

Subject:	Economic Development – Update Report September 2021	Status:	For Publication
Report to:	Cabinet	Date:	13 th October 2021
Report of:	Director of Economic Development	Portfolio Holder:	Leader of the Council & Portfolio Holder for Economic Development
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
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1.	RECOMMENDATION
1.1	That Cabinet notes the contents of this report.

2. PURPOSE OF REPORT

2.1 To update members on the delivery of the Economic Development Strategy for Rossendale.

3. BACKGROUND

3.1 The Economic Development Strategy for Rossendale 2018-2033 was adopted in November 2018. The strategy has the following five priority themes:

- To establish thriving Town Centres of Rawtenstall, Bacup and Haslingden, each providing its own unique offer and a destination for shoppers and visitors
- To establish the Invest in Rossendale brand, promoting and increasing inward investment in Rossendale by attracting growth sector businesses and bringing quality employment.
- Creating a strong and thriving business base, supporting new and existing businesses
- Developing our visitor economy, active leisure and cultural offer.
- Ensuring residents and communities reach their full economic potential; enhanced employment, skills and educational opportunities

The strategy contains a three year, performance based, action plan to deliver positive and focussed interventions to drive forward sustainable economic growth.

As we are three years into the strategy, given the major impact of Covid on the economy a linked recovery plan was approved to support business recovery.

Appendix A provides a strategic overview of headline achievements nearly three years on as well as quantifiable benefits. The next steps for each priority are being taken forward by the delivery of the new Corporate Plan.

Key messages from an independently approved evaluation from Ekosgen consultants was also completed in early 2021 and are shown in Appendix B.

3.2 The matters discussed in this report impact directly on the following corporate priorities:
• **A thriving local economy**

4. RISK

4.1 There are no specific risk issues for members to consider arising from this report.

5. FINANCE

5.1 There are no financial implications directly arising from this update report.

6. LEGAL

6.1 There are no legal implications arising from the body of this report.

7. POLICY AND EQUALITIES IMPLICATIONS

7.1 This report illustrates the planned delivery of the Economic Development Strategy, along with flexibility to respond to economic threats and opportunities from the national pandemic and Brexit. The positive execution of income generating regeneration projects has also had a significant impact on the Medium Term Financial Strategy.

8. CONCLUSION

8.1 For Members to note the significant progress on the delivery of the adopted Economic Development Strategy and Action Plan for Rossendale.

Background Papers	
Document	Place of Inspection
Economic Development Team Achievements Review and Impact Assessment for Rossendale Borough Council, January 2021	www.investinrossendale.com
Economic Development Strategy for Rossendale, 28 November 2018	www.rossendale.gov.uk

Appendix A

Economic Development Strategy for Rossendale – August 2021					
	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5
Priorities	To establish thriving Town Centres of Rawtenstall, Bacup and Haslingden, each providing its own unique offer and a destination for shoppers and visitors	To establish the Invest in Rossendale brand, promoting and increasing inward investment in Rossendale attracting growth sector businesses and bringing quality employment.	Creating a strong and thriving business base, supporting new and existing businesses	Developing our visitor economy, Outdoor Rossendale, accommodation and cultural offer.	Ensuring residents and communities reach their full economic potential; enhanced employment, skills and educational opportunities
Headline Achievements	<ol style="list-style-type: none"> 1. Approved Bacup 2040 Vision with secured 4 year HS HAZ project and RIBA stage 2 design for Bacup Market Square with EOI for hotel provider. 2. Approved Haslingden Town Centre 2040 Vision and secured £2m NLHF 5 year project. 3. Spinning Point: Refurbished former Old Town Hall now occupied by Together Housing Group, Bus Station complete with tenancies imminent and developed designs for new town square. 4. Secured Rawtenstall Market Management partner for next 6-10 years. 5. New wayfinding and interpretation signage for 30, 60 and 90 minute walking routes from the x3 town centres. 6. Supporting Bacup and Haslingden business associations to grow and continue. 	<ol style="list-style-type: none"> 1. 27 hectares of employment land allocated within emerging Local Plan, pending inspectors sign off in December 2021. 2. Successful development of plot 1 and 5 at Futures Park Employment and Leisure Village. Plot 3 is pending a December 2021 Council report and plot 4 is pending a suitable enquiry. 3. Secured award winning company relocations in to the borough from Bury and Rochdale. 4. Secured new premises for a local business to retain 170 jobs within the Borough. 5. Re-configured the M66/A56 Steering Group to facilitate access and attract investment. 6. Launched Invest In Rossendale business brand with associated web site, social media feed, red carpet treatment, soft landing scheme, promotional video. 7. NNDR relief business expansion project functioning with 4 successful relocations/ expansions. 8. Produced an Early Strategic Case for investment for the City Valley Link with funding now secured for the Strategic Outline Business Case. 	<ol style="list-style-type: none"> 1. Streamlined Purchase/Lease/ Rental process with a new fit for purpose Property Services team. 2. Property Team has begun the process of an Asset Review prioritising 1500+ Council-owned assets and cross-checking land registry and finance to establish an up to date digital record of land and property. 3. Supported business expansion into former Rosso depot. 4. Promoted NNDR relief scheme to existing businesses. 5. Established a business advisor service. 6. Business Recovery Plan in place. 7. Delivered Re-opening the High Street Safely and Welcome Back Funds. 8. Invest In Rossendale workshops and events held. 9. Business Relationship Programme established. 10. Delivered collaborative event with Valley at Work and sponsored food and drink guide. 11. Series of promotional work for Small Business Saturday. 12. Working with partners to establish green energy project. 	<ol style="list-style-type: none"> 1. Approved and consulted Visitor Economy Strategy 2020-2030. 2. Delivered £2.2m NLHF Whitaker Museum expansion. 3. Completed the £600k Ski Rossendale refurbishment. Worked with Ski Rossendale to rebrand, market and launch new facilities. 4. Work with the LEP/Marketing Lancashire to promote the visitor economy in various guides and online platforms. 5. Annual Leisure and Tourism Stakeholder Forum in place. 6. Supported Bacup FC's forward plan to grow and become sustainable. 	<ol style="list-style-type: none"> 1. Established strategic Rossendale Employability and Skills group 2. Rossendale Youth Works. established in response to impact of Covid. 3. Established Employment Youth Hub in response to impact of Covid. 4. Delivered year 4 of Rossendale Works Employability and Volunteering Project. 5. Secured funding to run Kickstart employment scheme in Rossendale. 6. Work with the LEP/Skills & Employment Hub to improve the take up of employment and skills services. 7. Raised aspirations and informed career choices with better links between Rossendale's high schools and business. 8. Annual employability & skills fair targeting young people, NEET and job seeking adults.

Appendix A

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Benefits: Outputs/ Outcomes</p>	<ul style="list-style-type: none"> • Bacup HAZ <ul style="list-style-type: none"> ➢ Project Board with 2 subgroups and Cultural Consortium set up. ➢ Engaged with 15 building owners to RIBA Stage 3. ➢ 4 building feasibility studies completed and grants approved for 3 buildings. ➢ Review of Conservation Area Management Plan & shop front design guide completed. • Permission secured to commence Haslingden NLHF project. • 30 jobs safeguarded (Together Housing Group) and 10,000 sq ft/929 sq m floor space refurbished at Spinning Point. • New state of the art bus station; 2,846 sq ft/264 sq m new commercial floorspace with 1 let. • Funding secured for Rawtenstall Town Square improvement scheme. • Rawtenstall Market <ul style="list-style-type: none"> ➢ 6 year Management Agreement secured. ➢ 100% occupancy on permanent stalls. ➢ >150 pop up stalls during 2020-21. ➢ Events programme implemented with 10 events held. • 15 positive press releases/features during 2021. • Gathered baseline data for town centre pedestrian counts and town centre vacancy. • Monthly attendance at local business group meetings. 	<ul style="list-style-type: none"> • Plot 1 Futures Park <ul style="list-style-type: none"> ➢ Construction of bespoke Nursery premises; ➢ creating 30 new jobs within the Borough; ➢ Rental and business rate income. • Plot 5 Futures Park <ul style="list-style-type: none"> ➢ Creating 5262 sq m new commercial floor space; ➢ Safeguarding 174 jobs within the Borough; ➢ Creating up to 90 new jobs; ➢ Rental and business rate income. • 1 inward investment relocation <ul style="list-style-type: none"> ➢ Bringing 162 jobs into the Borough; ➢ Creating over 50 new jobs; ➢ £5.9million investment into a derelict employment site. • 1 inward investment relocation <ul style="list-style-type: none"> ➢ Bringing 30 jobs to the Borough; ➢ Creating over 30 new jobs; ➢ Upgrading 60,000 sq ft floorspace; ➢ £2.5m capital receipt. • 1 inward investment/1 business relocation <ul style="list-style-type: none"> ➢ Safeguarding 82 jobs; ➢ Creating 30 new jobs. • 1 business relocation <ul style="list-style-type: none"> ➢ Safeguarding 170 jobs within the Borough; ➢ Bringing a derelict building back into use; ➢ Securing funding of £550k for the repair and refurbishment works. • 4 NNDR relief applications approved. 	<ul style="list-style-type: none"> • New Property Team established with 3 core Officers. • PLR process overhauled, streamlined and backlog brought under control. • PLR process internally audited in March 2020 and noted to be robust • Visits undertaken to 35 garage sites and garage application process streamlined. • 212 site visits undertaken within Asset Review - sourced circa £11,000 in additional revenue from the 2 Wards examined to date. • Successful negotiation of the disposal of Rawtenstall Liberal Club. • Receipt of circa £70K income from active portfolio management and new enquiries. • 60 attendees at 2020 Invest In Rossendale virtual event. • 1400 businesses supported with advice, including property searches & grant referrals. • 159 individual 1:1 sessions with business. • 16 business workshops held, attended by 211 businesses. • £11.2m Covid support grants delivered to Rossendale businesses. • Delivered support to local businesses through Reopening High Streets Safely campaign. • 35 business recruitment issues resolved via the Rossendale Works employability project. • 716 followers on twitter. 	<ul style="list-style-type: none"> • New Visitor Economy Strategy 2020-2030. • 43 participants engaged in 5 tourism, leisure and culture subgroups. • Whitaker museum expansion project <ul style="list-style-type: none"> ➢ Doubling size of existing museum; ➢ Creating 6 new jobs; ➢ Securing additional £155k grant for teaching space. • Gathered baseline data for visitors to town centres and Lee Quarry Mountain Bike Facility. • Interpretation boards and wayfinding signage placed for 30, 60 and 90 minute walking routes from the 3 town centres. • Supported East Lancashire Railway to initiate marketing project with Marketing Lancashire to increase visitor numbers. • 27 attendees at Leisure and Tourism Stakeholder Forum. 	<ul style="list-style-type: none"> • 'Rossendale Works' <ul style="list-style-type: none"> ➢ 105 participants ➢ 70 into full time employment ➢ 14 completed ofqual/AQA accredited training. • 'Rossendale Youth Works' <ul style="list-style-type: none"> ➢ 75 assessments ➢ 30 placements within Rossendale businesses ➢ 24 into full time employment ➢ Employment Youth Hub set up ➢ 3 local partners secured to deliver education platforms. • Kickstart Scheme <ul style="list-style-type: none"> ➢ Scheme widely promoted to Rossendale employers via IIR website and newsletters; ➢ 10 placements secured with Rossendale employers • 2 employability, jobs & skills events delivered for the people of Rossendale. • 7 ambassador businesses linked to each high school.
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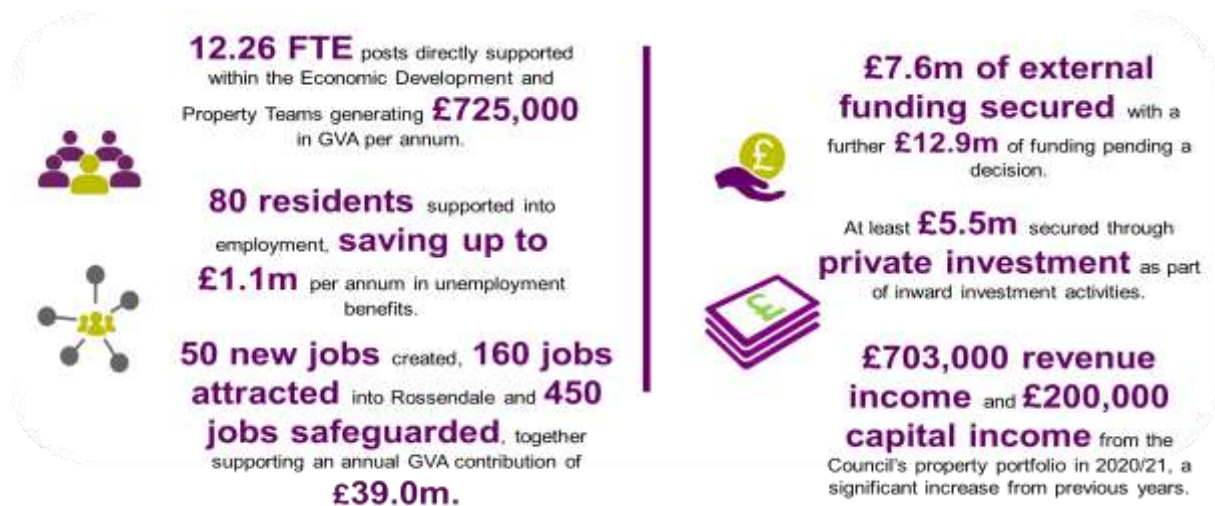
Appendix B: Key Messages

The Rossendale Borough Council Economic Development and Property teams have made considerable progress against the actions outlined in the Economic Development Strategy for Rossendale since 2018, despite challenging wider circumstances.

18 actions have already been delivered in full

Strong progress has made against a further **23 actions**

The teams' activities have generated considerable impacts for the Rossendale economy, supporting the businesses and residents that the Council serves, as well as strengthening income streams. Quantified benefits arising from the teams' activities include:



Relative to the cost to the Council of funding the teams, the return on investment of these benefits is considerable, equating to:

