



ROSSENDALE  
BOROUGH  
COUNCIL

# VALLEY PLAN

## OUR PLACE, OUR PLAN

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# THIS SESSION

- Our Current Valley Plan 2021-25
- Consultation
- Feedback
- Moving Forward - Valley Plan 2025-29
- Next Steps



# OUR CURRENT PLAN

<b>Thriving Local Economy</b>	<b>High Quality Environment</b>	<b>Healthy and Proud Communities</b>	<b>Effective and Efficient Council</b>
<p>To support Bacup, Haslingden and Rawtenstall town centres as better places to provide their own unique offers and a destination for local shoppers and visitors.</p> <p>To have secured new inward investment in the borough creating a sustainable economy, matching local skills provision with future job and career opportunities.</p> <p>Having thriving visitor economy which is more widely known with enhances attractions and a much improved accommodation offer.</p>	<p>A high quality 'clean and green' local environment where people feel proud to live.</p> <p>Reduce our carbon footprint.</p> <p>Improved the waste recycling rate across the borough.</p>	<p>To have delivered more new homes and a good mix of housing tenures.</p> <p>A more joined up approach to physical and mental wellbeing which is more rapidly reducing health inequalities.</p> <p>Improved the health of residents through access to better leisure facilities and health services.</p> <p>Residents share a sense of pride in their immediate community and the wider borough.</p>	<p>Provide good quality and responsive services embracing new technology.</p> <p>Be a financially stable Council with a commercial outlook whilst always considering social value.</p> <p>Provide sound governance to enable key decisions and major projects to be progressed in an efficient and professional way.</p> <p>Have a skilled and happy workforce, where we are able to retain and attract good staff.</p>



# CONSULTATION

**Residents Survey**  
(5,688 responses)



**Residents Focus Group**  
(10 attendees)



**Member Briefing**



**Online Consultation**  
(60 responses)



**Staff Focus Group**  
(14 attendees)



**Chief Exec Huddle**  
(24 attendees)





# CONSULTATION



- Do you feel the Council's vision and priorities align with the needs of Rossendale?
- Are we heading in the right direction?
- What should we be prioritising over the next four years?
- Are there any priorities missing from our current plan?
- What does the Council do well?





# FEEDBACK

## WHAT WE DO WELL ...



Maintenance and improvements to our Parks



Waste and Recycling Collection Services



Investment into our town centres



Planning service



Partnership working



# FEEDBACK

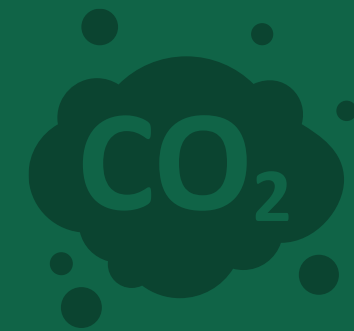
WHAT SHOULD WE FOCUS ON ...



Communications



Derelict Buildings



Green Agenda



Support to Community  
Groups



Anti-Social Behaviour



Sports and Leisure  
Facilities



# **MOVING FORWARD**

## VALLEY PLAN 2025-29





# OUR VISION

PROPOSED TO STAY THE SAME ...

‘To have a thriving economy, built around our changing town centres, creating quality environment for all and improving the life chances of all those living and working in our borough.’



# OUR PRIORITIES

## PROPOSED TO STAY THE SAME ...



We will regenerate our towns and strengthen our local economy by empowering individuals, supporting businesses, and attracting investment into our area.



We will develop the borough's unique character and Pennine landscapes by delivering the Green Agenda and improving our local environment and green spaces.



We will work with partners to provide residents with access to the housing and support services they need, supporting healthier lifestyles and communities.



We will be an ambitious, effective and efficient council, delivering high quality services and providing good value for money for residents.



# THRIVING LOCAL ECONOMY

Outcomes	Actions
Our towns will be thriving, vibrant and attractive centres for our communities and businesses.	<ul style="list-style-type: none"><li>• Transform the borough's town centres through the delivery of key regeneration projects.</li><li>• Deliver an enhanced heritage, cultural and creative offer for businesses and residents.</li><li>• Develop partnerships with key stakeholders to address prominent derelict buildings.</li></ul>
We will be a supportive environment for business growth, innovation, and job creation.	<ul style="list-style-type: none"><li>• Provide space and support for high value business development and innovation.</li><li>• Work with partners to support people in attaining and maintaining good employment.</li><li>• Make Rossendale a centre for digital innovation by working with local tech partners.</li><li>• Work with Lancashire County Council and other key partners to ensure the Valley benefits from a modern, efficient and innovative transport network.</li></ul>
We will have cultural and community attractions that support a strong visitor economy.	<ul style="list-style-type: none"><li>• Promote and enhance visitor experiences across our towns and landscapes.</li></ul>



# HIGH QUALITY ENVIRONMENT

Outcomes	Actions
<p>Our local environment will be high quality, clean and green.</p>	<ul style="list-style-type: none"><li>• Maintain a clean and attractive borough, focusing on our parks, streets, cemeteries, and trees.</li><li>• Effectively tackle and reduce fly-tipping and littering hotspots through pro-active removal and enforcement powers.</li></ul>
<p>We will be carbon neutral by 2030, supporting the wider Borough to reduce carbon emissions.</p>	<ul style="list-style-type: none"><li>• Reduce our carbon emissions within our facilities and services.</li><li>• Work with partners and communities to encourage climate action and promote sustainable energy alternatives.</li></ul>
<p>We will have enhanced our waste and recycling services, boosting recycling rates and minimising the impact of food waste.</p>	<ul style="list-style-type: none"><li>• Redevelop the Henrietta Street Waste Transfer Station.</li><li>• Establish an effective infrastructure for weekly food waste collections to support 2026 Government reforms and boost recycling rates.</li></ul>



# HEALTHY & PROUD COMMUNITIES

Outcomes	Actions
We will have accessible and appropriate housing in Rossendale.	<ul style="list-style-type: none"><li>• Support sustainable housing and employment growth while preserving the Valley's landscape.</li><li>• Deliver improvements or adaptations to enable vulnerable residents to remain in their homes.</li><li>• Prevent homelessness by reviewing our current temporary housing provision in the Borough.</li><li>• Work with social housing and private landlords to address health related issues and energy efficiencies.</li></ul>
Residents will lead healthier lifestyles, with better access to the support services they need.	<ul style="list-style-type: none"><li>• Work with partners to enhance and promote the Borough's leisure facilities and outdoor offer.</li><li>• Facilitate inclusive support services to improve the physical and mental well-being of residents, while reducing health inequalities.</li></ul>
Rossendale will be a safe place where people are proud to live.	<ul style="list-style-type: none"><li>• Work with partners, ensuring a strong sense of community safety</li><li>• Support the Borough's vulnerable individuals and families.</li><li>• Support local voluntary groups to maintain and continuously improve our public spaces.</li></ul>



# EFFECTIVE & EFFICIENT COUNCIL

Outcomes	Actions
Residents receive modern, high-quality services.	<ul style="list-style-type: none"><li>• Utilise digital technology to deliver responsive, efficient, and cost-effective services.</li><li>• Be recognised as a Council with a reputation for exceeding expectations.</li></ul>
The Council will be financially stable, delivering services and projects within a robust governance framework, always ensuring value for money.	<ul style="list-style-type: none"><li>• Embed and monitor performance and project management processes to ensure accountability, transparency, and effective decision making.</li><li>• Maximise income to support budgets through effectively managing the Council's property assets and securing external funding.</li><li>• Ensure the views and needs of Rossendale are represented within any future local government reorganisation.</li></ul>
Council services will be delivered by a skilled and motivated workforce.	<ul style="list-style-type: none"><li>• Apply good employment good practices and be known as an employer of choice.</li></ul>





# DELIVERING OUR MISSION

**OUR  
PLACE,  
OUR  
PLAN**

Council Strategies

Annual Action Plan

Service Area Business Plans

Staff Performance Appraisals



# MEASURING SUCCESS



Performance Management Updates



Residents Survey



Benchmarking



Key Performance Measures





# MEMBER'S ROLE

## LEAD

Champion our Valley Plan to residents.

## FEEDBACK

Communicate with residents, addressing concerns and ideas

## OVERSIGHT

Review performance reports, challenging where necessary



# NEXT STEPS

## TIMELINE FOR APPROVAL

**Overview  
and Scrutiny**  
10th February  
2025

**Cabinet**  
19th March  
2025

**Full Council**  
2nd April  
2025



# FEEDBACK

QUESTIONS OR COMMENTS