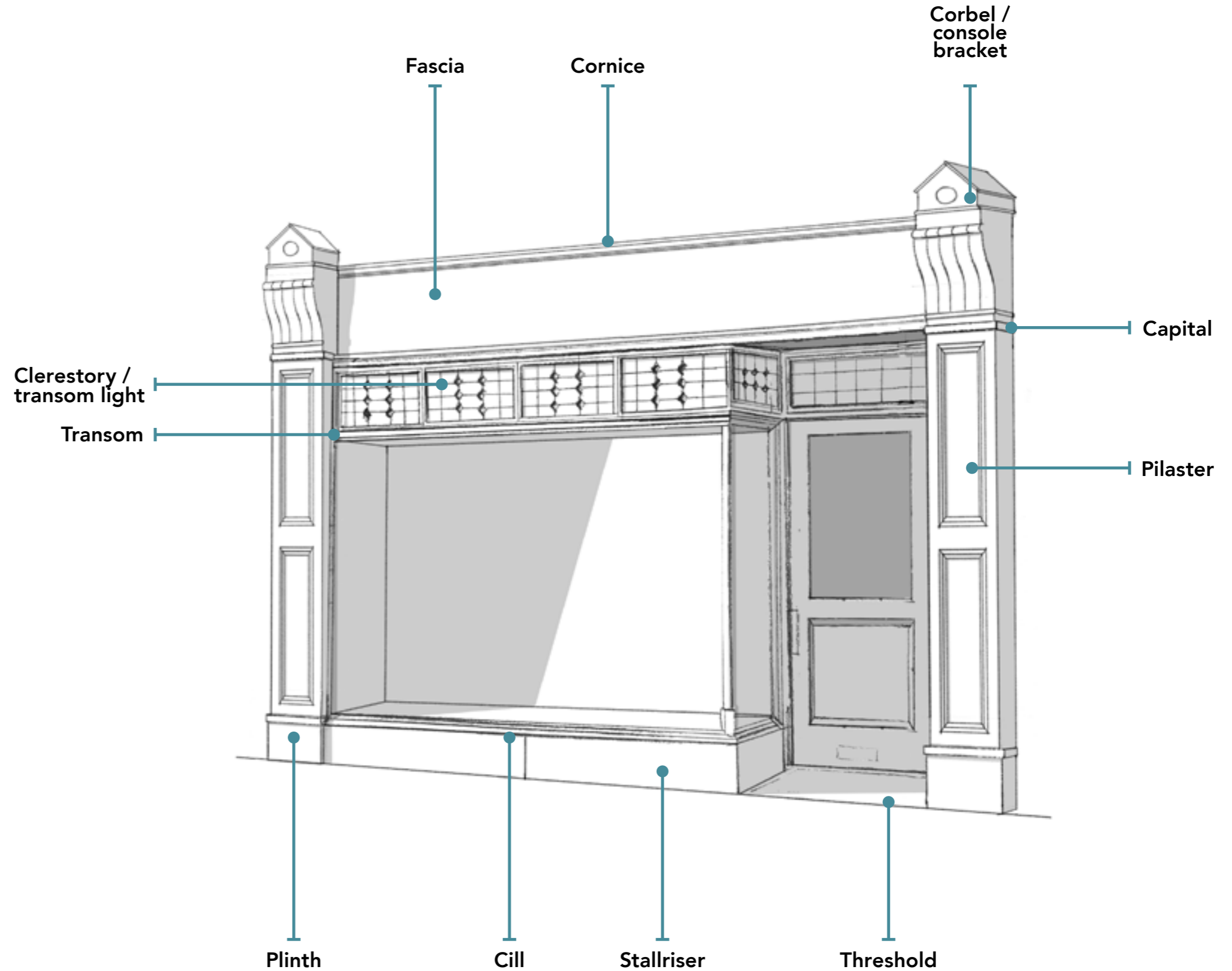
3.0

Haslingden's Unique Features

3.0 Haslingden's Unique Features

If you take a closer look at Haslingden's shopfronts, you'll begin to see a wide range of detail and ornament built into the design. Haslingden's shopfronts present a range of decorative features that demonstrate the time, energy, and skill that went into creating the historic townscape. This section outlines some of the key features unique to Haslingden that can be used to inform our thinking about how shopfronts are presented within the town.

This diagram is intended to explain the key parts of a traditional shopfront. The combination, scale and design of each of these elements will vary across the town.



3.1 Corbels, Capitals & Pilasters

In Haslingden, the historic pilasters we can see are either plain, or with some panel detailing. On Blackburn Road, some of these panels have floral patterns.

Corbels across the town vary, but generally they are pitched, and almost always scrolled. There are examples of finely carved floral/leaf designs in timber, geometric designs focussing on circles and lozenges, and some with no detail at all - though these are in the minority.

Shopping parades have stone pilasters with timber corbels sitting atop carved stone capitals. The capitals are always floral with scroll details, with the occasional exception, including a cherub feature.



3.2 Fascias & Cornices

There are not many examples of historic fascias and cornices in tact within Haslingden. Modern signage has removed or obscured some of the town's traditional features, though some are still present and visible.

Traditional fascias are generally of a similar height, though cornice detailing varies across the town. There is historic evidence of some of the fascias tilting forwards, creating an angled sign. There are examples of some simple moulded cornices, and some more decorative, including dentil and dogtooth moulding.

These should be exposed and repaired where they remain behind modern additions.



3.3 Stall Risers, Plinths and Cills

Despite the steep slopes of Haslingden's streets, the stall risers and cills of shops in a terrace of buildings should always be the same height. This helps to create a cohesive and attractive shopping street. This is true for the majority of shopfronts, though a handful do not fit with the style.

Traditional stall risers across Haslingden vary between timber and stone, depending on the building the shop is located in. Many have been removed, or never existed. Those that remain are typically quite simple, with some examples having panels of raised rectangle details, some with concave corners. Others are plain timber, or stone blockwork.



3.4 Mullions & Transoms

Some traditional shopfronts in Haslingden retain their mullions and transoms, though modern styles generally favour large expanses of glass.

Where mullions and transoms are used, they should have an interesting profile to match the detail of the wider shopfront, though remain narrow to avoid distracting attention from the interior.

3.5 Transom Lights

Historic transom lights are rare in Haslingden, though some evidence exists, and therefore some may be hidden behind modern interventions.

Transoms, where appropriate, should be leaded glass, with stained glass if desired.



3.6 Recessed Lobbies, Doors, Fanlights & Thresholds

Recessed lobbies help to add visual interest to a street lined with shops. Haslingden retains some of these, but many have been brought forward to the street line. Fanlights and tiled entrances have generally been lost, though there may be some remaining behind modern interventions.

Victorians favoured largely glazed doors, with an opaque panel at the bottom matching the height of the stall riser.



3.7 Awnings & Canopies

Historic photographs show us that many of the shops in Haslingden had awnings to provide shade and protection to the goods in the window, though they are rare at present. Installation of new awnings would be acceptable as part of a comprehensive shopfront design. They should not be fitted retrospectively to modern shopfronts.

Dutch Canopies became popular in the mid-20th century, it is rare for a Dutch Canopy to be appropriate within the context of a historic shopfront. There are relatively few examples within Haslingden.



4.0

Design Principles & Guidance

4.0 Design Principles & Guidance

This section sets out some basic principles for consideration when planning alterations to shopfronts in Haslingden.

It is recommended that owners intending to make changes to their shopfronts seek the advice of suitably qualified professionals i.e. architects with conservation experience. The Council recommends that owners planning changes to their shopfronts should speak to officers in the planning department, who will be willing to provide more detailed advice. Officers will provide advice on the acceptability of the proposals and the relevant permissions that are required, but will not provide design input for schemes.

This document is intended to capture the unique nature of Haslingden. For detailed instructions on how to approach your new shopfront, please refer to the Rossendale Shopfront Design Guide.

4.1 Sensitivity to Context

The design of each individual shopfront element is important in developing its character. However, the most important factor is context. This will dictate scale, height and proportion of these elements; how they interact with each other and with their host building. Not only does the shopfront need to respond appropriately to the individual context, but it must also sit comfortably within the wider streetscape.

4.1.1 Streetscape Setting

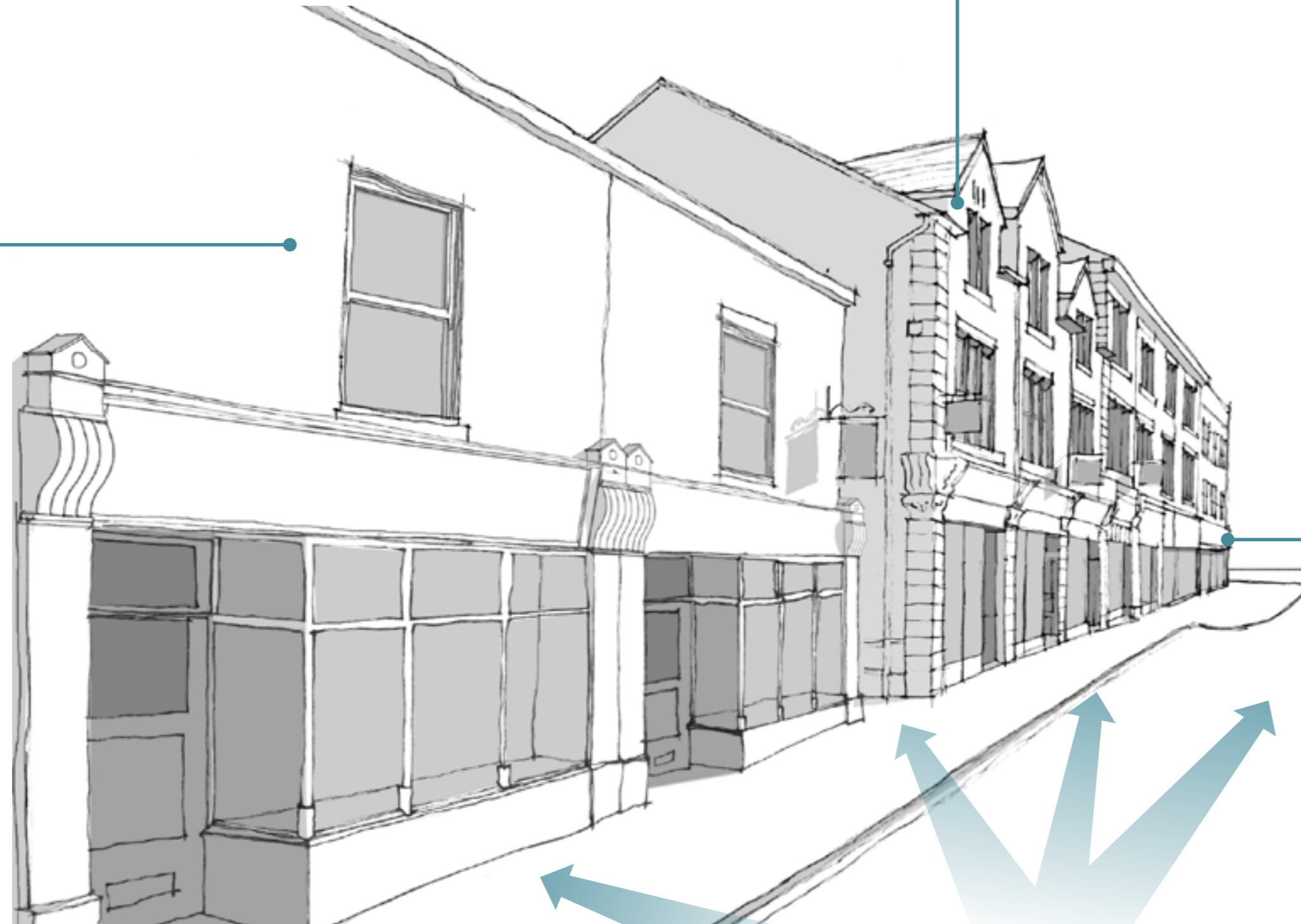
Streetscapes are enhanced by well-designed, well considered shopfronts that respond to their context, and to each other. This is particularly important in Haslingden due to the long-range views up and down the principal shopping streets, and views out to the surrounding countryside. Well-designed streetscapes have the potential to be visually engaging, and to enhance the heritage significance of the Conservation Area.

It is important that a shopfront functions individually within the context of its building; responding appropriately in scale, massing and detail. It is also important that individual shopfronts come together to form a coherent streetscape, responding to the design of its neighbours. Elements considered during the design process should seek to compliment the horizontal and vertical emphasis of its respective property

Asymmetrical but balanced composition of a shopfront and window opening

Vertical emphasis: pilasters, capitals, doorways, window groupings

Horizontal emphasis: stallrisers, canopies, fascias, transoms and transom lights, cornices and window groupings



Architectural setting view point

Streetscape setting view point

4.1.2 Architectural Setting

Shopfronts in Haslingden usually form the ground floor level of a larger building, which extends either one or two storeys above. This ratio should be respected by the designer when considering new or altered shopfronts. Taking due consideration of the whole building's configuration will result in more appropriately scaled shopfronts that contribute to the overall harmony of both the individual building, and its relationship with its neighbours. This ratio can also inform intrinsic design elements, such as window distribution, mullion location, and doorway positions.

4.2 Restore or Renew?

The Council's presumption is in favour of retaining and repairing features of historic interest, on all buildings within the Conservation Area.

Historic elements of Haslingden's shopfronts are significantly obscured across the town as a result of modern intervention. Therefore, all shopfronts should be fully assessed to establish the existence and condition of historic elements before new designs or features are proposed. This includes the replacement of one particular element, i.e. fascia signage.

The removal of any modern elements should be done with the presumption that historic elements remain, and therefore undertaken with due care and consideration.

In some cases, retention of some individual elements may be more appropriate than the conservation of the whole shopfront. In this case, the re-designed replacement should seek to incorporate these significant features in a sympathetic and appropriate manner.

Advice should be sought from suitably qualified professionals when proposing restoration or repair works to shopfronts. Officers at the Council will provide advice on the acceptability of the proposals.



4.3 Traditional or Modern?

Due to the historic nature of Haslingden's town centre, and its designation as a Conservation Area, traditional shopfronts are most appropriate. Where all elements of traditional shopfronts are lost, modern alternatives may be considered, but these must still confirm to key components of the traditional shopfronts explored in this document, i.e. stall riser and fascia heights.

If shopfronts are required to be set in modern buildings within the Conservation Area, these should take into consideration the scale of the host building, and the wider streetscape.

4.4 Materials

Timber and glass are the most prevalent materials across historic Haslingden shopfronts, with some incorporating stone elements. Timber is favoured for the construction or repair of traditional shopfronts. Modern shopfronts are generally uPVC and other synthetic materials, which are not appropriate for buildings within the Conservation Area.

4.4.1 Paint

Paint colours and finishes should be chosen through analysis of the host building and the street context. Generally, the following are to be avoided: gloss finishes; primary colours and blocks of white; and strong contrasts between paint colours within one shopfront, and between its neighbours.

This does not mean that paint schemes need to be bland. The examples presented here demonstrate how an appropriate colour palette, when properly distributed, can help to create an interesting and aesthetically pleasing streetscape. Colours should generally be muted in tone, though the Council are open to discussions for alternative colour palettes.

4.5 Doors, Windows and Stall Risers

4.5.1 Doors

Existing recessed doorways are generally original features, and should be retained, unless historic evidence demonstrates an alternative configuration.

Recessed doorways are also encouraged for the design of new shopfronts as they enhance the aesthetic appearance of the retail unit, and the display areas. It also provides an opportunity to install shallow ramped access between the street level and the interior of the building to aid accessibility. This area helps to define the visual space between the shopfront and the street.

Historic doors within Haslingden should be timber, with glazed panels, usually to match the height of the stall riser. Where evidence of tiles, mosaics, leaded glass, or other decorative elements are known or discovered, these should be preserved and repaired for inclusion in the new scheme of works. uPVC doors, and solid opaque doors, will not be considered acceptable.

4.5.2 Windows

There are few remaining examples of historic windows within Haslingden. Some leaded glass panels are visible at 30 Deardengate and 15 Deardengate.

Haslingden has lost a significant number of transom lights, which have been obscured by fascia boards, or blank infills. Transom lights should be reintroduced where possible, and incorporated into the scale and proportion of any new shopfront design.

New shopfronts should consider the most appropriate way to glaze their fronts in relation to the rest of the shopfront and the building. Windows with subdivision should be regularly subdivided by mullions to create consistency between the bays of the building and the window.

4.5.3 Stall Riser

Haslingden has a mixture of timber and stone stall risers, and in some cases, a combination of both. Some contain simple and gemoetric decorative elements befitting the context of the design, that add visual interest to the shopfront. The Council will expect existing stall risers to be retained, and modern shopfront proposals to include them. Non-timber cladding materials are not considered acceptable.

4.6 Fascias

Fascias are an intrinsic part of shopfront design as they communicate the key information about the business to their surroundings. Despite this significant role, they must not dominate shopfront designs, and sit comfortably within the overall layout of the building, and the wider streetscape. Haslingden has a large number of inappropriate fascia signage that detracts from the aesthetic qualities of the building, the streetscape, and the wider Conservation Area.

Fascias that do not correspond to the scale, materials, and detailing of the shopfront and its host building are not considered appropriate.

Where modern fascias have been installed, and are considered to obscure historic architectural details, these should be removed, and replaced with a sympathetic design.

4.7 Signage

4.7.1 Design Principles

The occupying business should appropriately adopt their brand identity to fit the context of the historic shopfront and fascia dimensions.

Signage should be presented clearly and appropriately scaled within the context of the shopfront and the wider streetscape. Designs that fail to respond to design principles, such as complex, disjointed, cluttered or poorly detailed designs, should be avoided.

Fascias are an intrinsic part of shopfront design as they communicate the key information about the business to their surroundings. Despite this significant role, they must not dominate shopfront designs, and sit comfortably within the overall layout of the building, and the wider streetscape.

4.7.2 Position of Signage

Signage should be focussed on the fascia only.

4.7.3 Lettering Design

For traditional shopfronts, clean and traditional fonts are recommended. Generally, these should be serif, non-cursive fonts, with clear differentiation between upper case and lower-case typography. Fonts and lettering with clearly distinguished upper and lower case lettering also has accessibility benefits, as these forms of lettering are easier for people to read.

It is advised to consult professional sign writers to establish a traditional typology that matches the brand of the occupying business.

4.7.4 Illuminated Signs

Flashing internal or external lighting, or internally illuminated box signs are unlikely to be permitted in Conservation Areas or on Listed Buildings, and their use will be discouraged elsewhere.

4.7.5 Hanging and Projecting Signs

There is some photographic evidence of hanging and projecting signs within the historic Haslingden townscape. This may be allowed if discussed and agreed with the Council.

If employed, the signs should be made of materials to match the shopfront, and finished with traditional hand painted lettering. Brackets should be simple wrought iron.

4.8 Canopies

The installation of canopies will be permitted where evidence can be provided for their historic precedent and design. New installations of canopies should not damage historic shopfront features. Canopies bearing logos and/or advertising may need Advertising Regulations consent.

5.0

Project Planning

5.0 Project Planning

For all further advise and processes regarding the adaptation or installation of shopfronts within Haslingden, please refer to the Rossendale Shopfront Design Guide,

Buttress

Architects | Masterplanners | Heritage Consultants

TERMS OF REFERENCE: HASLINGDEN STRATEGIC (TOWN CENTRE) BOARD (the board):

1. AIMS AND OBJECTIVES

The aims of the Board are:

- To advise and support the strategic growth of Haslingden Town Centre
- To provide additional skills, expertise and capacity to the project team where possible in order to ensure the delivery of the project
- To provide governance, oversight and act as project board in respect of the Stage 2 of the National Lottery Heritage Fund, and any other external fund bids delegated by Council.

2. FUNCTIONS AND RESPONSIBILITIES

The key functions and responsibilities of the Board are:

- To oversee the strategic growth of Haslingden town centre and to actively seek external funding bids
- To advise on, manage and monitor performance and delivery against the project plan and ensure that effective systems are in place
- To ensure that strong links are established and maintained with other relevant community activities and the Haslingden Partnership which oversees day-to-day non-strategic matters
- To regularly feedback and inform Board Members' individual organisations of the delivery of the scheme and identify areas where their organisations may add to the capacity of the programme team
- To monitor all financial performance and allocate funding as appropriate
- To review the project plan on a regular basis in the light of progress, and to advise on updates as necessary
- To oversee the delivery of a marketing, promotion and publicity programme
- To oversee the delivery of the activity and events plan

3. GRANT AID APPLICATIONS

- To agree limits for delegated applications for grant aid eligible works under any external funding for determination by the Director of Economic Development within the approved budgets, in accordance with the criteria set:

- To determine non-delegated applications for grant aid eligible works under the scheme within the approved budgets, in accordance with the criteria set
- To undertake regular reviews of the Board's management and delivery processes (including the membership of the Board) in the interest of optimising progress against the Project Plan

3. MEMBERSHIP

Membership is open to any active recognised group associated with Haslingden town centre, or its surrounding area. This is to be determined and approved upon application by the Board prior to them joining.

CURRENT VOTING MEMBERS

- Chair - Cllr Adrian Lythgoe
- Cllr Alyson Barnes - Portfolio Holder for Economic Development
- Sara Britcliffe MP- MP for Haslingden & Hyndburn
- Cllr Ann Kenyon - RBC Ward Councillor for Worsley
- Cllr Adrian Lythgoe - RBC Ward Councillor for Worsley
- Cllr Marilyn Proctor - RBC Ward Councillor for Worsley
- Cllr Granville Morris - RBC Ward Councillor for Greenfield
- Cllr Margaret Pendlebury - RBC Ward Councillor for Greenfield
- Cllr Val Roberts - RBC Ward Councillor for Greenfield
- Cllr David Stansfield - LCC County Councillor
- Cllr Anne Cheetham - LCC County Councillor
- Credit Union Representative
- Haslingden Business Association
- Haslingdens Happening
- Haslingden & Helmshore Civic Pride
- Young Person Representative - Sarwar Al-Jalali
- Proffitts Investing in Communities CIC - Martin Proffitt
- Valley Heritage - Rachael Gildert
- Haslingden Community Link - Andrew Mullaney
- South Haslingden Representative - Dorothy Flynn
- East Haslingden Representative - Dave Rothwell
- Haslingden Food Box - Samara Barnes
- St James' Church - Fr David Stephenson
- Haslingden Mosque
- Methodist Church
- Apna - Yasmine Choudry
- Irish Democratic League

FULL MEMBERS WITHOUT VOTING RIGHTS

- Cath Burns - Director of Economic Development
- Karen Spencer - Head of Finance
- Guy Darragh - Economic Development and Property Manager

INVITED OBSERVERS

- Matthew Hargreaves - Highways Representative (LCC)
- Jackie Flynn - Communities and Partnership Officer (RBC)
- Alex Hyde - Haslingden NLHF Project Officer (RBC)
- Anne Lord - Finance Officer (RBC)

The Chair and Vice-Chair of the meeting will be nominated by RBC Cabinet; the Vice-Chair will automatically become Chair in the event of the Chair being unavailable. The agenda of each Haslingden Strategic Board meeting will be pre-approved by the Chair prior to the meeting.

Where the nominated representative of an organisation cannot attend, they are encouraged to nominate a representative on their behalf with the authority to vote for that organisation at that meeting.

Should an elected representative be deselected or fail to be re-elected, then they will be expected to tender resignation with immediate effect. They will be replaced by the newly elected member.

Where representatives are no longer endorsed by their organisation then they must disclose this and tender their resignation without delay. The organisation may then select a replacement representative.

Full members without voting rights; can speak, propose motions and participate fully in a Board meeting, but cannot vote.

Invited observers can attend and contribute to Haslingden Strategic Board meetings where required but shall not take part in any vote.

4. ADVISORS

The Board may, at the discretion of the Chair, invite other relevant organisations to participate in meetings in an advisory capacity (without voting rights) or to attend as an observer.

5. RESPONSIBILITIES OF INDIVIDUAL BOARD MEMBERS

Board members will be responsible for securing any necessary approvals from their individual organisations.

All members of the Board will have a duty to respect the confidentiality of information received in their capacity as a Member of the Board.

Conduct within meetings should always be professional. Board members shall conduct themselves respectfully in a fit and proper manner during meetings or may be asked to leave the meeting by the Chair.

Board members must attend meetings regularly with tendered apologies sent in a timely manner. Missing 3 or more meetings will result in the Board contacting the represented organisation and may review continued membership.

6. QUORUM

No business shall be undertaken at any meeting unless there are a minimum of **five** voting members present.

7. AGENDAS

Agendas, minutes and accompanying reports shall be provided at least 5 days in advance of each meeting and will be circulated to all members of the Board and – subject to any requirements of confidentiality, to invited advisors.

8. DECLARATIONS OF INTEREST

Start of the meeting there will be a standing item and all members will need to declare an interest involving any agenda item.

It is the responsibility of the Board to ensure that its business is conducted in an open and transparent manner. Board members must therefore declare any personal or business interest in any item for discussion. Once such an interest is declared, members may speak on the item by invitation of the Chair and with the agreement of the Board, but must not vote on it. The Chair may ask Board members who have declared an interest to absent themselves in the case of any item of business where their presence might inhibit discussion.

A register of interests shall be established and completed by all Board members; this register shall be available to the Chair at all meetings. Members do not have an interest by virtue of employment by, or membership of, a body which is represented on the Board. The following interests of a Board member, his/her spouse or any close family member must be entered into the register, and must be declared each time a relevant item comes up for discussion:

- Ownership of, or any other interest in, any property which is the subject of, or is likely to be materially affected by, a grant request; or is the subject of a planning application awaiting decision;
- Directorship of, ownership of or employment by any company or partnership owning or occupying any property which is the subject of, or is likely to be materially affected by, a grant; or is the subject of a planning application awaiting decision.

9. VOTING

Decisions will be endeavoured to be made by consensus. In the event of a disagreement it will be for the Chair to seek to resolve the differences and if this fails a vote will be taken. Voting on any matter shall take the form of a show of hands and will be determined by a simple majority. In the case of an equality of votes, the

Chair shall have a second or casting vote. Where appropriate, urgent matters may be dealt with by written procedure.

10. ROLE OF OFFICERS

Rossendale Borough Council will carry out the role of Accountable Body and provide secretarial support to the Board.

The Board shall operate at all times in accordance with Rossendale Borough Council's Constitution; this will be monitored by the S151 Officer.

Compliance with external funding agreements will be monitored by the Director of Economic Development.

11. SUB GROUPS

The Partnership Board may establish Sub-Groups to undertake work on any subject area that falls within its overall remit and may, subject to the financial, legal and other requirements of the Accountable Body, delegate decision-making powers to them. Decisions taken by Sub-Groups must be consistent with the same statutory, financial and other frameworks (particularly those relating to Rossendale Borough Council's Accountable Body responsibilities) as those taken by the full Board.

No Sub-Group may undertake any business unless and until the Board has agreed Terms of Reference and the limits of delegated authority. Sub-Groups may, with the agreement of the Board, contain members who are not members of the Board. Any Sub-Group must contain a minimum of **two** Board members, and may only make decisions if at least **both** board members are present.

Decisions made by Sub-Groups must be reported in writing to the next meeting of the Board.

13. CHANGES TO THE TERMS OF REFERENCE

The Board may amend the Terms of Reference of the Partnership Board, with the authorisation of RBC Cabinet; subject to a majority vote. A 28 days' consideration period must be provided for an amended Terms of Reference.

Subject:	Local Council Tax Support Scheme 2021/22	Status:	For Publication
Report to:	Council	Date:	9 December 2020
Report of:	Head of Customer Services & I.C.T.	Portfolio Holder:	Communities
Key Decision:	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required:	No	Attached: No
Biodiversity Impact Assessment	Required:	No	Attached: No
Contact Officer:	Ian Walker	Telephone:	01706 252592
Email:	ianwalker@rossendalebc.gov.uk		

1.	RECOMMENDATION(S)
1.1	That Full Council approve the Rossendale Local Council Tax Support Scheme for 2021/22 as set out in this report.

2. PURPOSE OF REPORT

- 2.1 To seek approval for the Rossendale Borough Council's Local Council Tax Support Scheme for 2021/22. There have been no significant policy changes to the scheme from last year. This report also provides background regarding the current number of claimants for the Council Tax Support Scheme.

3. BACKGROUND

- 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.

- 3.2 Council Tax Benefit is regulated at a national level and this was replaced by local schemes of Council Tax Support from the 1st April 2013. Individual authorities were granted the freedom to design and implement their own local schemes, with the exception that any local scheme could not leave any pension age claimants worse off than under the previous national benefit regulations.

The effect of these changes was a reduction in funding by approximately 20% for working age claimants and after consultation Rossendale adopted a local scheme, based on the previous council tax benefit regulations, but with a 20% reduction in entitlement for working age customers.

The decision to continue with a Council Tax Support scheme based on the housing benefit / council tax benefit regulations ensures that in practice the scheme remains effectively a means tested benefit.

- 3.3 The rollout of DWP's Universal Credit in Rossendale started on the 21st November 2018 and this is currently scheduled to be completed by the end of 2024, this date may change.

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Around 36% of the current Council Tax Support Claimants are pensioner households and these will not move to Universal Credit but will remain part of the Council Tax Support scheme. The other 64% who are not pensioner's households will eventually transfer over to Universal Credit.

Some local authorities are now changing their Council Tax Support schemes for working age customers with a view to simplifying the administration of the scheme and reducing costs. This is not being proposed for Rossendale at present. The Rossendale contract for the provision of revenues and benefits services with Capita does include provision for technical support in modelling and preparing a new scheme should this be required.

- 3.4 The number of Council Tax Support claims changes daily, a snapshot taken of the October caseload is detailed below. There were 32,233 domestic properties in Rossendale based on the October return. Of these 473 were exempt from Council Tax, 123 2nd homes and 948 classed as vacant. This leaves 30,689 occupied and with a liability to pay Council Tax. 18.6% of these properties have residents with an entitlement to council tax support.

Council Tax Support Caseload	2nd Adult Rebate Claims	Council Tax Support	Council Support (Universal Credit)	Total Claims (Pensioner, Working Age, Working Age Other)	Total Claims (Pensioner, All Working Age)
Pensioner Claims	9	2029	n/a	2038	2038
Working Age (employed) claims	2	272	265	539	3659
Working Age (other) claims	10	1803	1307	3120	
Total Claims By Type (2AR, CTS, CTS UC)	21	4104	1572	5697	5697

Until March 2020, the Rossendale Benefits caseload had been falling steadily, however the Covid pandemic has led to a significant caseload increase. The Benefits caseload is now up on this time last year with an increase of 224 working age claimants. This is slightly offset by a fall of 140 pension age claimants. Uncertainty around the wider economy due to the Covid-19 situation means that it is difficult to predict caseload numbers in the medium term. Short term rises amongst working age customers are expected.

- 3.5 The cost of claims for 2020/21 is detailed in the table overleaf. As at the 1st November 2020, the total claims for 2020/21 was £5,155,057.22. The Council Tax Support scheme also results in a loss of income from Council Tax collection, this year's it represents 14.25% which equates to £734,595.73. There is no specific grant, which covers this amount, which had been the case under the former council tax benefit arrangements. The costs are therefore borne locally.

This snapshot shows that local costs have risen by a little over £41k (734.5k as against £693k last year). It should be stressed that these are snapshot figures that can change with new claims or claims closed each day. Recent rises have been associated with the caseload increase caused primarily by Covid-19. Due to current uncertainty it is difficult to accurately predict if these changes will persist in the medium term.

	Total Claims (Pensioner, Working Age, Working Age Other)	Total Claims (Pensioner, All Working Age)	Total Claims (All CTS)	Rossendale Council Share (14.25%)
Pensioner Claims	£2,159,838.21	£2,159,838.21	£5,155,057.72	£734,595.73
Working Age (employed) claims	£276,365.89	£2,995,219.51		
Working Age (other) claims	£2,718,853.62			

3.6 There are no significant changes to the Rossendale scheme proposed for the current year, aside from any inflationary uprating to benefit entitlement levels and thresholds that may be applied nationally.

3.7 As Universal Credit is rolled out, the vast majority of working age claimants will be paid a contribution towards housing costs through Universal Credit rather than through housing benefit. As the current scheme is based on housing benefit, it will be necessary in the future to consider a new approach as housing benefit is phased out.

A small number of authorities have begun to move away from Housing Benefit linked systems. A significant amount of resource is required to be able to model and create a new Rossendale scheme. Any new scheme needs to be effective in both supporting vulnerable customers and protecting the council's financial position.

The development of a new scheme will be considered in the coming year.

4. RISK

4.1 The Local Council Tax Support Scheme is subject to annual approval, by full Council.

The Local Government Finance Bill states that an Authority must make any revision to its scheme, or any replacement scheme, no later than 11th March in the financial year preceding that for which the revision or replacement scheme is to have effect.

If Rossendale did not pass a local scheme by the 11th March, then a default scheme would come into force, this would result in up to 100% relief for all working age customers, rather than the current 80%, the additional relief would have to be funded by Rossendale.

5. FINANCE

5.1 Financial implications are noted within the report.

6. LEGAL

6.1 No additional comments.

7. POLICY AND EQUALITIES IMPLICATIONS

7.1 Consultation has been undertaken with Management Team and the Portfolio Holder. There has been no significant policy changes to the scheme, therefore has not been re-assessed for equalities impacts

8. CONCLUSION

8.1 It is proposed that the existing scheme of council tax support be retained unchanged, with the exception of any inflationary upgrades to national benefit entitlements. Adoption of the scheme by full council before 11th March will meet the Councils statutory duty.

Background Papers	
Document	Place of Inspection
Current scheme 2020/21	https://www.rossendale.gov.uk/info/210150/benefits/10733/council_tax_support_scheme
Draft 2021/22 Scheme (uprated)	S.A.T office, Room 204, Futures Park, Bacup, OL13 0BB

Subject:	Stubbylee & Moorlands Park Green Flag Management Plan	Status:	For Publication
Report to:	Council	Date:	9 December 2020
Report of:	Director of Communities	Portfolio Holder:	Environment
Key Decision:	<input type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception	<input type="checkbox"/> Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required:	No	Attached: No
Biodiversity Impact Assessment	Required:	No	Attached: No
Contact Officer:	David McChesney	Telephone:	01706 252492
Email:	davidmcchesney@rossendalebc.gov.uk		

1.	RECOMMENDATION(S)
1.1	It is recommended that council approves the submission of a Green Flag Award application for Stubbylee and Moorlands Park 2021.

2. PURPOSE OF REPORT

2.1 The purpose of this Report is to share the draft management plan document that will accompany Stubbylee & Moorlands Park entry for the Green Flag Award and to seek permission from Council to proceed with the entry for the award in January 2021.

The Green Flag award is an accreditation scheme that recognises and rewards well managed parks and green spaces. It raises the profile of green spaces by recognition of the value they have to the Community and rewards the hard work that goes into them by employees and key community groups and volunteers. It is the international benchmark for excellence in parks management, and if obtained, would be the first award achieved in Rossendale.

3. BACKGROUND

3.1 The achievement of a Green Flag Award for Stubbylee and Moorlands Parks would demonstrate to visitors to the borough and to residents that we have well managed and high quality parks. It also ensures that plans are in place to effectively manage the parks in an environmentally sustainable way and engage the community in this. In order to do enter the park for an award in 2021, a management plan is required to show how the park will be managed. In this case, it will be for the next 5 years.

The plan is formulated in a manner recommended by Green Flag in their guidance and begins by providing general information on the park, its facilities and history. The plan then looks at how the park performs in relation to the 8 Green Flag criteria. There are 3 key sections in the plan:

- Where are we now
- Where do we want to be
- How will we get there (action plan)

An audit of the park was carried out in summer 2020 to identify the park's strengths and areas for development. Some of these areas have been addressed and others are in the process of being addressed. Longer term improvements are included in the park's action

plan for the next 5 years. The plan then details how progress is measured and what is in place to monitor this progress.

The attached plan is the document that will guide the park's development over the next 5 years, and is a requirement of entry to the Green Flag Award. The deadline for entry is 31st January 2021.

There are a small number of elements that are still to be finalised. These will be added to the plan before submission in January and the final plan will be agreed with the portfolio holder.

4.1 RISK

Aborted costs maybe a risk if the Park fails to obtain the status after judging. There has been a lot of investment in the Park in recent years, therefore it is anticipated that levels of investment in capital projects will be relatively low. The feedback given if the bid fails will be used to re-enter and the lessons learned will help in attaining the award the following year.

5. FINANCE

5.1 The entry fee for the award is £360 which will be absorbed by the Green Spaces Team budget. Recent path inspections highlighted the need for some resurfacing on health and safety grounds. This has been addressed through capital investment of approximately £12,000 and will enhance the chances of success in the bid.

6. LEGAL

6.1 There are no legal implications.

7. POLICY AND EQUALITIES IMPLICATIONS

7.1 At this stage there are no Policy and Equality implications. As schemes develop an Equality Impact Assessment will be completed where required.

8. CONCLUSION

8.1 Rossendale does not currently have a Green Flag park and it considered that the Stubblelee and Moorlands Park is of excellent quality and that this should be recognised through an award. The award of Green Flag status also re-assures Elected Members that there is a sustainable plan in place to ensure high standards of maintenance and environmental sustainability.

It is recommended that council approve a submission for a Green Flag Award for Stubblelee and Moorlands Park for 2021. It is also recommended that the attached management plan is approved and submitted as part of the entry, as required by Green Flag.

Background Papers	
Document	Place of Inspection
Stubblelee and Moorlands Management Plan	Attached



2020-2025

Stubbylee and Moorlands Park Management Plan



David McChesney/Dorian Roberts
ROSSENDALE BOROUGH COUNCIL
11/12/2020

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1.0 Introduction

1.1 Stubblelee & Moorlands Park Management Plan

The Council have made a commitment to apply for a Green Flag Award in 2021, with Stubblelee and Moorlands being chosen as the first park in Rossendale to be entered for the award. The Council recognises that all parks are unique and need different management and maintenance regimes employed within them. As a requirement for the Green Flag award the Stubblelee and Moorlands Management Plan will be the first of such documents, with the intention of using as a template for rolling out to other parks as resources allow.

The aim of this Management Plan is to outline how Rossendale Borough Council's Parks and Gardens will develop, maintain and manage Stubblelee and Moorlands Park over the next five years. The implementation of the action plan will be done in collaboration with key stakeholders and other partners to ensure the full involvement of the local community and create a sense of ownership from users. It will be introduced and shared with staff at all levels and the many different Park user groups, and will be reviewed and updated on an annual basis. However, it should not be seen as the finished article and is intended to be a live, working document that management need to be flexible with, and as such will be subject to change as appropriate.

In addition to contributing to the Council's wider corporate objectives, the Section's aims and objectives and the Park issues most pertinent to the local community, this Management Plan has also been produced with a view to achieving Green Flag Award Status for Stubblelee and Moorlands Park, and as such, the management and development of the Park is in accordance with the key criteria of the Green Flag Award.

1.2 Process to produce the Plan

This Management Plan has been driven and developed principally by a core working group. The Group was set up to steer the plan's development, implementation and review, and consists of:

David McChesney- Green Spaces & Street Scene Manager
Jackie Flynn- Community Projects and Partnership Officer
Dorian Roberts- Technical Officer
Cllr Adrian Lythgoe- Portfolio holder for Operations

During the development process, the following persons or outside sources were consulted and have had some degree of involvement:

Friends of Stubblelee Park
Stubblelee Community Greenhouses
Citizen's Advice Bureau
Bacup Pride
Wildlife Trust
RBC Communities Team

RBC Green Spaces Team
Newground Together
The Environment Partnership
Bacup Bowling Club
Bacup and Stacksteads Carnival Organisation
Stacksteads Countryside Park Group

The Management Plan was fully supported by members of Council after it was approved at Cabinet in December 2019. This shows the commitment to achieving Green Flag status for a flagship Park.

2.0 Where are we now?

The aim of this section of the Management Plan is to give a brief introduction to Stubblelee and Moorland Park, its facilities, existing management of the Park and also the strategies, corporate policies, bye-laws, licences and covenants that may affect the management of the Park both at present and in the future.

2.1.1 Ownership

The following plan shows the precise area of the Park, boundaries and area of RBC ownership.

2.1.2 Grid Reference & Area Size



6 fig. grid ref: 386700, 421833

Area Size: 9.01 ha.

2.1.3 General

Stubbylee Park and Moorlands Park are two historically distinct areas and while separated by Stubbylee Lane and Olive House, do adjoin higher up by the playground and are now often referred to as all Stubbylee Park. The Park incorporates the historic Grade II listed Stubbylee Hall, with its cantilever staircase adorned with stag's head, a trophy from the Holt family hunting days and an echo from the past. The hall served as the ancestral home of the Holt family, and was more recently used as offices of Rossendale Council's Communities Team, it is now occupied by the Citizens Advice Bureau.

The formulation of the Stubbylee Masterplan in 2012 proposed some fundamental improvements to the Park, with the help of funding from local projects this has seen the renovation of the fairy Dell and the Pond, a brand new play area and a café. These improvements have put us well on the way to a Park befitting of its former glory and the time to further our ambitions and hopefully achieve Green Flag status.

2.1.4 Current Uses

Stubbylee Park is used primarily by the local community for a variety of different reasons including informal recreation and sports, dog walking, bowling, children's play, as a shortcut and thoroughfare for local residents or for relaxation and well-being purposes.

2.1.5 Facilities & Features

The Park represents an important open space for local people, incorporating a lake and dell, two bowling greens, play area and outdoor gym, tennis courts and skate park. Historical garden elements such as the Italian and walled gardens can still be enjoyed and the Park now boasts the new addition of a BMX pump track to compliment the exciting wheeled sports associated with the Rossendale valley. The greenhouses surrounded by the Park are home to important community work with the Bacup Consortium.

2.1.6 Access

Main access into the Park is from New Line Road, this is via Stubbylee Lane which is vehicular access to the car Park between the Stubbylee and Moorlands Park sides. The road continues through to the top of the Park where it terminates, although pedestrian and cycle access continues up to the moors and Lee Quarry. There is another pedestrian access point from New Line Road into Stubbylee Park, here visitors pass through the historic stone columns with ornate gates bearing the Bacup coat of arms. There is another similar historic though less grandiose entrance into the Moorlands Park side from New Line Road.

2.2 History of the Park

The house we see today known as **Stubbylee Hall**, was not the first Stubbylee Hall; the first hall 1606-1750 was the home of the Holden Family, being demolished about 1808, and rebuilt by James Holt the following year. The drive opposite Park Road was the original carriage drive. The gatehouse stood just inside the gates, which came from Cliffe Castle, a large house near Horncliffe Mansion.



It is a myth that Stubbylee was bequeathed to Bacup Borough Council. The hall, cottage and farm buildings were purchased by Bacup Borough Council for the sum of £300.00, the actual parkland was purchased for £2,832.00 out of money provided in the will of Miles Ashworth of Holme Bank Stacksteads, the purchases being completed on the 7th May 1914. Postposed by the outbreak of the First World War, in December

1919, the council decided to convert the hall for use as municipal offices which comprised a council chamber, mayor's parlour, ante room and Retiring room. Other rooms comprised the Borough Surveyors Office, Town Clerk and Treasurer's Offices, along with the education and health departments, a committee room and caretaker's department with general office and waiting area.



In 1923, the Maden Memorial was removed from Irwell Terrace and placed in the Park. The Council began laying out what became known as the Mitchell Dell, now colloquially known as the Fairy Dell, in 1924 followed by a suggestion in January 1926, by the Borough Engineer Mr Frederick Mozley, that the lodge, as it was termed, which

had once supplied the water to the hall, should be transformed into an ornamental lake and garden.

By April the surrounding wall and water channel carrying the stream had been completed, soil excavated from the construction of the Blackthorn Estate was used

to construct the banking of the lake and, by July 1927, the lake was completed and had become home to two swans, given as a gift by Lady Maden.

At the same time as the trustees of Miles Ashworth met members of the council to discuss the purchase of Stubbylee Hall and grounds, Moorlands Park was being conceived. On 30th of April 1912, following a family meeting after the death of John Holt, one of the trustees of Edward Hoyle, namely his son Joshua Craven Hoyle wrote to the Bacup Town Council offering to gift the Moorlands Estate to the Council,



which was described as being made up of seven acres (830 square yards), including the hall, cottage, gatehouse, laundry, stable and other outbuildings. A

letter had also been sent to the Trustees of the late Miles Ashworth of Holme Bank House, suggesting that the gift should be assisted from funds which were at their disposal under Mr Ashworth's will.



The Rose Garden — Stubbylee Park.

Following the letter, the Miles Ashworth Trustees agreed to give the sum of £1,500.00 from the estate to lay out and ornament the grounds with the agreement that it would be called Moorlands Park, shown on a suitably inscribed tablet that the laying out of the grounds had been paid for by money left by Mr Miles Ashworth. By July 1914 both parks were open to the public and, the following month, tenders were invited for the purpose of pulling down Moorlands House. The remains which included fixtures, fittings and scrap were sold for £688.19s.9d. A month later the bowling greens and tennis courts were laid out, with the children's playground positioned at Bull Field, Moorlands.

The bowling greens and grass tennis courts were officially opened on Saturday 16th June 1915, by the Deputy Mayor, Mr J.H.Lord and his daughter Mrs Arnold Rothwell Taylor who described the green as being like "Green Velvet". The first game of bowls was played by Councillor Lord and Mrs James Ashworth, the Chairman of the Parks Committee. Additional hard tennis courts were added in 1924. Bacup began its celebrations of the coronation of George VI and Elizabeth Bowes-Lyon as King and Queen of the United Kingdom on the 15th May 1937 by planting fourteen sycamore trees in Stubbylee Park. Twenty children, a boy and a girl from each of the nine Bacup Board schools, had been chosen to take



Italian Garden, Stubbylee and Moorland Park, Bacup.

part in the tree planting ceremony. Over the years the Parks have been used to house the Bacup Carnival and, in 1960, the Park played host to the Caravan Club of Great Britain rally.

-History of the Parks has been generously supplied by Wendy A. Lord from her book 'Bacup Back to Back'.

2.3 Existing Management and Maintenance

2.3.1 Current team structure

The responsibility for the maintenance and development of the Park lies within the Operations Team, but more specifically within this, The Green Spaces and Street Scene Team (GS & SS).

The GS & SS Team delivers a wide range of the Council's Operational Services including Grounds Maintenance, Parks and Open Spaces, Playgrounds, Cemeteries and Bereavement Services, Street Sweeping, Litter Bins, Sports Turf maintenance and Town Centre cleansing. The Team consists of a Manager, a Supervisor and 25 front line employees who work towards delivering a 'Clean and Green Rossendale'.

There are three members of the team located within Stubbylee Park and these are the Playground Inspector, and the Fine Turf team, which consist of a Charge Hand Gardener and a Gardener. Despite being based within the Park, they are a mobile team and their duties are not solely focused on Stubbylee & Moorlands.

A diagram of the Team Structure can be seen as Appendix 1.

2.3.2 Current Maintenance Regime

The Park grounds and bowling greens are maintained by the Fine Turf Team, with the play areas being maintained by the Playground Inspector. The Sports Turf Team perform mowing of the football pitch.

Litter bins are emptied by the Fine Turf Team and any refuse is collected by The Refuse and Recycling Team based at Henrietta St, Bacup.

'The Friends of Stubbylee and Moorlands Park' are a Community Group who assist with maintenance within the Rose Garden with planting and weeding, and Bacup Pride assist with litter picking. Bacup Pride also maintain a Community Allotment within the Park.

The table below list the various tasks carried out by the GS & SS Team throughout the year and displays the frequencies.

Task	Qty	Unit	Frequency per annum
Grass cut (medium maintenance)	20883	M2	15
Grass cut (high maintenance)	2809	M2	30
Bowling Green cut	3070	M2	30

Bowling Green close season maintenance	3070	M2	1
Bowling Green pre season maintenance	3070	M2	1
Herbaceous bed maintenance- weed	127	M2	12
Herbaceous bed maintenance- stake and tie plants	127	M2	4
Edge maintenance (edging knife)	1662	LM	1
Edge maintenance (edging shears)	1662	LM	30
Rose bed maintenance (weed)	57	M2	30
Rose bed maintenance (dead head)	57	M2	15
Rose bed maintenance (prune)	57	M2	2
Rose bed maintenance (cut back)	57	Item	2
Hedge cut	335	M2	3
Empty litter bins	17	No	156
Clean Gullies	1	Site	3
Site litter pick	1	No	52
Inspect Play Area	1	No	24
Inspect Pump track	1	No	24
Inspect Skate Park	1	No	24
Treat hard surfaces for moss	1	No	2
Clean signage	1	Item	2
Clear Duck Pond trash screen	1	No	52
Inspect footpaths	1	No	4

The road and footpath mechanical sweepers cleanse the park throughout the year, with visits increasing during autumn and winter during leaf fall and when storm debris is frequently present.

The Community Greenhouses have a team of volunteers registered to their programme that carry out horticultural and maintenance tasks within the Greenhouses premises and beyond.

Bacup Pride maintain and operate the Community Allotment located near the Bowling Greens. This grows vegetables and plants for use within the Community, with many plants providing stunning displays in the Town Centre. Bacup Pride also carry out many organised litter picking sessions within the Park at weekends.

2.4 Recent developments

The Council is under ever increasing pressure to reduce costs of delivering services to residents, which in turn reduces the resources the Green Spaces Team has at its disposal for improvement of Green Spaces. In 2018, the Team lost 2 gardeners from its structure which has impacted on front line resources. This has been offset in recent years by the presence of the Stubblelee Masterplan Group, which was formed in 2012, but really began making a difference to the Park in 2015.

The Stubblelee Masterplan was formulated in 2012 when the Council, in Partnership with Newground Together, carried out extensive consultation with residents on things they liked and disliked about the Park. This resulted in a Masterplan being created, which gave a clear wish list of projects to deliver over the next 5 years.

The visual Masterplan can be seen in Appendix 2.

The Group, which is still in existence and meeting regularly, consisted of a combination of Council Officers, Officers from Partner Authorities such as LCC, Site Stakeholders, Community Groups representatives and Local Councillors. This became a steering group which looked for sources of funding in order to deliver the projects the residents had identified. This model has since been rolled out in 2020 to Edgeside Park in Waterfoot, and will be carried out at Victoria Park in Haslingden in 2021. Over the past 5 years, the following improvements have been made within Stubblelee and Moorlands Park:

- Refurbishment of Gates and stonework at Stubblelee and Moorlands Entrances. This included to intricate painting of metal work and recreation of pillar sections to match the original designs. Some resurfacing work was carried out to the footpath at the entrance and a bench installed.
- New directional signage installed to clearly show where each area or facility is within the Park.
- New Signage at entrances to welcome visitors.
- Installation of plastic grass matting on corners of grassed areas. This was as a result of vehicles driving over tight corners and leaving tyre marks.
- £40k worth of path and road resurfacing in the Park to replace deteriorating and defective areas identified through Officer Path inspections.
- Installation of a brand new £30k pump track. This is on the route of the Borough's Cycleway which links to Rochdale and Bury. It is also based next to Lee Quarry Mountain Biking Centre which has helped to gain Bacup a reputation as key Mountain Biking Destination. This was achieved through funding from Lancashire Environment Fund, secured by Bacup Pride.

- A £20k improvement project to the footpaths and water course within the Fairy Dell. This is Phase 1 of the project, with phase 2 looking to stabilise the banking and improve access. This project was carried out using funding secured by Stacksteads Countryside Park group from the Postcode Lottery.
- £40k redesign and improvements to the Duck pond. This was previously enclosed, overgrown and full of silt and sediment. The Council worked with Groundwork Landscapes Ltd. to remove the fencing and overgrown vegetation and thin the tree coverage to open the area up to visitors. The pond was dredged of sediment and a walkway was installed which extends out over the water to facilitate feeding ducks and pond dipping. This is now popular attraction.
- £80k refurbishment of the Play Area in Moorlands Park- This occurred in 2019 after Bacup Pride helped to secure the funding from Viridor and Lancashire Environment Fund. This is now one of the Borough's most popular play areas and was designed to be sympathetic to the rural location, using natural materials throughout.
- Installation of a 1 mile way-marked walking route as part of the 'Up & Active' scheme.
- Interpretation boards installed on the old Aviary to give the Park's features historical context.
- Installation of Notice Boards in Stubbylee and Moorlands Parks for Community use.
- Removal of rhododendrons along Moorlands section of the mile walk route to make it less shaded and more welcoming to users.
- Creation of an additional 15 Parking spaces in Stubbylee Park to provide for the increase in visitor numbers in 2017.

2.5 Strategic context

Rossendale Borough Council Priorities

The Council has 3 Corporate Priorities which guide the work that every Department carries out. These priorities are as follows:

- A Clean and Green Rossendale
- A Connected and Successful Rossendale that welcomes sustainable growth
- A proud, healthy and vibrant Rossendale

The Green Spaces Department and the Parks that we maintain feed into all of these priorities in different ways in helping the Authority to achieve its goals. The improvement of our green spaces in Rossendale through better maintenance methods and investment in facilities will not only makes the Borough Cleaner and Greener, but will attract people into the Borough. It will enable us to provide a first

class venue for leisure and recreation, ultimately encouraging and facilitating healthier lifestyles for its residents.

Climate change strategy

After declaring a Climate Change emergency in 2019, Rossendale Borough Council has developed the Climate Change Strategy (2020-2035) in order to reduce the Council's carbon footprint to neutral by 2050.

There are certain aspects of this strategy that affect the Borough's Parks. Green Spaces have committed to achieving certain objectives within the Strategy Action Plan and these will translate into actions with Stubbylee and Moorlands Park. This includes the transition from petrol powered tools to battery and use of peat free compost in horticultural activities.

Clean and Green improvement Plan

This is a corporate project which takes its name from one of our corporate priorities. The plan consists of 5 elements, one of which is 'Love Parks'. This has an overriding goal of raising standards within Rossendale's Parks. This has led to the council entering Stubbylee and Moorlands Park for a Green Flag Award. If this is successful the council may look to enter other main parks for the award.

The Operations Team Service Area Business Plan 2020/21

This plan sets out what the Team wants to achieve over the coming year and addresses all areas of the Operations Team, such as Refuse & Recycling and Green Spaces and Street Scene.

This plan drives the Team's work and there are several key aspects to be delivered by the GS & SS Team which are centred around our Parks. Most notable of these are producing a Play Strategy for investment in play areas and improving standards in our parks, playgrounds and open spaces via in-house teams, assisted by 'Friends of' groups and other parties, such as Civic Pride.

RBC Play Strategy

This emerging strategy provides an overview of play provision in the borough, and seeks to provide a framework for investment in facilities over the next 10 years. This takes into account current distribution, quality and accessibility of current provision, and future development and pressures resulting from the Local Plan.

3.0 Where do we want to be?

3.1 Vision

The Council is committed to providing residents with parks that they feel 100% safe and secure in, and that become a part of their lives due to the many special memories made within them. We want our Parks to be enjoyed by all visitors irrespective of age and abilities and we will make them accessible to everyone who wishes to use them. We strive to provide first class facilities that are maintained to a high standard and that keep people coming back to use.

We recognise the park's history and heritage and have a passion for celebrating and preserving this, whilst looking at new and innovative ways to manage the park that fulfil our duties to the environment and fight against climate change. We aim to

maximise and enhance its biodiversity whilst ensuring sustainability in managing and developing the Park.

We recognise that the Park should reflect the needs and aspirations of local people; both now and in the future. Therefore, we will regularly seek user feedback which will be used to shape the park's future. The park is a learning tool for visitors of all ages and we will look to build on the current offer in creative and innovative ways.

By developing a management plan for the park, we will have a blueprint that we can roll out to our other parks, raising standards for the entire district and its residents. Stubblelee and Moorlands is the first Park entered for a Green Flag award by Rossendale Borough Council, and we feel that it satisfies many of the criteria required. In addition, we acknowledge there are aspects that require development in order to get where we want to be. This section analyses what we have at present and which areas need to work on. This will then form the action plan in the following section, which explains how we will get there

3.2 Site Assessment and Analysis

To enable us to achieve our vision and realise our aspirations, we need to assess Stubblelee & Moorlands Park's current position in relation to the key criteria laid down by the Green Flag plus Partnership's Green Flag Award Scheme. As part of the Green Flag Award assessment, judges produce a feedback report detailing strengths and weaknesses and provide recommendations as to what we can improve upon, from both a management Plan and Parks based point of view, in the future.

Subsequently, we need to analyse the information derived from both these assessments, identify where we have gaps, weaknesses and issues that need to be resolved, and then develop an action plan to address those issues. During June 2020, the Park was visited by Parks Officers and a fully trained Green Flag Award judge to assess the current standard of the Park. The aim of this exercise is to use the Green Flag Award Assessment Scoring sheet to determine how the Park measures up to the criteria as set out by Green Flag.

This assessment, in addition to taking in to consideration comments made by independent Green Flag Award judges, issues raised by the Friends Group, past experience and working knowledge of the Park (through our internal Officer's Working Group), informs the production of the action plan.

The following section looks at the current status of Stubblelee and Moorland Park and highlights aspects of the Park that need to be developed in accordance with Green Flag Award key criterion.

3.2.1 A Welcoming Place

Stubblelee and Moorlands Park is a popular, welcoming and attractive park to visit. The Park's appeal is due to the semi-rural setting with the stunning backdrop of the hills, and the many historical features it boasts. The central feature of the Park is Stubblelee Hall, which is currently the subject of a Heritage Lottery funded project which seeks to determine the best future uses for the building. In addition to the hall, the Park has a Woodland Dell which incorporates a nature walk along the stream that runs through it. This leads down from the duck pond which has recently been

renovated and is now a major attraction of the Park. Due to its sloped nature at the far western edge, some areas have been left wild and unmanaged and are home to a variety of wildlife such as foxes, badgers and deer.

The Park is a mixture of hard and soft landscaping, some of which are formal and informal elements. Most of the Park is maintained in some form, although there are areas of unmaintained land as mentioned previously, which are left to thrive as natural ecosystems.

Within the Park there is a lot of woodland, which adds to the naturalistic charm. In the absence of a Tree Officer, a full tree management survey has been commissioned on the Park to assist the Council with a logical management regime for the woodland areas. This will allow us to manage the tree stock and make it safe, whilst also allowing healthy trees to thrive.

The accessibility in the Park is very good, with a large proportion of the footpaths and roads being resurfaced in the past 5 years. This allows for good access to all of the Park's features. The Dell, which was created in the 1920's, is the only area that is not 100% wheelchair accessible, due to the topography and stepped nature. The steps rising back out at the end of the walk are quite steep. For this reason, a handrail was installed in 2020 to improve accessibility to this area. The Dell has been highlighted in the Action Plan for the Council to explore ways of making the area wheel chair accessible, and this will be pursued when funding becomes available. Phase 1 of the improvement work in the Dell was completed in 2018 and resurfaced the paths which had deteriorated. Phase 2 will be to look at accessibility and repairing the watercourse to reflect its original design.

Prior to the improvement project to the Duck Pond in 2017, the area was inaccessible to all. The creation of a path leading to a viewing platform which extends over the water now means the Pond is a usable feature for all, with pond dipping and wildlife spotting being popular activities.

Vehicular access to the Park can be gained through the Stubbylee Lane entrance off New Line. The other access routes in to the Park are pedestrian, two of which are also on New Line. One of these entrances leads into Stubbylee at the far west, whereas the other takes you into Moorlands Park. There is an additional entrance from the bridleway that runs from Lee Quarry to the South of the Park and which takes you into either Stubbylee or Moorlands sections of the Park from Stubbylee Lane.

The Park has Parking for 60 visitors, mainly in the area adjacent to and in front of the Hall. There is additional Parking on grass matting spaces, installed to accommodate the increased visitor numbers in 2018 as a result of the Masterplan improvements. There is a desire to add to this in the next 18 months through the Parks Action Plan.

There are several bus route services that can transport visitors to the Park, with the nearest stops to the Park being located outside and opposite Oliver House on New Line. These stops provide easy access to Stubbylee Lane and Moorlands Park entrances. There are additional stops located in both directions at Stubbylee Bridge which is located a short distance from the lower New Line entrance to Stubbylee Park. The 464 Service runs through Bacup from Accrington to Rochdale, and the number 8 service travels along New Line when travelling from Waterfoot to Todmorden and eventually connecting with Burnley. This gives people living in

neighbouring borough the opportunity to reach the park using public transport with relative ease.

The Park offers cycle racks for those wishing to visit on bikes and try the Pump Tack. These are located at the entrance to the Rose Garden from Stubblelee Lane, and allow people to secure their bicycle whilst they look at other areas of the park.

The Park has 17 Lighting columns on the main drive from the lower New Line Entrance. The lighting continues on up to the Hall and car park. The lower New Line Entrance is surrounded by trees and was highlighted in consultation as being quite dark and unwelcoming. In response to this we have carried out tree thinning and crown raising to lighten the area up and allow more light to illuminate the entrance in hours of darkness.

There is a desire within the Park's action plan to fully review the provision of lighting within the Park to make it seem more welcoming to visitors. This review will include the number, style and positioning of the columns to ensure an even distribution, without making it too bright. The erection of more strategic lighting in the Park would have the positive effect of improving visibility, instilling a greater sense of security and encouraging people to use the Park at all times of the year. There is a desire to introduce more lighting beyond Stubblelee Hall and into Moorlands Park.

The majority of pathways in the Park are of a good quality and are mostly suitable for wheelchair users and mobility scooters. Major improvements were made to the pathways throughout Moorlands Park in 2017 and further improvements have been made in Stubblelee Park in 2020. There is a desire to resurface the path that runs along the Eastern border of the Park and that forms part of the Up and Active walking route. The car park was remarked in 2016 give much better clarity for drivers, with clear disabled spaces marked in key locations.

The pathways will be enhanced further when the Cycleway Route 101 created from the Park. Discussions are currently ongoing with Lancashire County Council and local landowners on the best possible route into and out of the Park. This will then link up with existing cycle routes that lead to Rochdale and Bury in either direction, therefore increasing the accessibility. The Drains within the Park are cleared of debris throughout the year, with a thorough cleanse using mechanical equipment taking place 3 times per year. The paths and roads are of sufficient width to allow vehicle, pedestrians, bikes and scooters pass safely. Path inspections take place quarterly within the park and are carried out in line with our Path Defects Procedure, which has a tiered approach to repairs dependant on severity.

The Park has public toilets with facilities for disabled and baby changing, and the newly installed Play Area accommodates children of all abilities. It has been noted that there may be a lack of more challenging equipment for older children in the play area, which is a consideration for the future in the action plan.

An issue that was highlighted in recent consultation was that the park would benefit from a higher number of areas to sit and eat. There are currently benches at the following locations:

- 1 at lower New Line entrance
- 1 on the green in front of the hall

- 1 at the top entrance into the Dell
- 6 in the Rose Garden
- 11 around the Bowling greens
- 3 in the play area
- 2 in the sunken garden

Although this is a high number in total, there are areas of the park which lack seating provision, therefore the distribution of these benches will be reviewed. There are currently picnic benches at the following locations:

- 1 at the play area
- 2 adjacent to the Rose Garden

The capacity for picnics will be increased by installing 2 new benches on the site of the old animal pens near the rose garden, and an additional one next to the play area in January 2021. A further picnic bench will be added in front of the hall at a later date.

There are currently two interpretation boards installed within the Park, one in each Moorlands and Stubblelee sides. These boards are at the following locations:

- In front of the Public Toilet in Stubblelee Park
- At Moorlands Park entrance from New Line

The notice board are for both Council and Community use and are an excellent way of advertising events and classes at the greenhouses. They are also used for public consultation, and have been used recently for this purpose when refreshing the Stubblelee Masterplan in 2020.

3.2.2 Healthy, Safe and Secure

Rossendale Borough Council recognises the importance of ensuring that Stubblelee & Moorlands Park is a safe and secure site for staff, visitors and the local community as well as contributing to improving the health and well-being of Rossendale and developing a better quality of life for its residents.

The Park offers a wide range of high quality and free recreational activities to visitors to assist people in developing a healthy lifestyle. The Play Area offers a wide variety of equipment offers physically challenging play to Children. Play provides the main source of exercise to Children, and the recently installed Play Area offers an extremely attractive facility that keeps children interested and wanting to come back time and again. This is vital in combating child obesity, with the trend being that children who are obese in their younger years are more than likely to carry this through into adulthood.

Adjacent to the Play Area is the outdoor Gym Facility which again offers a selection of equipment which is designed to encourage people to exercise; offering gym-style equipment that targets all areas of the body and that is free to use.

Another feature of the Park that encourages healthy lifestyles is the 1 mile way marked walking route which takes you on a scenic walk through both sides of the site. This was introduced in 2016 in partnership with the 'Up & Active' Programme, and is well used by both Dog Walkers and people out for a stroll.

The paths throughout the Park have been resurfaced over the last 4 years as necessary after routine path inspections meaning they offer visitors a safe and clear route for exercise. A path inspection procedure is in place that categorises any defects that are identified and attaches a priority level with regard to the urgency of any repairs. This allows us to keep the paths and roads within the Park in a perfectly safe condition for users, creating an environment that people feel comfortable in.

In the Moorlands section of the Park there is a football pitch that is used for kick about purposes all year round. The pitch is well drained meaning there is rarely a time of year that it can't be used, unless the weather has been particularly inclement. This space is also used each June to host the annual Bacup Carnival, organised by Bacup and Stacksteads Carnival Organisation (BASCO). This attracts hundreds of visitors to the Park and is an extremely popular Community Event.

The Park is host to an Operational Depot for three Council Staff; The Fine Turf Team consisting of a Charge Hand Gardener and Gardener, and the Playground Inspector. Although all are mobile, our Park Gardener spends approximately 80% of his time working within the Park to maintain the high standards. This also gives people a sense of security when visiting.

There is no Council presence after hours within the Park, however the Council does let a house located next to the Hall. This means that there is someone within the Park at night that would detect any unwanted activity at the time and report anything necessary to the relevant Authority.

The Park is a major destination for local dog owners to take their pets for exercise in a beautiful and tranquil setting. This is one of the main daily uses of the Park for our residents. On the small number of occasions that we experience issues with dog fouling being left, we inform the Council's Public Protection Unit. Any information we receive is passed to them which gives them the evidence base to perform targeted patrols at key times to attempt to solve any problems. The team have authority and powers to issue fixed penalty notices for littering, dog fouling and antisocial behaviour, which contributes to the safe and secure environment we have strived to create.

All Rossendale Borough Council staff are uniformed and vehicles are sign-written to provide a highly visible presence. All Employees are attentive to any defects and issues as they go about their work, and there are systems in place to report this to Supervisors and Managers. In addition to weekly work sheets on which any non-urgent issues are reported, all staff have smart phones that in addition to voice calling, allow staff to send photos and use social media apps such as 'Whatsapp' to report back. The Council also runs a 'Report It' system where employees each have a supply of cards that are intended to record near misses and verbal abuse. It is vital that near misses are reported to allow Managers to put measures in place to prevent the near misses becoming major incidents or accidents. The cards have a section for Managers to then record any feedback and actions taken in response. The Council also has incident reports forms and Accident Books at every depot.

The Playground Inspector has over 50 sites to inspect and visits each site twice per month. Any urgent defects are repaired at the time of detection, otherwise they are taken out of use or removed until repaired. Any routine maintenance is carried out the week after the first round of monthly inspections is carried out. This helps to keep accidents in Play Areas down; with zero instances being reported in the past 5 years.

All staff are issued with the appropriate Personal Protective Equipment (PPE) for the tasks that they carry out as part of their day to day duties. In addition to this, staff are trained to use, inspect and maintain any tools and machinery that they require to complete their roles. All tasks are individually risk assessed and the assessments are freely available to staff. Both hard copies and electronic copies of all risk assessments are available at the main depot at Henrietta Street and each subsequent satellite Depot. An example of a risk assessment used can be seen in Appendix 3.

Green Space and Street Scene recognises the importance of having staff with a broad skills base. With this in mind, Employees are encouraged to undertake personal development through professional qualifications and vocational training in line with the service area needs and demands. This makes the Service more flexible and resilient, and allows us to continue providing high quality services to residents.



3.2.3 - Well maintained and clean

The Green Spaces Team recognises that weekly maintenance plays a key role in attracting people into the park. This is reflected in the good work that has taken place over the past 5 years under the Stubblelee Masterplan.

There are three Employees based in the Park that maintained the majority of the features and landscapes. The Fine Turf Team maintains the Bowling greens, Tennis Courts, Grassed areas and Rose Garden. They also carry out minor tree work in the winter. The team is responsible for a further 5 bowling greens around the Borough, the maintenance of which is carried out by the Charge Hand Gardener, whilst the Gardener spends 80% of the time in Stubblelee and Moorlands Park to carry out the various maintenance tasks.

The Play Area, Pump Track and Skate park are inspected and maintained by the Playground Inspector twice per month to ensure they are safe to use. The Tractor Gang carries out the mowing of the football pitch due to the size of the area.

The tasks carried out by the Green Spaces Team are extremely varied and technical, often requiring specialist equipment to carry them out. Some of these machines can, if not used or maintained in the correct manner, be hazardous to both user and the public. They are therefore subject to annual servicing by the council workshop, which also carries out ad-hoc repairs. The vehicles used by the team are on a strict service schedule depending on their classification to ensure that we satisfy the criteria of our Operators Licence. The team are trained to carry out minor maintenance such as belt and blade changes as necessary to minimise downtime. The team based in the Park have a small workshop facility with the necessary equipment for this purpose.

The Fine Turf Team carry out daily litter picking and litter bin emptying on a minimum frequency of twice weekly, or as required. Street Furniture is inspected for defects weekly and these are reported through for repair. There are 17 litter bins that also take dog waste within the parks and these are emptied 156 times per year or more as required by the Fine Turf Team.

An audit of bins was carried out in November 2020 to determine the suitability of design and number in the park. As a result, several were replaced with new, larger capacity containers to reduce any litter issues experienced.

The routine maintenance and repairs of built facilities such as the Hall and toilets is carried out by the Council's Property Services Department and specifically, the Facilities Manager. Any major works within the Park that go beyond what normal budgets would allow, yet that are critical, are dealt with via the Council's Capital Contract. This is determined following the Council's Procurement guidelines, with a tender for the work being issued on an annual basis.

Since the inception of the Stubblee Masterplan, the roads and footpaths have been subject of major improvements. Through inspections which have identified any defects, the Council has improved the majority of the routes through the park, with over £50,000 being spent on this. The paths continue to be inspected routinely by employees based here, and quarterly by a Supervisor or Manager.

The Park is heavily populated with trees as you would expect from such a venue, and this is one of the aspects increases its charm. However, with such a stock of trees, it is important to ensure there is a system in place to manage them, both in the short term and long term. Employees working in the Park will report any defective trees as they find them as a matter of course. Depending on the nature of the reports, the Team Supervisor will then programme this in based on the priority level. The Council recently had a comprehensive survey of the entire tree stock of the Park, both in terms of stock management recommendations and health of the trees. From this, an action plan of work has been formulated for the Tree Team.

The Sunken Garden is an area that has been earmarked for improvements. Whilst the layout is preserved and the grass is maintained weekly, the planting in the beds surrounding the lawn would benefit from redesigning to make the garden even more attractive. This is a project that we intend to explore in 2021 and produce a plan to take forward in terms of funding and design.

The Stubblee Masterplan Group meet on a quarterly basis and this consists of Park users who feedback on any issues. Community consultation was carried out in November 2020 the form of a questionnaire and provided additional feedback on different areas of the Park.

3.2.3.1 Stubblee & Moorlands public consultation results (November 2020)

This exercise was carried out throughout November 2020 with the intention of providing quality feedback from the users of the park and what they like about it, and what we could do better. The survey asked questions which related to the Green Flag Criteria, and also asked the public what they would like to see when we review and update the Stubblee Masterplan.

A full summary of the responses to each question can be reviewed in Appendix ?, but this sections will look at the information that is most pertinent to the Green Flag criteria.

3.2.4 – Environmental Management

Rossendale Borough Council declared a climate change emergency in 2019 in response to the alarming trends in climate change on a global level. The Council recognises the part it plays in reducing the carbon footprint of the range of services we provide.

As a result of this, the Council has created the ‘Climate Change Strategy 2020-35’. This deals with a variety of measures in the action plan. Within Green Spaces, we have already begun the transfer of hand held power tools from petrol to battery powered. This will be a rolling programme over the next 3 years. Not only will these reduce the consumption of fuel and reduce the effects of HAVs for our employees, but will also reduce the levels of noise that Green Spaces activities produce. This will have a positive effect on the ecosystem within the park and the quality of life for nearby residents and visitors.

Similarly, within the Park, any compost used on beds and formal areas is free from peat. The Council procures large amount of bedding plants each year for the formal beds and these must be grown in peat free soil.

Rossendale Borough Council stopped the use of Glyphosate based herbicides on Council-owned sites in 2018 due to growing concerns over the adverse effects on health and the environment. Several products have been trialled since including acetic acid and foamstream plant enzyme products. The product currently being used by the Green Spaces Team is Katoun Gold, an organic herbicide derived from pelargoniums. Any other chemical is only used on the completion of a COSHH risk assessment for staff to refer to when required. An example of the COSHH risk assessment template

The Green Spaces Team attempts to minimise waste at source, thus reducing the need for recycling and the use of landfill. Parks produce three main types of waste, these being litter, green waste and refuse and fly tipping. Waste generated by visitors to the Park is generally put in to the litter bins provided. The waste is wide and varied and often contains animal waste and can contain sharp objects. As a

result, this type of waste is not sorted due to the risk to the litter pickers and is disposed of via the municipal waste systems.

Much of the woodchip from tree work is reused on sites around the Borough for paths or weed control. Waste that cannot be reused will be, where possible, recycled in the Depot recycling bins. Two litter bins with options to recycle have recently been introduced to the Park and are located near the main entrance at the Public toilets and near to the Play Area.

3.2.5 – Biodiversity, Landscape and Heritage

The Park has a variety of features which display the rich heritage it offers, as described in an earlier section of this Plan.

The Hall in Stubbylee Park is a Grade 2 listed building and is currently the subject of a Heritage Lottery funded Project, which is aimed at finding the best future use for the Building. The Hall was mainly Council Offices until around 2010, but since then it has been used on an ad-hoc basis by Community organisations. The Citizen's Advice Bureau is now the main occupant. The Council still retains a small section for welfare facilities for the staff based there.

There has been increasing concern from residents and community groups that the hall, which is a focal point of the park, is not being used to its full potential and could be a much greater asset to the park and the local community. The Stubbylee Masterplan Group took this on board and in 2019 worked with local charity Pennine Heritage to successfully apply for support from the Heritage Lottery Resilience Fund.

The 'Unlocking the Future of Stubbylee Hall' project aims to assess the condition of the building and look at potential long term uses for the hall as well as possible sources of funding to carry out any required improvements and restoration.

The project is still underway, but progress to date has included:

- Engaging the local community in a Heritage Open Day
- Workshops with local groups to look at options for future use
- A 3D tour of the building
- Condition Survey and Statement of Significance
- Legal support to research and translate the restrictive covenant of the building
- Bat survey
- Architectural feasibility study
- Social/community and heritage asset mapping
- Community archive training

The project group is now considering all of the suggested future uses of the building, and looking at how these can be funded to really maximize the building's potential.

The park has a variety of features that add charm such as the Fairy Glen or Dell, created as a magical walk from the Duck pond following the stream via a landscaped woodland route. The footways through the route were resurfaced in 2018 to make it much more accessible, and an aim of the Masterplan in future is to create access for wheelchair users.

A major improvement project on the duck pond was completed in 2017, and transformed the area into the facility it is today. Prior to the improvement works the duck pond was enclosed by high chain link fencing whilst being surrounded by overgrown rhododendrons. These were cleared which allowed the pond to be dredged. An elevated walkway was installed which allows people to walk out above the water and has turned the pond into a real attraction. There are further plans for the pond aimed at improving the biodiversity with the introduction of oxidising water lilies in 2021. An interpretation board was installed overlooking the pond, providing information on bird and aquatic life that people may be able to spot when visiting, which enhances the educational value of the feature.



The Sunken Garden in the Moorlands side of the Park lies on the site of Moorlands Hall, and was once an Italian Garden. This is now being maintained by the Greenhouses Recovery College on an ongoing basis. There are historical interpretation boards which provide information and photos about the park's history and how it once looked. These are currently located at the old Aviary building within the Rose

Garden.

Although these boards provide relevant and interesting information, they were produced as a temporary measure in 2017. As the Aviary may be put into community use in the coming years, there is a desire to seek funding for an interpretation project

for key heritage features within the parks which will deliver permanent interpretation boards at each site.

Adjacent to the Duck pond at a central location in Stubblelee Park lies the Maden Memorial, which was relocated to the Park from Irwell Terrace in 1923. This is a record of appreciation for the generosity of Henry Maden and his family to the Borough of Bacup, and was once a functioning drinking water fountain.

Green Spaces have recently started work with the Wildlife Trust to provide a comprehensive ecological study of the Park. This will provide us with a base of knowledge regarding the flora and fauna present, and how our actions and maintenance effect the Park's ecosystem. This is due to take place in February 2021 with phase 1, and the findings will help the Team shape the future maintenance regimes to ensure our activities have as little effect as possible so a wide variety of species can flourish. Phase 2 and 3 of the survey will follow in July and September 2021 to capture the full ecological picture throughout the calendar year.

Stubblelee Rose Garden has an impressive showing of perennial plants in its borders that help to attract pollinators and encourage a rich biodiversity. These are carefully selected to provide a colourful display whilst being an attraction to a variety of bees and insects. The theme of roses remains throughout the garden to mimic traits of the original layout and this part of the park provides a pleasant and tranquil area for people to walk, sit and relax.



You can see the evolution of the garden in these photos. Unfortunately, a large reduction in the number of employees working within parks on a national scale means the Garden cannot exactly mirror its historical layout, however, the Green Spaces Team endeavour to maintain some of the original features, and much of its charm.

3.2.6 - Community Involvement

One of the key factors in the recent success of the Park is the level of involvement from the local Community. There is an active Friends of Group that help in minor maintenance tasks in the Rose Garden, and the Greenhouses Community College have also begun to maintain parts of the Sunken Garden.

The Park has had a steering group around 'The Stubblee and Moorlands Masterplan', which has existed since 2012 and aims to improve and raise the profile of the Park. This group consists of Officers, Councillors and key members of the community, decides on priorities for improvements, and then follows and action plan for delivery. Through this group and the consultation it carries out, the community is guaranteed a huge say in the Park's development.



Recent projects have all had a major input by the Community as they have raised funds that make them possible. Bacup Pride was involved in the refurbishment of the Play Area, which was subject of £90,000 worth of improvement works in 2018. This has made it one of the Borough's most popular play areas. There is a desire to expand on the current play area, to further broaden what it offers with special consideration for provision for older children.

Stacksteads Countryside Park Group secured £20,000 from the Postcode Lottery in 2017 and this was spent on resurfacing the walkways of the Fairy Dell, making it a much safer and accessible feature. Phase 2 of this project seeks to improve accessibility to the Dell and to repair some of the water course.

In 2016, Bacup Pride successfully applied to Lancashire Environmental Fund for £30,000 which was spent on providing a top class cycling pump track; the best of its kind in the Valley. This has close links with Lee Quarry Mountain Biking trails and confirms Bacup as a first class biking destination.

Bacup Pride maintains a presence within the Park as they occupy the community allotment site. This is a base for the group and they have both an allotment patch and a poly tunnel for growing and preparing various plants and vegetables for the use of the community. In addition to horticultural tasks, Bacup Pride carry out regular litter picks in the Park and beyond, and regularly target grot spots and transform the appearance through minor maintenance and planting projects.

Stubblee Community Greenhouses is a charitable trust which has its base at the greenhouses which lie within the Park. The greenhouses were established in 2004 and have approximately 12,000 attendances each year. The greenhouses support the community with a particular focus on rehabilitation for individuals who have physical or mental health needs, or have long term unemployment issues. The

centre offers a range of activities for attendees such as woodwork, construction, gardening, mentoring and creative artistic activities.

The greenhouses also run a café in the old barn and stables part of the Park which provides refreshment and meals for the park's visitors. The café has been operational since 2016 and enables visitors to lengthen their stay rather than leaving at meal times they can eat within the Park and then continue their visit afterwards. This has consolidated the Park as a destination site for people living in the borough and beyond.

The greenhouses also host a range of events throughout the year which varies the offer of Stubblelee and Moorlands. Many of these events have now become annual events, with the number of attendees growing each year. Such events include the Fairy Festival, Mad Pride, the Dog Show and the Soap Box Race.

The Park is the venue for many other annual events throughout the year. Lee Mill Fell Race is organised by Rossendale's only athletic club, Rossendale Harriers. This takes place every November and the race HQ and start/ finish line is located within Stubblelee Park. This is an event that averages around 300 runners each year and is a firm local favourite on the fell racing calendar.

The Northern Grip mountain biking event has occurred for the past 3 years in Bacup, with its main base being within Moorlands Park. This is an event that attracts people to Rossendale from all over the country and is basically a mountain biking festival. Spanning over a weekend, there are guided rides, equipment and clothing stalls, food and drinks stalls and live music available to attendees. The event also allows people to camp within the park which adds to the festival feel.

The Park has been the host to a variety of other activities that benefit local people including Forest Schools, orienteering events and outdoor fitness classes.

The Stubblelee Masterplan Group will continue to meet on a regular basis, and the updated Masterplan document will provide a refreshed range of key projects for the group to work towards delivering. The wide representation on the group will ensure that all of the Park's users are listened to and any projects are sensitive to their needs and aspirations.

3.2.7 - Marketing

The Park has two large noticeboards for community use. They are located at the main gates at Moorlands entrance and next to the public toilets at the main car park. These are updated by the Council regularly and used by the community to advertise local events.

The Green Spaces Team provide updates and features such as drone footage of new projects on the various social media platforms so that residents are kept informed of the Park's development. This has become a key medium in getting messages to large numbers of people in recent years.

The Green Spaces Team have recently carried out consultation through this method to gain vital feedback from the community so we can update the Stubblelee & Moorlands Masterplan. The survey also aims to obtain feedback in relation to Green Flag Criteria so that we can help the park evolve towards achieving this benchmark.

Events are a direct way of marketing the Park to the local community through engaging with local residents, children, etc. They are an opportunity to give people a taste for the Park and the features contained within them with a view to gaining repeat visits from people who have previously not used the Park before.

The council website has a page dedicated to Parks in Rossendale and can be reached at www.rossendalebc.gov.uk. This provides generic information around parks and gives key contact details, and provides people with a mechanism to report any issues within our parks. Plans are afoot to improve the parks section of the council website and are included in the action plan.

3.2.8 - Management

This Management Plan will form the basis for the future management and development of Stubblelee & Moorlands Park that can be shared by staff at all levels and by the different park user groups.

It is envisaged that when the plan is in place, it can be used as a framework that can be adapted for our other parks whilst addressing their individual needs and intricacies. A uniform approach to the management of parks across Rossendale is one of the aims of the Council, with Stubblelee & Moorlands being the beginning of this transition.

It is through this document and framework that any key decisions on the development of the Park will be made. As it is a working document, the plan will be subject to change and reviewed on an annual basis to maintain its flexibility, whilst monitoring progress against the action plan.

In the future, the Council will be exploring the potential for local bowling clubs taking responsibility for the upkeep of the greens they play on. This will be done with the support of the council in the transitional period by loan of machinery and provision of materials. This will build the confidence of members in maintaining the greens before becoming independent in doing so. This model of self-management will allow clubs to access additional funding that is not available to Councils; this will give them the opportunity to raise the standard of the facilities even further for the community, whilst raising the profile of the park as a quality bowling venue. Initial discussions have taken place with clubs across Rossendale and there is some initial interest. This route will be explored further in 2021.

3.3 Aims and Objectives

The aim of this section of the management plan is to outline the Section's main objectives in relation to the development and improvement of Stubblelee & Moorlands Park.

These objectives take in to the park's current features and facilities and issues highlighted in Section 3 and provide future direction for management and partners to help to fulfil our overall vision for the Park.

The action plan in Section Four, developed in accordance with the Green Flag Award's eight key criteria, will put forward a number of actions with a view to achieving the following objectives:

- To provide a park that is well-used and loved, and instils pride in residents of Rossendale.
- To provide a park that reflects the needs and aspirations of all of its user groups and stakeholders, both now and in the future.
- To provide a park that is maintained to a high standard and that provides first class facilities for visitors of all ages and abilities.
- To promote and preserve the park's heritage.
- A park that promotes health and well-being and increases the quality of life of the local community.
- Ensure the park is managed to maximise and enhance its biodiversity.
- Ensure the park is managed in a sustainable manner with the effects on climate change in mind at all times.
- Ensure the park is managed in a cost effective and efficient manner.
- A park that provides a learning opportunity for all visitors.
- To continue to raise the profile of the park as a venue for recreation, play, education and events.

4.0 How will we get there?

4.1 Action Plan

The following section relates to the action plan and how Parks & Recreation will look at addressing areas for development and any challenges facing the Park in accordance with the eight key criteria.

The action plan lists the various projects in priority order. High priority projects are ones that are to be actioned over the next 12 months, by the end of 2021. Medium priority projects have an anticipated completion date in 2022/23. We will look to progress the long term projects in 2024/25. The timeline for many of these projects, however, remains somewhat fluid. The reason for this is that we will rely on external funding for many of them. This means that if an unexpected source of funding becomes available, this may shorten the period of time before that specific project is progressed.

For all items on the action plan, the table identifies which Green Flag criteria it relates to, priority level, resource implications, who is responsible for overseeing the action, and partners involved.

Each year the Green Spaces Team will carry out a review of the management plan, and more specifically, the action plan. This will look at and document the achievements from the past year, removing these from the timeline. It will also take on board new requirements and where appropriate add them to the action plan.

During the period of October to January, the review process will include gathering of information from the following sources:

- Green Flag Award feedback
- Stubblelee Masterplan Group feedback
- Customer Satisfaction Survey feedback
- Green Spaces Officers

The information from these sources will then be analysed and will form the update of the action plan for the following year. This keeps the development of the park as a continual, and more importantly, a relevant and meaningful process. The monitoring and review process for the management plan is discussed in more detail in Section Five.

Green Flag Criteria	Project/ task	Action required	Resource required	Priority status	Timescale	People responsible	Key Partners
Environmental management	Carry out Ecological Survey-Phase 1	Wildlife Trust to carry out the survey	Team budget	High	April 2021	GS & SS Manager	The Wildlife Trust
Environmental management	Carry out Ecological Survey-Phase 2	Wildlife Trust to carry out the survey	Team budget	High	July 2021	GS & SS Manager	The Wildlife Trust
Environmental management	Carry out Ecological Survey-Phase 3	Wildlife Trust to carry out the survey	Team budget	High	September 2021	GS & SS Manager	The Wildlife Trust
Well maintained and clean	Repair collapsed culvert near tennis courts	Rebuilding of collapsed land drain	Team budgets	High	December 2020	GS & SS Manager	Facilities Management Team
Well maintained and clean	Resurface defective paths in Stubblelee	Identify and resurface defective paths	Capital budget	High	September 2020	GS & SS Manager	Facilities Management Department
Landscape and Heritage	Research History of the Sothern part of Moorlands Park, and look at possible projects	Liaise with the Bacup Nat for any historical info and assess potential for interpretation, and opening area up	Officer time	Medium	2021-22	GS & SS Manager	Bacup Natural History Society
Well maintained and clean	Redesign Sunken Garden planting	Plan new planting scheme	Officer time, input from staff and partners	High	Planning from January 2021	GS & SS Manager, Green Spaces Team	Greenhouses, Friends of Stubblelee
A welcoming place	Handrail for steps out of the Dell	Installation of handrail on either side	Team Budgets	High	February 2021	GS & SS Manager	
Management/ well maintained and clean	HAVs Policy	Introduce policy for staff	Officer time	High	August 2021	GS & SS Manager/ Green Spaces Officer	
Environmental management	Pesticide Policy	Introduce policy for staff	Officer time	High	October 2021	GS & SS Manager	
Well maintained and clean/ a welcoming place	Path Inspection Procedure	Review and renew	Officer time	Medium	January 2022	GS & SS Manager	Facilities Management Department
Well maintained and clean	Continue to work alongside	Provide intel about peak times for dog	Staff patrols	High	Continuous	GS & SS Manager/ Green Spaces	Public Protection Unit

	PPU Team to enforce PSPOs around dog fouling and littering	fouling and irresponsible ownership				Officer	
Management	Employ Green Spaces Officer	Recruit to the position	Interviews	High	January 2021	GS & SS Manager/ Green Spaces Officer	
A welcoming place	Explore improving accessibility into the Dell	Explore funding options and carry out feasibility exercise for the route	Officer time, landscape architect to design	High	To begin May 2021	GS & SS Manager/ Green Spaces Officer	
A welcoming place	Renew park signage	Audit current signage condition and content	Officer time	High	February 2021	Green Spaces Officer	Stubbylee Masterplan Group
Community involvement	Transfer maintenance of greens to Bowling club	Consultation with clubs, Cllrs	financial handover support package	High	Discussions summer 2021	GS & SS Manager	Bacup Bowling Club, Communities Team, Legal Department
Community involvement	Refresh Stubbylee Masterplan Consultation	Consultation with residents on new priorities for the Park	Team budgets Officer time	High	To begin in August 2020	GS & SS Manager	Newground Together, Stubbylee Masterplan Group
Community involvement	Increase interest in Friends of Stubbylee Park group	Work with the group to attract new members	Officer time, surveys	High	Begin in September 2020, ongoing	GS & SS Manager/ Communities Team	Friends of Stubbylee, Newground Together
Well maintained and clean	Replace defective litter bins	Installation of litter bins	Capital budget	High	February 2021	GS & SS Manager	
Well maintained and clean	Introduce Recycling litter bins x 2 for Play Area and Car Park Notice board	Purchase and installation of new bins	Team budgets	High	January 2021	GS & SS Manager	
Landscape and Heritage	Interpretation boards at the Fairy Dell and Sunken Garden	Purchase and installation of interpretation boards	Team budgets/ external funding	Medium	2021/22	GS & SS Manager/ Communities Team	Bacup Natural History Society
A welcoming place	Removal of barriers at lower entrance	Removal and resurface as necessary	Team budgets	Medium	2021	GS & SS Manager	
Environmental Management	Tree work in the Fairy Dell	Pruning of trees over pedestrian areas of the Dell	Staff Time	High	October 2020	Operations Supervisor	
Healthy, safe and secure	PSPO Signage	Remove old Dog Control signage and install new PSPO signage around the park	Signs already purchased	High	August 2020	Operations Supervisor	Public Protection Unit
A welcoming place	New signage and replacement of old/ defective	Design and purchase of new signs, installation	Team budgets	High	October 2020	GS & SS Manager	
Healthy, safe and secure	Develop Picnic area at old animal pen site	Purchase of inclusive benches, creation of path and	Team budgets	High	September 2020	GS & SS Manager	

		installation					
Healthy, safe and secure	Improve accessibility at Middle and Upper entrances and the Dell	Accessible paths to be installed. Hand rail installed.	Capital Budgets	High	October 2020	GS & SS Manager	Facilities Management Team
Environmental Management	Tree Survey	Consultant to assess the majority of trees in areas of pedestrians. Formulate work schedule	Team budgets	High	November 2020	GS & SS Manager	The Environment Partnership
Well maintained and clean	New Planters at Upper Entrance	Purchase and installation of planters	Team budgets	Medium	2021	GS & SS Manager	Friends of Stubbylee and Moorlands Park
Environmental Management	Increase bee friendly planting	Research and plant new species	Team budgets	Medium	2021	Fine Turf Chargehand	Friends of Stubbylee and Moorlands Park
Marketing and Communication	Develop Facebook Page	Developing and updating site	Officer Time	High	Early 2021	Green Spaces Graduate	Stubbylee Masterplan Group
Well maintained and clean	Play Area drainage Scheme	Install French drain above play area	Team budgets	Medium	2021	GS & SS Manager	
Well maintained and clean	Complete Path resurfacing	New paths on section of 1 mile walk route	Capital budget	Medium	2021/22	GS & SS Manager	Facilities Management Team
Healthy, safe and secure	New Lighting columns	To replace dated columns	Capital budget	Medium	2022	GS & SS Manager	Facilities Management Team
Healthy, safe and secure	Refurb of Skate Park	New equipment and fencing	External funding, Section 106	High	When funding becomes available. 1-2 years.	GS & SS Manager	Masterplan Group
Healthy, safe and secure	Refurb of Tennis Courts	New Surface, marking and fencing	External funding, Section 106	High	When funding becomes available. 1-2 years.	GS & SS Manager	Masterplan Group
Healthy, safe and secure	Play Area Phase 2- youth provision	Additional area with more challenging equipment-purchase and installation	External funding, Section 106	Long term	When Funding becomes available. 3-5 years	GS & SS Manager	Masterplan Group
A welcoming place	Improve/ increase the number of public toilets	Extend the current building and increase the number from 1.	Capital budget	Long term	5-10 years	GS & SS Manager	Facilities Management Team
Environmental Management	Dredge Duck Pond	Contractor to remove silt and debris	Capital budget	Long Term	3-5 years	GS & SS Manager	
A welcoming place	Increase grass matting Parking	Identify suitable area and appoint contractor	Capital budget	Long term	As funding allows	GS & SS Manager	Facilities Management Team
Well maintained and clean/ a welcoming place	Clean stonework at both entrances	Contractor to clean	Team budgets	High	April 2021	GS & SS Manager	
Well maintained and clean/ a	Repaint gates	Contractor to paint	Team budgets	High	April 2021	GS & SS Manager	

welcoming place							
Well maintained and clean/ a welcoming place	The Dell-Phase 2	Improve accessibility to parts of the Dell, repair water course	External funding	Medium	2022	GS & SS Manager	Masterplan Group

5.0 How will we know when we get there?

5.1 Plan monitoring and review

The plan has been developed as a framework for improving the Park over the next 5 years; however, progress against the action plan will be monitored throughout this period. Overall responsibility for this will lie with the Green Spaces and Street Scene Manager.

This consistent monitoring will help us ensure we are on track with our aims and objectives, and will take the form of regular progress meetings with key employees and stakeholders. A Green Flag working group consisting of RBC Officers will update the plan and progress work as required, and the Stubblelee Masterplan Group will meet quarterly, or more regularly should it be required for a specific project. This will ensure stakeholders are involved and having regular input.

The management plan document will be reviewed every year, with progress and achievements being recorded within it. Any new projects will also be added at this point. The review and update process will take place between October and February each year, giving stakeholders an opportunity to input before the updated version is officially produced each April. The responsibility for this task will lie with the Green Spaces Manager and Technical Officer, with input of all stakeholders.

The information gathered in the review period will be collated to produce an annual report that will allow us to analyse the work we have carried out over the last twelve months and what we need to do to improve in the forthcoming year. The results of this exercise and the review of the action plan will then determine the points of action for the following year taking in to account staff levels, budgetary constraints and other commitments.

5.2 Measuring Performance & Quality

To measure how well we are performing and to provide the public with confidence we are committed to ensuring the Park is developing and improving on a continual basis, the following performance management tools will be used.

5.2.1 Green Flag Award Status

The Green Flag Award standard recognises the quality of individual sites and is generally recognised as the national standard for Parks and Green Spaces. To gain a Green Flag Award involves satisfying a rigorous and wide variety of criteria and Councils are strongly recommended to manage Parks in accordance with the

standard. The securing of a Green Flag Award for Stubblee & Moorlands Park and the subsequent maintenance of Green Flag status is used as an annual independent external review mechanism for measuring performance management and the general quality of the Park. As part of the annual Green Flag assessment undertaken by the Green Flag Plus Partnership, independent judges carry out desk and field research which involves scrutiny of the park's management plan and assessment of the Park, against a set list of eight criteria, to obtain a combined final score.

By striving to meet the eight criteria throughout the year, we are adhering to the international benchmark set by Green Flag. The achievement of the award alone is a major acknowledgement that the park is being managed in a way that benefits all of its users, both now and in the future due to the presence of action plan for improvements.

5.2.2 Visitor Surveys

It is our intention to carry out visitor surveys on an annual basis that will then be used as a performance management tool. A survey has been carried out in November 2020, the responses of which have fed into this plan. The intention is to do this on an annual basis at the end of summer from now on, so refreshed consultation can inform each updated plan. The surveys will be an integral part of Green Spaces annual monitoring process to measure performance, quality and visitor satisfaction rates at Stubblee & Moorlands.

Green Spaces & Street Scene Structure 2020

**Green Spaces and Street Scene
Manager- Grade 7**

**Operations Supervisor-
Grade 6**

**Sports Turf Arborist
Charge Hand- Grade 5**

**Cemeteries Charge
Hand x 3- Grade 4**

**Chargehand Gardener
x 4- Grade 4
Grade 4**

**Arborist Gardener x
2- Grade 4**

Gardener x 4- Grade 3

**Town Centre Care
Taker x 3- Grade 3**

**Sports Turf Tractor
Driver x 2- Grade 3**

**Non- LGV Mechanical
Sweeper Driver x 2- Grade 3**

**Green Spaces
Graduate- Grade 3**

**Apprentice Gardener x 2 (Funded
until 28th October 2020)**

STUBBYLEE MASTERPLAN

YT2146M01 SCALE 1:1000 AT A1



THE SITE
 The site is a large, irregularly shaped area with a mix of natural and built-up areas. It is bounded by the A1 road to the north and the M1 motorway to the east. The site is divided into several distinct zones, each with its own specific characteristics and potential for development.

THE VISION
 The vision for the site is to create a sustainable, high-quality environment that provides a mix of residential, commercial, and recreational uses. The plan aims to preserve and enhance the natural landscape while providing modern infrastructure and services.

THE STRATEGY
 The strategy for the site is to focus on sustainable development, with a particular emphasis on green infrastructure, public transport, and community facilities. The plan seeks to create a vibrant, walkable community that is well-served by a range of services and amenities.

THE PLAN
 The plan shows the proposed layout of the site, including the locations of residential, commercial, and recreational uses. It also shows the proposed infrastructure, including roads, public transport, and green infrastructure. The plan is designed to be flexible and adaptable to future changes and developments.

THE LEGEND
 The legend provides a key to the symbols and colors used in the plan. It includes symbols for residential, commercial, and recreational uses, as well as symbols for infrastructure and green infrastructure. The legend is designed to be clear and easy to understand, so that users can quickly identify the different elements of the plan.




Appendix 3: Risk Assessment and COSHH Risk Assessment

(This is a printed copy of the original template. Please do not edit.)

ROSENDALE BOROUGH COUNCIL

OPERATIONS TEAM

RISK ASSESSMENT

ROSENDALE BOROUGH COUNCIL RISK ASSESSMENT FORM								
SERVICE: Operations Team		SECTION / TEAM: Green Spaces & Streetscene			REF. NO: OPS 001			
Task / job / area: Use of pole saw								
Location: open spaces, Carriewaters, Parks								
Person(s) involved in assessment process: David McClellan, Michael Forrest, Steve Barton, Ethan Mulvaney and Stefan Haworth.								
Date of assessment: November 12th 2020					Review date: November 2021			
Mandatory PPE / other info.				PPE required at some time during task.				
								
Hazard / task	Hazardous event and Consequences	People affected	Current Precautions	Assessment of risk			Further controls?	Action by (date and name)
				L	C	Level (LC)		
Curved blade.	Contact with blade. Deep cuts and scratches.	Operative	Wear gloves. Do not use pole saw to cut branches at ground level.	2	2	4		
Dust and woodchip falling from height.	Contact with debris / dust. Eye injury or skin irritation. Inhalation. Breathing difficulties.	Operative or person stood nearby.	Wear eye protection and safety helmet with visor.	2	2	4		

L = Likelihood (score 1 to 5) 1) Very unlikely 2) Unlikely 3) Slightly likely 4) Likely 5) Very likely
 C = Consequence (score 1 to 5) 1) Negligible (no injury) 2) Minor 3) Moderate (0.5 to 3 days absence) 4) Major (more than 3 days absence) 5) Catastrophic (death)

Risk = L x C (max 25) 1-5 = acceptable (no further action) 6-10 = acceptable (risk to be managed at next review) 11-25 = unacceptable (must be reviewed immediately) 26-50 = unacceptable (must be reviewed immediately and risk to be managed at next review)

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(This is a printed copy of the original template. Please do not edit.)

ROSENDALE BOROUGH COUNCIL

OPERATIONS TEAM

RISK ASSESSMENT

Branches removed from above head height.	Branch falls on to person or property. Head / face injury – cuts / bruises. Damage to property.	Operative	Wear eye protection, steel toe capped boots and safety helmet. Only the saw user to stand in the area. Avoid standing directly below where possible. Support and direct falling branches if size likely to cause harm / damage.	2	2	4		
Sectional fittings	Sections become loose / fall part during use and parts fall on to person. Cuts / bruises.	Operative and other person on site near tree.	Ensure sections are securely fitted prior to use. Wear safety helmet.	2	2	2		
Manager/Supervisor Name :		Signature :			Date :			
Operatives Name :		Signature :			Date :			
Unions Name :		Signature :			Date :			

L = Likelihood (score 1 to 5) 1) Very unlikely 2) Unlikely 3) Slightly likely 4) Likely 5) Very likely
 C = Consequence (score 1 to 5) 1) Negligible (no injury) 2) Minor 3) Moderate (0.5 to 3 days absence) 4) Major (more than 3 days absence) 5) Catastrophic (death)

Risk = L x C (max 25) 1-5 = acceptable (no further action) 6-10 = acceptable (risk to be managed at next review) 11-25 = unacceptable (must be reviewed immediately) 26-50 = unacceptable (must be reviewed immediately and risk to be managed at next review)

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Control Measures (to ensure infection prevention supervision, include special measures for water quality such as treated pools and treated waters)

Is health surveillance or monitoring required? Yes No

Personal Protective Equipment (use size and amount)

<input type="checkbox"/> Dust mask	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Vision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Respirator	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Goggles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Gloves	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Footwear	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

First Aid Measures

Storage

Disposal of Substances & Contaminated Containers

Hazardous Waste Skip Return to Depot Return to Supplier Other

(If Other Please State) _____


Is exposure adequately controlled? Yes No

What further action needs to be taken


By Who	By what date

Assessed by: _____

Page 2 of 4



COSHH Risk Assessment



Service Area: _____ Sections/Area: _____

Describe the activity or work process.
(include how long and how often this is carried out and the quantity of substance used)

Location of process being carried out?

Identify the persons at risk: Employees (including trainees) Contractors Public (including students)

Name the substance involved in the process and its manufacturer.
(A copy of a current safety data sheet for this substance should be attached to this assessment)

Classification (give the category of danger)

	<input type="checkbox"/> Corrosive		<input type="checkbox"/> Oxidising		<input type="checkbox"/> Flammable		<input type="checkbox"/> Acute toxicity Cat 1-3		<input type="checkbox"/> Serious health hazard		<input type="checkbox"/> Aquatic Environment
	<input type="checkbox"/> Corrosive		<input type="checkbox"/> Oxidising		<input type="checkbox"/> Flammable		<input type="checkbox"/> Acute toxicity (cat 4)		<input type="checkbox"/> Serious health hazard		<input type="checkbox"/> Aquatic Environment
	<input type="checkbox"/> Corrosive		<input type="checkbox"/> Oxidising		<input type="checkbox"/> Flammable		<input type="checkbox"/> Acute toxicity (cat 4)		<input type="checkbox"/> Serious health hazard		<input type="checkbox"/> Aquatic Environment

Hazard Type

Gas Vapour Mist Fume Dust Liquid Solid Other (State) _____

Route of Exposure

Inhalation Skin Eyes Ingestion Other (State) _____










Workplace Exposure Limits (WELs): please indicate risk where not applicable
 Long-term exposure level (8hr/TWA): _____ Short-term exposure level (15 mins): _____

State the Risks to Health from Identified Hazards:

New Pictogram	Number	Hazard Class (CLP)	Old "CHIP" Symbol
	GHS-06	Acute toxicity (Cat 1-3)	 Toxic/ Very Toxic Harmful
	GHS-07	Acute toxicity (Cat 4) Skin and eye irritation, Skin sensitisation, Specific target organ toxicity, Respiratory tract irritation, Narcotic effects	 Harmful/Irritant
	GHS-08	Respiratory sensitisation, Germ cell mutagenicity, Carcinogenicity, Reproductive toxicity, Specific target organ toxicity, Aspiration hazard	 No current specific symbol Use either
	GHS-09	Hazardous to the aquatic environment	 Dangerous for the environment

Appendix 4: Bylaws

New and old CLP symbols

New Pictogram	Number	Hazard Class (CLP)	Old "CHIP" Symbol
	GHS-01	Explosives; Self-reactive substances and mixtures, types A, B Organic peroxides, types A, B	 Explosive
	GHS-02	Flammable gases, aerosols, liquids or solids; Self-reactive substances and mixtures; Pyrophoric liquids and solids; Self-heating substances and mixtures; Substances and mixtures which in contact with water emit flammable gases; Organic peroxides	 Highly/extremely flammable
	GHS-03	Oxidising gases, liquids and solids	 Oxidising
	GHS-04	Compressed gases, liquids and solids; Liquefied gases; Refrigerated liquefied gases; Dissolved gases	No current symbol
	GHS-05	Corrosive to metals; Skin corrosion; Severe eye damage	 Corrosive

B O R O U G H O F R O S S E N D A L E

BYLAWS RELATING TO PLEASURE GROUNDS AND OPEN SPACES

Bylaws made by Rosendale Borough Council under section 164 of the Public Health Act 1975, section 15 of the Open Spaces Act 1906 and sections 12 and 15 of the Open Spaces Act 1906, with respect to pleasure grounds and open spaces.

Interpretation

1. In these bylaws:

"the Council" means Rosendale Borough Council;
"the ground" means each of the grounds listed in Schedule 1 attached to these bylaws.

Opening times

2. On any day on which the grounds listed in Schedule 2 attached to these bylaws is open to the public, no person shall enter it before the time, or enter or remain in it after the time, indicated by a notice placed in a conspicuous position at the entrance to the ground.

Vehicles

3. (1) No person shall, without reasonable excuse, ride or drive a cycle, motor cycle, motor vehicle or any other mechanically propelled vehicle in the ground, or bring or cause to be brought into the ground a motor cycle, motor vehicle, trailer or any other mechanically propelled vehicle (other than a cycle), except in any part of the ground where there is a right of way for that class of vehicle.

(2) If the Council has set apart a space in the ground for use by vehicles of any class, this bylaw shall not prevent the riding or driving of those vehicles in the space so set apart, or on a route, indicated by signs placed in conspicuous positions, between it and the entrance to the ground.

{ } This bylaw shall not extend to invalid carriages.

Grazing

8. No person shall, without the consent of the Council, turn out or permit any animal to graze in the ground.

Protection of flower beds, trees, grass, etc

9. No person who brings or causes to be brought into the ground a vehicle shall wheel or park it over or upon:

- (a) any flower bed, shrub or plant, or any ground in the course of preparation as a flower bed, or for the growth of any tree, shrub or plant; or
- (b) any part of the ground where the Council, by a notice placed in a conspicuous position in the ground, prohibits its being wheeled or parked.

10. No person shall in the ground enter upon:

- (a) any flower bed, shrub or plant, or any ground in the course of preparation as a flower bed, or for the growth of any tree, shrub or plant; or
- (b) any part of the ground set aside for the renovation of grass or turf, where adequate notices to keep off such grass or turf is exhibited.

Games

11. Where the Council has, by a notice placed in a conspicuous position in the ground, set apart an area in the ground for the playing of such games as may be specified in the notice, no person shall:

- (a) play in such an area any game other than the game for which it has been set apart;
- (b) use any such area so as to give reasonable grounds for annoyance to any person already using that area for any purpose for which it has been set apart; or
- (c) play any game so specified in any other part of the ground in such a manner as to exclude any person not playing the game from the use of that part.

12. No person shall, in any area of the ground which may have been set apart by the Council for any game, play any game when the state of the ground or other cause makes it unfit for use and a notice is placed in a conspicuous position prohibiting play in that area of the ground.



BOROUGH OF ROSSENDALE

BYELAWS RELATING TO PLEASURE GROUNDS

Savings

18. (1) An act necessary to the proper execution of his duty in the ground by an officer of the Council, or any act which is necessary to the proper execution of any contract with the Council, shall not be an offence under these byelaws.

(2) Nothing in or done under any of the provisions of these byelaws shall in any respect prejudice or injuriously affect any public right of way through the ground, or the rights of any person acting legally by virtue of some estate, right or interest in, over or affecting the ground or any part thereof.

Removal of offenders

19. Any person offending against any of these byelaws may be removed from the ground by an officer of the Council or a constable.

Penalty

20. Any person offending against any of these byelaws shall be liable on summary conviction to a fine not exceeding level 2 on the standard scale.

Revocation

21. Byelaws 2-17, 14-18 and 21 of the series of byelaws made by Rosendale Borough Council on 11 November 1981 and confirmed by the Secretary of State for the Home Department on 8 July 1982 relating to the ground are hereby revoked.

(4) In this byelaw:

"cycle" means a bicycle, a tricycle, or a cycle having four or more wheels, not being in any case a motor cycle or motor vehicle;

"invalid carriage" means a vehicle, whether mechanically propelled or not, the unladen weight of which does not exceed 150 kilograms, the width of which does not exceed 0.85 metres and which has been constructed or adapted for use for the carriage of one person, being a person suffering from some physical defect or disability and is used solely by such a person;

"motor cycle" means a mechanically propelled vehicle, not being an invalid carriage, with less than four wheels and the weight of which unladen does not exceed 410 kilograms;

"motor vehicle" means a mechanically propelled vehicle, not being an invalid carriage, intended or adapted for use on roads;

"trailer" means a vehicle drawn by a motor vehicle, and includes a caravan.

Climbing

4. No person shall, without reasonable excuse, climb any wall or fence in or enclosing the ground, or any tree, or any barrier, railing, post or other structure.

Removal of structures

5. No person shall, without reasonable excuse, remove from or displace in the ground any barrier, railing, post or seat, or any part of any structure or ornament, or any implement provided for use in the laying out or maintenance of the ground.

Erection of structures

6. No person shall in the ground, without the consent of the Council, erect any post, rail, fence, pole, tent, booth, stand, building or other structure.

Trading

7. No person shall in the ground, without the consent of the Council, sell, or offer or expose for sale, or let to hire, or offer or expose for letting to hire, any commodity or article.

- 13. (1) No person shall in the ground play any game:
 - (a) so as to give reasonable grounds for annoyance to any other person in the ground; or
 - (b) which is likely to cause damage to any tree, shrub or plant in the ground.
- (2) This byelaw shall not extend to any area set apart by the Council for the playing of any game.

Golf

- 14. No person shall in the ground drive, chip or pitch a hard golf ball except on land set aside by the Council for use as a golf course, golf driving range, golf practice area or putting course.

Childrens play apparatus

- 15. (1) No person who has attained the age of 14 years shall use any apparatus in the ground which, by a notice placed on or near thereto, has been set apart by the Council for the exclusive use of persons under the age of 14 years.
- (2) This byelaw shall not apply to the grounds listed in Schedule 3 attached to these byelaws.

Bathing and pollution of water

- 16. No person shall in the ground:
 - (a) bathe, wade or wash in any ornamental lake, pond, stream or other water; or
 - (b) intentionally, carelessly or negligently foul or pollute any such water.

Obstruction

- 17. No person shall in the ground:
 - (a) intentionally obstruct any officer of the Council in the proper execution of his duties;
 - (b) intentionally obstruct any person carrying out an act which is necessary to the proper execution of any contract with the Council; or
 - (c) intentionally obstruct any other person in the proper use of the ground, or behave so as to give reasonable grounds for annoyance to other persons in the ground.

SCHEDULE 1

The grounds referred to in byelaw 1 are as follows:

BACUP

Britannia Playground
Change Recreation Ground
Cutler Greene Playground
Karnshaw Road Open Space
Gordon Street Playground
Heath Hill Playground, Stacksteads
Maden Lodge Playground
Maden Recreation Playground
Moorlands Park
Rockcliffe Playground
Rosedale Crescent Playgrounds
Stacksteads Recreation Ground
Stubylee Park
Thorn Gait Playground
Wunstead Playground
Weir Playground

CHAWSWOOD

Hawthorns Playground
Hill Street Playground

EMENFIELD AND STUBBINS

Chatterton Park
Edenfield Memorial Gardens
Edenfield Recreation Ground
Sparrow Park
Stubbins Memorial Gardens

HASLINGDEN AND HELMSHORE

Cled Lane Playground
Greenfield Park Memorial Gardens
Helmsshore Park and Memorial Gardens
Hays Street Playground
Houghtons Road Playing Fields
Leicester Avenue Playground
Leam at Land Bay
Marsden Square Playground
Ratcliffe Street Playground
Rising Bridge Playground
St Peter's Avenue Playing Fields
Victoria Park
Worsley Park

LOVECLOUGH

Loveclough Park
Loveclough Playing Fields

LUMB

Lumb Recreation Ground

NEWCHURCH

Staghills Playing Fields
Staghills Playground

RAWTESTALL

Barlowfold Playing Fields
Cloughfold Recreation Ground
Fairview Recreation Ground and Playground
Fallbarn Crescent Playground
Hell Carr Playground
Hareholme Playground
Karl pits Sports Complex
Newhallhey Playing Fields
Rawtestall Library Gardens
Whitaker Park

TURN

Turn Recreation Ground

WATERFOOT AND WHITEWELL, BOTTOM

Cowps Memorial Gardens
Cowps Recreation Ground
Dean Lane Playground
Edgeside Park
Mullards Playground
Shadlock Cote Playing Fields
Tricketts Memorial Ground

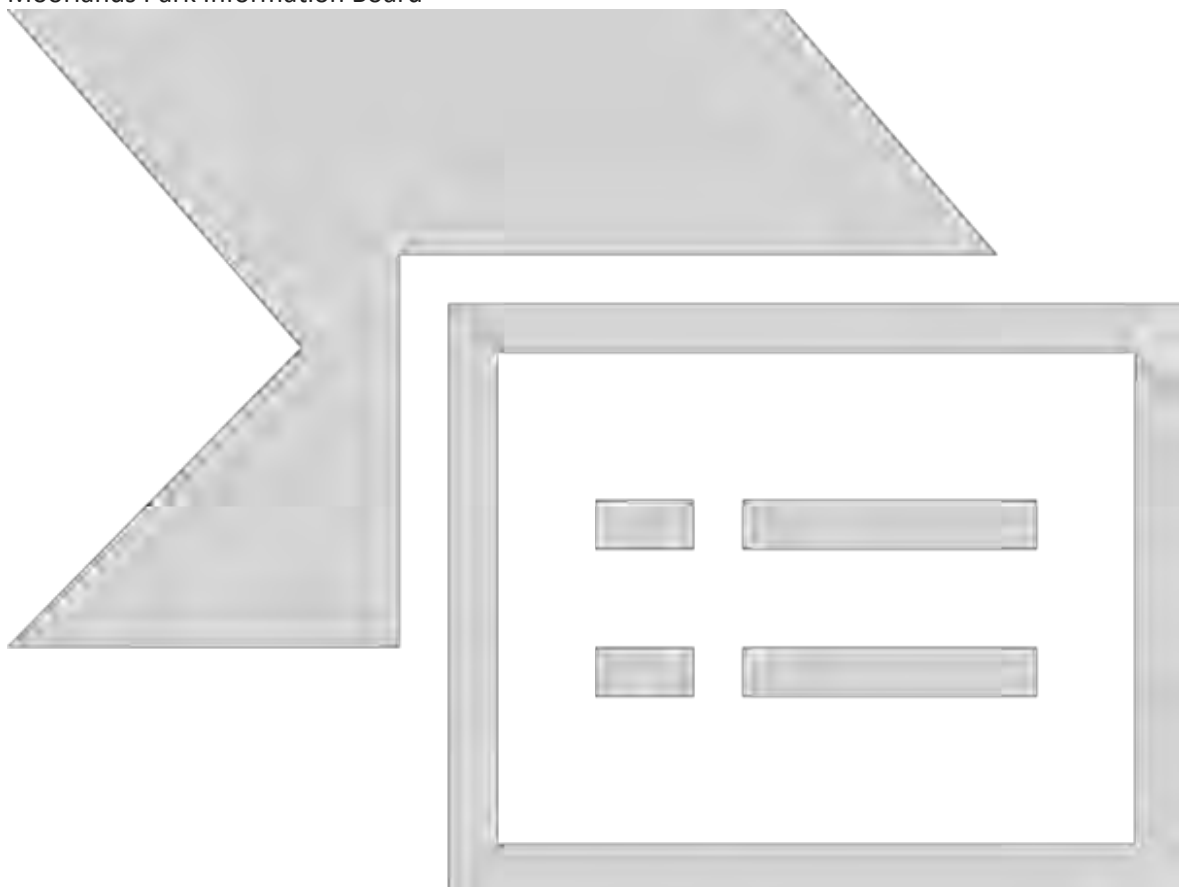
WHITWORTH

Knott Hill Playground
Leavengreave Playground
Naseycroft Playground
Wallbank playground

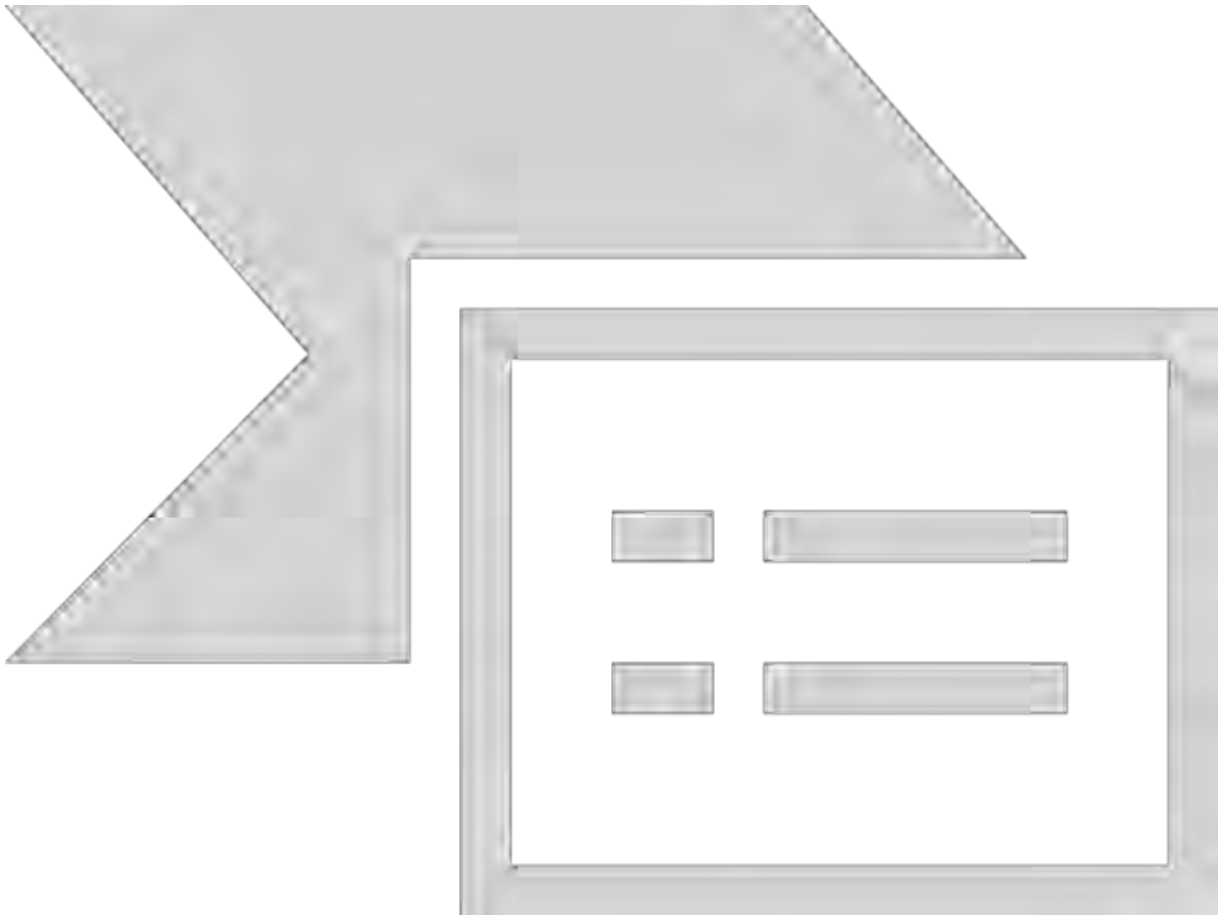
Appendix 5 : Images



Moorlands Park Information Board



Pump Track



UP and Active route sign



Moorlands Park, play area and outdoor gym entrance



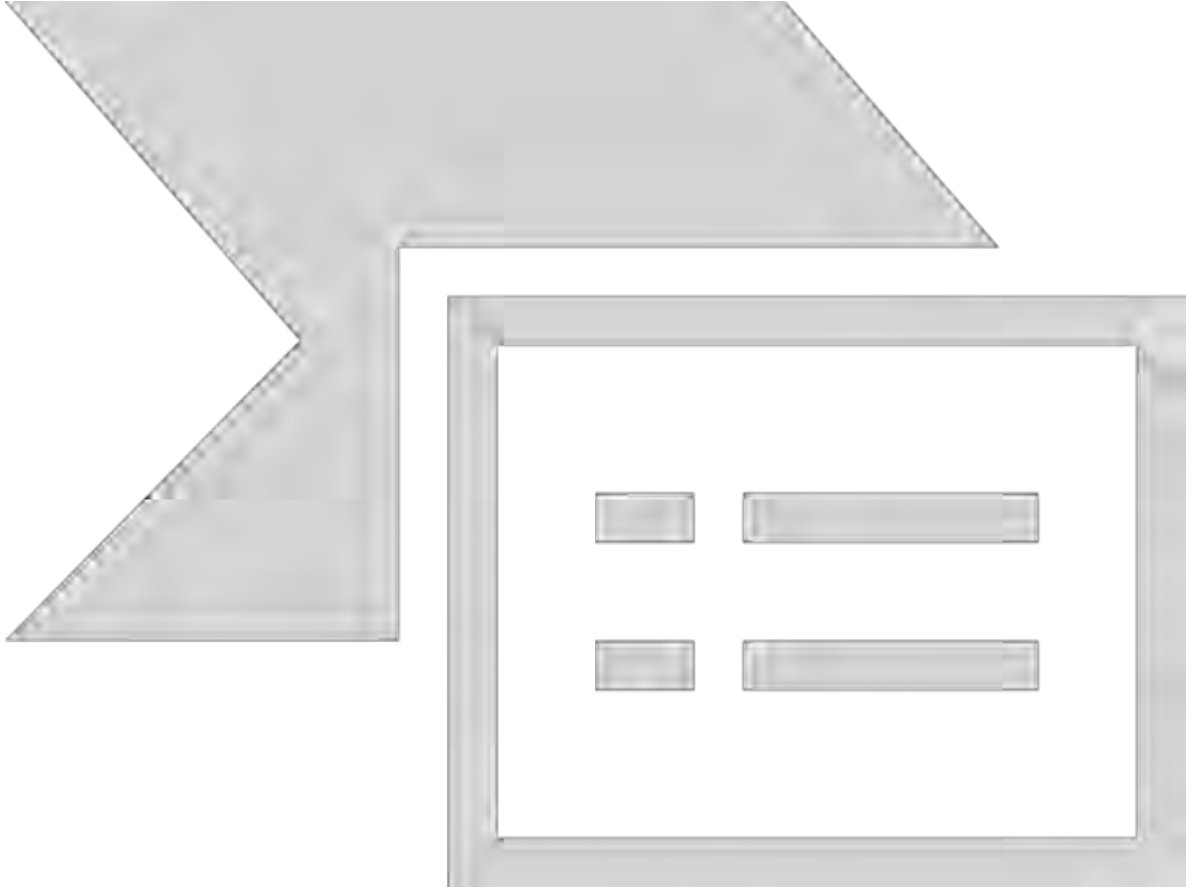
New Play Area



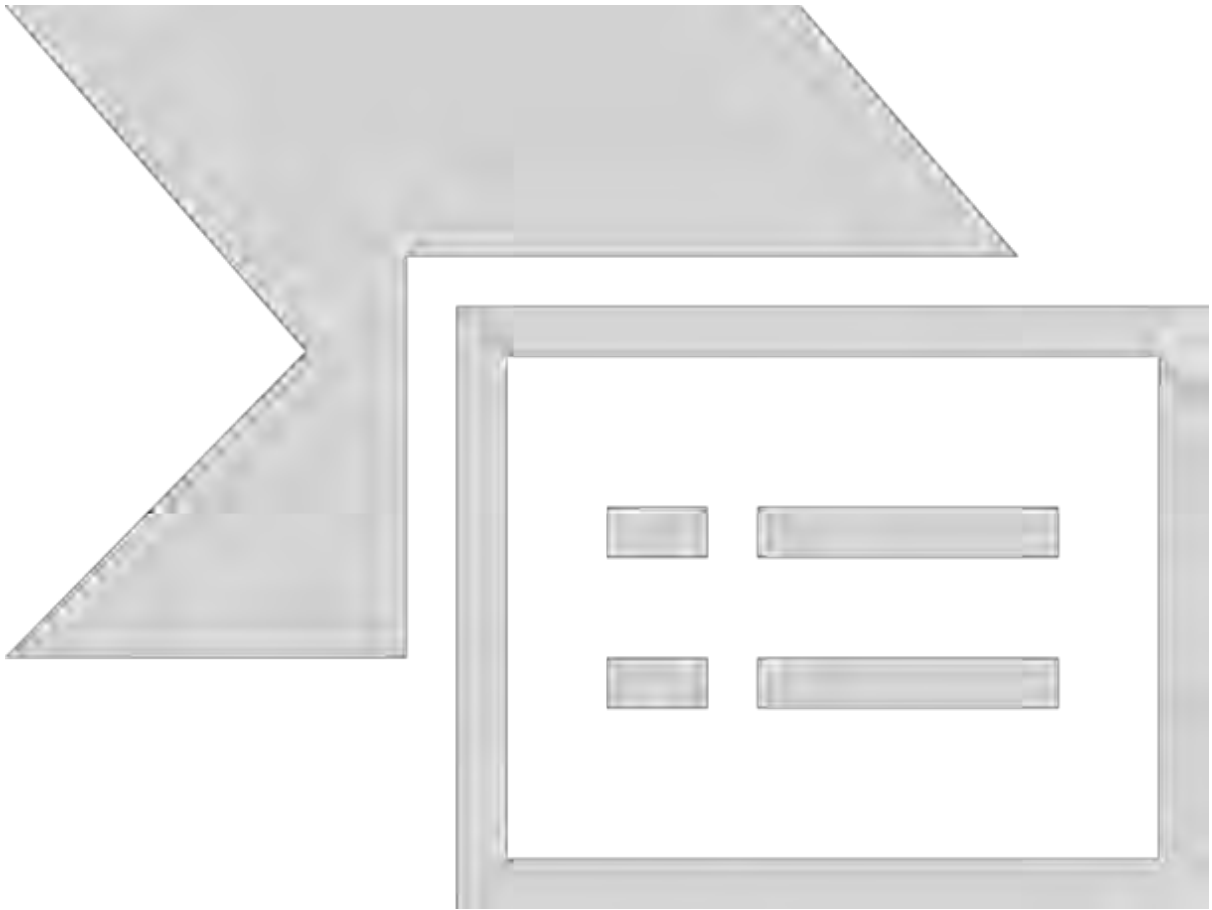
Outdoor gym and the 'snake'



Italian Garden Stonework



Play Area top view



The Fairy Dell



Skate Park



THE DELL STUBBLEE PARK, BACUP No. 27

Historic picture of The Dell

Subject:	Public Meeting Schedule	Status:	For Publication
Report to:	Council	Date:	9 December 2020
Report of:	Monitoring Officer	Portfolio Holder:	Corporate Services
Key Decision:	<input type="checkbox"/> Forward Plan <input type="checkbox"/>	General Exception	<input type="checkbox"/> Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required:	No	Attached: No
Biodiversity Impact Assessment	Required:	No	Attached: No
Contact Officer:	Carolyn Sharples	Telephone:	01706 252422
Email:	carolynsharples@rossendalebc.gov.uk		

1.	RECOMMENDATION(S)
1.1	That Council agree the Public Meeting Schedule containing dates of public meetings for 2021/2022 as detailed at Appendix A.

2. PURPOSE OF REPORT

2.1 To ask members to consider and agree the public committee meeting dates for 2021/2022.

3. BACKGROUND

3.1 The proposed schedule of public meetings for 2021/2022 is attached at Appendix A for consideration and approval.

3.2 Early approval of the meeting schedule assists with:

- enabling councillors to plan their workloads for the coming year
- informing potential election candidates of expected committees and training dates
- informing partner organisations of councillor availability to attend other meetings
- enables deadlines and lead-in times to be communicated to the relevant teams

3.3 Consultation has taken place with relevant managers, CMT, Portfolio Holder, Cabinet members and Group Leaders.

4. RISK

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

- A meeting schedule is required in order to provide good customer service, promote local democracy and encourage public participation and involvement in the decision making process.
- Decisions made at any unscheduled or unpublicised meetings would be breaking the statutory legal requirements, thus making the Council open to legal challenge.

5. FINANCE

5.1 There are no specific financial implications arising from this report.

6. LEGAL

6.1 There are no specific legal implications identified as arising from this report, other than the need to meet Access to Information requirements for public meetings that take place during the municipal year.

7. POLICY AND EQUALITIES IMPLICATIONS

7.1 There are no identified equality impacts or policy implications for the Council arising from

this report.

8. CONCLUSION

8.1 It is important to agree a committee schedule in order to ensure that the Council can effectively conduct its business.

No background documents.

Appendix A
Draft v 1 Rossendale Borough Council – Public Meetings Timetable

All the meetings below are held at 6.30pm in the Council Chamber unless otherwise stated on the agenda.

Meeting	May 2021	June 2021	July 2021	Aug 2021	Sept 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022	Feb 2022	Mar 2022	Apr 2022
Full Council	21 AM		7			6		8		23 B	16	
Cabinet		16			8		10		19	9 B		
Development Control	25	22	27		7	12	16	14	18	8	15	
Overview and Scrutiny		7	12		13		22		12	1 B	7	
Licensing		29				19				22		
Audit and Accounts			28					1			9	

AM = Annual Council Meeting **B** = Budget Meeting **E** = Extraordinary meeting

Community Partnership Meetings are held in a local area venue and usually start at 6.30pm.

Please note that these are not Council meetings and dates may be subject to mid-year changes.

Meeting	May 2020	June 2020	July 2020	Aug 2020	Sept 2020	Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	Mar 2021	Apr 2021
Whitworth		17 TBC			28 TBC				25 TBC			
Bacup			1 TBC			14 TBC				24 TBC		
Haslingden		21 TBC				5 TBC				10 TBC		
Rawtenstall		10 TBC				7 TBC				3 TBC		

Neighbourhood Forum Venue Codes:

ABD – AB&D Centre, Bacup CCC – Crawshawbooth Community Centre
MH – Manchester Road Methodist Church, Haslingden
UC – Unitarian Church, Bank Street, Rawtenstall

ECC – Edenfield Community Centre FP - Council Chamber Futures Park
SA – St. Annes Church, Edgeside SM – Stacksteads Methodist Church
WB – Whitewell Bottom Community Centre

HCL – Haslingden Community Link
TBC – To be confirmed
WL – Whitworth Library

NOTICE OF MOTION FOR FULL COUNCIL

UNDER PARAGRAPH 11.1 OF THE COUNCIL PROCEDURE RULES

The following Motion to be submitted to Full Council on the date indicated below:-

This Council notes:

The publication by Government of the White Paper, 'Planning for the Future' on 6 August 2020, which set out proposals on reforms to the planning process for the future.

This Council Further Notes:

The Royal Institute for British Architects view on the negative impact of these proposals on the delivery of affordable, well-designed and sustainable homes.

This Council is concerned that the proposals seek to:

1. Reduce or remove the right of residents to object to applications near them.
2. Grant automatic rights for developers to build on land identified as 'for growth'.
3. Remove section 106 payments for infrastructure and affordable housing and replace them with a consolidated national levy.
4. Abolish the sustainability appraisal and replace the existing tests for the grant of planning permission with a single test of sustainable development.

This Council Believes:

1. That existing planning procedures, as currently administered by our own team in Rossendale, allow for local democratic control over future development and give local people a say in planning proposals that affect them.
2. That proposals for automatic rights to build in 'growth' areas risk unregulated growth and unsustainable communities.
3. That rigorous environmental impact assessment is necessary to protect our countryside and ecosystems.

This Council resolves to:

1. Take part in any further consultations on the planning proposals and to make representations against the current proposals as outlined in this motion.
2. Write to and lobby both of our Members of Parliament, urging them to oppose these proposals and to circulate their replies to members.
3. Highlight its concerns over these proposals with the public, our local residents and the media.

Date of Council Meeting:-	9 th December 2020
Notice submitted from	
Councillor Julie Adshead	Date: 23 rd November 2020
Councillor Joseph Stevens	Date: 23 rd November 2020
Notice received and validated by S151 Officer: Karen Spencer	
Comments: No additional comments.	Date: 24 th November 2020
Notice received and validated by the Monitoring Officer: Clare Birtwistle	
Comments: No additional comments.	Date: 24 th November 2020
Notice received on behalf of the Head of the Paid Service and entered in the book open to Public Inspection	
Received by: Neil Shaw	Date: 23 rd November 2020

NOTICE OF MOTION FOR FULL COUNCIL

UNDER PARAGRAPH 11.1 OF THE COUNCIL PROCEDURE RULES

The following Motion to be submitted to Full Council on the date indicated below:-

This Council notes that:

Throughout the year fireworks are widely and responsibly enjoyed to mark public and private celebrations, as well as traditional events.

However, this Council notes a recent and worrying rise in the misuse of fireworks – this includes impact of the of newer larger multiple firework launchers, the increased availability of fireworks through online sales and the illegal use of fireworks during anti-social hours.

The Royal Society for the Prevention of Cruelty to Animals (RSPCA) argues the law is failing. It does not prevent or sufficiently reduce the risk of fireworks causing distress, injury or anxiety to people, as well as death, injury or distress to animals.

We note that further research is needed to properly understand the impact of noise on animals and people.

In the meantime, several things can be done to improve the situation for wildlife and people at risk of being affected by firework explosions.

This Council resolves to:

Write to government and recommend that:

Government work with local authorities, police and fire services to review the systems in place for people to report concerns about misuse of fireworks, including breaches of the night-time curfew, use of fireworks in inappropriately small domestic gardens and other antisocial behaviour, with a view to establishing a consistent approach to data collection and publication.

Government increase resources available to police, fire services and local authorities to tackle the misuse of fireworks.

Government conduct a review of online sales of fireworks.

Government take steps to ensure that these age restricted products are not packaged in a way which is designed to appeal to children.

We recommend the government lead a review, working with animal welfare experts and the fireworks industry, of the effects of fireworks noise on animal welfare, with a view to setting a workable reduced maximum decibel limit which would diminish the risks to animal health.

Date of Council Meeting:-

9th December 2020

Notice submitted from	
Councillor Marriott	Date: 26 th November 2020
Councillor Ashworth	Date: 26 th November 2020
Notice received and validated by S151 Officer: Karen Spencer	
Comments: There are no financial implications for the Council arising from this Notice of Motion.	Date: 26 th November 2020
Notice received and validated by the Monitoring Officer: Clare Birtwistle	
Comments: No additional comments.	Date: 26 th November 2020
Notice received on behalf of the Head of the Paid Service and entered in the book open to Public Inspection	
Received by: Neil Shaw	Date: 26 th November 2020

NOTICE OF MOTION FOR FULL COUNCIL

UNDER PARAGRAPH 11.1 OF THE COUNCIL PROCEDURE RULES

The following Motion to be submitted to Full Council on the date indicated below:-

Maintained nursery schools are some of the highest performing education institutions in our education system. They offer an inclusive ethos and have experience in early intervention and effective support for children with special educational needs and disabilities.

With more and more children living in poverty, we should support sustainable nursery school provision in every community, staffed by qualified teachers working alongside qualified support staff.

The vast majority of Maintained Nursery Schools remained open during the pandemic and took in children from other settings which were closed. By remaining open to meet the needs of vulnerable communities they have incurred additional costs and lost vital fee income. As a result, 64% expect to be in deficit in the current financial year, compared to 33% which were in deficit at the end of 2019-20.

This Council believes that all early year's settings need extra funding to pay staff decent pay and provide quality services to children. However, we also believe that the maintained nurseries need extra as they have unavoidable additional costs, particularly those that are required to employ teachers.

Despite their vital role and achievements, however, the future of maintained nursery schools is in jeopardy because the Government has so far failed to guarantee their funding.

This Council commits to writing to the Chancellor and education ministers to urge them to replace the temporary arrangements for supplementary funding with a new strand of the Early Years National Funding Formula for maintained nursery schools.

This must end the historical anomalies of the supplementary funding and provide a fair and viable national system for funding the distinct role and costs of maintained nursery schools.

Date of Council Meeting:-

9th December 2020

Notice submitted from

Councillor Serridge

Date: 26th November 2020

Councillor Marriott

Date: 26th November 2020

Notice received and validated by S151 Officer: Karen Spencer

Comments: No additional comments.

Date: 26th November 2020

Notice received and validated by the Monitoring Officer: Clare Birtwistle

Comments: No additional comments.

Date: 26th November 2020

Notice received on behalf of the Head of the Paid Service and entered in the book open to Public

Inspection	
Received by: Neil Shaw	Date: 26 th November 2020