

WATERFOOT

TOWN CENTRE MASTERPLAN

REPORT STRUCTURE/CONTENTS:

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RECORD OF PUBLIC CONSULTATION

NEXT STEPS



INTRODUCTION

FIRST AND FOREMOST:

- OUR DESIGN TEAM HAVE BEEN ROSSENDALE RESIDENTS OF 40+ YEARS
- WE ARE PASSIONATE ABOUT ROSSENDALE AND ITS FUTURE
- WE HAVE INTRINSIC LINKS TO THE LOCAL COMMUNITY

OUR BACKGROUND:

- PRACTICING IN URBAN DESIGN FOR 25 YEARS
- EXTENSIVE EXPERIENCE DELIVERING AWARD WINNING REGENERATION PROJECTS BOTH NATIONALLY AND INTERNATIONALLY
- OUR PRACTICE IS BASED IN RAWTENSTALL
- WE HAVE A PASSION FOR PROJECTS THAT BENEFIT THE LOCAL COMMUNITY AND CREATE SUSTAINABLE TOWNS FOR THE FUTURE

OUR APPROACH:

- TO ENGAGE WITH THE LOCAL COMMUNITY AT ALL STAGES
- TO IDENTIFY SHORT TERM PROJECTS THAT CAN HAPPEN QUICKLY
- TO CREATE A FLEXIBLE FRAMEWORK TO ALLOW IDEAS TO BE TESTED BEFORE IMPLEMENTATION
- TO PROPOSE MEDIUM AND LONGER TERM PROJECTS THAT REQUIRE PRIVATE INVESTMENT AND FUNDING TO COME FORWARD

BACKGROUND TO OUR APPOINTMENT:

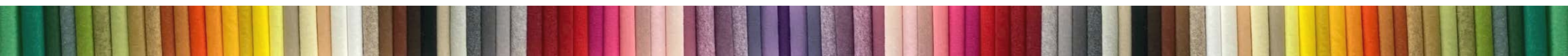
SQUAREYARD WERE APPOINTED IN MARCH 2024 BY ROSSENDALE BOROUGH COUNCIL (RBC) REGENERATION TEAM

PURPOSE OF THE MASTERPLAN:

- TO ENGAGE WITH THE LOCAL COMMUNITY ON SHAPING THE FUTURE OF WATERFOOT
- TO DEVELOP A LONG TERM VISION FOR THE REGENERATION OF WATERFOOT TOWN CENTRE
- TO PRESENT ASPIRATIONAL DESIGN CONCEPTS FOR FUTURE PROJECTS IN WATERFOOT
- TO PROVIDE IDEAS AND PLANS TO FACILITATE AND SUPPORT FUTURE FUNDING OPPORTUNITIES FOR EXPLORATION BY RBC
- TO ENGAGE WITH LOCAL BUSINESS AND LANDOWNERS TO ATTRACT PRIVATE INVESTMENT IN THE TOWN

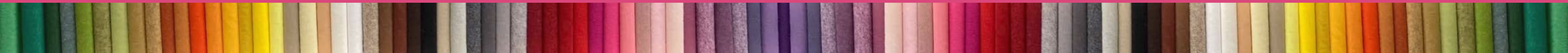


S Q U A R E Y A R D



SETTING THE SCENE

BRIEF ANALYSIS OF THE SITE CONTEXT



GEOGRAPHICAL CONTEXT

WHAT IS THE PARTICULAR ROLE OF WATERFOOT IN THE CONTEXT OF ROSSENDALE AND WIDER AREA?

The starting point for the Masterplan has been engaging with council officers, local communities and businesses to explore how Waterfoot may deliver economic, social, cultural and sustainable regeneration in the context of the wider Rossendale setting.

This has included understanding the emerging regeneration strategies and projects for Rawtenstall and Bacup.

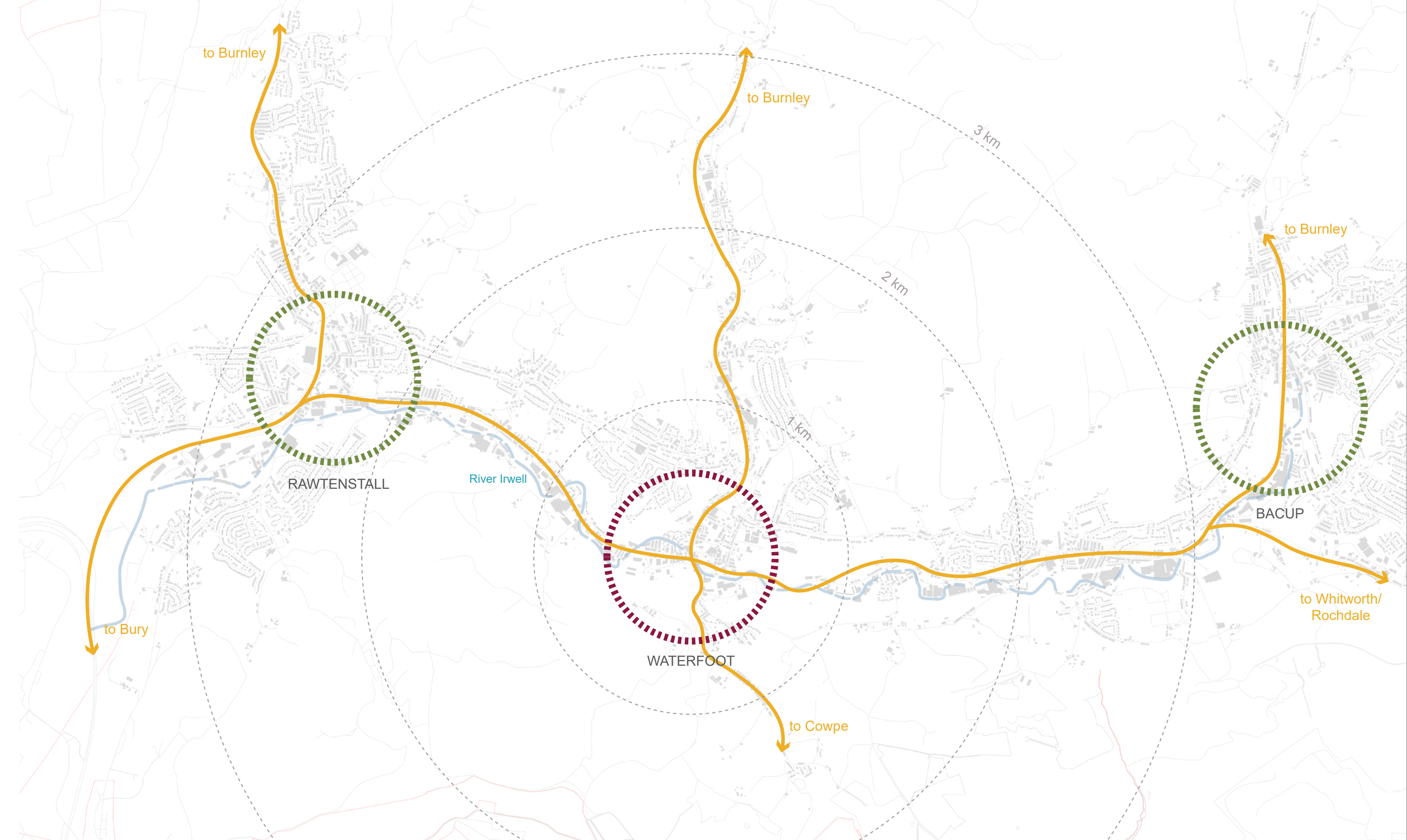
The Masterplan has also been informed by wider council policies and plans including the Lancashire Plan and Rossendale Local Plan, Corporate Strategy, Visitor Economy Strategy, and the Retail, Leisure and Tourism Study.

The Visitor Economy is identified as an important economic driver, given that Waterfoot benefits from good connectivity with a number of cities and towns within its catchment area.

The unique placemaking opportunities of Waterfoot include its compact high street and townscape core, its 'hidden' river corridor with easy public access, its historic civic, retail and mill buildings and its immediate access to the pathways connecting the surrounding recreational landscapes.

This Masterplan sets out the opportunity for Waterfoot to play a particular role as a visitor destination with a focus on arts/makers spaces, arcade shopping, family based events, and a variety of places to stay, recharge and refresh that are tailored to outdoor adventure and family groups.

Waterfoot's role in Rossendale will enable job creation and support local service improvements, enabling local communities and businesses to benefit from investment and regeneration.



PHYSICAL CONTEXT

Waterfoot has a rich heritage that is evident in the historic townscape, buildings and sense of place.

This sense of place is shaped by the unique landscape setting and environmental conditions that historically made Waterfoot the ideal place to produce fabrics and felt.

The growth of textile industries and businesses in this location has created a wonderful townscape collective of fine, ornate houses, a Victorian shopping arcade, a tapestry of interconnected streetscapes and riverside pathways, and impressive historic mills and storage warehouses.

These characteristics and features combine to create a distinct sense of place that is 'rooted in the landscape' with notable features including:

- **The High Street and Shopping Arcade**
- **The River Irwell with associated 'Little Venice', bridges, banks and walkways**
- **Distinctive stone buildings, ornate detailing and associated streetscapes**
- **The Glen Railway tunnels and associated walking/cycling pathways along the redundant railway line**
- **Large mills, warehouses and employment buildings**
- **Pathway connections to the Moors**

Many of these heritage and landscape assets are hidden, vacant or underused and in poor condition.

There is an opportunity to restore and repurpose these assets with a coordinated approach to public and private sector investment. A focus on improving community services and creating visitor destinations and events will attract new visitors/shoppers and create jobs.



HISTORICAL SITE CONTEXT

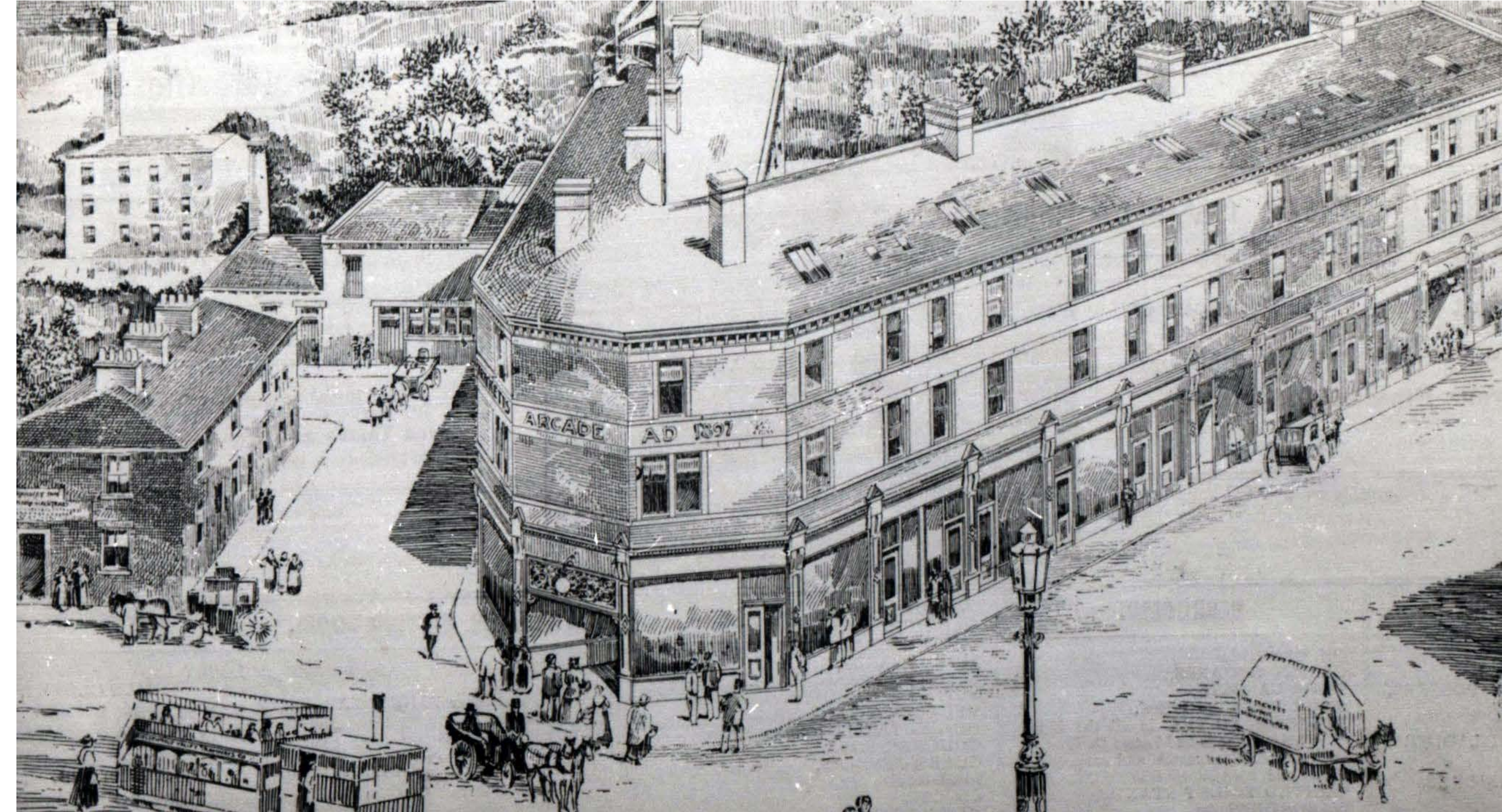
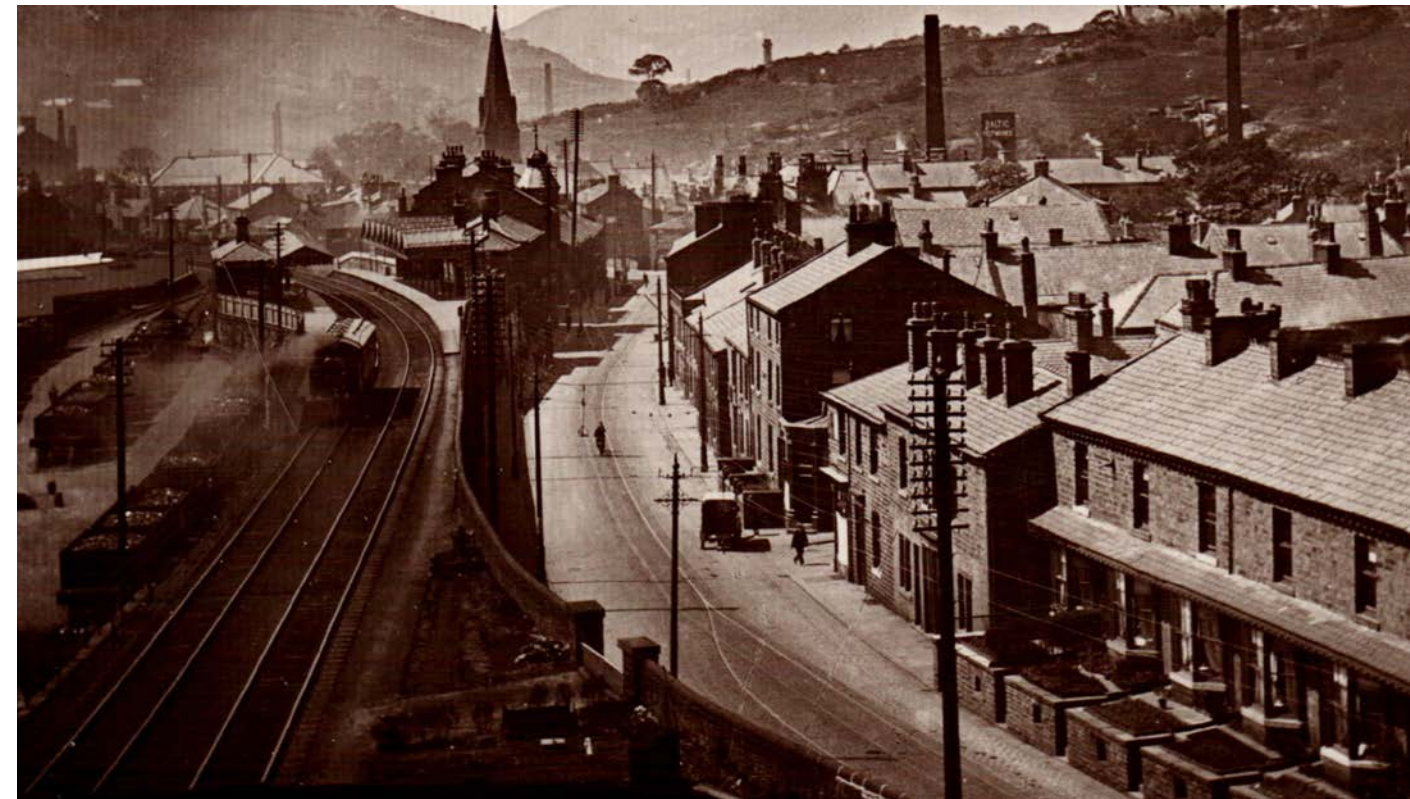
POTTED HISTORY

Waterfoot was originally known as 'The Waterfoot' which is the place where '2 rivers meet.' The area was largely uninhabited prior to the industrial revolution, with the population centred at that time on the ancient trade routes through Newchurch following the line of Newchurch Road and Booth Road. The arrival of the railway in 1848 saw rapid development in Waterfoot. The station was named 'Newchurch Station' as Waterfoot was an extension of Newchurch at that time. Only after the Post Office arrived in 1851 and was named 'Waterfoot Post Office' did the town unofficially get its name. It was not until 1881 that the station was renamed 'Waterfoot for Newchurch'.

'Cooperation' in Waterfoot in the 1860's ensured 'The Golden Valley' wealth was distributed more evenly than elsewhere in the rapidly expanding industrial towns of the North West, with many workers holding shares in the mills they worked in. The town is home to Gaghill's Mill bought by Henry "The Slipper King" Trickett in 1889. The mill quickly became the most prosperous in the valley and at one point was the largest slipper factory in the world producing 72,000 pairs a week. The workers were treated well. They benefited from profit sharing, sick pay and holiday clubs long before they became part of the industrial scene.

HOW HAS THIS INFLUENCED THE PRESENT/FUTURE

- The 20th century saw Waterfoot become a dormitory town for commuters from Manchester alongside the existing local employment base
- The Covid Pandemic brought about significant changes in how people travelled and valued access to the outdoors
- Waterfoot has a history of being in touch with a high quality landscape and the elements of health, wellbeing and shared prosperity
- The opportunity is to reconnect Waterfoot with its heritage and landscape setting by growing its role as a visitor experience and destination
- Ensuring that investment and regeneration support local communities, businesses and services is key to success



WATERFOOT TIMELINE

1830
THE WATERFOOT AREA WAS HOME TO THE MOST MILLS IN ROSSENDALE WITH OVER TWENTY WOOL AND COTTON MILLS

1800



1796
HAREHOLME MILL OPENED, ONE OF THE FIRST IN ROSSENDALE

1851
'WATERFOOT POST OFFICE' IS OPENED AND TOWN IS (UNOFFICIALLY) NAMED

1854
FELT WAS FIRST MADE IN ROSSENDALE

1874
THE FIRST SLIPPERS WERE PRODUCED AND SOLD IN WATERFOOT

1850



1848
NEWCHURCH STATION OPENED (RENAMED WATERFOOT FOR NEWCHURCH IN 1881)

1900
TRICKETT'S GAGHILL'S MILL GREW TO THE LARGEST PRODUCERS OF SLIPPERS IN THE WORLD PRODUCING 72,000 PAIRS A WEEK

1900



1899
TRICKETT'S ARCADE OPENED WITH 15,000 IN ATTENDANCE

1913
BRGS SCHOOL IS OPENED, AN EVOLUTION OF NEWCHURCH GRAMMAR SCHOOL FOUNDED IN 1701 AS THE FIRST SCHOOL IN ROSSENDALE

1950

1966
WATERFOOT TRAIN STATION CLOSED

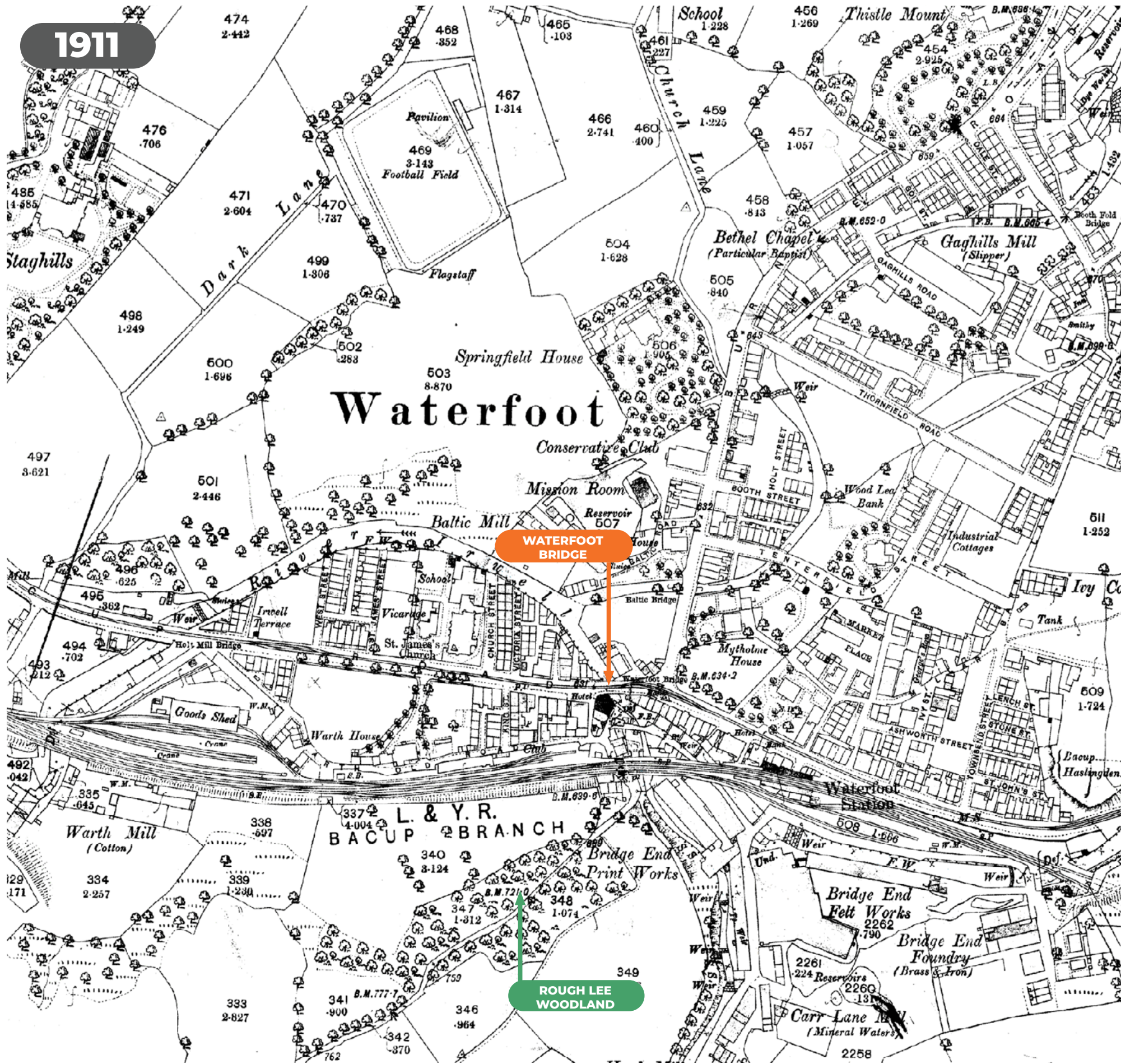
1978
HORSE AND BAMBOO THEATRE WAS FOUNDED

2000



2019
NEWCHURCH 1&2 TUNNELS REOPENED AS PART OF 'THE VALLEY OF STONE' BRIDLEWAY

HISTORICAL MAPS



CONTEXT TO LOCAL PLAN POLICY AND RBC EMERGING STRATEGIES

Overview

The Masterplan has been informed by wider Council Policies and Plans including the Lancashire Plan and Rossendale Local Plan, Corporate Strategy, Visitor Economy Strategy, and the Retail, Leisure and Tourism Study.

The recommendations that are relevant to Waterfoot and this Masterplan are summarised below.

Lancashire 2050 Strategic Plan

The Lancashire 2050 Strategic Plan focuses on eight key priorities:

1. Economic Growth: Fostering sustainable growth and developing strategic sites.
2. Transport: Enhancing networks and infrastructure.
3. Environment: Promoting clean energy, natural landscapes, and low-carbon targets.
4. Housing: Building quality homes and renewing old stock.
5. Education: Ensuring quality education from early years to adulthood.
6. Employment: Developing a skilled workforce.
7. Health: Improving public health and healthcare access.
8. Communities: Strengthening local services and quality of life.

The plan unites 15 councils, including Rossendale, to drive regional growth and collaboration, especially in housing, sustainability, and services.

Corporate Plan

Rossendale Borough Council's Corporate Plan 2021-2025 outlines four strategic priorities:

1. Thriving local economy: Focus on transforming town centres, attracting investment, boosting tourism, and supporting business recovery. This includes developing the M66 Growth Corridor and improving skills matching.
2. High quality environment: Maintain a clean and attractive borough while reducing carbon footprint. Key initiatives include creating Rossendale Forest, increasing recycling, and managing flood impact.
3. Healthy and proud communities: Increase quality housing, improve health and wellbeing services, enhance leisure facilities, and strengthen community safety.
4. Effective and efficient council: Improve governance, optimise asset management, implement digital strategies, and ensure financial sustainability.

Specific to Waterfoot, the plan aims to “reinvigorate the local business environment” as part of the economic strategy. Whilst not as prominently featured as other towns, this objective shows the council's intent to improve Waterfoot's business landscape.

Rossendale Local Plan

The key objectives of the adopted Rossendale Local Plan (2021) focus on sustainable growth across housing, economy, and environment:

1. Housing and Economic Growth: The plan aims to balance growth across Rossendale with a focus on providing housing and employment opportunities in key service centers like Rawtenstall and Bacup.
2. Visitor Economy: Enhancing the region's tourism offerings, promoting outdoor activities, improving accommodation, and creating day trip and weekend itineraries.
3. Environmental Protection: Preserving green infrastructure, enhancing biodiversity, and tackling climate change with a focus on sustainable design and reducing the carbon footprint.

Waterfoot is designated as an Urban Local Service Centre, meaning it is identified for smaller-scale growth and development, particularly around enhancing local transport connections, facilities, and supporting the cultural sector.

Climate Change Strategy

The strategy aims to make council activities net-zero carbon by 2030 and reduce carbon emissions across Rossendale. It focuses on four main areas:

1. Efficient Energy Consumption: Reduce council energy use by 50% by 2030 and increase renewable energy adoption.
2. Sustainable Transport: Convert council fleet to electric, improve cycling and walking infrastructure, and promote sustainable travel.
3. Waste and Environment: Increase recycling rates to 45% by 2025, reduce waste streams, increase tree cover, and enhance biodiversity.
4. Partnership Working: Collaborate with businesses, schools, and community organisations to drive change.

Key initiatives include installing electric vehicle charging points, promoting energy-saving measures, expanding recycling services, and implementing tree planting schemes. The strategy emphasises the importance of community involvement and provides case studies of successful projects, such as solar panel installation and cycleway development.

Overall, the council aims to lead by example while encouraging widespread participation in reducing Rossendale's carbon footprint.

Retail, Leisure and Tourism Study (2017)

The key objectives of the Rossendale Town Centre, Retail, Leisure, and Tourism Study revolve around supporting and enhancing local centres like Waterfoot by improving retail services, reducing vacancies, and addressing specific needs. The study recommends:

1. Supporting the role of local centres: Waterfoot is identified as a local centre, which plays a key role in providing convenience goods and retail services for local residents. There is an emphasis on its convenience goods offer, which is above the national average, but a concern about elevated vacancy rates and the need for shopfront improvements.
2. Enhancing leisure services: Waterfoot's two theatres (Horse & Bamboo and New Millennium Theatre) are highlighted as significant local attractions, contributing to its leisure service offer. However, the lack of complementary evening economy services such as restaurants and public houses is noted as an area for improvement.

3. Addressing vacancies: There is a specific recommendation to address the high vacancy rates in Waterfoot, particularly in key areas like the junction of Bacup Road and Bury Road East. Potential shopfront improvements and efforts to convert vacant units into alternative uses, such as residential dwellings, are considered to help tackle this issue.

Waterfoot ties into these objectives by being recognised as an important local centre that requires targeted interventions to reduce vacancies, improve its leisure service offerings, and ensure its continued role in serving local residents.

Visitor Economy Strategy

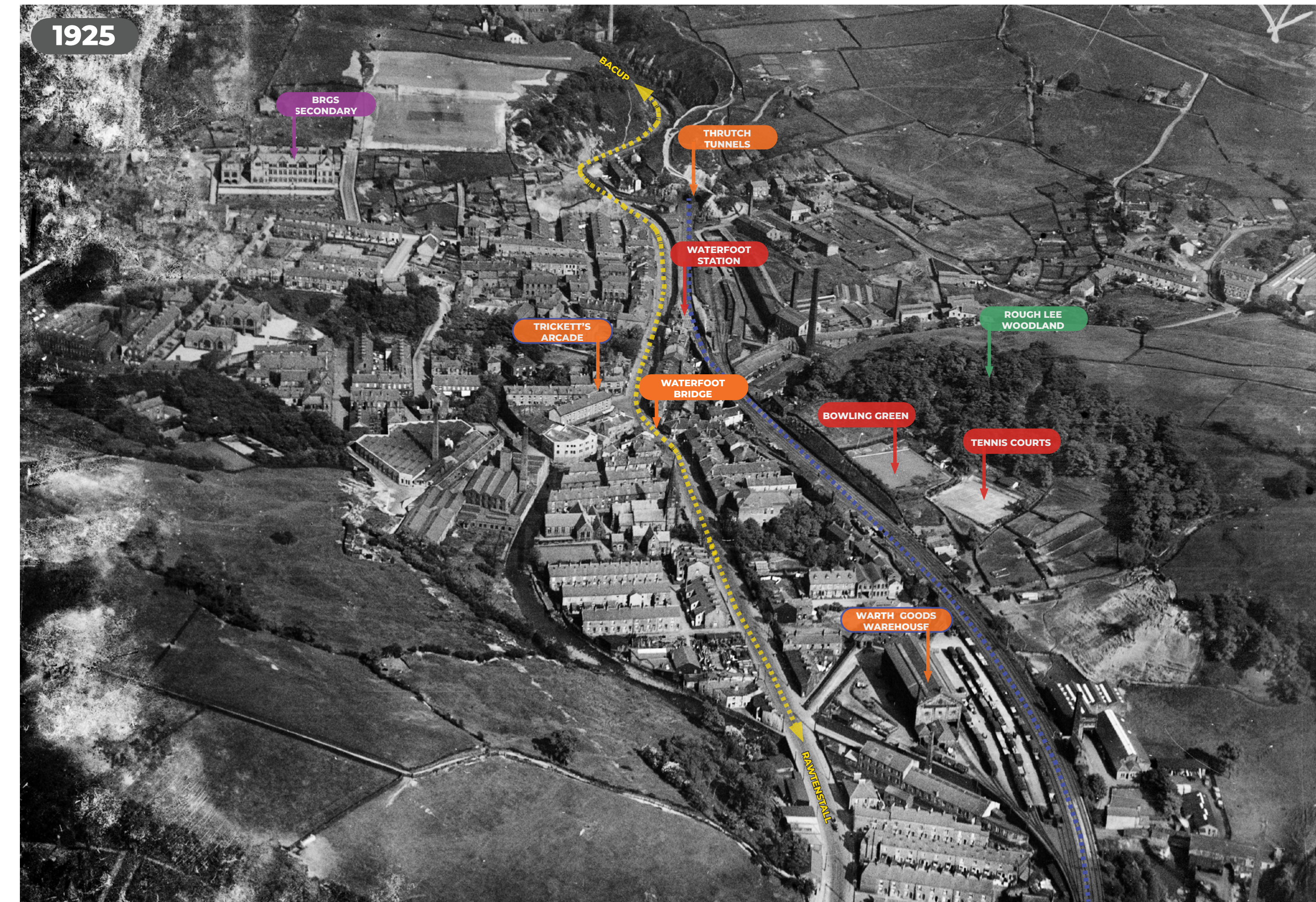
The Visitor Economy Strategy for Rossendale (2020-2030) aims to boost tourism by enhancing outdoor, cultural, and lifestyle offerings, targeting a £78 million economic impact and 2 million visitors. Key areas include marketing, outdoor activities, accommodation, and creative sector growth.

Waterfoot supports these objectives through creative events like Waterfoot Wakes, cultural venues like Horse + Bamboo, enhancing outdoor trails, and developing Waterfoot Arcade with a tourism focus. The town is integral to promoting local arts and packaging cultural itineraries.

STRENGTHS

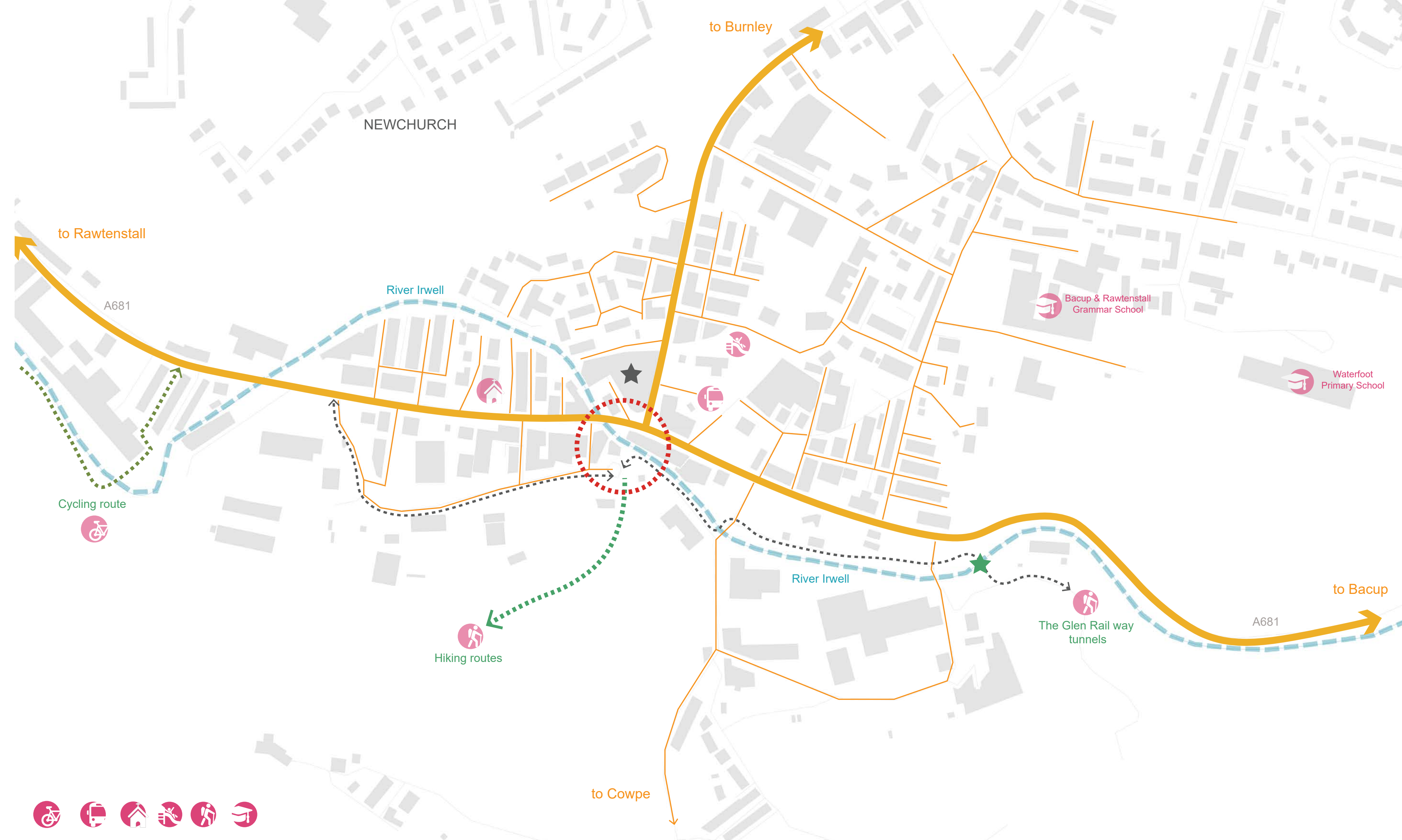
- ▶ STRONG COMMUNITY
- ▶ ATTRACTIVE TOWNSCAPE AND HISTORIC BUILDINGS
- ▶ RICH CULTURAL HERITAGE
- ▶ THRIVING ARTS AND CREATIVE COMMUNITY
- ▶ EXISTING SUCCESSFUL EVENTS CALENDAR
- ▶ STRONG HISTORY OF COMMUNITY SPIRIT
- ▶ QUALITY OF THE BUILT ENVIRONMENT
- ▶ ENTREPRENEURIAL SPIRIT

PHOTOS FROM WATERFOOT WAKES FESTIVAL:

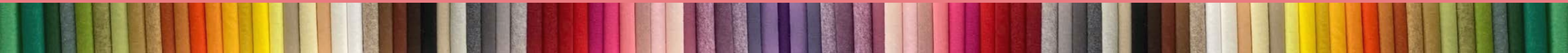


OPPORTUNITIES

- ▶ HIGH STREET AND VICTORIAN ARCADE
- ▶ ACCESS TO THE RIVERSIDE
- ▶ PEDESTRIAN ENVIRONMENT AND CIVIC SPACE
- ▶ WEALTH OF UNDERUSED BUILDINGS
- ▶ CONNECTIONS TO THE OPEN COUNTRYSIDE
- ▶ LINKS TO NATIONAL TRAILS



AIMS OF THE MASTERPLAN

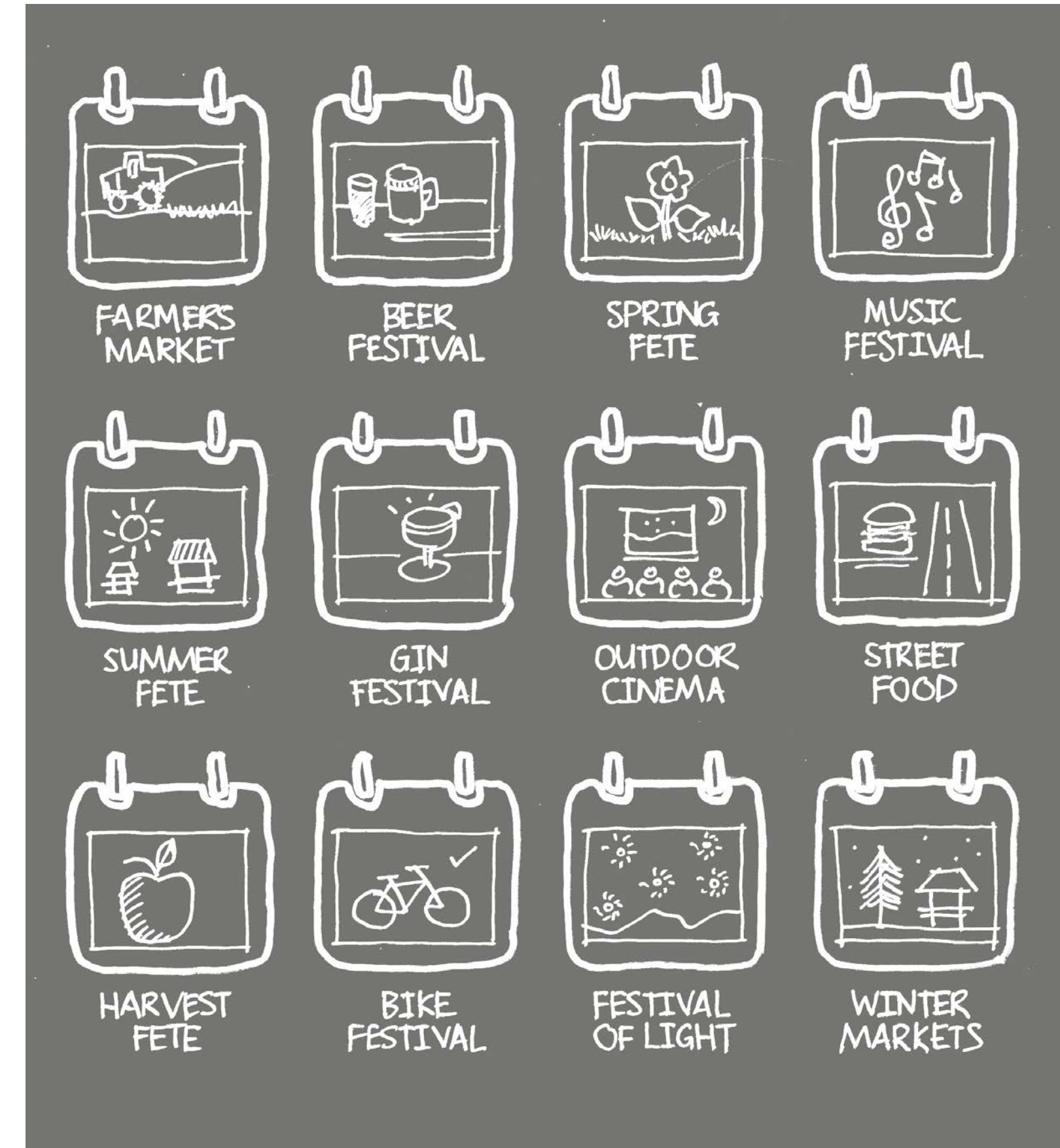
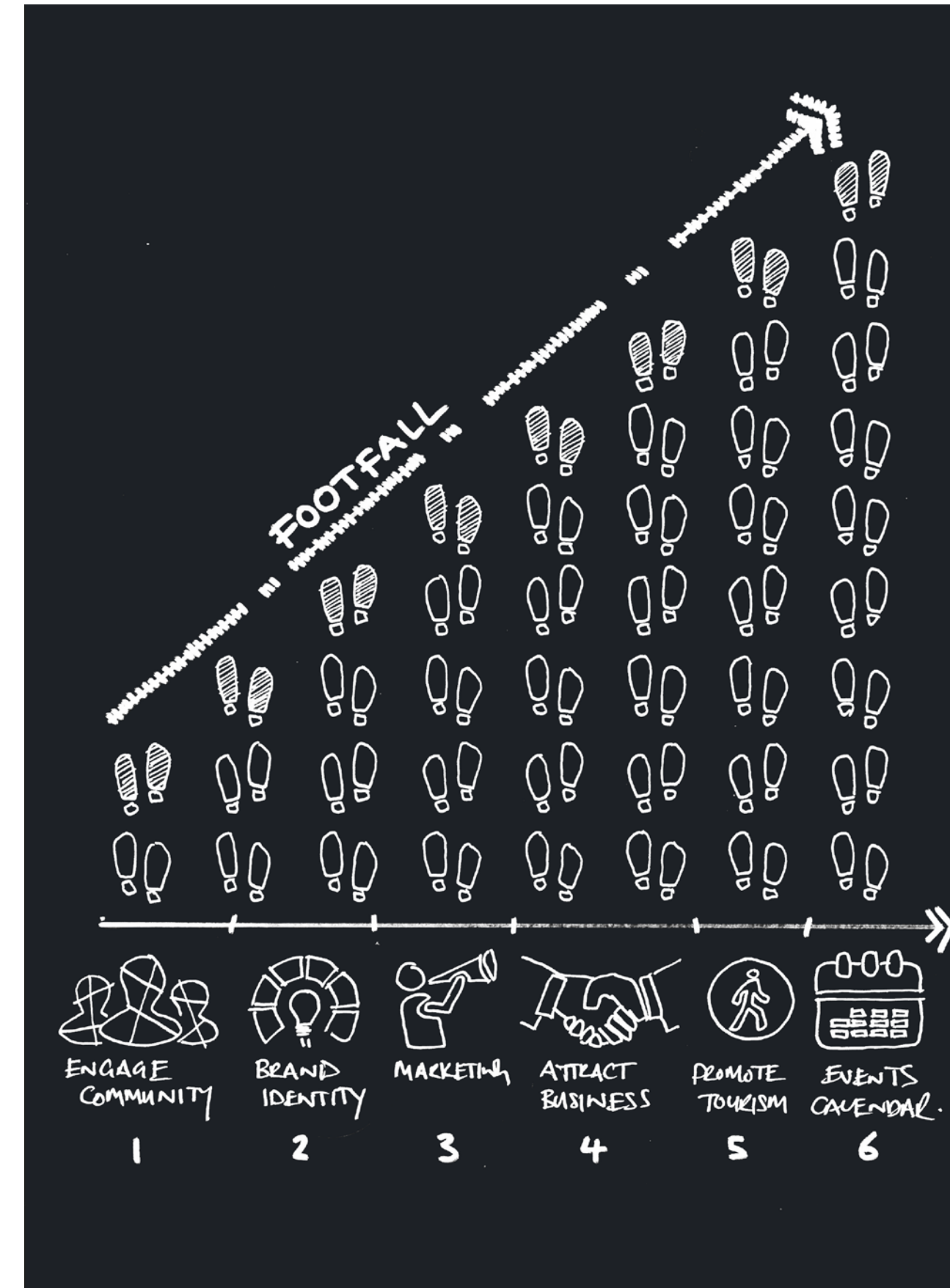


OBJECTIVES OF THE MASTERPLAN

- ▶ DEVELOP A SEASONAL EVENTS CALENDAR TO DRAW VISITORS
- ▶ RESTORE THE VICTORIAN ARCADE
- ▶ INCREASE FOOTFALL ACROSS THE TOWN TO ATTRACT NEW BUSINESS
- ▶ CREATE A NEW CIVIC HEART TO THE TOWN
- ▶ ENHANCE CONNECTIONS TO THE COUNTRYSIDE AND NATIONAL TRAILS
- ▶ DEVELOP A STRONG AND VARIED VISITOR ECONOMY
- ▶ DEVELOP VISITOR ACCOMMODATION STRATEGY TO HOLD VISITORS LONGER
- ▶ IMPROVE THE STREET SCENE AND PEDESTRIAN ENVIRONMENT
- ▶ REDUCE TRAFFIC SPEED TO THE CORE AREA
- ▶ ENHANCE RETAIL MIX OFFER AND NIGHT TIME ECONOMY
- ▶ DELIVER IMMEDIATE CHANGE TO BUILD MOMENTUM
- ▶ CREATE COORDINATED PUBLIC AND PRIVATE SECTOR INVESTMENT OPPORTUNITIES

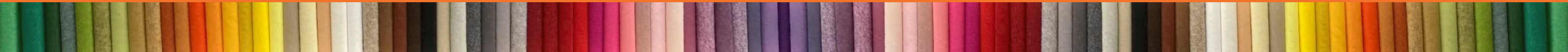
VISION STATEMENT

“A PLACE TO RELAX AND UNWIND, A PLACE FOR ADVENTURE, A PLACE FOR ARTS AND CULTURE TO THRIVE, A PLACE FOR ALL”



SPATIAL MASTERPLAN

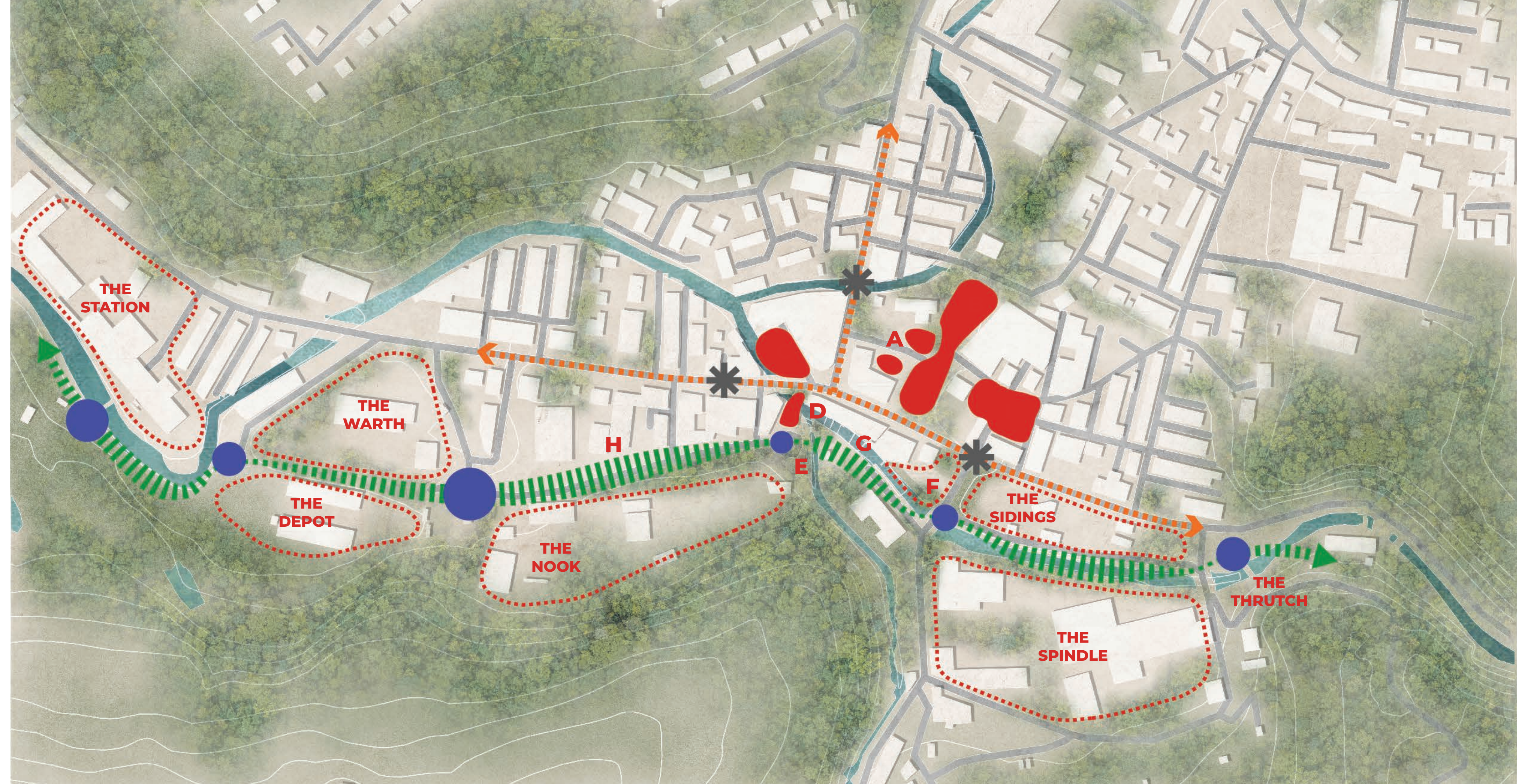
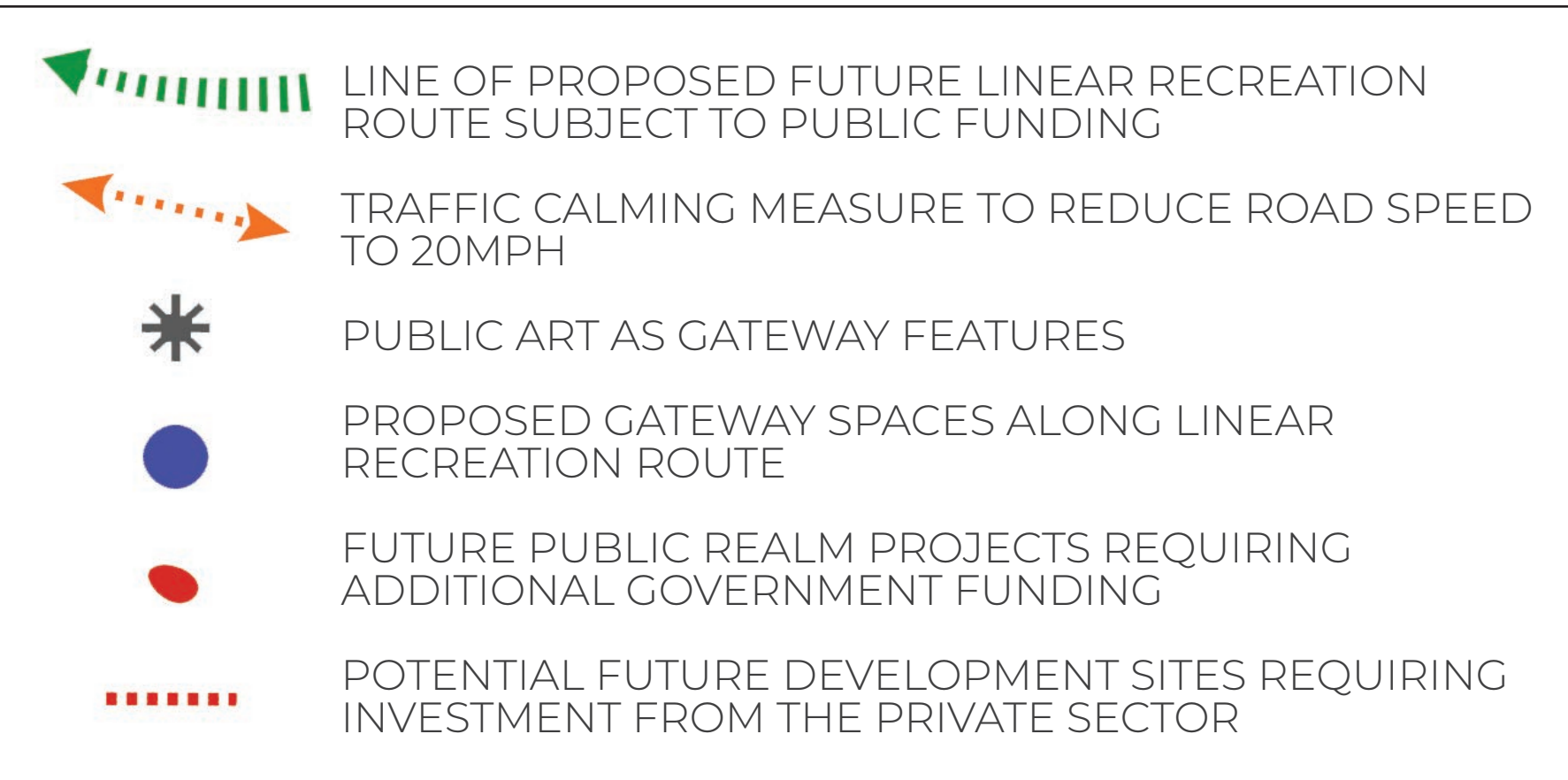
POTENTIAL DEVELOPMENT SITES AND OPPORTUNITIES FOR FUTURE PROJECTS



FUTURE PROJECT OPPORTUNITIES

(PLACE NAMES ARE SUGGESTED)

- A. MYTHOLME PLACE
- B. MYTHOLME GARDENS
- C. VICTORIA SQUARE
- D. THE TOLL BRIDGE
- E. TRICKETT'S PLACE
- F. ROYAL GREEN
- G. LITTLE VENICE
- H. THE OLD RAIL LINE
- I. COTTON SQUARE



FUTURE PROJECT OPPORTUNITIES (PLACE NAMES ARE SUGGESTED)

VICTORIA SQUARE

Victoria Parade forms part of this area. Trickett's Arcade which also fronts the square is built in the shape of a 'V' to honour Queen Victoria.



THE SIDINGS

This area which is close to the now demolished train station was previously railway sidings and coal storage to fuel the steam trains.



THE OLD RAIL LINE

This area runs parallel to the Rawtenstall to Bacup train line which was opened in the mid 1800's and dismantled in the 1960's.



THE WARTH

The site of the former Warth railway goods warehouse with associated railway sidings.



DEVELOPMENT SITE OPPORTUNITIES (PLACE NAMES ARE SUGGESTED)

MYTHOLME PLACE/GARDENS

Former site of Mytholme manor house and gardens. It is the present site of Mytholme Play Park.



THE TOLL BRIDGE

This area is close to the site of the original toll that serviced the road between Bacup and Rawtenstall.



LITTLE VENICE

A local nickname for the area of the Irwell in the centre of Waterfoot. The name was given due to the bridges spanning the river to access the rear of the buildings on Bacup Road.



TRICKETT'S PLACE

Named after the entrepreneur Henry 'The Slipper King' Trickett.



IMMEDIATE OPPORTUNITIES

External funding has been secured to support the following projects:

Project 1: Artist Comissions

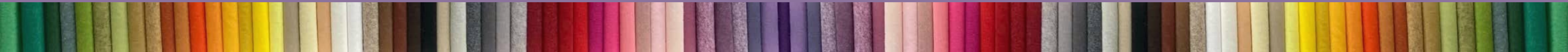
Allocated Capital Cost £50K

Project 2: Enhancements to 'Trickett's Arcade'

Allocated Capital Cost £100K

Project 3: Provision of a Temporary Events Space in Mytholme Gardens

Allocated Capital Cost £100K



PROJECT 1: ARTIST COMMISSIONS

This project will commission a package of locally led art installations and locally designed and manufactured signage for Waterfoot. The art commissions will include murals, sculptures and street art. The signage will include a “Welcome to Waterfoot” gateway sign and directional signage to key routes/point of interest.

The arts and signage package will aim to:

- ▶ **DEVELOP A BRAND IDENTITY FOR THE TOWN**
- ▶ **DRAW FOOTFALL TO ARTS TRAILS AND ART LED EVENTS**
- ▶ **HIGHLIGHT KEY GATEWAYS**
- ▶ **SIGNPOST KEY FACILITIES/ATTRACTIONS/POINTS OF INTEREST**
- ▶ **IMPROVE LINKS TO THE WIDER COUNTRYSIDE AND TRAILS**
- ▶ **DIRECT PEOPLE ON WIDER TRAILS INTO THE TOWN**
- ▶ **CREATE WALKING ROUTES AROUND THE TOWN**
- ▶ **MAKE THE PUBLIC REALM MORE LEGIBLE**
- ▶ **IMPROVE STREET FURNITURE**



PROJECT 2: UPGRADES TO 'TRICKETT'S' ARCADE

The project will initially commission capital fit out of a "hub facility" within one of the empty units in the the Arcade. The hub will have an entrepreneurial and arts focus. This will include a programme of community groups and artist led workshops to enliven the street frontage and draw footfall.

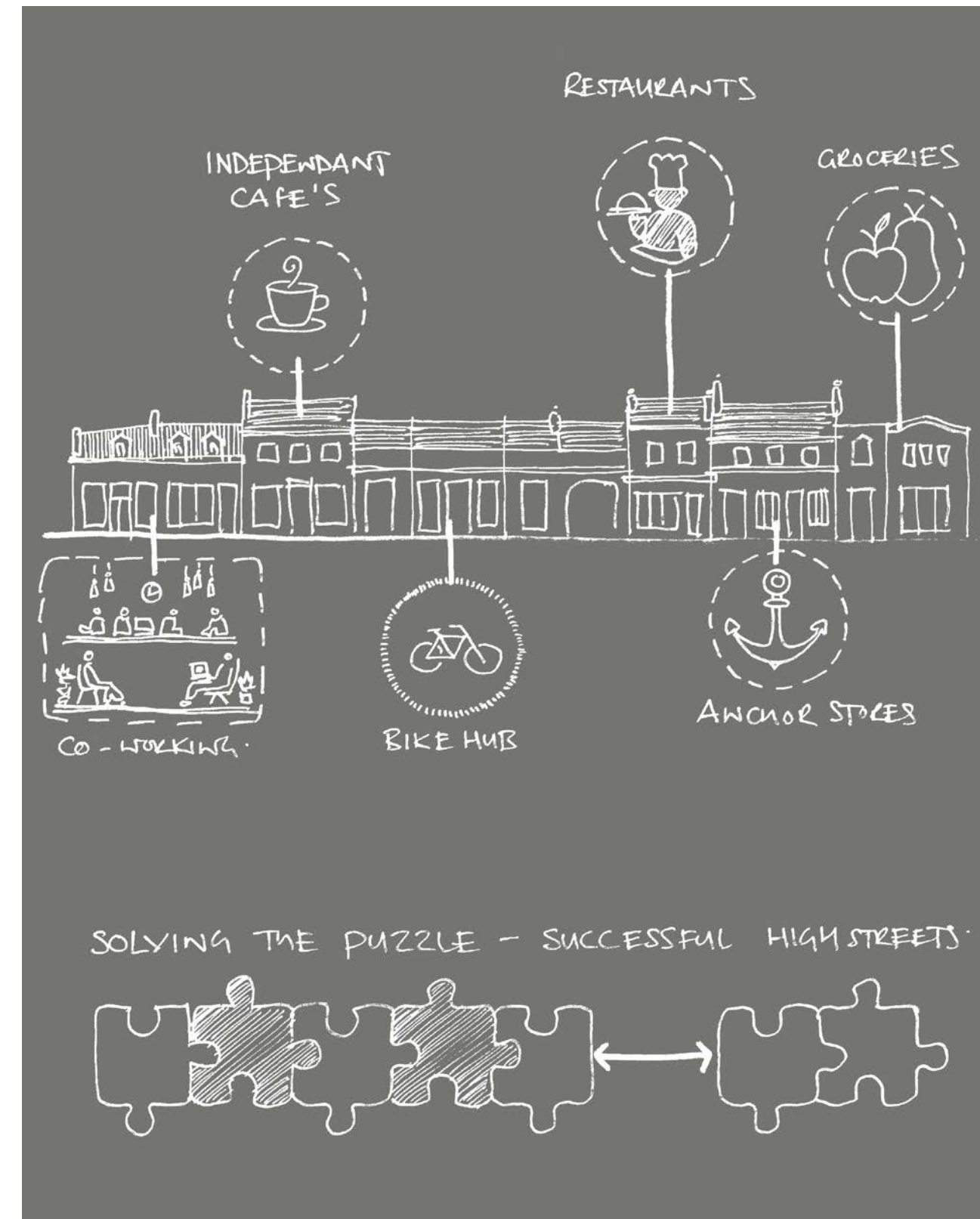
The project will aim to:

- ▶ SET AN EXAMPLE FOR FUTURE SHOP FIT OUTS
- ▶ ALLOW PUBLIC TO ENGAGE WITH CENTRAL ARCADE
- ▶ ENLIVEN THE STREET FRONTAGE AND DRAW FOOTFALL
- ▶ CREATE A SPACE FOR IDEAS TO DEVELOP
- ▶ OPEN UP FUNDING STREAMS FOR DEVELOPMENT

EXISTING INTERNAL ARCADE:



POTENTIAL FUTURE BUSINESS MIX:



CURRENT FRONTAGE:



PRECEDENT FOR PROPOSED UPGRADES:

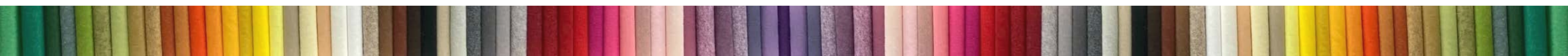


PROJECT 3: PROPOSED TEMPORARY EVENTS SPACE IN MYTHOLME GARDENS

The project will commission the design and provision of a dedicated events space on the former entrance adjacent to Mytholme Play Area. The space will be activated by a temporary hub building, performance stage and public artwork along with sufficient open space to hold events throughout the year:

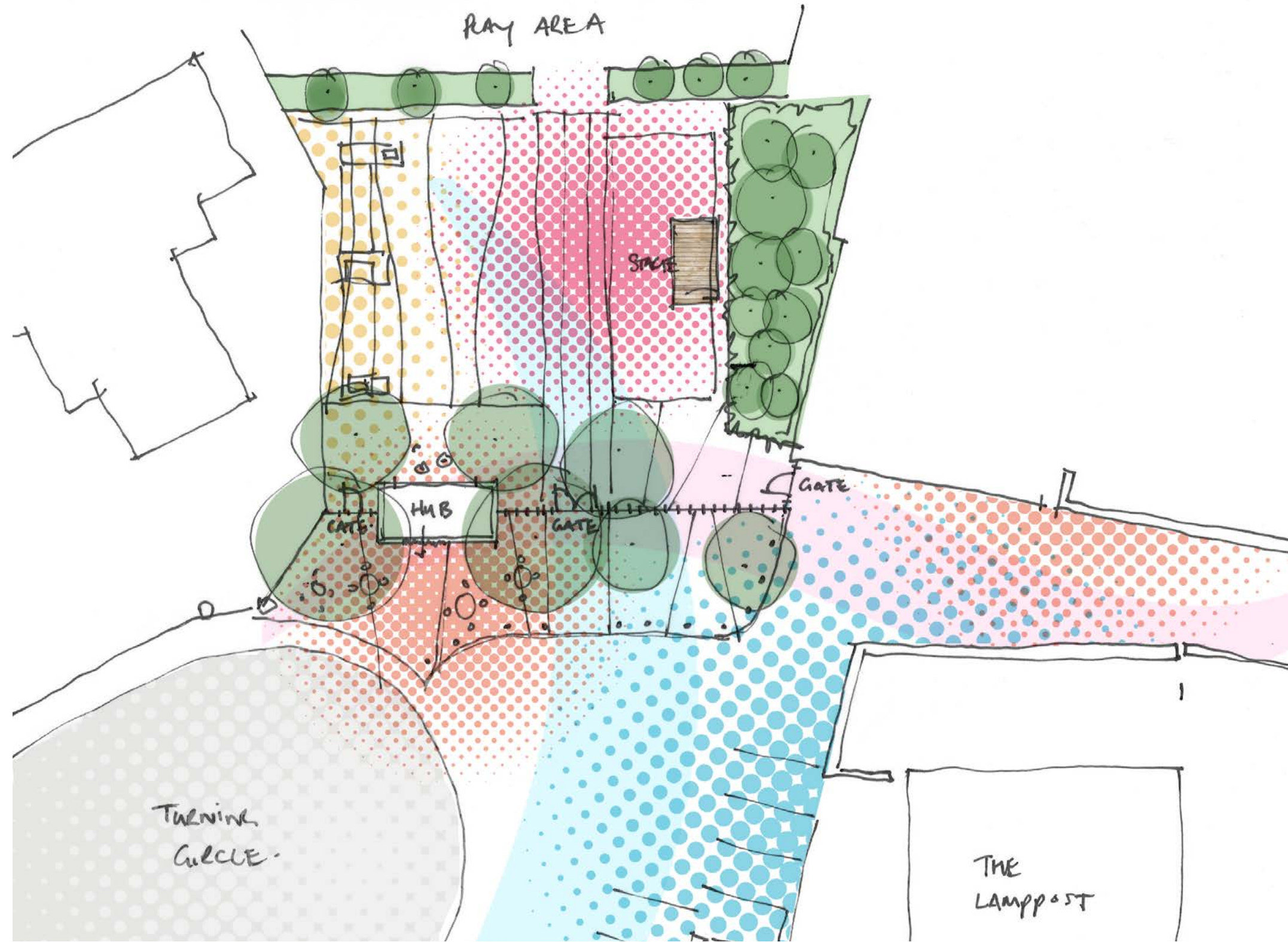
The project will aim to:

- ▶ CREATE SPACE TO HOST EVENTS
- ▶ GENERATE FOOTFALL TO WATERFOOT
- ▶ TEST EVENTS AND BUSINESS IDEAS
- ▶ PROVIDE AN ANCHOR FOR THE PLAY AREA
- ▶ CREATE A HUB FOR SHARING IDEAS
- ▶ IMPROVE NATURAL SURVEILLANCE OF THE SPACE



PROJECT 3: EARLY CONCEPT DESIGNS

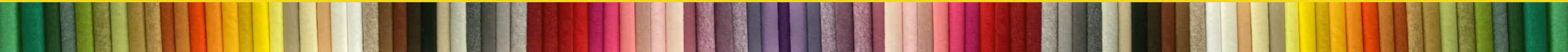
PRELIMINARY SKETCH DESIGN::



ASPIRATIONAL PHOTOMONTAGE::

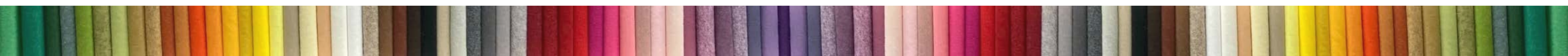
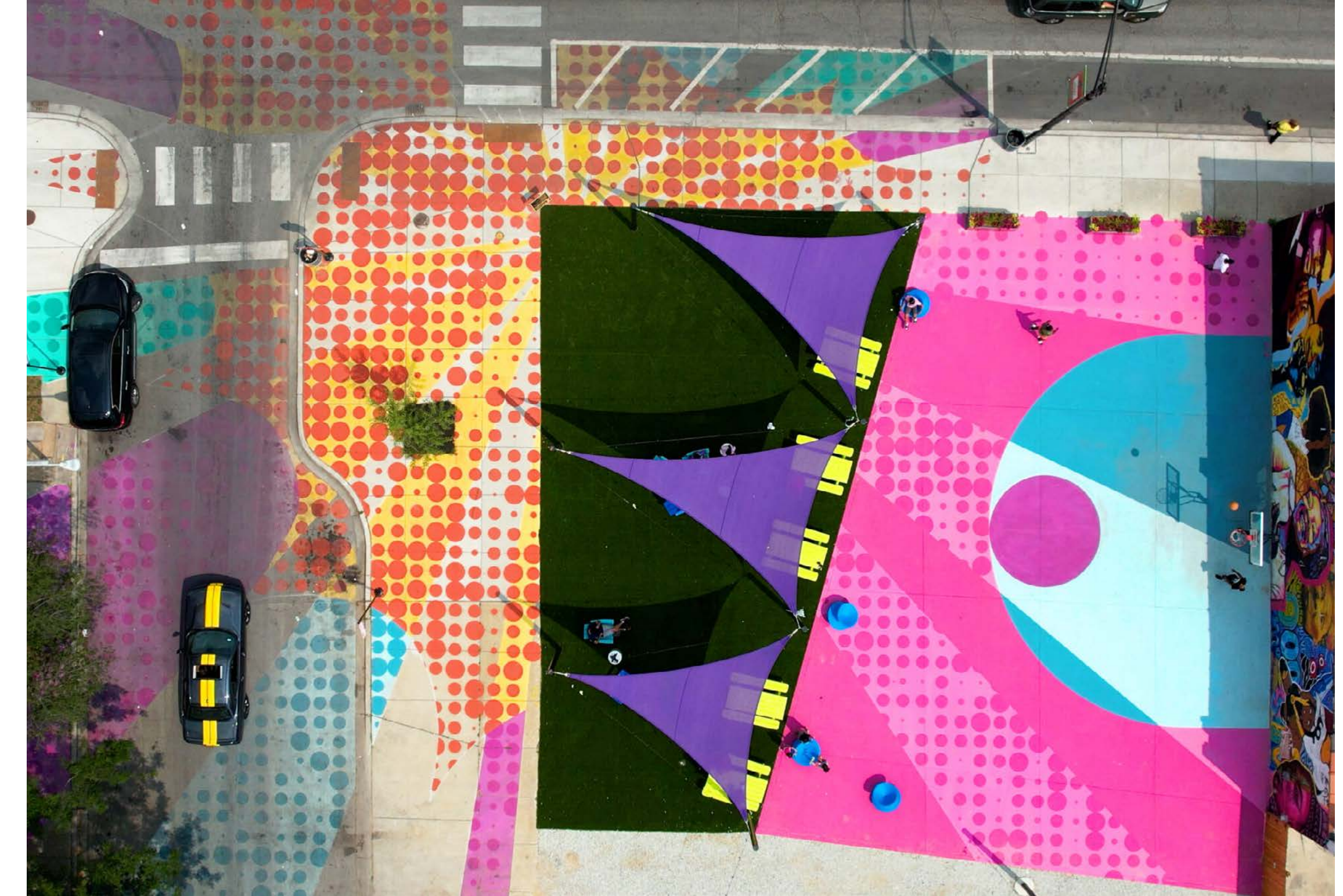
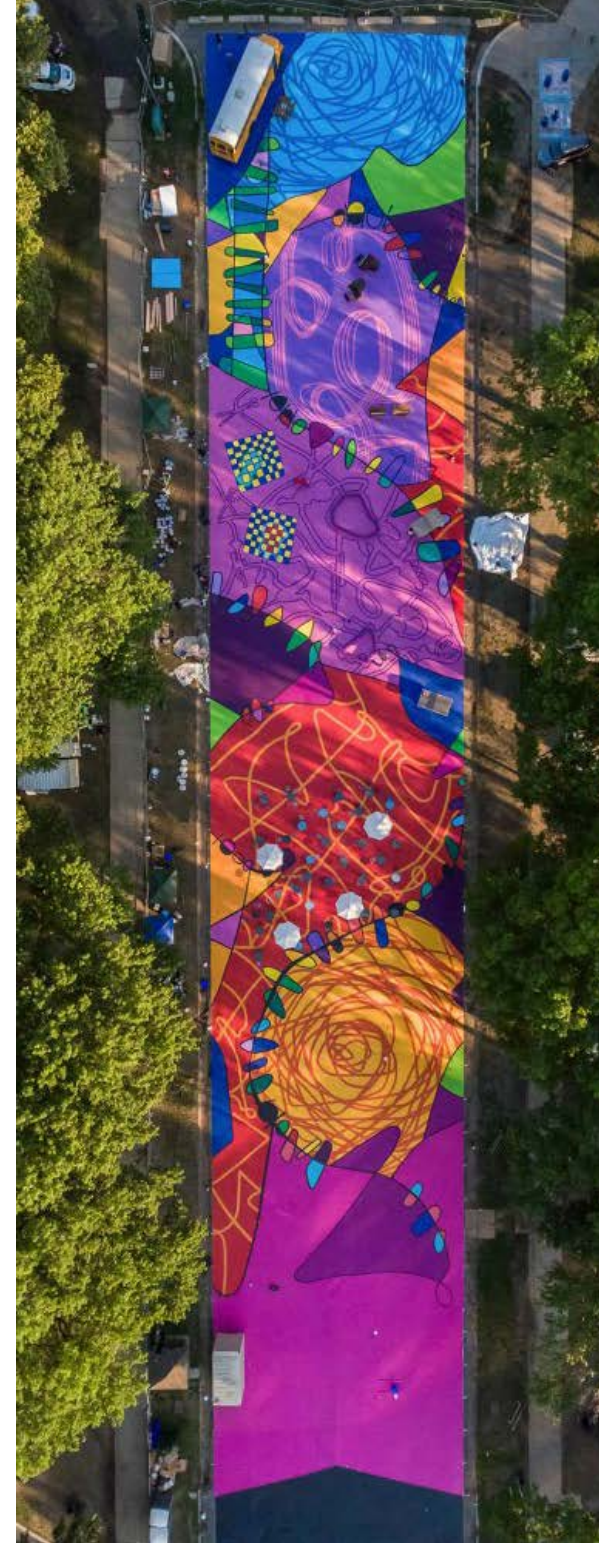


SHORT TERM/TEMPORARY INTERVENTIONS TO BE IMPLEMENTED AS ARTIST/COMMUNITY LED PROJECTS



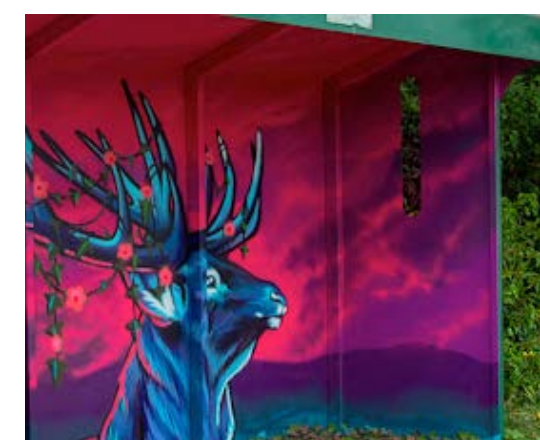
STREET ART

- ▶ TEST INFRASTRUCTURE CHANGES
- ▶ HIGHLIGHT CROSSING POINTS
- ▶ SLOW TRAFFIC SPEEDS
- ▶ CREATE INTEREST ALONG MAIN ROAD
- ▶ DEFINE POCKETS OF OPEN SPACE



STREET FURNITURE ART

- ▶ IMPROVE STREETSCENE
- ▶ CREATE ARTS TRAIL AROUND TOWN
- ▶ LINK TO CREATIVE EVENTS
- ▶ GENERATE FOOTFALL
- ▶ DRAW WIDER INTEREST
- ▶ DEPICT LOCAL HISTORY



FACADE ART

- ▶ HIGHLIGHT GATEWAYS
- ▶ ENHANCE POOR FAÇADES
- ▶ PROVIDE A REASON TO STOP
- ▶ HIGHLIGHT LOCAL HISTORY



SEASONAL INTERVENTIONS

TO BE IMPLEMENTED IN THE EVENTS SPACE AND ACROSS THE TOWN



ILLUMINATED ART INTERVENTIONS/EVENTS

- ▶ ENHANCE SEASONAL CALENDAR
- ▶ HIGHLIGHT ARCHITECTURAL FEATURES
- ▶ ENHANCE ELR TUNNEL ENVIRONMENT
- ▶ GENERATE FOOTFALL
- ▶ ATTRACT A WIDER AUDIENCE
- ▶ SUPPORT NIGHT TIME ECONOMY



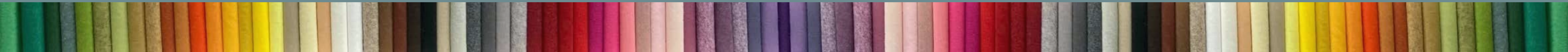
COMMUNITY EVENTS

- ▶ EXTEND EXISTING EVENTS CALENDAR
- ▶ EXTEND RANGE OF OFFER
- ▶ GENERATE ANNUAL PROGRAMME
- ▶ DRAW A WIDER AUDIENCE
- ▶ FOOD/MUSIC/ART/CULTURE/MAKERS
- ▶ TEST FUTURE DEVELOPMENT IDEAS



MEDIUM TO LONG TERM INTERVENTIONS

REQUIRING ADDITIONAL PUBLIC FUNDING



'MYTHOLME PLACE' - PLAZA DESIGN PRECEDENTS FOR THE NEW CIVIC HEART

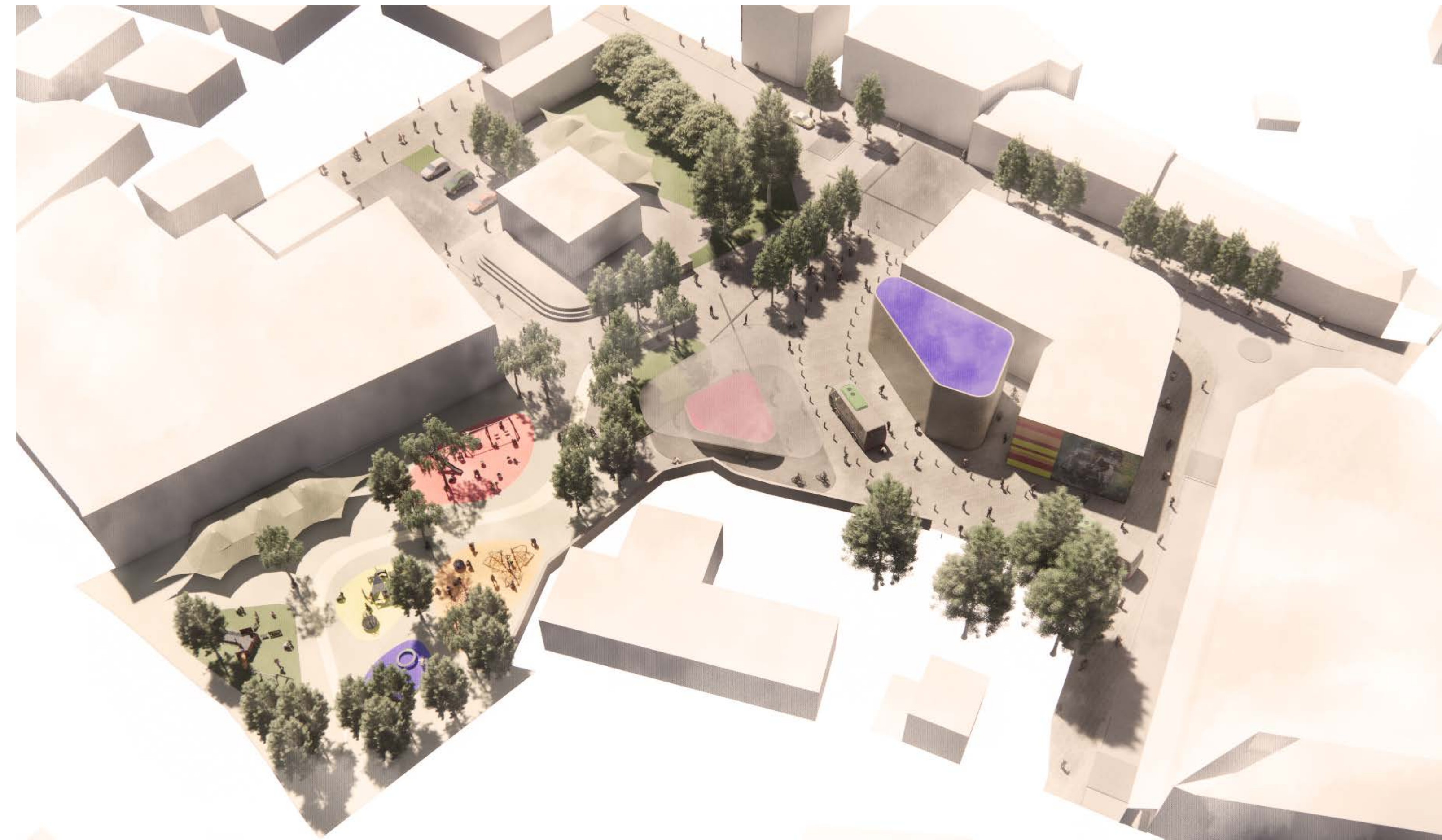
The opportunity exists to reconfigure the existing underutilised bus turning circle to create a new plaza space with associated development blocks.

The project would aim to:

- ▶ REWORK THE BUS TURNING CIRCLE
- ▶ CREATE SPACE FOR EVENTS
- ▶ CREATE A NEW CIVIC HEART
- ▶ CREATE NEW PAVILION AS AN ANCHOR
- ▶ INCLUDE A STATE OF THE ART PLAY AREA
- ▶ CREATE A SAFE PLACE FOR FAMILIES
- ▶ LINK WITH PUBLIC TRANSPORT ROUTES



EARLY CONCEPTS - MYTHOLME PLACE AND GARDENS



EARLY CONCEPTS - MYTHOLME PLACE AND GARDENS



PROPOSED LINEAR RECREATION CORRIDOR

The opportunity is to create a new linear recreation corridor along the underutilised river corridor and disused railway line. This will strengthen links to the wider network of paths and bridge the existing gap in the 'Valley Of Stone Trail'

This will be developed as a series of interlinked projects and interventions suggested to be named as follows:

- ▶ The Old Rail Line
- ▶ Little Venice
- ▶ The Toll Bridge

The projects will create:

- ▶ INTERVENTIONS WITH THE RIVER
- ▶ A NEW ROUTE FOR RECREATION
- ▶ SPACE AWAY FROM THE ROAD
- ▶ GREEN SPACE WITH POCKET PARKS
- ▶ ENHANCES BACK OF HOUSE SPACE
- ▶ SAFE PLACE TO RIDE/WALK/RUN
- ▶ PLAY ALONG THE WAY AREAS
- ▶ BETTER CONNECTION TO TOWN



EARLY CONCEPTS 'THE OLD RAIL LINE' - LINEAR RECREATION ROUTE



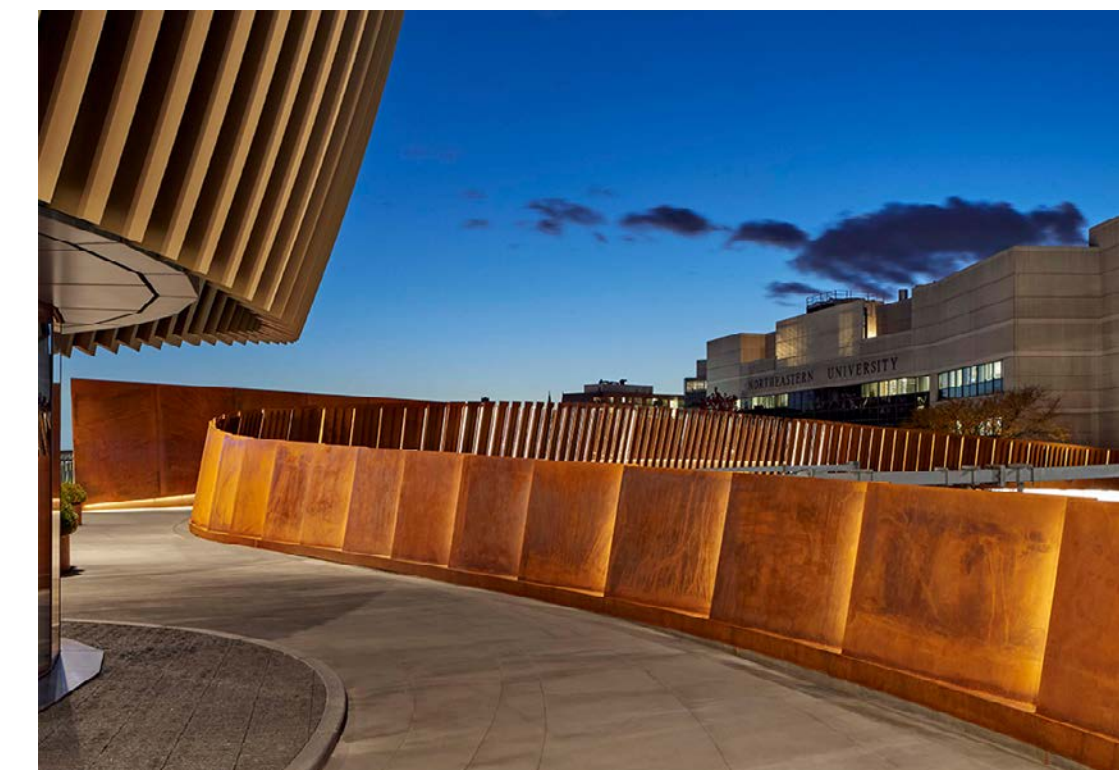
EARLY CONCEPTS 'LITTLE VENICE' - RIVERSIDE PARK



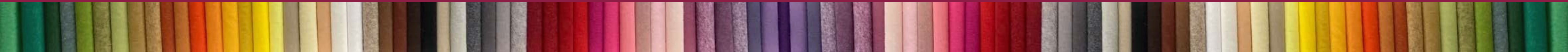
EARLY CONCEPTS 'LITTLE VENICE' - RIVERSIDE PARK



EARLY CONCEPTS 'THE TOLL BRIDGE' NEW CONNECTION TO RIVERSIDE PARK



MEDIUM TO LONG TERM INTERVENTIONS REQUIRING INVESTMENT FROM THE PRIVATE SECTOR



‘THE WARTH’ RURAL ACTIVITIES HUB AND EVENTS VENUE (UTILISING EXISTING HERITAGE BUILDINGS)

The opportunity is to create a mixed-use, leisure-led development to strengthen the role of Waterfoot as a visitor destination.

The conversion of the existing mill and the repurposing of the site is supported to attract leisure-led and enabling uses to include (but not limited) to:

- ▶ CYCLE HUB
- ▶ GYM
- ▶ TREATMENT ROOMS
- ▶ LIDO
- ▶ CINEMA
- ▶ EATERY
- ▶ HOTEL AND VISITOR ACCOMMODATION
- ▶ EVENTS VENUE
- ▶ ENABLING USES (INCLUDING NEW HOMES)

The plan will involve engagement with existing businesses/landowners to identify employment sites in the locality that are better suited to industrial/plant movement operations to ensure local jobs are retained. This will allow the site to be released for development into the leisure led scheme.



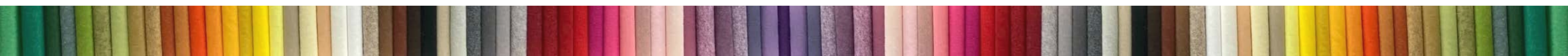
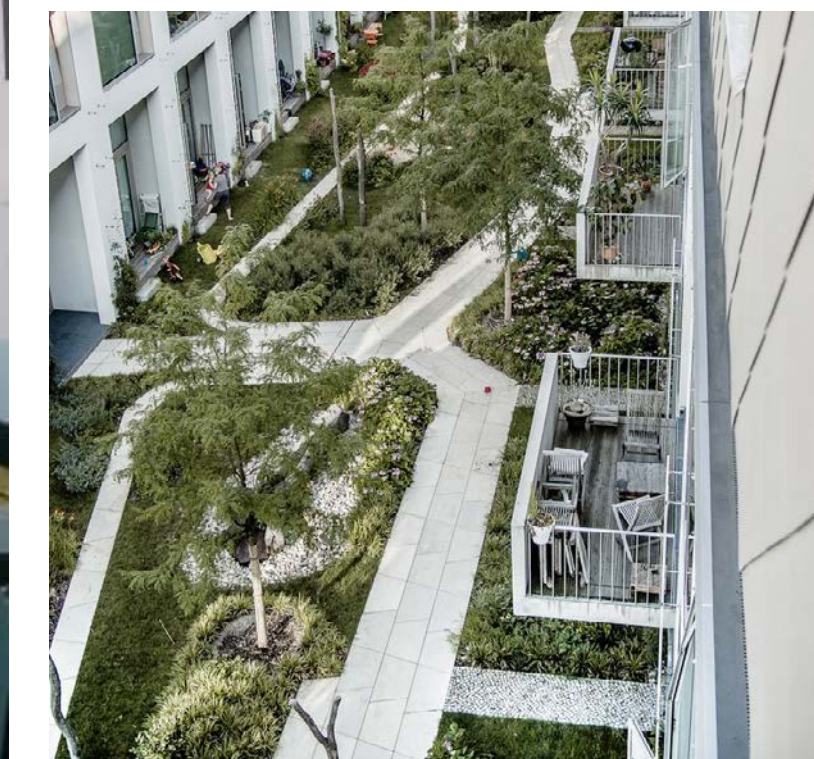
'THE DEPOT' SUSTAINABLE HOUSING AND VISITOR ACCOMMODATION

The opportunity is to create a residential-led development to support the proposals for 'The Warth'.

The repurposing of the site is supported to deliver enabling development, new homes with a range of types and tenures, together with innovative visitor accommodation typologies and experiences.

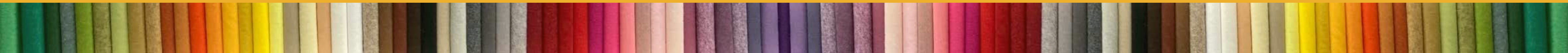
- ▶ BRING BUILDINGS BACK INTO USE
- ▶ CREATE VISITOR ACCOMMODATION
- ▶ HOTEL/HOSTEL/BUNKHOUSE/B AND B
- ▶ OPPORTUNITIES FOR LOCAL HOUSING
- ▶ CREATE A NEW RIVERSIDE COMMUNITY
- ▶ TOWN CENTRE LIVING
- ▶ SUSTAINABLE COMMUNITIES

The plan will involve engagement with existing businesses/landowners to identify employment sites in the locality that are better suited to industrial/plant movement operations to ensure local jobs are retained. This will allow the site to be released for development into the residential scheme.



RECORD OF PUBLIC CONSULTATION

FEEDBACK FROM STAKEHOLDERS AND LOCAL COMMUNITY



PUBLIC CONSULTATION ON THE MASTERPLAN TO DATE:

Business drop in session April 2023

Hosted at The Horse and Bamboo to share and develop initial ideas

Initial public engagement July/August 2023

Online and paper survey only.
Consultation stayed open 6 weeks

Draft Masterplan engagement August 2024

Online survey.
Consultation stayed open 5 weeks.

Draft Masterplan drop in session August 2024

Hosted at the Waterfoot Yard
Circa 250 People attended

WATERFOOT DRAFT TOWN CENTRE MASTERPLAN

'THERE'S SOMETHING HAPPENING HERE'

PUBLIC CONSULTATION - DROP IN SESSION
14TH AUGUST 4PM-6PM AT 'THE LAMP POST'

INVEST IN Rossendale **ROSSENDALE BOROUGH COUNCIL**

<https://www.rossendale.gov.uk/regeneration-3/waterfoot-projects>

PUBLIC CONSULTATION BOARDS:

SECTION 1 CONTEXT

WHAT IS THE STRATEGIC ROLE OF WATERFOOT IN THE WIDER CONTEXT OF ROSSENDALE AND BEYOND?

HOW HAS WATERFOOT EVOLVED AND WHERE DO WE WANT TO GO? IDENTIFYING AND RESPONDING TO OPPORTUNITIES AND NEEDS FOR THE FUTURE

HISTORICAL CONTEXT

CHALLENGES

OPPORTUNITIES

CONCLUSIONS

SQUARE YARD **INVEST IN Rossendale** **ROSSENDALE BOROUGH COUNCIL** **'THERE'S SOMETHING HAPPENING HERE'**

SECTION 2 EMERGING IDEAS

PRIMARY AIMS AND VISION STATEMENT

DEVELOPMENT OPPORTUNITIES PLAN

PROPOSED PLACE NAMES

SQUARE YARD **INVEST IN Rossendale** **ROSSENDALE BOROUGH COUNCIL** **'THERE'S SOMETHING HAPPENING HERE'**

SECTION 3 INSPIRATION

SHORT TERM/TEMPORARY INTERVENTIONS

SEASONAL INTERVENTIONS AND EVENTS

MEDIUM TO LONG TERM INTERVENTIONS

MEDIUM TO LONG TERM INTERVENTIONS

SQUARE YARD **INVEST IN Rossendale** **ROSSENDALE BOROUGH COUNCIL** **'THERE'S SOMETHING HAPPENING HERE'**

SECTION 4 EARLY DESIGNS

CONCEPTUAL DESIGN 1: WATERFOOT PLACE AS A COHESIVE

CONCEPTUAL DESIGN 2: WATERFOOT PLACE AS A COHESIVE

THE OLD MILL LAMP, LINNERS PARK CONCEPTS

TITLE YARD - EMERGING PLACE CONCEPTS

TITLE YARD - EMERGING PLACE CONCEPTS

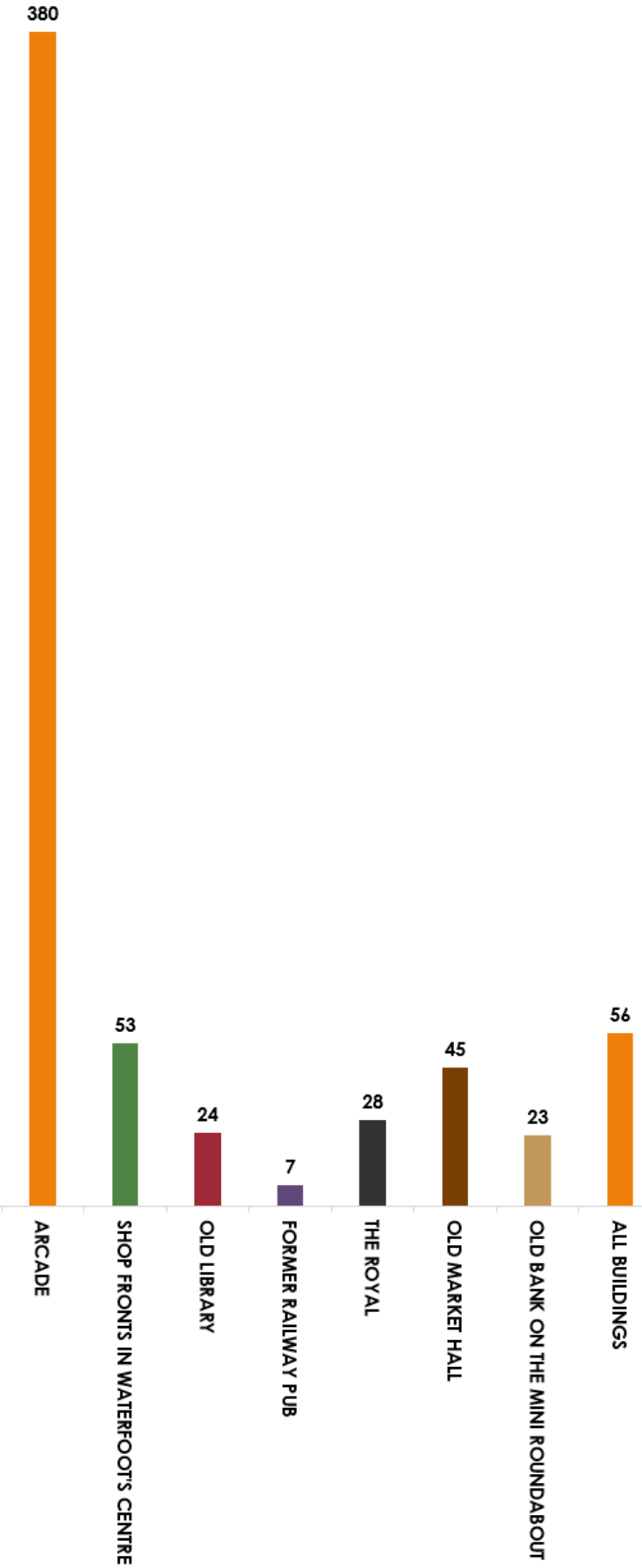
TITLE YARD - EMERGING PLACE CONCEPTS

THE YOLL BRIDGE NEW CONCEPTS TO WATERFOOT PLACE

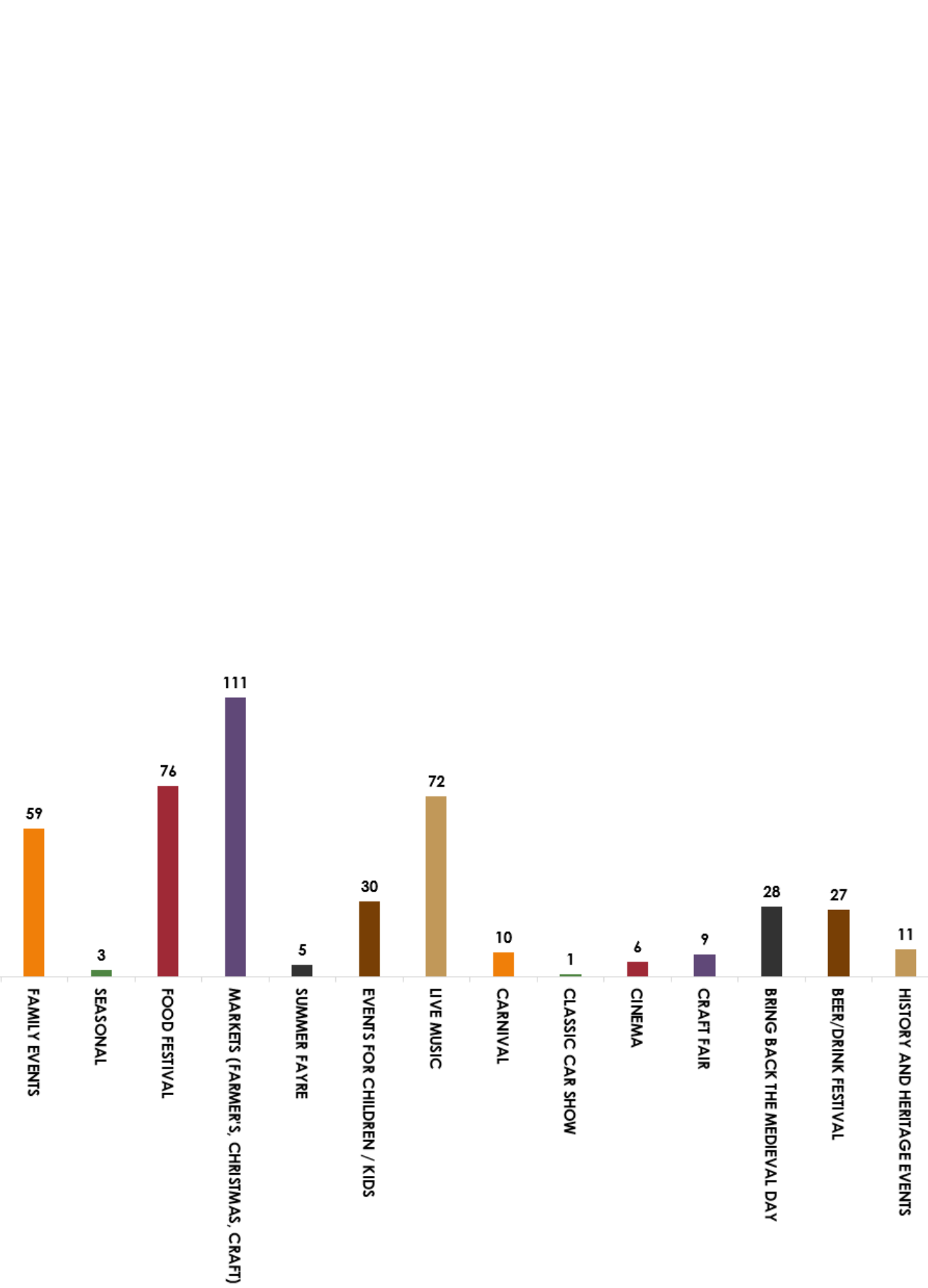
SQUARE YARD **INVEST IN Rossendale** **ROSSENDALE BOROUGH COUNCIL** **'THERE'S SOMETHING HAPPENING HERE'**

KEY FEEDBACK FROM PUBLIC CONSULTATION

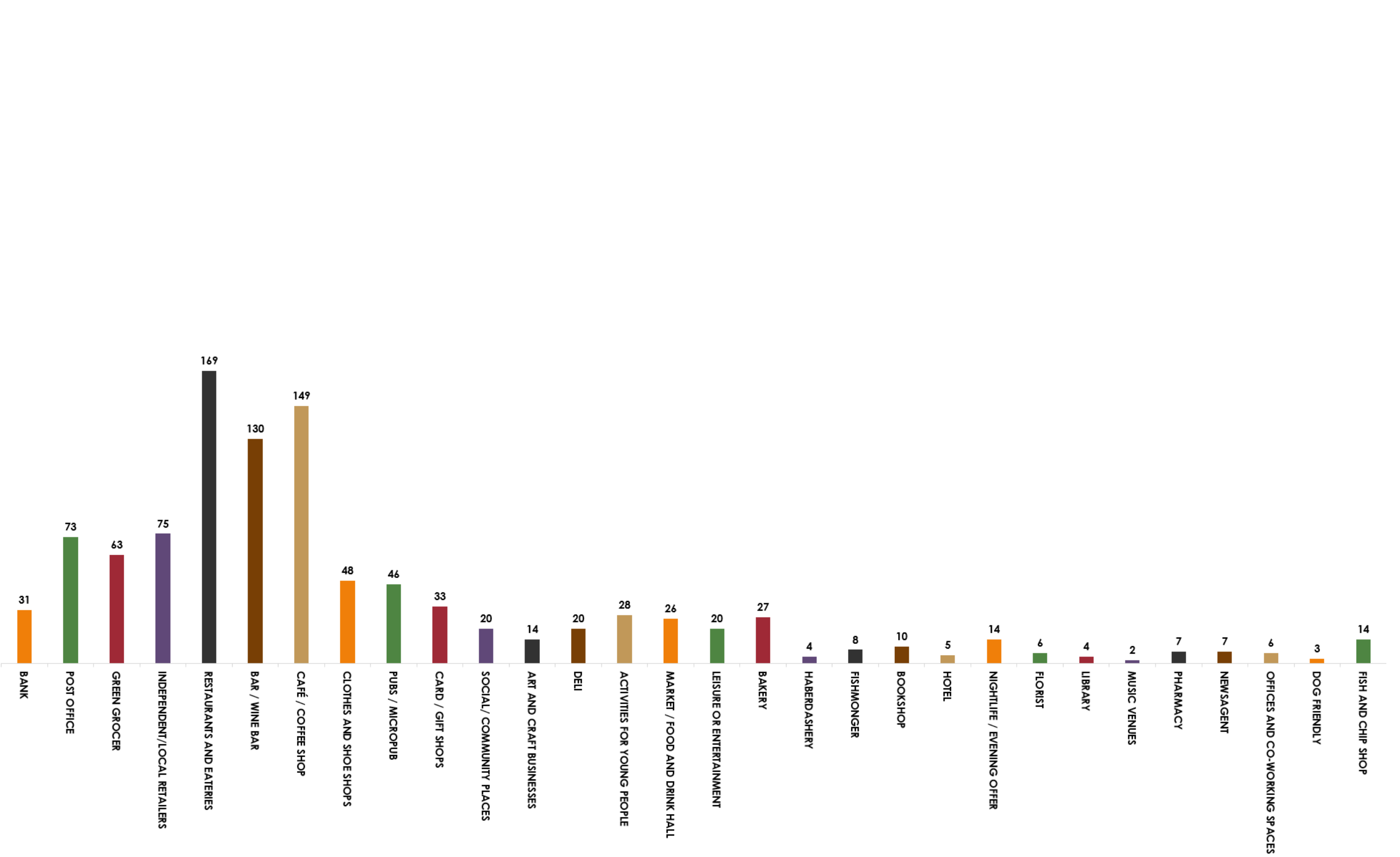
WHAT BUILDINGS WOULD YOU IMPROVE?



WHAT EVENTS WOULD YOU LIKE TO SEE?

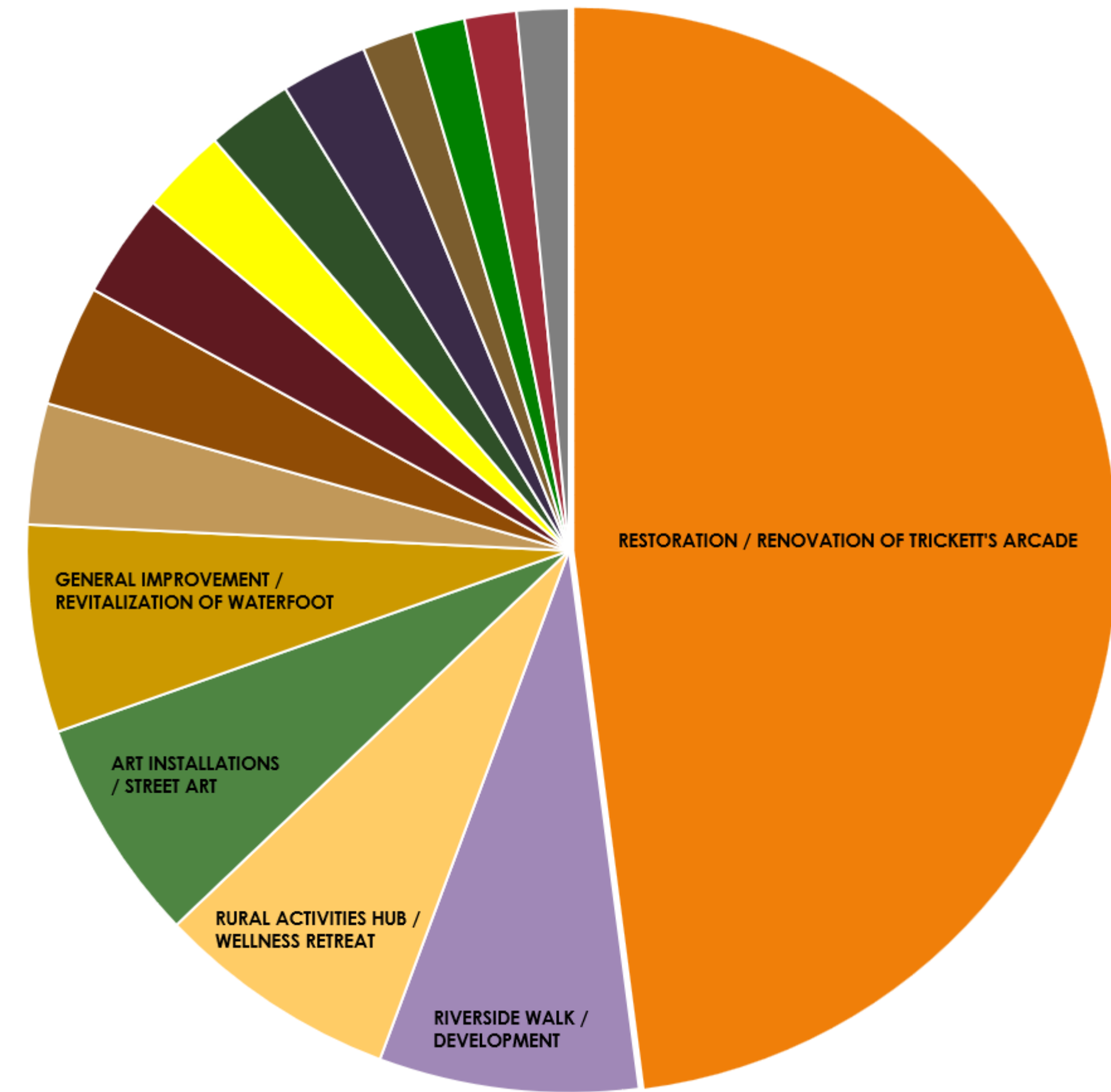


WHAT BUSINESSES ARE MISSING?



KEY FEEDBACK FROM PUBLIC CONSULTATION

ONLINE SURVEY (406 RESPONSES) - TOP 5 FAVOURITE ASPECTS OF THE PLAN



NEXT STEPS IN BRINGING THE MASTERPLAN TO LIFE

Next Steps:

- ▶ Approval of Masterplan
- ▶ Adoption of Masterplan as a Supplementary Planning Document (SPD)
- ▶ Design progression for immediate and short term projects
- ▶ Engagement with private sector to bring forward medium to longer term projects
- ▶ Engagement with delivery partners and landowners to develop wider network connections with public transport and strategic footpaths/cycleways
- ▶ Securing public sector resources and funding bids
- ▶ Formation of arts subgroup

END OF REPORT



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