

From East to West, Making Rossendale the Best

Area Visions and Policies

An area vision is a broad plan for a part of Rossendale and aims to provide some idea/degree of certainty about the future of local areas for local people, developers, investors and the Council.

The six area visions cover the following broad areas:

- Helmshore, Edenfield, Stubbins, Irwell Vale and Lumb and Ewood Bridge
- Haslingden and Rising Bridge
- Rawtenstall, Crawshawbooth, Goodshaw and Loveclough
- Waterfoot, Cowpe, Water and Lumb
- Bacup, Stacksteads, Britannia and Weir
- Whitworth, Facit and Shawforth

The area visions outline the strengths, weaknesses, opportunities and threats of each area, and then propose a way forward to address the key issues and make the best use of any opportunities, whilst meeting all the necessary needs and demands.

Each area vision and policy is accompanied by a map, illustrating where and how the policy and vision proposed could be achieved.

The maps identify broad areas of potential development and protection and have been informed by a series of assessments and studies. A minimum of three options were consulted on for each Area Vision and the proposals put forward reflect the responses received to these. The maps do not seek to allocate land for specific uses or signal that planning applications would be approved for the types of development indicated.

The area visions and policies should not be read in isolation, they act as a guide for future development in the area, but proposals and allocations will be determined in line with the other policies in the Core Strategy.

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The Area Visions and Policies are recent additions to the Core Strategy and are aimed at addressing local issues and problems and maximising local strengths and opportunities. In doing so, the Area Visions and Policies provide a level of certainty about the future of the area(s) and set out the principles for future development and improvements in the highest level planning document within Rossendale's LDF.

The overall vision for Rossendale and the objectives set out to achieve this (Page 30) are aimed at tackling borough-wide issues. However there are certain areas within Rossendale where some of the key issues identified (Page 25) are more relevant/significant. Hence to make the Core Strategy as effective as possible at addressing the key issues and achieving the Strategic Objectives across the Borough, Area Vision and Policies have been created to give local areas the attention and direction they need, to address their own individual problems and make the most of their strengths and opportunities.

Between January and August 2009, Rossendale was split into eight areas, influenced by housing market area boundaries, existing Area Action Plan (AAPs) boundaries as well as reflecting Rossendale's fierce local identities which are upheld by local residents and communities. The eight areas were:

- South-West Rossendale – Helmshore, Edenfield, Irwell Vale and Lumb, Ewood Bridge and Stubbins
- Haslingden and Rising Bridge
- Rawtenstall
- Crawshawbooth, Goodshaw and Loveclough
- Waterfoot, Lumb, Cowpe and Water
- Bacup
- Stacksteads, Britannia and Weir
- Greater Whitworth – Facit, Shawforth and Whitworth

During the consultation process, 149 representations were received and it was suggested that a consistent approach to the Area Vision boundaries was required. In addition it was felt that too much emphasis was placed upon Rawtenstall and Bacup, as a result of the existing AAP boundaries and other settlements weren't given the degree of attention required.

It was decided that to better link the areas together and reflect the reality of communities within Rossendale, that the Area Visions and Policies should reflect the housing market boundaries and properly illustrate the relationships between communities and neighbouring areas and settlements.

Subsequently the Area Visions for Rawtenstall and Crawshawbooth, Loveclough and Goodshaw have been combined to form one Area Vision and Policy and the Area Visions for Bacup and Stacksteads, Britannia and Weir have been combined to form one Area Vision and Policy, resulting in a reduction from 8 to 6 Area Visions and Policies.

The Area Visions and Policies should not be read in isolation. The principles for all future development are set out in the topic planning policies in Section 5 and will apply to every planning application, proposal and allocation that will come forward between now and 2026.

It is important to understand that the Area Visions and Policies do not override or take precedence over the topic planning policies, but act to guide and steer development in local areas and communities, reflecting local characteristics.

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Area Vision and Policy for Haslingden and Rising Bridge

Background

Haslingden and Rising Bridge have seen considerable housing and employment growth in recent years though the urban boundary and Green Belt protection have limited encroachment into the countryside. Because of its good external links via the A56 the area is attractive to commuters and businesses leading to pressure to build on greenfield sites as well as previously developed land. Existing industrial sites require refurbishment.

Haslingden has a long shopping centre mostly focussed on Deardengate with a large number of independent traders. There are however substantial numbers of vacancies and a concentration of hot food takeaways.

The “Halo” Panopticon has raised the profile of the area though it requires better signage. The west of the area including Haslingden Grane is within the West Pennine Moors Management Area and offers increased opportunities for walking and other leisure activities. Haslingden Pool is an important leisure resource.

Strengths, Opportunities and Key Issues

Issues	Strengths and Opportunities
<ul style="list-style-type: none">• Amount of vacant and derelict buildings and land – particularly in Haslingden town centre• Number of hot food takeaways in Haslingden town centre• No pedestrianised shopping area/s• No single focal point for community• Development pressures on the countryside• Lack of housing choice• Tightly-knit urban area – constraining amount of developable sites• Lack of leisure, cultural and recreation facilities	<ul style="list-style-type: none">• Well linked accessible employment sites – Carrs Industrial estate and Broadway, and the business hub and planned at Rising Bridge.• Excellent quality bus services – Accrington to Manchester X40 and X41• Halo Panopticon and increased tourism interest• Access to the countryside including the Shoe Trail and Kings Highway as well as Haslingden Grane• Abundance of local history and heritage including several Commemorative Blue Plaques

Vision

Haslingden and Rising Bridge will be attractive places to live and work for all sections of the community. New housing and employment development will be encouraged within the urban boundary and should be primarily on previously developed land. In the countryside improved access and management will help to contribute to resident’s enjoyment of the area.

Haslingden Town Centre will be rejuvenated with reduced numbers of vacancies and a broad range of shops. Deardengate will be made more attractive for users including improved public space works.

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AVP 1: Strategy for Haslingden and Rising Bridge

Within Haslingden and Rising Bridge it is proposed that:

- New residential development should be primarily located on previously developed land and reflect local requirements for affordable housing.
- Economic development will continue to be focused on the Carrs and Broadway industrial estates and will be safeguarded for office and light industry, general industry and storage and distribution (B1, B2 and B8) and the Business Hub at Rising Bridge will be safeguarded for office (B1) uses.
- A vacant buildings strategy will be developed and implemented for Haslingden town centre.
- Deardengate, Haslingden will be enhanced by the following measures:
 - Improvements to the market
 - Improvements to public space
 - Pavement widening using materials appropriate to the Conservation Area
 - Traffic management measures including parking provision
 - The Primary Shopping Area (PSA) will be promoted for A1 and A2 uses.

Further analysis of this centre and its potential future status will be addressed through the Allocations DPD.

- Tourism proposals (including accommodation) will be supported through measures such as improved signage and public access to attractions such as the Halo Panopticon and Haslingden Grane.
- Haslingden Leisure Centre will be developed as a community sports and leisure facility for the western part of the Borough.

Do you agree with the strengths, opportunities and keys issues that have been identified for Haslingden and Rising Bridge? Are there any other issues, strengths or opportunities that should be taken into account? Do you agree with the vision? Are there any changes that you would make to the vision? Do you agree with the policy for Haslingden and Rising Bridge? Do you believe that it will address the key issues and build upon the areas strengths? Do you think the map clearly illustrates the area and visualises the aims of the vision and policy?

Strategic Objectives Met:	SO2, SO4, SO5, SO6 and SO7
Alternative Options Explored:	<ol style="list-style-type: none"> 1. Major Growth 2. Medium Growth 3. Limited Growth 4. No Growth, Windfall Sites and Conservation
Indicators	<ol style="list-style-type: none"> 1. Amount of vacant retail units in Haslingden Town Centre 2. Implementation of a Public Realm Strategy 3. Completion of phased programme of improvements at Haslingden Leisure Centre
Targets	<ol style="list-style-type: none"> 1. 5% reduction per year in vacant retail units

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	<ol style="list-style-type: none"> 2. Public realm strategy completed by 2012 3. Haslingden Leisure Centre improvements completed by 2016
Delivery Agency(s)	Rossendale Borough Council, Lancashire County Council, Rossendale Leisure Trust, Groundwork, developers, private sector partners
Implementation	Planning application process; working with shop owners, landowners and interest groups; partnership working with public sector partners; Rossendale Leisure Trust
Monitoring & Review	<ol style="list-style-type: none"> 1. Planning approvals through Annual Monitoring Report (AMR) 2. Annual monitoring by partners within RBC 3. AMR -liaison with key partners 4. AMR-liaison with Leisure Trust

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Map/Illustration for Haslingden and Rising Bridge

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Area Vision for South-West Rossendale

Background

South-West Rossendale encompasses the settlements of Helmshore, Edenfield, Irwell Vale and Lumb, Ewood Bridge and Stubbins. The area is sparsely populated with the majority of residents living in the fore mentioned settlements separated by Green Belt and countryside. Outside these settlements there are several rural communities scattered across the landscape, but which due to accessibility and land designation issues are not highlighted for any significant planned changes.

The area as a whole, owes much of its existence to the damp hilly environment, which was ideal for the wool and cotton trades that grew with the Industrial Revolution, starting with small saw mills in the late 1700s and later developed into large industrial textile mills by the latter half of the nineteenth century.

Today the local landscape in the area is dominated by Scout Moor wind farm (the largest on shore wind farm in England) to the east and Peel Tower on Holcombe Moor to the west making for very unique surroundings.

Attractive surroundings coupled with a buoyant housing market and good access to Manchester and other regional cities and economic hubs, has resulted in a significant increase in new housing to support the influx of people moving to Rossendale and working elsewhere; making this area of the Borough one of the most affluent.

Strengths, Opportunities and Key Issues

Issues	Strengths and Opportunities
<ul style="list-style-type: none">• Constrained by the Green Belt• Significant development pressures, which could lead to an erosion of the areas character and appeal• Access and Infrastructure – much of the area is only accessible by private vehicle, and many of the roads are unadopted and poorly maintained, making some routes difficult to navigate• Flood Risk – the area has a history of flooding and the Strategic Flood Risk Assessment (SFRA) illustrates that this is a key issue for much of the area• Increasing Visitor Traffic – the area is riddled with footpaths, cycle tracks, bridle ways attracting increasing numbers of visitors, adding to the existing pressure on roads and services	<ul style="list-style-type: none">• Excellent transport links to Manchester and wider region• Strong and attractive housing market• Picturesque environment and access to the countryside including the Irwell Sculpture Trail, Rossendale Way and other Countryside Rights of Ways (CROWs)• East Lancashire Railway halt in Irwell Vale• Distinct local heritage• Good access from Helmshore to Haslingden Grane for Ogden Reservoir and Holden Wood

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Vision

The rural character and nature of individual settlements within the area will have grown and developed into better linked and sustainable communities.

The area will support the wider tourism and leisure opportunities within Rossendale with appropriately located facilities and services. This will in turn be supported by improved access to the countryside, retention of existing Green Belt boundaries and the conservation of local heritage.

The majority of previously-developed sites and buildings will have been developed for functional and sustainable uses, contributing to the atmosphere and community spirit of the area. Some additional employment and housing development will act to support the local economy and provide local people with a choice of employment and residential opportunities.

AVP 2: Strategy for South-West Rossendale

Within South-West Rossendale it is proposed that:

- Existing Green Belt and urban boundaries will be maintained.
- Limited residential development on previously developed land and infill sites (between built up areas and developments) in Edenfield, Ewood Bridge and Stubbins will be supported, and affordable housing needs will be met.
- Larger housing and employment schemes in suitable locations and where possible on previously developed land, will be accommodated in Helmshore; supported by improvements to local community facilities and infrastructure.
- Outdoor recreation will be promoted such as;
 - Irwell Sculpture Trail
 - East Lancashire Railway including the halt in Irwell Vale
 - River Irwell
 - Haslingden Grane and reservoirs
 - Other countryside rights of wayssupported by appropriately located small scale accommodation, parking, local shops, cafes and other necessary facilities.
- There will be conservation and enhancement of the distinct local heritage, especially in the, conservation areas of Irwell Vale and Lumb- and Chatterton and Strongstry.
- Increased and improved management of local infrastructure will be promoted.
- Careful consideration will be given to local flood risk issues in the consideration of all new development, especially in areas of high risk such as Irwell Vale and Lumb and Ewood Bridge.

Do you agree with the strengths, opportunities and keys issues that have been identified for South-West Rossendale? Are there any other issues, strengths or opportunities that should be taken into account? Do you agree with the vision? Are there any changes that you would make to the vision? Do you agree with the policy for South-West Rossendale? Do you believe that it will address the key issues and build upon the areas strengths? Do you think the map clearly illustrates the area and visualises the aims of the vision and policy?

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Strategic Objectives Met	SO2, SO4 and SO7
Alternative Options Explored:	<ol style="list-style-type: none"> 1. No Change/ Do Nothing 2. Moderate and Sustainable Growth in all Sectors 3. Residential and Tourism Development 4. Increased Residential Development and Sustainable Growth in all Sectors and Changes to Green Belt Boundaries
Indicators	<ol style="list-style-type: none"> 1. Amount, type and location of approved development 2. Improvements to existing infrastructure and/or new provision 3. Amount and type of visitor attractions and facilities 4. Number of applications approved contrary to Environment Agency advice on flooding and water quality grounds
Targets	<ol style="list-style-type: none"> 1. Significant developments to contribute (where necessary and appropriate) to improving local infrastructure 2. No applications to be approved contrary to advice from the Environment Agency on flooding grounds or contained within the Strategic Flood Risk Assessment (SFRA)
Delivery Agency(s)	Rossendale Borough Council, Lancashire County Council, , developers, private sector partners, local community
Implementation	Planning application process; working with local communities, landowners and interest groups; partnership working with public sector partners;
Monitoring & Review	<ol style="list-style-type: none"> 1. Planning approvals through Annual Monitoring Report (AMR) 2. Annual monitoring by partners within RBC 3. AMR -liaison with key partners

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Map/Illustration for South-West Rossendale

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Area Vision and Policy for Rawtenstall, Goodshaw, Loveclough and Crawshawbooth

Background

Rawtenstall is and will continue to be the largest town in Rossendale. It is the biggest shopping centre in the Borough but the Valley Centre is a vacant, rundown eyesore which conflicts with the general attractiveness of the Rawtenstall Conservation Area. The town is very accessible for Manchester via the A56 which fuels housing demand. The East Lancashire Railway has an important tourist role but is poorly integrated into the town centre. It's potential as a commuter link to Manchester is currently unrealised.

Crawshawbooth, Goodshaw and Loveclough are distinct settlements north of Rawtenstall that have seen considerable recent housing growth. This has put pressure on schools and the highway network as well as the attractive local countryside and wildlife.

Strengths, Opportunities and Key issues

Issues	Strengths and Opportunities
<ul style="list-style-type: none">• Amount of vacant and derelict land and buildings – particularly in Rawtenstall• Housing pressures in Crawshawbooth, Goodshaw and Loveclough• Traffic congestion on the Gytratory and Burnley Road including associated Air Quality problems• Loss of local services and vitality in Crawshawbooth village• Lack of car parking provision• Local landscape and wildlife issues in Goodshaw and Loveclough• Poor links between the railway station, town centre and market	<ul style="list-style-type: none">• Redevelopment of the Valley Centre, New Hall Hey and Rawtenstall bus station• Potential for a Manchester to Rawtenstall commuter line• Maximising the role of the East Lancashire Railway as a tourist attraction• Improving and redeveloping leisure facilities – particularly at Ski Rossendale• Good access to the countryside, including the Irwell Sculpture and Shoe Trails

Vision

Rawtenstall will be a place that people will want to live, visit and shop. The Valley Centre and its environs will be a revitalised heart for the town complemented by high quality small shops on Bank Street and a thriving market. A new commuter rail link to Manchester, attractive walking routes from the station to the town centre and a new bus facility will all contribute to better transport links.

New Hall Hey will be developed as a high quality retail and office location. Housing will be focussed on Rawtenstall with no new major Greenfield development in Crawshawbooth, Goodshaw and Loveclough. The integrity of existing open spaces will be maintained.

The Village Centre of Crawshawbooth will continue to offer a range of local services served by enhanced parking facilities. Walking and cycling

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improvements in Crawshawbooth, Goodshaw and Loveclough will offer improved countryside access.

AVP 3: Strategy for Rawtenstall, Crawshawbooth, Goodshaw and Loveclough

Within Rawtenstall, Crawshawbooth, Goodshaw and Loveclough it is proposed that:

- The redevelopment of the Valley Centre as a mixed use project will be encouraged and should be of a scale and character to reflect the local context
- Pedestrian links to Rawtenstall Railway Station from the town centre will be made direct and attractive. Facilities, including parking, will be enhanced to a standard suitable for commuter use
- Rawtenstall Bus Station will be rebuilt to provide high quality passenger facilities
- The diversity of small shops in Rawtenstall including the market will be retained and enhanced
- New Hall Hey will be safeguarded for retail and business use. An extension for business use of land to the south of Hardman's Mill will be favourably considered subject to flood risk issues being fully addressed.
- Open land to the west of Burnley Road north of Crawshawbooth will be protected from development
- Parking in Crawshawbooth Village Centre will be enhanced.
- New bridleway and cycling routes will be created in Crawshawbooth, Goodshaw and Loveclough in particular along Limey Water
- Consideration will be given for mixed-use development including housing within the current built up area of the Rossendale Hospital Site.
- Housing will be focussed on the Rawtenstall area with no new major Greenfield development in Crawshawbooth, Goodshaw and Loveclough.

Do you agree with the strengths, opportunities and keys issues that have been identified for Rawtenstall, Crawshawbooth, Goodshaw and Loveclough? Are there any other issues, strengths or opportunities that should be taken into account? Do you agree with the vision? Are there any changes that you would make to the vision? Do you agree with the policy for Rawtenstall, Crawshawbooth, Goodshaw and Loveclough? Do you believe that it will address the key issues and build upon the areas strengths? Do you think the map clearly illustrates the area and visualises the aims of the vision and policy?

Strategic Objectives Met:	SO1, SO2, SO3, SO5, SO6 and SO7.
Alternative Options Explored:	Rawtenstall: <ol style="list-style-type: none"> 1. Rawtenstall as a Major Employment and Retail Destination 2. Rawtenstall as a Sub-Regional Economic and Retail Hub Servicing the Needs of the Community 3. Rawtenstall as a Regional Tourism Destination Crawshawbooth, Loveclough and Goodshaw:

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	<ol style="list-style-type: none"> 4. Managed Growth – Selective Growth Whilst Harnessing Benefits 5. Limited Growth – Restricted Levels of Development Reduced Benefits to be Harnessed 6. No Planned Growth – Windfall Sites
Indicators	<ol style="list-style-type: none"> 1. Redevelopment of the Valley Centre 2. Construction of a new Bus Station including high quality links to Rail Station 3. Completion of a) New Hall Hey development and b) related land to south 4. Amount of new housing development in Crawshawbooth, Goodshaw and Loveclough
Targets	<ol style="list-style-type: none"> 1. Redevelopment to be completed by 2012/13 2. Bus station and public realm improvements to be completed by 2012/13 3. New Hall Hey development to be completed by 2011
Delivery Agency(s)	Rossendale Borough Council, Lancashire County Council, LCDL, Groundwork, East Lancashire Railway, neighbouring authorities, private developers, local businesses,
Implementation	Planning application process, negotiations with private developers, LCDL funding, Local Transport Plan, partnership working with Greater Manchester authorities and East Lancashire Railway
Monitoring & Review	<ol style="list-style-type: none"> 1. AMR/LTP AMR 2. Liaison with LCC/ELR/Groundwork through AMR 3. Planning application liaison 4. Planning application process 5. AMR

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Map/Illustration for Rawtenstall, Crawshawbooth, Goodshaw and Loveclough

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Area Vision and Policy for Waterfoot, Cowpe, Lumb and Water

Background

Located in the centre of Rossendale and shaped by the two main arteries of Bacup Road and Burnley Road East, Waterfoot and the surrounding areas expanded rapidly in the nineteenth century with the growth of industrialisation. The slipper industry did much to put Waterfoot on the map, and resulted in the construction of the Victoria Arcade by Sir Henry Whittaker Trickett, the "Slipper King".

Today the area boasts a unique character among the other settlements in Rossendale largely in part due to Victoria Parade which has a distinctive canopied walkway in decorative iron and glass. However since the decline of the slipper and footwear manufacturing industry, much of the built environment has fallen into disrepair, with many of the industrial buildings and those which supported the working community left vacant and derelict.

Access to the countryside is good and several well known routes converge in the area such as The Pennine Bridleway, Mary Towneley Loop and the Irwell Sculpture Trail giving access to the unspoilt hill scenery.

Strengths, Opportunities and Key Issues

Issues	Strengths and Opportunities
<ul style="list-style-type: none">• Amount of vacant and underused buildings and land• No strategy for bringing vacant and derelict buildings back into use• Decline in vitality and viability of Waterfoot town centre• Lack of a clear town centre boundary for Waterfoot• Increasing number of hot food takeaways• External perception of congestion• Local heritage poorly maintained• Lack of supporting infrastructure for leisure and tourism• Retention and promotion of employment land and facilities• Very little public space or focal points in Waterfoot	<ul style="list-style-type: none">• Good quality bus links to Burnley, Rawtenstall and beyond• Good access to the countryside including the Mary Towneley Loop (part of the Pennine Bridleway) and Irwell Sculpture Trail• Strong local identities and sense of community• Local heritage icons – Victoria Arcade, Waterfoot library building• Local cultural and community assets – Horse and Bamboo Theatre• Outdoor activities such as fishing and water sports at Clowbridge, Clough Bottom and Cowpe reservoirs

Vision

Waterfoot will have a distinct and vibrant local town centre acting as a small retail niche supporting local businesses. The area will support the wider tourism and leisure opportunities and facilities within Rossendale with appropriately located facilities and services. This will in turn be supported by improved access to the countryside. The majority of previously-developed sites and buildings will have been developed for functional and sustainable uses, contributing to the atmosphere and community spirit of the area. Some additional employment and housing development will act to support the local economy and provide people with a choice of employment and residential opportunities.

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AVP 4: Strategy for Waterfoot, Cowpe, Lumb and Water

Within Waterfoot, Cowpe, Lumb and Water it is proposed to:

- Consolidate Waterfoot promoting it as a local centre for small businesses and independent shops, incorporating public space provision through a small square or other public focal point.
- Actively encourage the re-use of derelict/underused sites and buildings (in particular the Victoria Arcade) and develop a strategy to assemble brownfield land for development.
- Provide additional Leisure and Recreation provision within the smaller settlements combined with promoting activities in the rural communities and; within or adjoining the main urban area identify suitable sites for tourism development to support the Adrenaline Gateway.
- Identify and promote sites which encourage access to the outdoors and leisure opportunities across the sub area and provide ancillary visitor accommodation such as car parks, toilets and camping facilities.
- Improve access (including signage) to the countryside and local tourist and leisure attractions. Additional growth for the leisure and tourism sectors within the area will be targeted where appropriate to some of the existing Greenland areas (Local Plan Saved Policy: E1)
- Improve bus stops, shelters and interchanges.
- Protect and promote the existing industrial sites predominantly to the south of the A681 but also north of Waterfoot centre which are able to take advantage of good public transport links.
- Identify and allocate appropriate sites for new housing development in the Waterfoot area including a housing mix encouraging families and young people to stay in the Borough.
- Enable community facilities such as schools, health, youth and community centres limited expansion to provide improved services and to identify and promote sites to enable community focal points to be delivered.

Do you agree with the strengths, opportunities and keys issues that have been identified for Waterfoot, Cowpe, Lumb and Water? Are there any other issues, strengths or opportunities that should be taken into account? Do you agree with the vision? Are there any changes that you would make to the vision? Do you agree with the policy for Waterfoot, Cowpe, Lumb and Water? Do you believe that it will address the key issues and build upon the areas strengths? Do you think the map clearly illustrates the area and visualises the aims of the vision and policy?

Strategic Objectives Met	SO1, SO2, SO3, SO4, SO6 and SO7.
Alternative Options Explored	1. Major Growth including Housing, Employment, Retail 2. Major Growth – Tourism & Recreation 3. Consolidate and Improve Existing Facilities & Services
Indicators	1. Number of vacant derelict sites and buildings in Waterfoot 2. Number of small business start-ups based in Waterfoot

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	3. Number of well maintained, clearly marked rights of way into the countryside, linked to existing footpaths and bridleways.
Targets	1. Annual reduction in amount of derelict sites and buildings. 2. Annual increase in small business start-ups.
Delivery Agency(s)	Rossendale BC, Lancashire CC, Developers, Local Businesses, Housing Associations.
Implementation	1. Management of developer investment, redefinition of town centre boundaries, proactive management of planning applications and encouragement of reuse of derelict sites and buildings, negotiations with landowners. 2. Development of subsequent planning and regeneration documents and plans i.e. Masterplan, neighbourhood plans etc 3. Providing advice in a later document on retail frontages to reduce key vacancies and ensure vitality and viability
Monitoring & Review	1. Annual Monitoring Report (AMR) 2. Planning application liaison 3. Planning application process

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Map/Illustration of Waterfoot, Cowpe, Lumb and Water

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Area Vision for Bacup, Stacksteads, Britannia & Weir

Background

Bacup, Stacksteads, Britannia and Weir are four distinct communities lying in the east and north east of Rossendale occupying a dramatic landscape setting with a rich natural environment, surrounded by the moorlands of the South Pennines. There is a strong sense of place provided partly by the traditional stone buildings and the small terraces on the valley sides.

The settlements developed and grew primarily because of the cotton industry in the 19th century. Bacup has been described as a ‘remarkable survivor’ given that it remains much as it was at the turn of the 20th century, the boom-time of the Industrial Revolution, is regarded as one of the best preserved mill towns in the country and English Heritage is supporting the Council’s work in historic preservation and enhancement.

Bacup, Stacksteads and Britannia have been included within the Elevate (Pennine Lancashire) Housing Market Restructuring Programme, one of the housing pathfinders aimed at bring about improvements in areas of low housing demand. However unlike other Pathfinder initiatives, residents successfully ensured that demolition should not be considered as a means of balancing the housing market by reducing the number of terraced houses.

Consultation has previously been undertaken on two Area Visions covering the areas. However, given the linkages between these four settlements it has been decided to create one Area Vision for this key area of the Valley.

Strengths, Opportunities and Key Issues

Issues	Strengths and Opportunities
<ul style="list-style-type: none">• Poor public realm with high number of vacant, dilapidated buildings• Anti-social behaviour, poor general health, low skills and educational attainment, high crime, ageing and declining population (18-24 year olds moving away)• Employment market focused on traditional manufacturing sector• Housing market failure –generally low house prices and dominance of terraced housing• Perception of isolation – ‘at the end of 3 valleys’• Difficult to deliver sites due to constraints – contamination etc• Limited opportunities for private sector investment	<ul style="list-style-type: none">• Distinct sense of place and heritage value• Good access to countryside with potential for tourism and outdoor leisure opportunities (e.g. mountain bike trails, bridleways, hill walking)• Close to employment opportunities in Rochdale and Burnley• Quality Bus Corridor linking to Accrington and Rochdale but poor access to Manchester city centre• Renewable energy potential (wind, hydroelectric etc)• Proximity to and attraction of the Adrenaline Gateway project and Lee Quarry

Vision

Bacup will be the hub of the Valley’s emerging tourism industry, building on its rich built and natural heritage supported by complimentary developments and opportunities within Stacksteads, Britannia and Weir. The area’s distinct sense

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of place is to be retained and enhanced, with vacant sites and buildings to be occupied and open spaces retained. Local people will have a variety of employment and residential opportunities to choose from, supported by appropriate training and educational facilities.

AVP 5: Strategy for Bacup, Stacksteads, Britannia and Weir

Within Bacup, Stacksteads, Britannia and Weir it is proposed that:

- The distinct local heritage of the area will be conserved and enhanced, particularly through the Bacup Townscape Heritage and good design will be required from all developments, reflecting the unique character of the area, its buildings and townscapes.
- Bacup's heritage and distinct sense of place will be strengthened and opportunities for tourism related employment will be encouraged where they enhance the existing locality (particularly Bacup's conservation area)
- Access to the countryside and local attractions such as Lee Quarry, the Adrenaline Gateway and Irwell Sculpture Trail will be enhanced and promoted.
- Connections to, from and within the area will be improved and enhanced for pedestrians and cyclists (particularly along the old railway lines) and by high quality public transport (including improvements to St. James' Square) ensuring good access to services.
- Proposals for tourism and leisure related developments as well as farm diversification will be considered favourably, supported by appropriately located small scale accommodation, parking, local shops, cafes and other necessary facilities.
- Limited residential development on previously developed land and infill sites (between built up areas and developments) in Weir and Britannia will be supported where they contribute to the aims of the HMR area or any future programmes.
- Larger housing schemes will be accommodated in Stacksteads and Bacup where they contribute to the aims of the HMR area or any future programmes.
- Newline and Suttons industrial estates will be safeguarded for employment uses, while Futures Park will be promoted as a location for education and skills development with provision for some small scale office development in combination with facilities supporting the Adrenaline Gateway project.
- Schemes and proposals which will support and help to achieve the aims of the East Lancashire Regional Park will be encouraged.
- Regeneration efforts will be supported by the production of plans with schemes identified for specific parts of the area, for example, Bacup town centre, St James' Square in Bacup, and the HMR area of Bacup, Stacksteads and Britannia.
- Proposals for appropriate renewable energy schemes will be considered favourably where they do not detrimentally affect the local landscape character or built heritage of the area.

Do you agree with the strengths, opportunities and keys issues that have been identified for Bacup, Stacksteads, Britannia and Weir? Are there any other issues, strengths or opportunities that should be taken into account? Do you agree with the vision? Are there any changes that you would make to the vision? Do you agree with the policy for Bacup, Stacksteads, Britannia and Weir? Do you believe that it will

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address the key issues and build upon the areas strengths? Do you think the map clearly illustrates the area and visualises the aims of the vision and policy?

Strategic Objectives Met:	All.
Alternative Options Explored:	Bacup: 1. Creating a Sustainable Bacup, based on Tourism and Employment Opportunities 2. Encouraging Vocational Training Opportunities in Bacup 3. Promoting High-Tech and e-Based Industry 4. Bacup an Eco-Town Stacksteads, Britannia and Weir: 5. Housing - Led Regeneration 6. Employment/Training Led Regeneration 7. Limited Development
Indicators	1. Number of jobs created in tourism 2. Skills levels of local people 3. Number of visitors 4. Number applications approved contrary to advice from RBC conservation section or English Heritage.
Targets	1. Increase in the number of jobs created in the tourism and leisure sectors 2. Increase in the number of people gaining NVQ Levels 1-3 3. Increase in visitor numbers 4. No applications approved contrary to advice from RBC conservation section or English Heritage.
Delivery Agency(s)	Rossendale BC, Lancashire CC, Developers, Local Businesses, Elevate, Accrington and Rossendale College, Lancashire County Developments Ltd, Irwell Sculpture Trail.
Implementation	Management of developer investment, redefinition of town centre boundaries, proactive management of planning applications and encouragement of reuse of derelict sites and buildings, negotiations with landowners, conservation area character appraisal and management plan, other appropriate plans and policies.
Monitoring & Review	1. Annual Monitoring Report (AMR) 2. Planning application liaison 3. Planning application process

The maps identify broad areas of potential development and protection and have been informed by a series of assessments and studies. The maps do not seek to allocate land for specific uses or signal that planning applications would be approved for the types of development indicated.

The area visions and policies should not be read in isolation, they act as a guide for future development in the area, but proposals and allocations will be determined in line with the other policies in the Core Strategy.

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Area Vision and Policy for Whitworth, Facit & Shawforth

Background

The area known as Whitworth covers the entire length of the Whitworth Valley, an area of about seven square miles, with a population of about 7,500 people. It lies in the foothills of the South Pennines, lying between Bacup and Rochdale. It is a long, thin settlement, surrounded by countryside, some of which is designated as Green Belt. It is made up of the communities of Healey, Whitworth, Facit and Shawforth, all of which are linked by the A671.

The River Spodden rises near the village of Shawforth, and flows through Whitworth until its confluence with the River Roch, south of Rochdale. The River Spodden forms part of the catchment of the River Irwell. Although the river flows through the urban areas of Shawforth, Whitworth and Wallbank, the wider area drained by the River Spodden is predominantly rural in nature.

The twentieth century has seen improvements in the living conditions of Whitworth's population and in the amenities provided. Cramped terraces, which had been built quickly and densely to house the influx of workers in the cotton mills, have been replaced, modernised or renovated in both the public and private sector. Civic buildings have been erected and parks and open spaces provided. In April 1976, an area in and surrounding Healey Dell at the south end of the Valley became legally designated as a statutory local Nature Reserve, the only one in Rossendale.

Strengths, Opportunities and Key Issues

Issues	Strengths and Opportunities
<ul style="list-style-type: none">• Development constrained by surrounding topography and much of the countryside is designated as Green Belt.• The town is socially mixed, though this masks some significant deprivation issues (e.g. above average uptake of free school meals.)• Former mills are becoming unsuitable for modern manufacturing and are falling vacant and into disrepair, under pressure to be developed for non-employment uses.• Although the community spirit is strong, the town does not have a real centre, with key facilities spread out along its length including several small shopping parades and several informal comments have been made about creating a heart for the town. However, the retail offer is relatively good with independent shops as well as limited national operators.	<ul style="list-style-type: none">• Residents have access to a range of key services. (E.g. four primary schools, a secondary school, medical centre, hospital, swimming pool, library and a newly built community centre).• Leisure opportunities are available with good access to the countryside; Cowm Reservoir regularly hosts competitions for water related sports.• The settlement is served by a Quality Bus Corridor (the 464 bus), which links Rochdale to Accrington via the Borough's other key settlements of Bacup, Waterfoot, Rawtenstall and Haslingden. However, the main road is a single carriageway so improvements are limited.• There is a good mix of housing, and the town has several buildings of historical and architectural interest and contains a conservation area.

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Vision

To promote Whitworth as a prime location of choice to live and work, capitalising on the area's assets and facilities, and ensuring that Whitworth's leisure and tourism potential is sensitively realised to support the tourism offer available in the east of Rossendale.

AVP 6: Strategy for Whitworth, Facit and Shawforth

Within Whitworth, Facit and Shawforth it is proposed that:

- The centre of Whitworth will be consolidated (see map on page 80) which will serve the local community and attract some small scale additional shops, and other local facilities.
- Under-used and vacant land and buildings, particularly mill buildings and complexes (e.g. Facit, Albert and Orama mills), will be actively supported for alternative uses - preferably mixed-use, where they are no longer viable for their existing use.
- Most new residential, employment and office developments will take place as part of the redevelopment of existing employment sites which are proven to be no longer economically viable.
- Access to key services will be improved through the enhancement of existing pedestrian and cycle routes including the River Spodden, in addition to high quality public transport provision, creating safe, convenient and sustainable transport options between peoples home, work and key services.
- Proposals supporting recreation pursuits will be encouraged, including access and improvements to long distance routes, such as the Pennine Bridleway, cycleways and other routes linking the settlements to recreational opportunities (e.g. to the mountain bike trails at Lee Quarry). Proposals which support the Adrenaline Gateway will be encouraged. Supporting development such as cafes, parking and small scale overnight accommodation will be encouraged in appropriate locations.
- The area's landscape, heritage, ecological assets and leisure offer, (e.g. the leisure centre, open moorland, Cowm Reservoir, River Spodden and Healey Dell) will be conserved and enhanced through sensitive additional developments supporting tourism and encouraging leisure pursuits
- Current Greenbelt and urban boundaries will be maintained.

Do you agree with the strengths, opportunities and keys issues that have been identified for Whitworth, Facit & Shawforth? Are there any other issues, strengths or opportunities that should be taken into account? Do you agree with the vision? Are there any changes that you would make to the vision? Do you agree with the policy for Whitworth, Facit & Shawforth? Do you believe that it will address the key issues and build upon the areas strengths? Do you think the map clearly illustrates the area and visualises the aims of the vision and policy?

Strategic Objectives Met:	SO1 and SO2
Alternative	1. Promote Tourism with Significant Associated

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Options Explored:	<ul style="list-style-type: none"> Development 2. Promote Whitworth as a Prime Location of Choice to Live and Work 3. Minimal Development
Indicators	<ul style="list-style-type: none"> 1. Number of vacant business premises 2. Number of overnight visitor accommodation places 3. Improvements in public transport provision and cycle facilities
Targets	<ul style="list-style-type: none"> 1. Overall decrease in amount of vacant business premises 2. Increase in the provision of overnight accommodation
Delivery Agency(s)	Rossendale BC, Lancashire CC, Rochdale MBC, Developers, Local Businesses, Lancashire County Developments Ltd,
Implementation	Management of developer investment, redefinition of town centre boundaries, proactive management of planning applications and encouragement of reuse of derelict sites and buildings, negotiations with landowners, conservation area character appraisal and management plan, other appropriate plans and policies.
Monitoring & Review	<ul style="list-style-type: none"> 1. Annual Monitoring Report (AMR) 2. Planning application liaison 3. Planning application process

The maps identify broad areas of potential development and protection and have been informed by a series of assessments and studies. The maps do not seek to allocate land for specific uses or signal that planning applications would be approved for the types of development indicated.

The area visions and policies should not be read in isolation, they act as a guide for future development in the area, but proposals and allocations will be determined in line with the other policies in the Core Strategy.

Map/Illustration for Whitworth, Facit & Shawforth