

Subject:	Bacup Town Centre, 2040 Vision, Masterplan and external funding update	Status:	For Publication
Report to:	Council	Date:	23 rd December 2019
Report of:	Director of Economic Development	Portfolio Holder:	Regeneration and Economic Development
Key Decision:	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	General Exception <input type="checkbox"/>	Special Urgency <input type="checkbox"/>
Equality Impact Assessment:	Required:	No	Attached: No
Biodiversity Impact Assessment	Required:	No	Attached: No
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1.	RECOMMENDATION(S)
1.1	To note the report and progress on the Bacup 2040 project.
1.2	To approve the Bacup 2040 Vision and Masterplan as Council policy for the long-term regeneration of the town centre; as well as adoption as a Supplementary Planning Document within the Local Plan. Future refreshes of the document to be delegated to the Director of Economic Development in consultation with the Portfolio Holder.
1.3	To authorise the submission of a Future High Streets stage 2 submission, content to be delegated to the Director of Economic Development in consultation with the Portfolio Holder. To authorise in principle only, match funding of up to £5 million from the Council to support the redevelopment of the Market Square and town centre regeneration subject to further business case, financial testing, central government expectations and future Council approval.
1.4	To note the submission of the stage 2 High Street Heritage Action Zone bid for circa £1.1 million and allocate £87,500 from the employment and transport reserve as Council match funding to support the creation of a project officer for the length of the project. To authorise the Monitoring Officer to enter into a grant funding agreement should the stage 2 application be successful.
1.5	Council authorises the creation of a Bacup High Street Heritage Action Zone Board and sub-groups to sit underneath the strategic Bacup 2040 Board. Council delegates all spending and delivery decisions circa £1.1m to the Bacup High Street Heritage Action Zone Project Board; terms of reference to be delegated to the Director of Economic Development in consultation with the Portfolio Holder.

2. PURPOSE OF REPORT

- 2.1 To update members on the Bacup 2040 Vision, Masterplan, Future High Streets bid and High Streets Heritage Action Zone.

3. CORPORATE PRIORITIES

- 3.1 The matters discussed in this report impact directly on the following corporate priorities:
- **A connected and successful Rossendale that welcomes sustainable growth:** our priority is to ensure that we are well connected to our residents, key partners and stakeholders. We want to make the most of every pound we spend and we are always looking for new and innovative ways to make the resources we do have, work harder for us.
 - **A proud, healthy and vibrant Rossendale:** our priority is to ensure that we are creating

and maintaining a healthy and vibrant place for people to live and visit.

4. RISK ASSESSMENT IMPLICATIONS

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

- 4.1
 - MHCLG guidance notes not published, seminar, one to one and government task force not held at the time of writing:
Future High Streets have issued some guidance in the offer letter but this is limited in scope. Most of the requirements of the bid are known but some of the detail is still outstanding. These are expected in January 2020 which allows several months for modifications to be made, but this does represent risk to the project if the government makes unexpected changes.
- 4.2
 - Failure to obtain stage 2 approval for Future High Streets bid:
 - This is still a highly competitive process at stage 2 and it is important that the best possible bid is submitted to achieve capital investment into Bacup. The project will be managed effectively with regular quality control checks made at each stage of the process.
 - We would still pursue the Market Square element of the project by seeking alternative funding arrangements.
 - We would review the actions listed in the Bacup 2040 Vision and Masterplan and re-profile uncosted options to later in the 20-year plan.
- 4.3
 - Failure to obtain stage 2 approval for High Street Heritage Action Zone:
 - This is a low risk as the stage 2 is a technical compliance round rather than a competitive scored round. However, if funding is not secured then many of the heritage elements of the Vision will not go ahead. Other elements essential to the Vision will be deferred until later in the project.
- 4.4
 - Private sector landlords and businesses are unwilling to invest or cooperate. This is mitigated by the extensive consultation and engagement that has taken place. We have in-principle written support from landlords of many of the key sites.
- 4.5
 - Feedback from the town centre (specialist) task force requires changes to the Bacup 2040 Vision and Masterplan:
We have not as yet received the specialist feedback from the government task force as this comes after the project team including technical consultants will have been appointed. We will listen carefully to any constructive feedback received and make appropriate changes to the plans where necessary, although these are expected to be minor in nature.

5. BACKGROUND

5.1 Summary of Bacup 2040 Vision and Masterplan

The Vision and Masterplan have been developed with strong engagement and support from residents, stakeholders and community groups. The Vision outlines the regeneration aims of the Council in delivering a thriving town centre through sustainable development with business and community investment. Footfall and occupancy rates will be boosted through events and the town centre will be a welcoming environment that people want to visit and spend their leisure time. It will tackle derelict historic buildings through repurposing; vacant retail shops through a mix of repurposing and restoring architectural features; create a new attractive open Market Square area that can be used as a multi-use market and events area; create a new quality indoor market with a community hub and quality food and drink experience; improved public realm with attractive pedestrian routes, café culture space and greenery; sustainable transport plan boosting cycling and walking and a clear parking strategy.

By investing in this Vision and securing the two earmarked funding bids and associated private sector investment, Rossendale Council will be instrumental in bringing transformational change to Bacup town centre.

Bacup town centre

Bacup has historically been a thriving mill town based around wool and cotton production. The town sits in the centre of the South Pennines. It has been described by Historic England as one of the best-preserved mill towns in England. Despite the post war decline in traditional industries, a strong community spirit and determination is evident in the many community groups that are involved in the town centre such as Bacup Pride.

Bacup town centre directly incorporates two wards; Greensclough and Irwell with a population of 11,310. It also is the main town centre for a greater geographical area estimated at 25,500 residents in the south and east of Rossendale.

The Council's Economic Development Strategy has identified town centres as its number one priority. Since then, resources have been concentrated to support the regeneration of the town centres. In Bacup, initial work has concentrated on developing strong partnerships involving businesses, investors and community groups. This partnership working has led to the development of an emerging draft strategic long-term Vision, Masterplan, consultation and external funding bids submitted by the Economic Development Team.

In March 2019 at the time of the Future High Streets Fund stage 1 application, baseline data was established. This showed that Bacup had a high retail vacancy rate of 25.86% which is significantly more than the national average of 9.9% reported by Springboard in a national survey. The data relates to ground floor retail units. Vacancy rates are a useful tool in determining the success of a town centre and high vacancy rates are evidence to support the need for public sector intervention and challenging business conditions.

In March 2019, Bacup had two completely derelict buildings, the Bingo Hall / former Regal Cinema and the locally known former Woolworths building in addition, 3 other large semi-derelict buildings, former Barclays bank, former NatWest bank and the former Lancashire & Yorkshire bank within the town centre. Both of the two completely derelict buildings are in a very poor condition and occupy large footprints. There are also significant derelict buildings on the outer fringe of the town centre boundary, such as Forrest Mill, Old Market Hall and Waterside Mill. These buildings represent a challenge in bringing them back into viable modern uses or redevelopment opportunities.

Footfall counts were conducted as part of the bid submission and these showed that footfall was relatively low during the day and the evening.

Despite the need for investment, repurposing and town centre management it should be noted that some significant progress has been made since the baseline data was established in March 2019. The Bacup Business Association has been reformed with new leadership and is now functioning as a strong organisation. Bacup Now have successfully held events that have drawn new people into the town centre. Some cosmetic work has been undertaken on the former Woolworths building and plans are being developed by a community group to transform one of the semi derelict buildings. New food and drink businesses have also been located in the buildings refurbished by the Townscape Heritage Initiative (THI) project and occupancy rates on St. James Street have notably improved and are now at full occupancy. It is hoped that this new buzz around Bacup can be built upon by the final version of the Vision and funding bids to bring lasting transformation to the town.

5.2 Bacup THI evaluation and forward plan

The Bacup THI project has been instrumental in creating the renewed buzz in Bacup. It involved £1.5m from Heritage Lottery Funding THI, £400,000 Rossendale Council and £100,000 from Lancashire County Council giving a £2 million budget. The project concluded on 30th June 2019 and upgraded many of the properties on St. James Street and St. James Square, public realm enhancements and community training initiatives.

At the conclusion of the project an evaluation and survey involving 300 respondents was undertaken. This was detailed in the 23rd September report.

The survey results indicate that the Bacup THI had improved perceptions of the town but significant challenges remain to meet the expectations of modern town centre visitors; in particular the need to improve the retail experience, improve the evening economy, better food and drink opportunities, more events and leisure activities, improve the market area as well as reduce anti-social behaviour.

The THI was a significant start in addressing Bacup's need for enhancing its heritage, image and vibrancy. However, it is also important to build on this initial success and address the challenges that remain.

5.3 Bacup 2040 Vision and Masterplan – consultation

Draft Vision and Masterplan

In order to address the remaining challenges facing Bacup town centre, a long-term draft Vision was produced in Summer 2019. This is based upon the Bacup THI evaluation survey, feedback from business owners, landlords and a vision workshop where all of the active community groups and stakeholders were invited to develop key themes. It is important that this document reflects the views of the local community.

This information was assimilated and the emerging draft Bacup 2040 Vision and Masterplan has been produced, see support appendixes two and three. The document identifies a number of options based on the following themes:

- Enterprise - Bacup will be known for providing business support for start-ups and growing companies. It will have a strong tourism presence, enticing quality food, drink and cultural experiences from dawn 'til dusk.
- Place - Bacup will be a functional, sustainable and attractive town centre, with greater accessibility for all. It will be a place with varied opportunities for living, work, culture, leisure and creativity.
- People - Bacup will be a safe town with something for all ages, promoting good physical and mental well-being. Education, employability, voluntary and health provision will be readily accessible.
- Vibrancy - Bacup will be a booming town with a broad and varied town centre offering and cultural ambience. It will have a fresh approach to enhancing and promoting its heritage, excellent connections to the countryside, art and nature.

The main draft Masterplan proposals were:

- Concentration of the retail offer within the town centre core
- New Market Square providing an outdoor market, events and theatre area
- Two new multi-use events, market, community, restaurant/café, entertainment and residential building adjacent to the new market square
- Derelict buildings refurbished and brought back into use
- Repurposing of vacant buildings in the outer core to residential, leisure or

- community use
- Development of themed ZONE areas
- Improved car parking signage and provision
- Improved pedestrian walkways from car parks to the core area
- Public realm enhancements to widen the footpaths to enable a café culture with outdoor seating and one-way system
- Water restoration of the fountain subject to further permissions
- Public art and signage
- Take-away policy
- Community engagement, events and festivals plan
- Creating a community hub concept in the Market Square
- Digital engagement strategy

Authorised Vision and Masterplan

In order to demonstrate support for the authorised Vision and Masterplan, the draft version has been extensively consulted upon over the last few months before being adopted as Council policy. It should be noted that this has involved the Economic Development and Communities Team working jointly to provide the necessary officer support during this intensive period; this includes:

- 10,000 Letters to every household in Greensclough, Irwell and Stacksteads wards.
- Online community consultation survey
- Bacup Vision workshop
- Social Media awareness
- Staffed information stall on the market
- Workshops with various school children
- Bacup Partnership workshop
- Cultural workshop
- Bacup 2040 Steering group including all elected members and active community groups
- Bacup 2040 specialist sub-groups including market traders
- Business one to one surveys
- Landlord letters and questionnaires

The main results of the consultation which was completed by 507 residents is as follows:

- 75% state that the current shop provision does not meet their needs – demonstrating the need for transformational change
- 70% Want alfresco dining – indicating demand for a café culture
- 75% do not visit in the evening – showing that the evening economy could be improved
- 87% want more night time entertainment/ leisure/ food and drink offer – this shows demand for expansion of the evening economy and new Market Square facility
- Only 14% shop on the existing market – showing that the current market offer does not meet the needs of modern shoppers
- 85% would visit themed markets – showing the demand for a reformed market offer
- 81% would visit an indoor market – showing demand for an indoor modern facility
- 71% do not think that the current town centre is attractive to visit – demonstrating the need for transformational regeneration of the town centre
- 98% want derelict buildings brought back into use – showing strong need to tackle this problem
- 94% think that the derelict buildings give the wrong impression of the town – indicating that this problem is key in changing perceptions

- 77% want the fountain water feature restored – showing support from residents for improvements to this public realm feature
- 55% have a sense of community in Bacup – showing that a community engagement plan would be supported and further boost this number
- 85% want to see a community hub created – showing demand for the new Market Square facility
- 68% Want more youth provision – showing demand for improved provision
- 68% want parking provision and signage improving – showing need for the parking strategy and actions
- 94% think that there are not enough job opportunities in Bacup – showing the need to increase the number of businesses locally
- Only 16% use public transport – showing that improvements could be made

See appendix 1 for full details of the public consultation

The full consultation survey builds on the survey results of the THI evaluation and strongly supports the recommendations of the draft Masterplan and Vision. Detailed discussions at the Bacup 2040 sub-groups have enabled minor alterations to be made.

As a result of the consultation the following minor alterations have been made from the draft versions presented to Council on 23rd September:

- Removal of some overlapping actions into the best fit theme area
- Create a satellite cycle hub facility to link in with the Valley of Stone Greenway and proposed Lee Quarry Trail Centre
- Create an employability hub in the town centre
- Set up town centre ambassadors
- Stronger ecology theme for the town
- Explore possibility of a Victorian themed street

Please see annex 3 and 4 for the final versions of the Vision and Masterplan.

5.4 **Bacup 2040 Board**

The Bacup 2040 Board has been established and has met on two occasions. All active known community groups, business and landlord representatives and ward councillors have been invited to send a representative; this ensures strong community engagement in the project management. The Board acts as the steering group for the project. It has a series of sub-groups that offer detailed feedback on specific issues, these are the four Vision themes as well as market traders group, sustainable transport and the fountain.

The Board held a seeing is believing tour to two Trafford town centres in order to generate ideas and explore options, particularly around the multi-use market area and community hub facility.

It should be noted that the group is coming up with exciting ideas that have been used to amend the draft Vision and Masterplan as well as the two funding bids.

5.5 Future High Streets Fund

The Future High Streets Fund has been set up by government in order to meet the national challenges that town centres are facing with the decline in traditional retailing. The fund is capital expenditure focused to support the following:

- Investment in physical infrastructure
- Acquisition and assembly of land including to support new housing, workspaces and public realm
- Improvements to transport access, traffic flow and circulation in the area
- Supporting change of use including (where appropriate) housing delivery and densification
- Supporting adaptation of the high street in response to changing technology

The funding is highly competitive with over 400 bids received in the first call for projects. 100 have been selected to go forward from the first stage to the second stage application including Bacup.

£150,000 has been awarded to Rossendale Council to develop the bid, conduct a greenbook economic assessment across the five recognised themes; strategic, economic, commercial, financial and management cases. Pending confirmation in the detailed guidance notes; supporting documentation showing advanced RIBA designs, planning and costs for new build projects; detailed development appraisals for refurbishing and repurposing derelict or vacant buildings; modelled, consulted and costed public realm proposals; land acquisition and building valuations, professional and technical reports, governance structure, community plan etc. is likely to be required by the 30th June 2020 submission.

The more shovel ready the proposals the stronger the application will be received as applications that are unclear on public support, deliverability, risk and costs will be viewed unfavourably by the assessment panel. A funding allocation of £250,000 from the employment and transport reserve was approved by Council in September 2019 to support the advancement of the proposals.

If successful up to £25 million is available at the second stage with a national funding pot reported as up to £1 billion. A smaller award is expected for a town the size of Bacup as it will have to pass rigorous value for money checks and be judged nationally by its benefit cost ratio score.

A rough order of magnitude submission has been sent to central government with indicative project costings of £14.5m requiring £5-10m of Future High Street capital investment. These figures will be developed further before final submission.

It should be noted that many of the deadlines below have been altered due to the timing of the general election.

The critical and challenging deadlines for this work are:

- Capacity resource grant up to £150,000 paid to the Council in October 2019
- Indicative funding request submitted November 2019
- Business Case guidance notes expected January 2020
- Inception meeting expected January 2020
- High Street task force visit expected January 2020
- Early draft business case submitted 15th March 2020
- Final business case and supporting documentation submitted 30th June 2020

5.6 High Streets Heritage Action Zone

We have been successful in securing stage one approval for this fund with the stage two application being submitted by 20th December 2019; the second stage bid is a technical compliance round and is not competitive. If approved the project will run from April 2020 until March 2024 and draw in circa £1.1m HAZ as well as other matched funding bringing the total project investment above £2m.

The bid has three main elements

- Capital enhancement programme to buildings and public realm
- Community engagement
- Cultural programme

A Board will be created consisting of stakeholders and elected members to oversee the effective delivery of the project. This will link into the strategic Bacup 2040 Board, see appendix 2.

Capital enhancement

This is the main part of the bid and supports heritage enhancement. It focuses on improvements to 24 buildings on Market Street, St James Square and Burnley Road including the Bingo / Regal building. The bid aims to improve the heritage features in buildings and the public realm that were not part of the recent THI project and aligns with the aims of the wider Bacup 2040 Vision and Masterplan.

If successful this project would act as a separate project to the main Future High Streets Funding bid and cannot be used to duplicate resources.

Community engagement

A plan of activities that connect residents with their heritage and town centre. It focuses on events, activities, training opportunities and festivals.

Cultural Programme

This is a programme that is linked to the Arts Council that supports town centre cultural activities that take place within the project boundary. This aims to draw into the town centre visitors from a wide area by running a regular programme of events through partners. This element of the project is run in accordance with the guidance notes by a cultural organisation which in Bacup's case is the Horse and Bamboo Theatre linking into a wide number of partners that are active within the town centre.

Project Officer

To oversee the project management a project officer will be appointed for the life of the project. This will be based in the Economic Development Team, which will also link closely into the Communities Team. The Council will be providing match funding of £87,500 from the employment and transport reserve.

5.7 Commissioned work to support Bacup 2040 and funding bids

Economic Green Book

This is necessary in order to comply with the stage 2 funding submission for Future High Streets. Ekosgen have been appointed to this role following an open tender process.

Town Centre consultancy

A small commission has been awarded to Intu town centre consultants to advise the Economic Development team as to place and town centre best practice. They are also

national specialists advising the Institute of Place Management and Town Centre Task Force.

Bacup Market Square

This is the flagship transformational change that Future High Streets are seeking in Bacup. The redevelopment of this area will open the frontage to the main Market Street road, create a multi-use public events and outdoor market space, quality indoor market, community hub, food and drink hall as well as other commercial development space. The development will be a destination venue drawing in visitors from across the wider area. It will involve the purchase of crucial buildings in the designated area. Greig and Stephenson have been appointed to this role following an open tender process.

Public Realm, Car Parking and Sustainable Transport

This will see the streetscape and public realm improved in line with the Vision. This will create attractive pedestrian routes connecting the core centre with parking and public transport. It will revise the traffic flow within the centre with a one-way system, street parking bays, car park signage, improved cycle routes linked to the Valley of Stones Greenway and Lee Quarry, creation of an outdoor café culture zone and the introduction of a ecology plan. Day have been appointed to this role following an open tender process.

Heritage Architect

Each property in the High Street Heritage Action Zone has been surveyed for it's suitability for improvements as part of the grant programme. Several of the derelict properties will, through discussions with the landlords be brought forward through the design process to support repurposing and investment. Buttress have been appointed to this role following an open tender process.

Resources and allocations

The 25th September Council report allocated extra resources to complement the £150,000 Future High Streets Fund with an additional £250,000 RBC. Following a procurement exercise the table below shows tendered costs for the entire project period RIBA 1-7, bold figures represent the current phase up to June 2020:

5.8 Funds to be allocated in the current stage of the Future High Streets and High Street Heritage Action Zone bid is:

Project officer extra days – Communities Team: £16,000

External town centre consultant: £8,000

Green Book: £29,833.13

RIBA 1-3 Public Realm: £35,910

Heritage Architect RIBA 1 & 2: £94,421.44

RIBA 1-3 Market Square: £262,518 (based on a £7.5 million build cost – pro rata)

Total: £479,277.47

Not all elements of the projects will be taken to RIBA 3 at this stage. The project will be managed to ensure that the spend does not exceed the £400,000 cap. This will be determined by operational need.

5.9 Next steps

This is a key long-term Economic Development project to transform Bacup town centre. The Bacup 2040 Board will continue to act as the steering group for this project ensuring community and stakeholder involvement. Actions identified in the Vision will be delivered in line with funding bids and priority actions. Further decisions and updates will be brought before members where appropriate.

COMMENTS FROM STATUTORY OFFICERS:

6. SECTION 151 OFFICER

- 6.1 The request is for an “in principle” approval and a future aspiration for Council. Final approval to commit resources will return to Members and should be based on a robust business case including the future financing of up to £5m.
- 6.2 It is unlikely that the Council will be able to fund £5m without the backing of a PWLB loan, the financing of which will cost Council c.£275k pa (over 25 years at 3%)
- 6.3 A separate Officer Scheme of Delegation, based on a business case and risk assessment will be considered to further support the Bacup 2040 Vision.

7. MONITORING OFFICER

- 7.1 All legal implications are covered in the body of the report. All necessary legal agreements will be entered into upon completion of all necessary due diligence.

8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT

- 8.1 Consultation is fully detailed within the body of the report.
- 8.2 The proposals will ensure that people in the area, no matter what their background and circumstances, should have equality of opportunity to succeed and gain from the improvements and growth of the economy in the town centre.

Any equality implications related to the project will be given consideration in a relevant and proportionate manner.

9. CONCLUSION

- 9.1 The Bacup 2040 Vision, Masterplan and funding bids will bring transformational change to Bacup town centre and deliver modern vibrant offer to visitors and businesses.

Background Papers

Document	Place of Inspection
24th September Council report (d3)	https://www.rossendale.gov.uk/meetings/meeting/1182/council
Bacup 2040 public consultation summary	Appendix 1
Bacup 2040 governance structure	Appendix 2
Bacup THI Evaluation	https://www.rossendale.gov.uk/meetings/meeting/1160/overview_and_scrutiny_committee see item D1
Bacup 2040 Vision (Final version)	Appendix 3
Bacup Masterplan (Final Version)	Appendix 4
Gov.uk Future High Streets Fund	https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/783531/Future_High_Streets_Fund_prospectus.pdf
High Street Heritage	https://historicengland.org.uk/services-skills/heritage-action-zones/regenerating-historic-high-streets/

Bacup 2040 Vision and Masterplan Community Consultation Report

This report summarises the findings from the Community Consultation Survey relating to the Bacup 2040 Vision and Masterplan.



Introduction to the report:

This document explains the responses received from the community with regards to the draft Bacup 2040 Vision and Masterplan.

Background:

The Bacup 2040 Vision and Masterplan has been developed to be the blueprint for Bacup over the next 20 years and is based on extensive consultations with residents and stakeholder consultation. It builds on the first step achievements of the Bacup THI project that saw 15 buildings restored and confidence boosted.

This summary contains information gathered over a 6 week statutory period between October 2019 and November 2019.

Consultation results:

The consultation activity generated results and feedback from 507 people that use Bacup Town Centre:

- 507 people from the general public filled in the online survey (some hand written but most of the results were filled in online for evaluation). See appendix 1.
- The survey was completed by 57% of females and 41% of males.
- 98% of the respondents live in Bacup and the surrounding Rossendale areas.
- Most people tend to come into the town centre alone and often visit several times a week in the morning and afternoon. See appendix 2.
- There was a question about visiting in the town centre in the evening. It revealed that 75% of people do not visit Bacup in the



evening and only 18% of people visit, to attend hobbies at local community clubs and to go to the local supermarket.

- Respondents suggested that their average spend on a visit to Bacup is between £11 and £20. The next popular spend bracket was between £21 and £30. See appendix 3.

Key Town Centre Survey Results:

The main results of the consultation which was completed by 507 residents is as follows:

Enterprise

- 75% state that the current shop provision does not meet their needs
- 70% want alfresco dining
- 75% do not visit in the evening
- 87% want more night time entertainment/ leisure/ food and drink offer
- Only 14% shop on the existing market
- 85% would visit themed markets
- 81% would visit an indoor market

Place

- 71% do not think that the current town centre is attractive to visit
- 98% want derelict buildings brought back into use
- 94% think that the derelict buildings give the wrong impression of the town
- 77% want the fountain water feature restored



People

- 55% have a sense of community in Bacup
- 85% want to see a community hub created
- 94% think that there are not enough job opportunities in Bacup
- 68% want more youth provision

Transport

- 68% want parking provision and signage improving
- 16% of respondents use public transport

Other noted comments:

In relation to Bacup being “the best preserved mill town in England” 45% say that Bacup is too derelict to be a mill town.

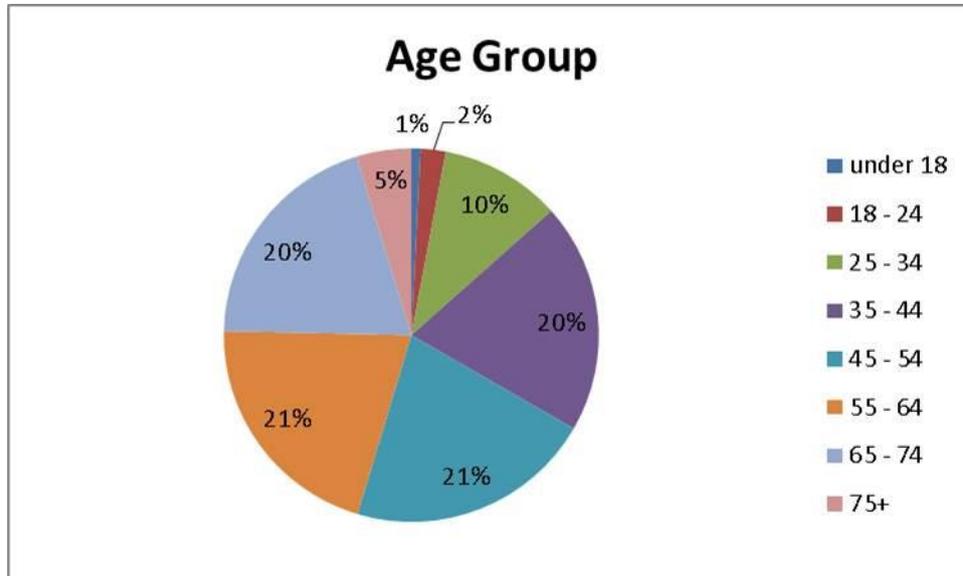
47% would consider an online delivery system that included local shops.

Please see below for the results of the full Bacup 2040 Vision and Masterplan Community Consultation survey.

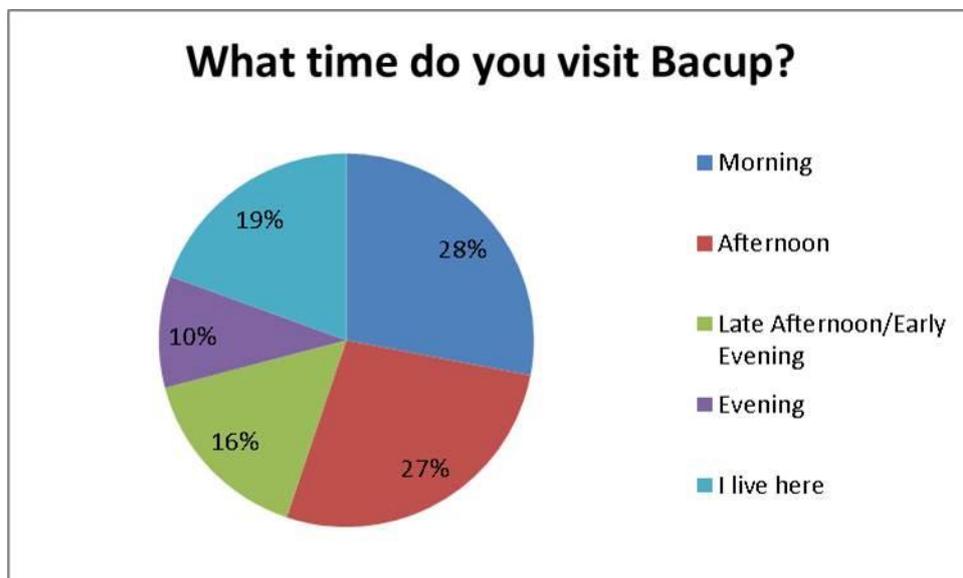


Appendix

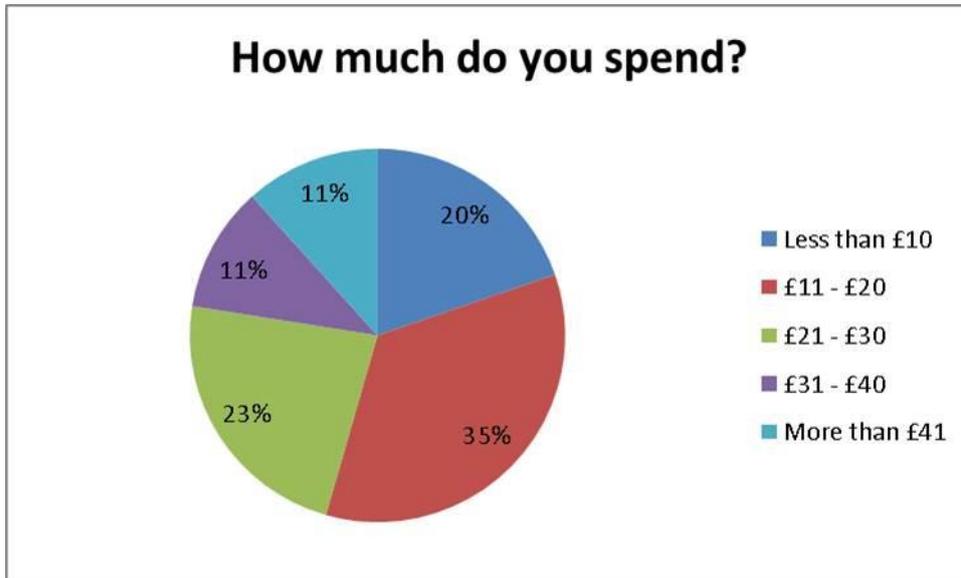
1. What is your age group?



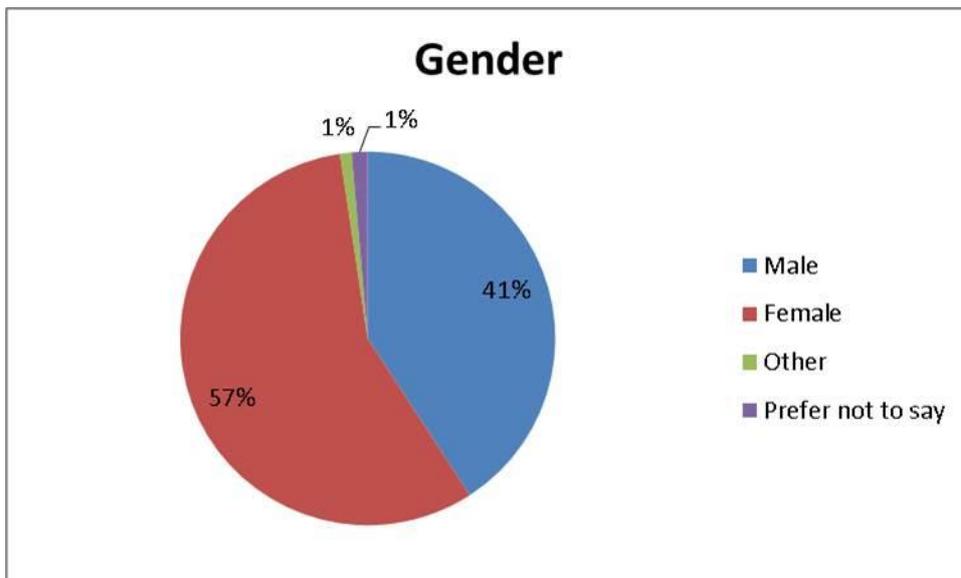
2. What time of day do you usually visit?



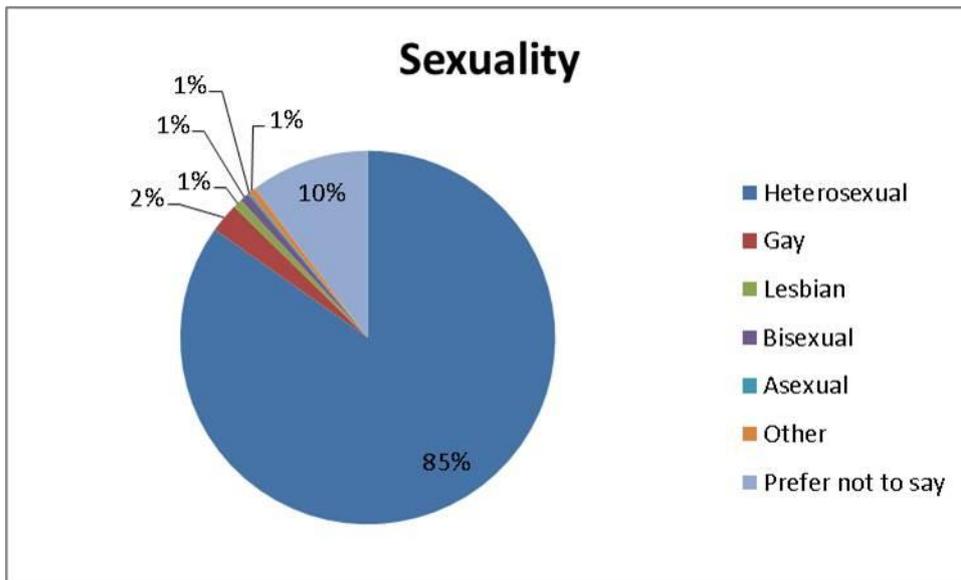
3. How much do you usually spend on your visits to Bacup town centre?



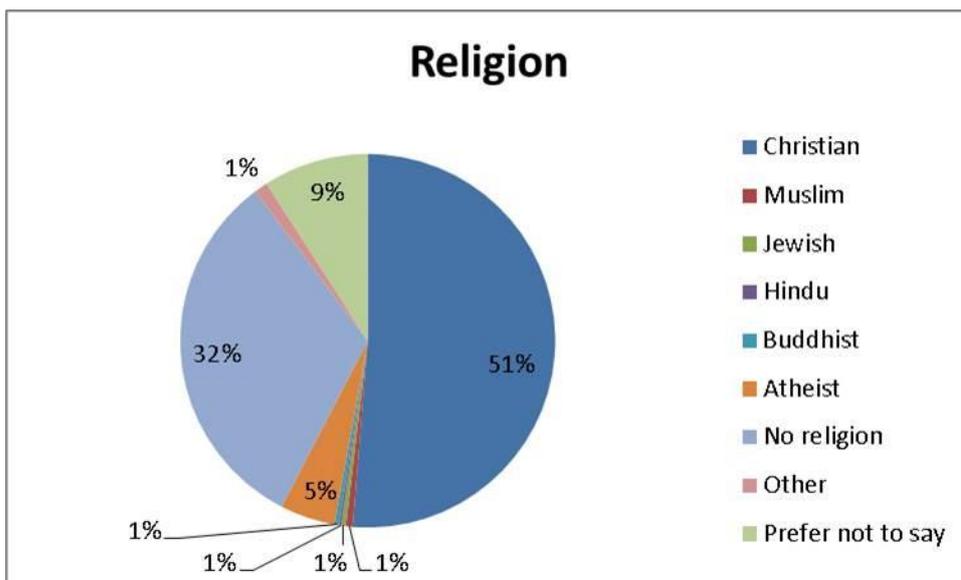
4. What is your gender?



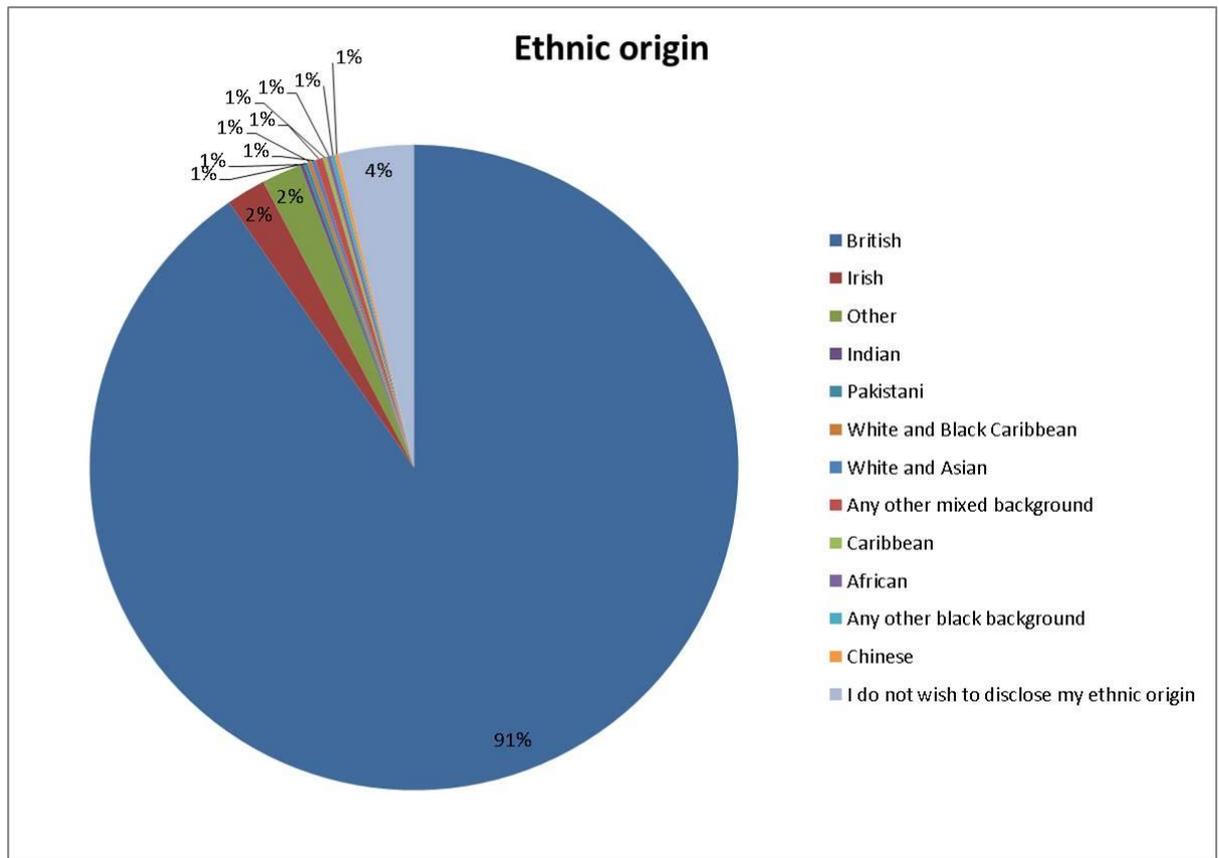
5. What is your preferred sexuality?



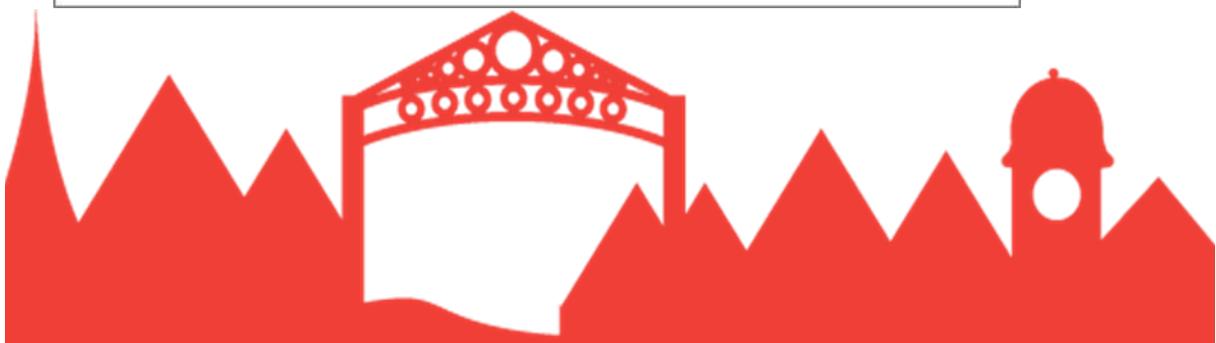
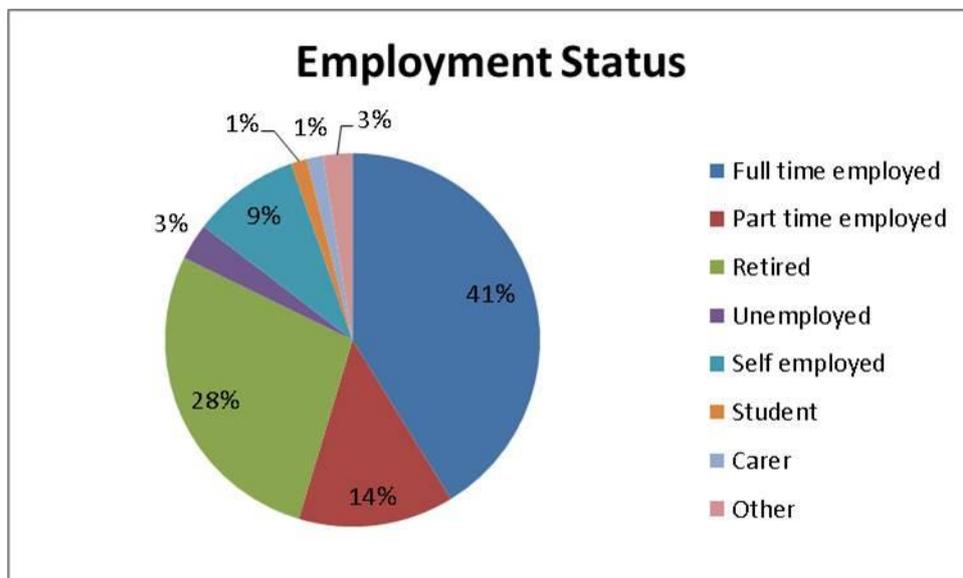
6. Please state your religion



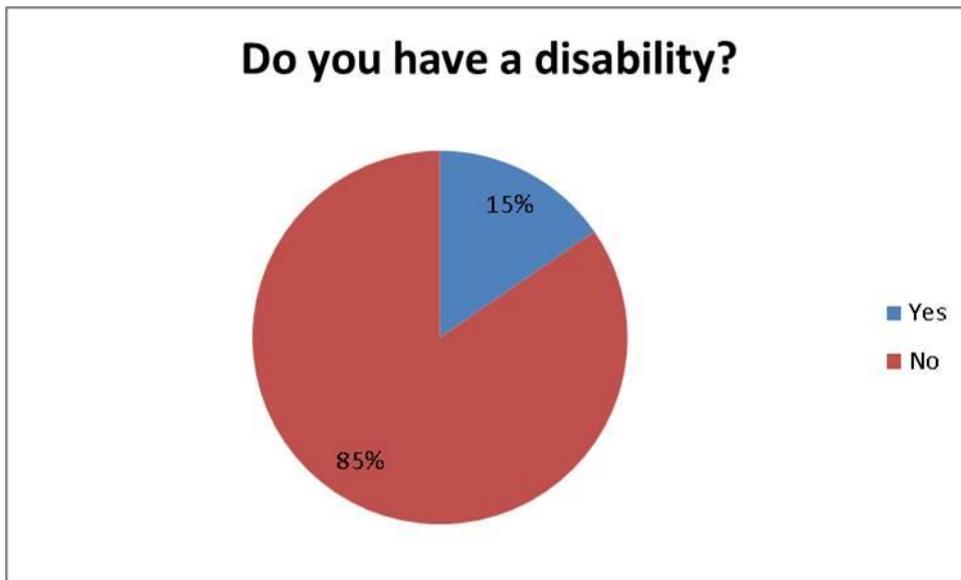
7. Please indicate your ethnic origin



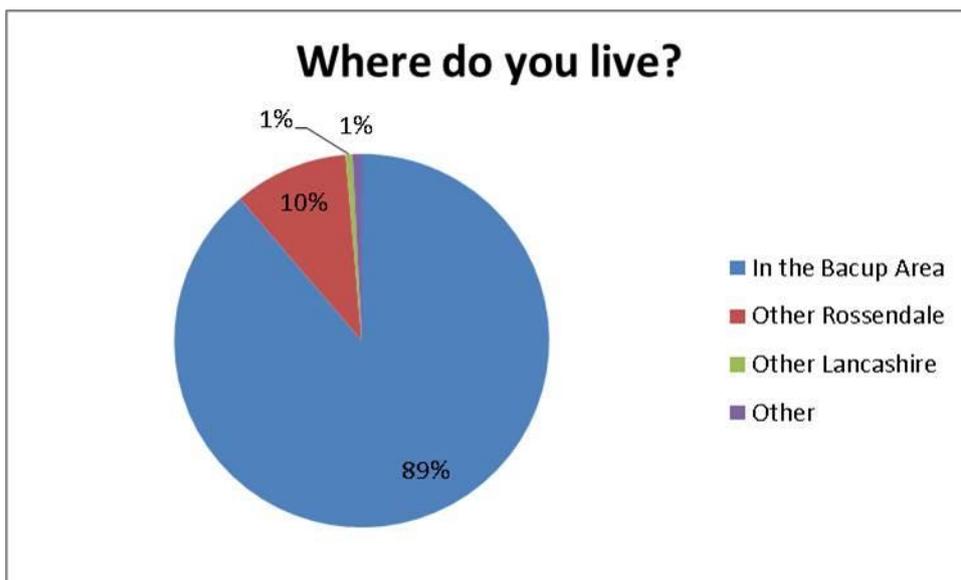
8. Please indicate your employment status



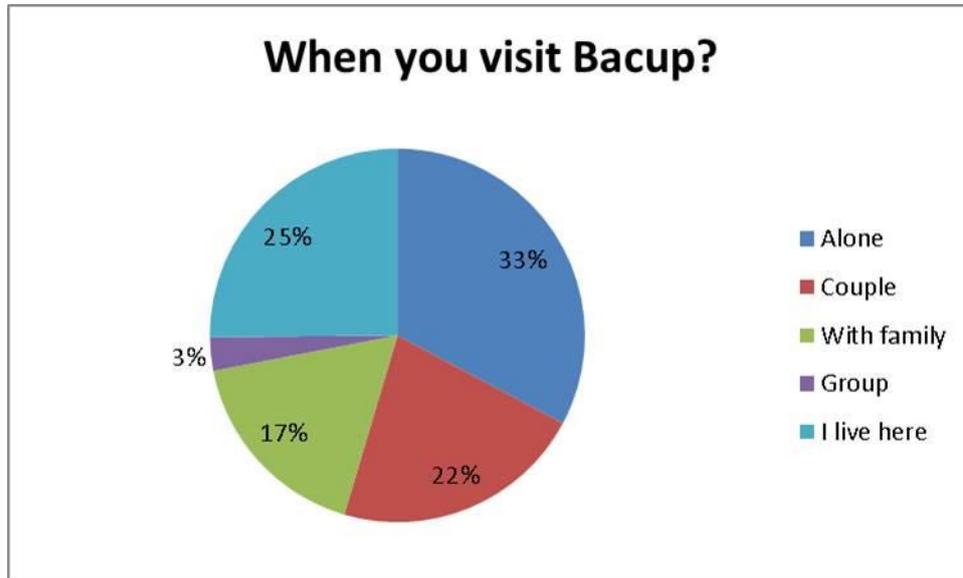
9. Do you consider yourself to have a disability?



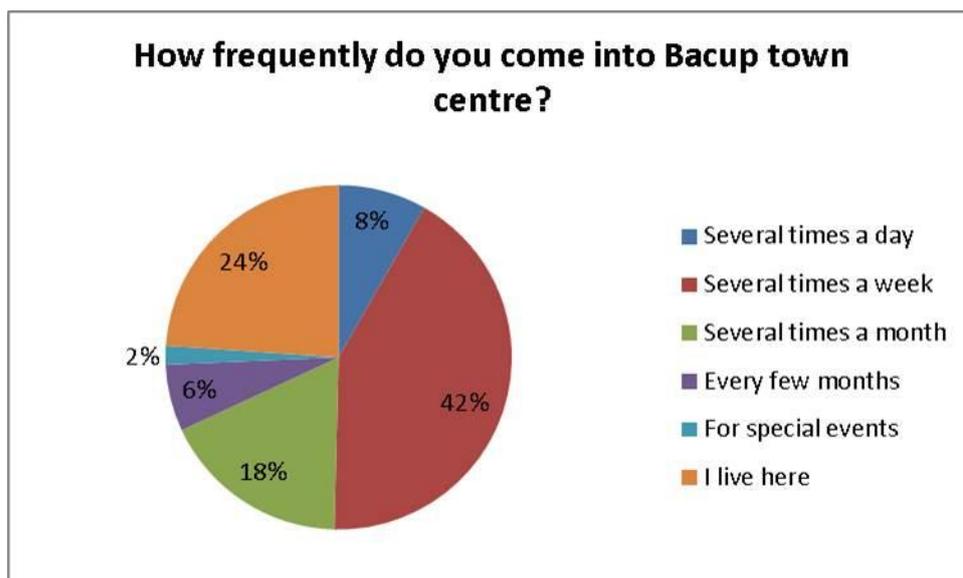
10. Where do you live?



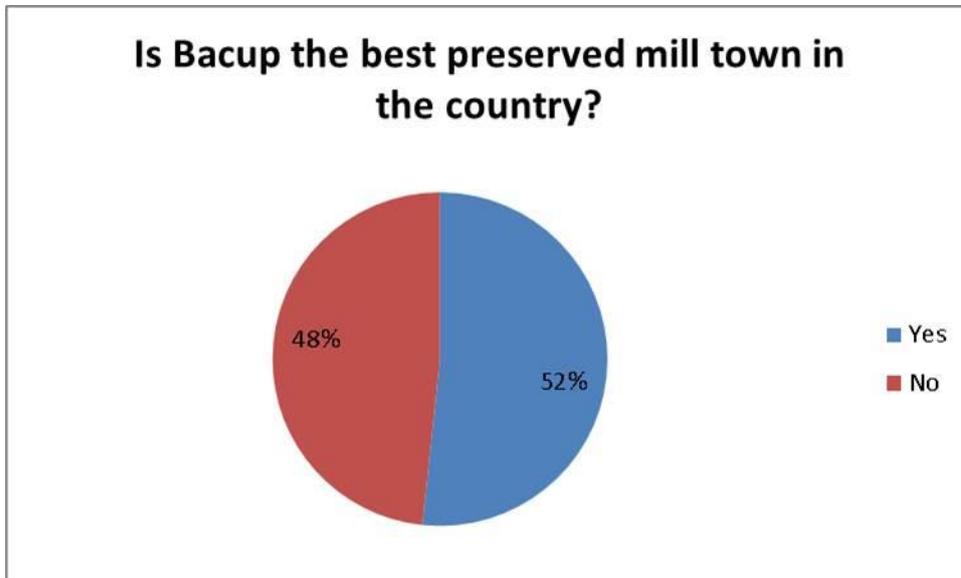
11. Please indicate when you visit Bacup town centre whether this is usually.



12. How frequently do you come into Bacup town centre?

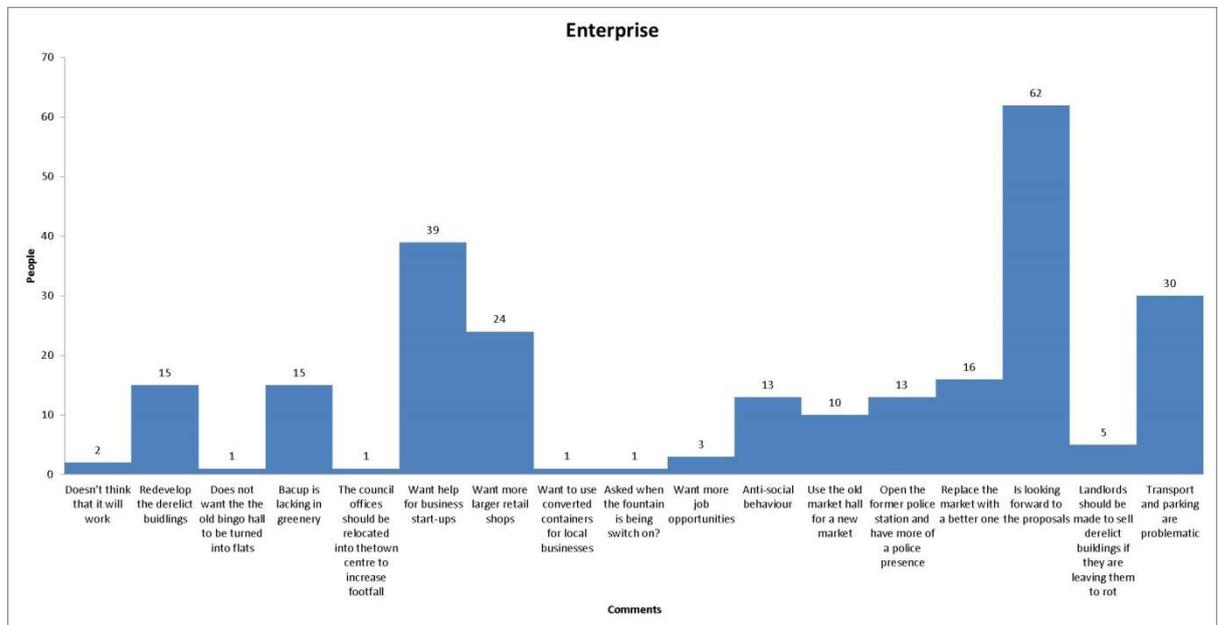


13. Bacup has been described as one of the best preserved mill towns in the country. Do you think this is an appropriate description of the town?



Enterprise

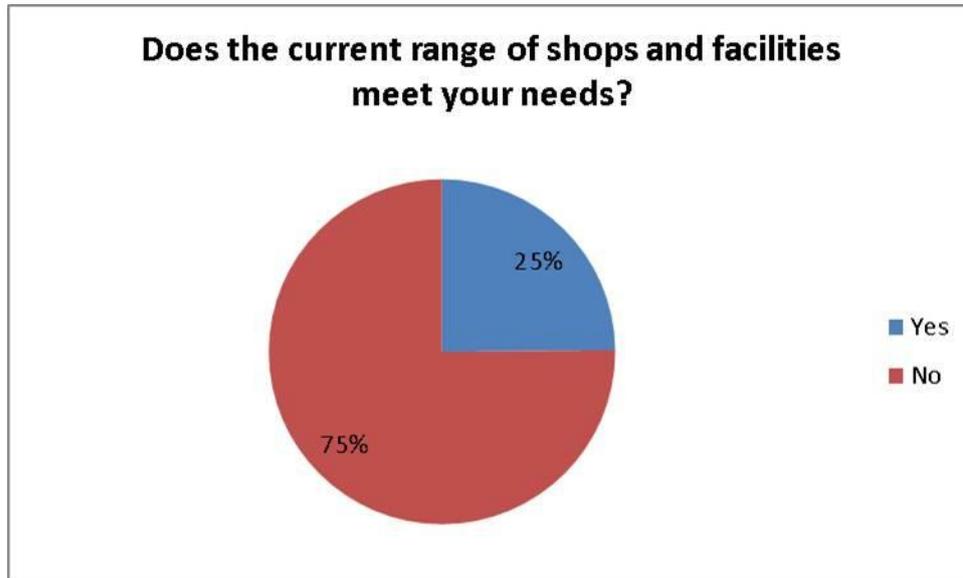
14. Do you have any other comments on the Bacup 2040 Vision and Masterplan for Enterprise?



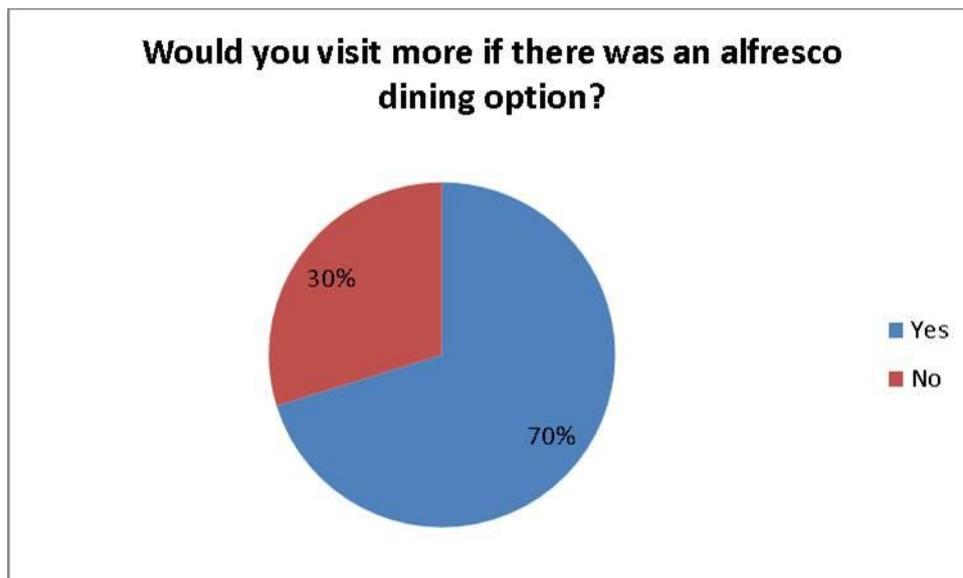
*10% of comments are miscellaneous.



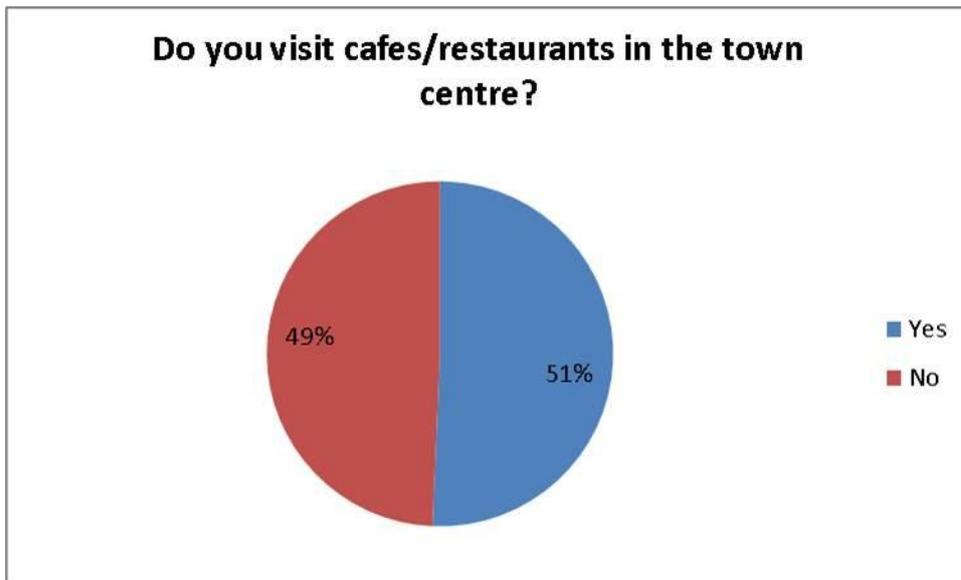
15. Does the current range of shops and facilities in Bacup town centre meet your needs?



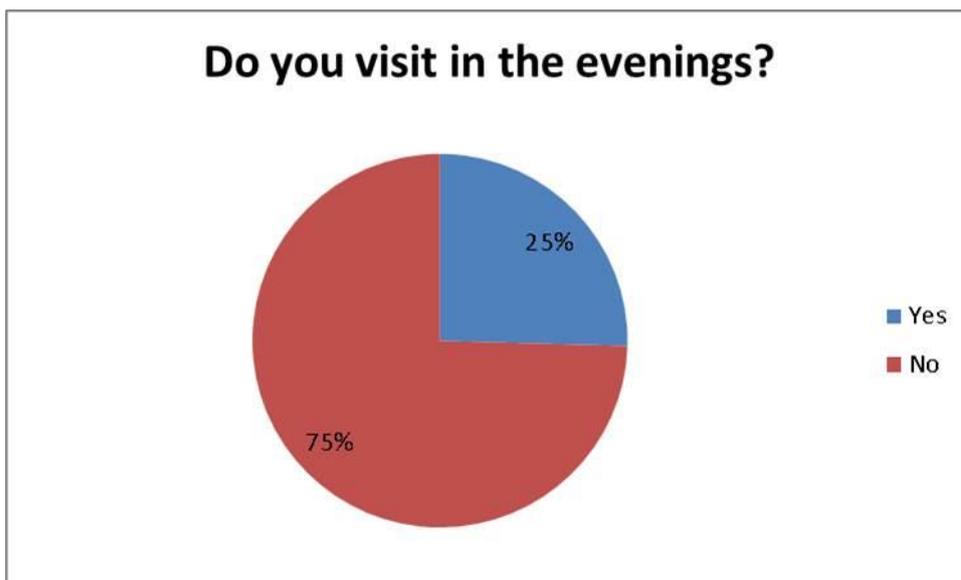
16. If more cafes/restaurants, with the option for alfresco dining, were located in the town centre, would you be more likely to visit?



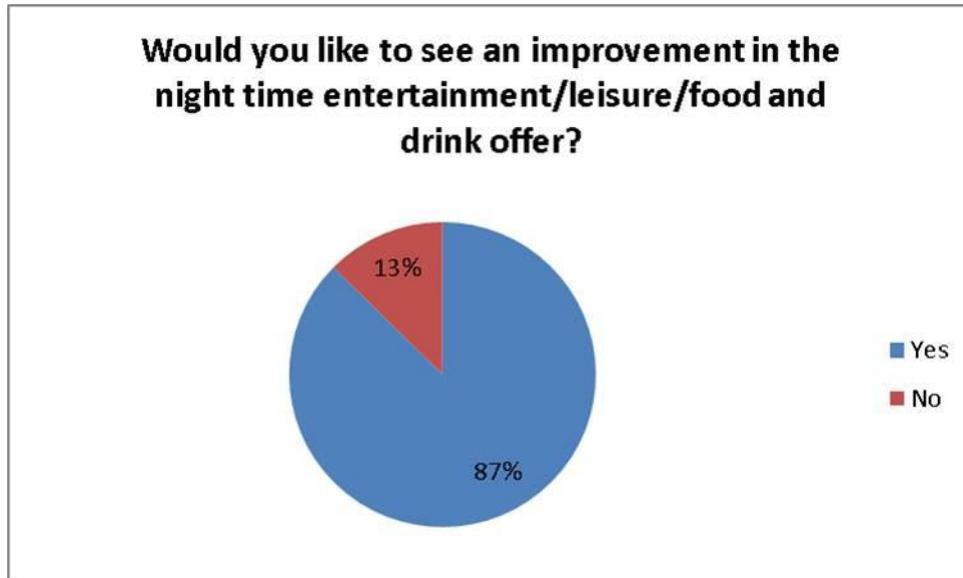
17. Do you currently visit cafes/restaurants in the town centre?



18. Do you visit in the evening?



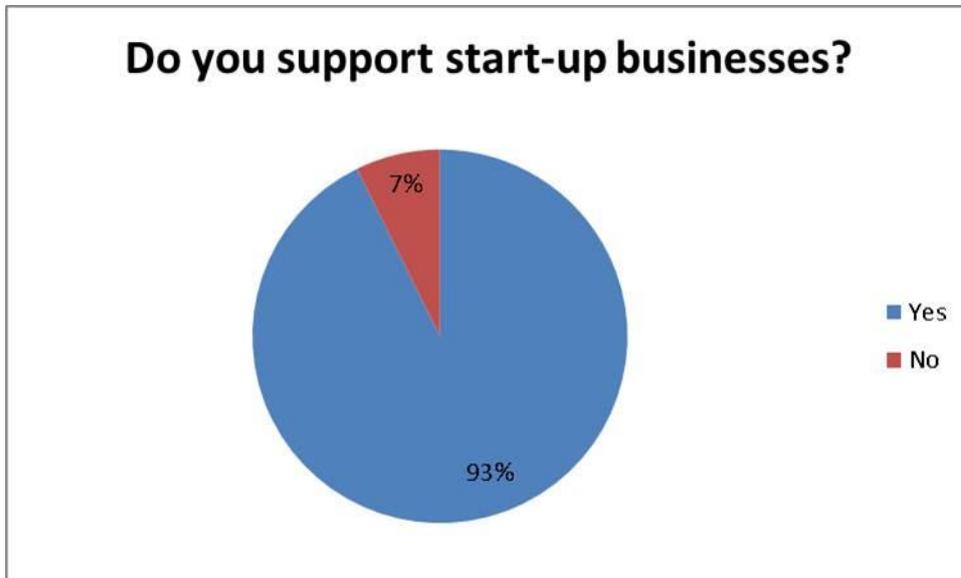
19. Would you like to see an improvement in the night time entertainment/leisure/food and drink offer?



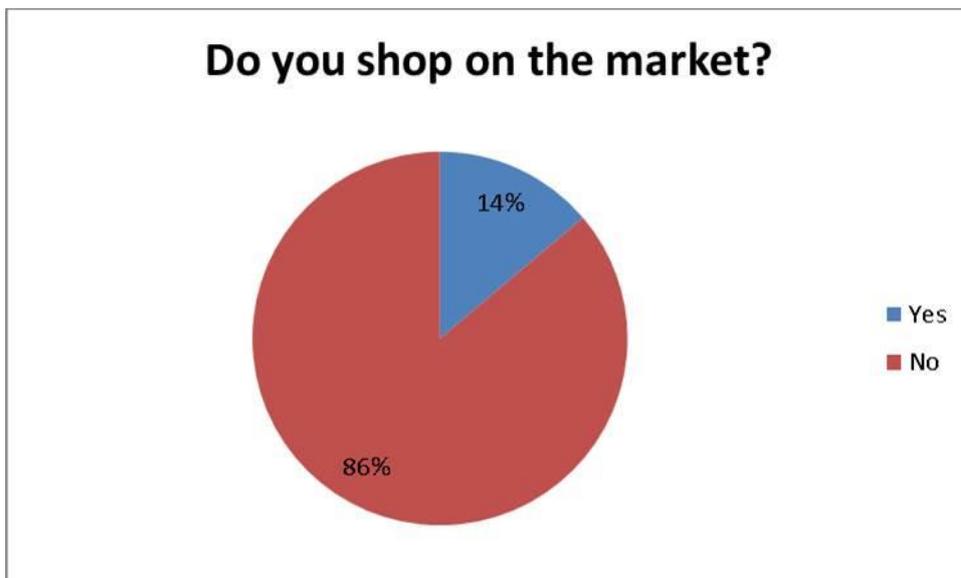
20. Would you use an online shopping webpage that brought together most of the shops and market traders in the town centre and coordinated a single home delivery or pick up?



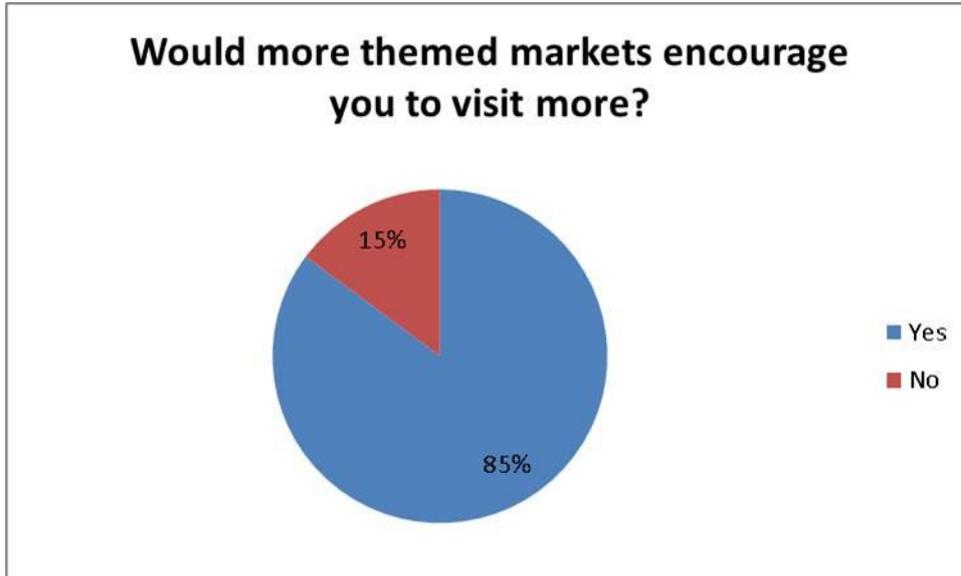
21. We would like to encourage entrepreneurs into Bacup town centre - do you support town centre space being specially designated for start-up businesses?



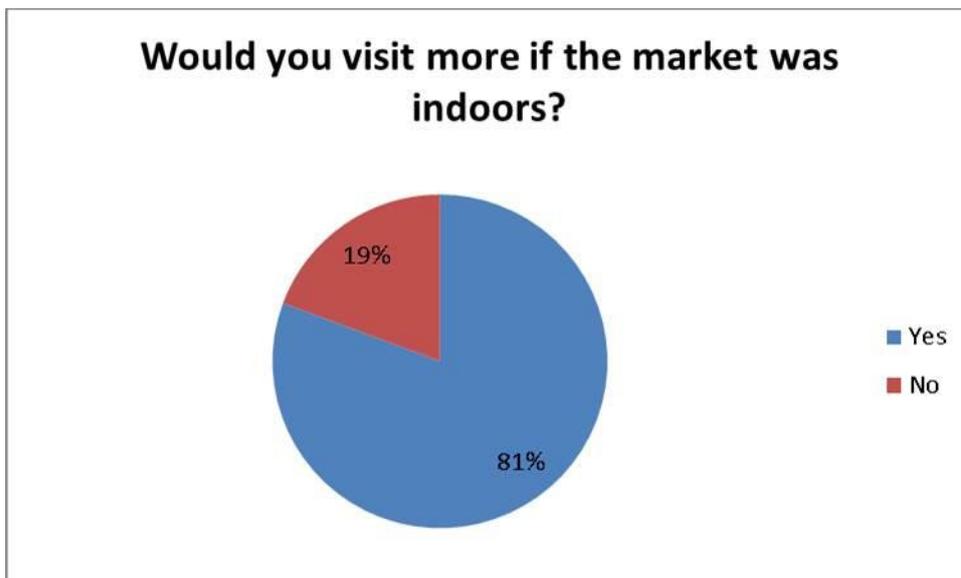
22. Do you regularly shop on the market?



23. Would more themed markets such as hand crafted goods, farmers, food and drink encourage you to visit more often?

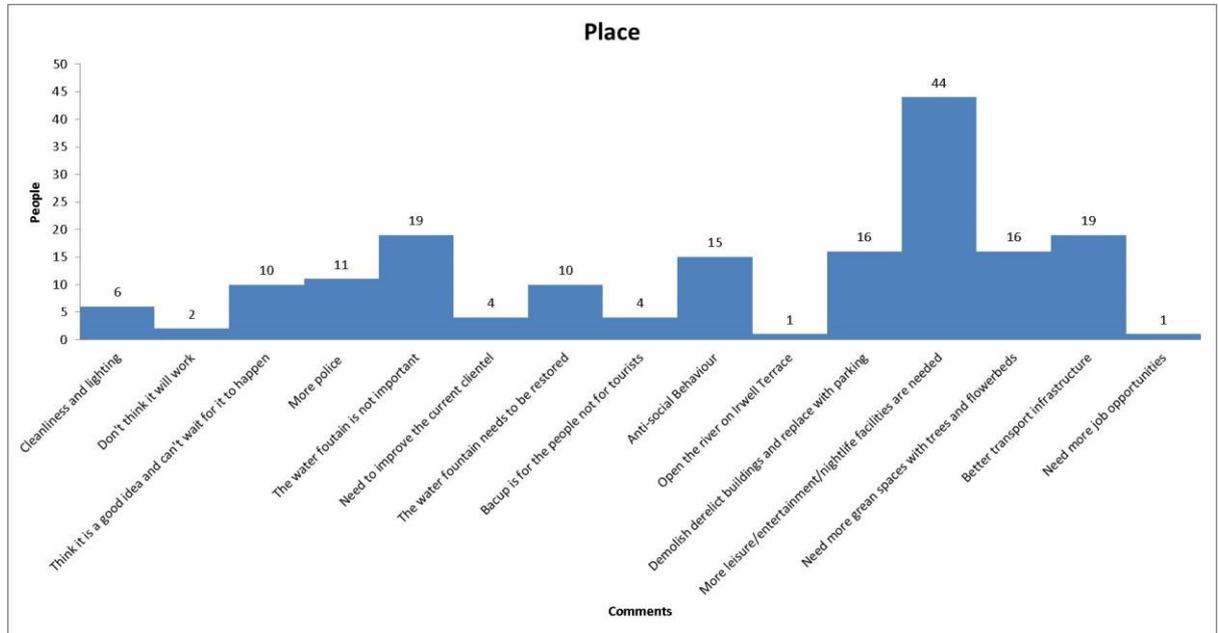


24. If some of the market stalls had the option to be inside during bad weather would it make you more likely to visit?



Place

25. Do you have any other comments on the Bacup 2040 Vision and Masterplan for Place?

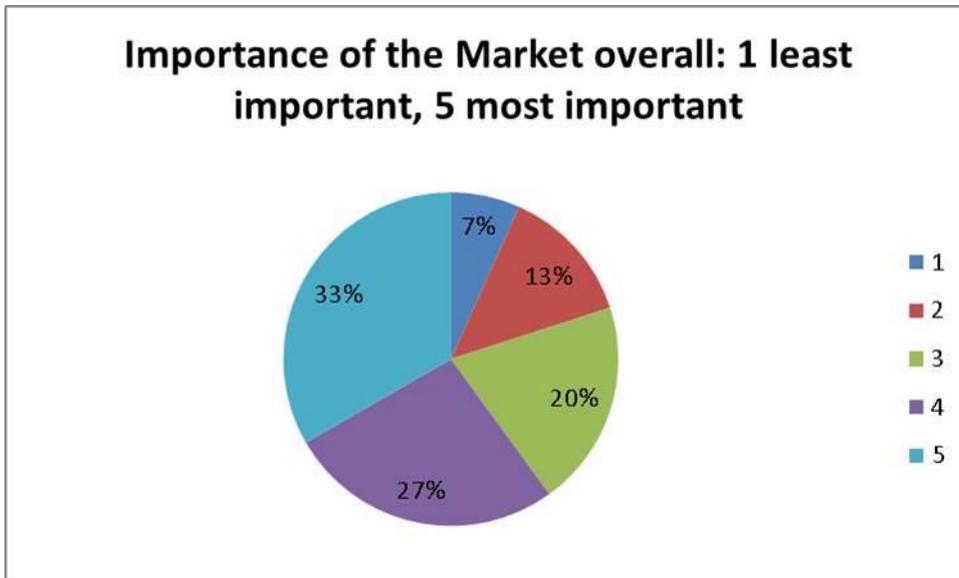


*13% of comments are miscellaneous.

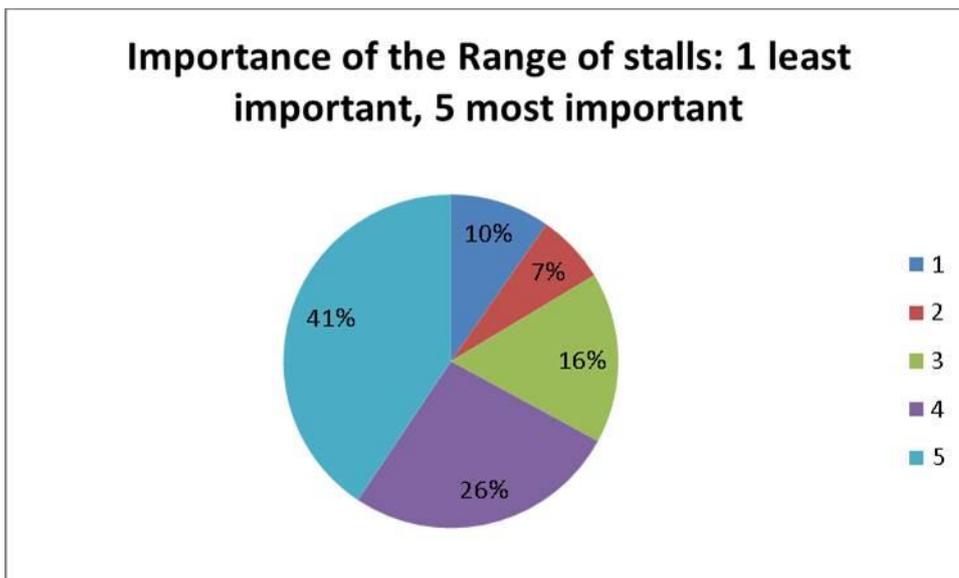


26. How important is the following to you?

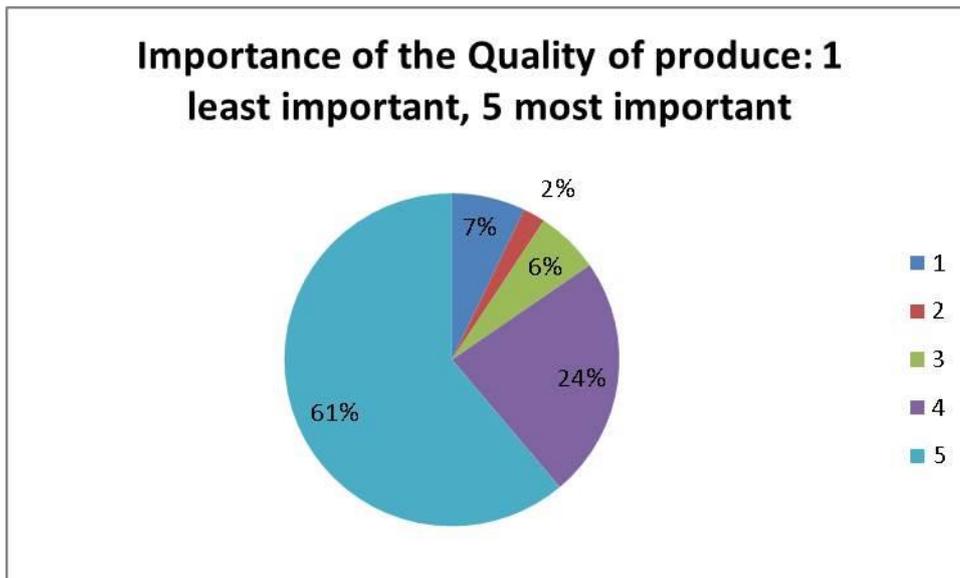
A. Market Overall



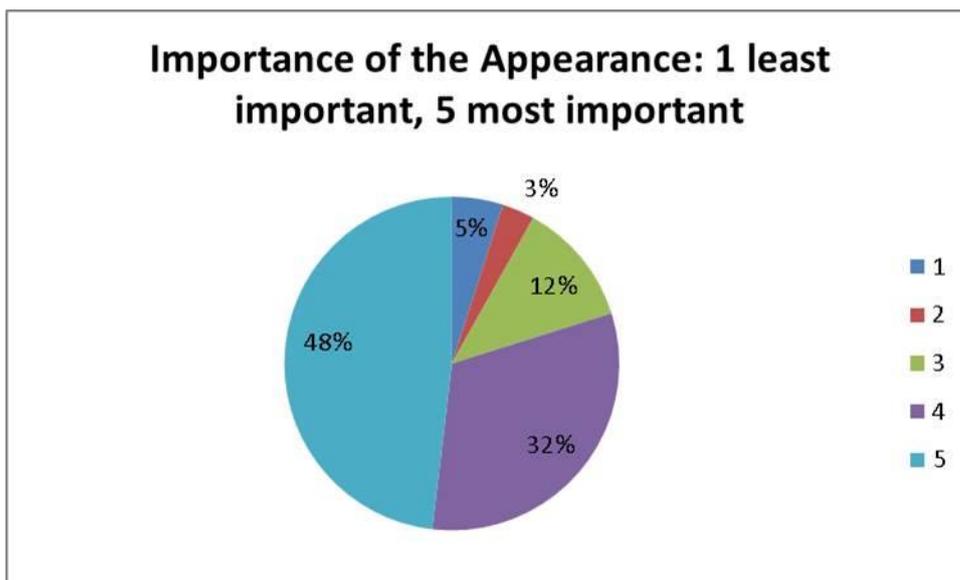
B. Range of stalls



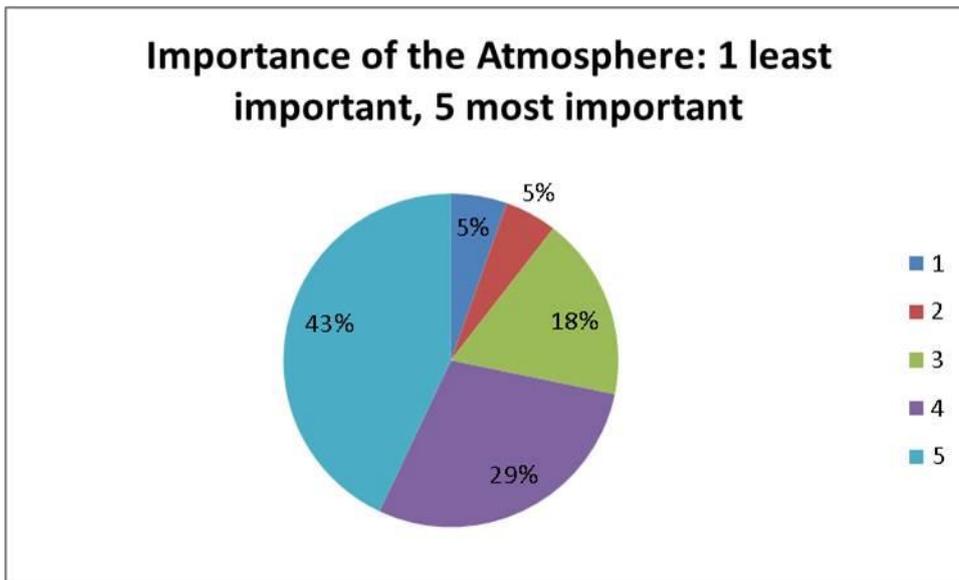
C. Quality of produce



D. Appearance



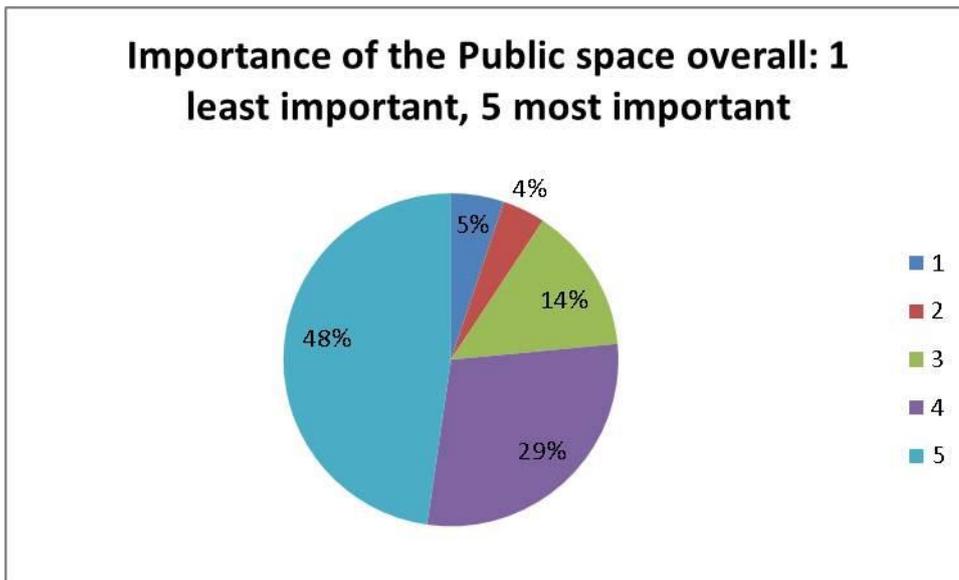
E. Atmosphere - lights/music



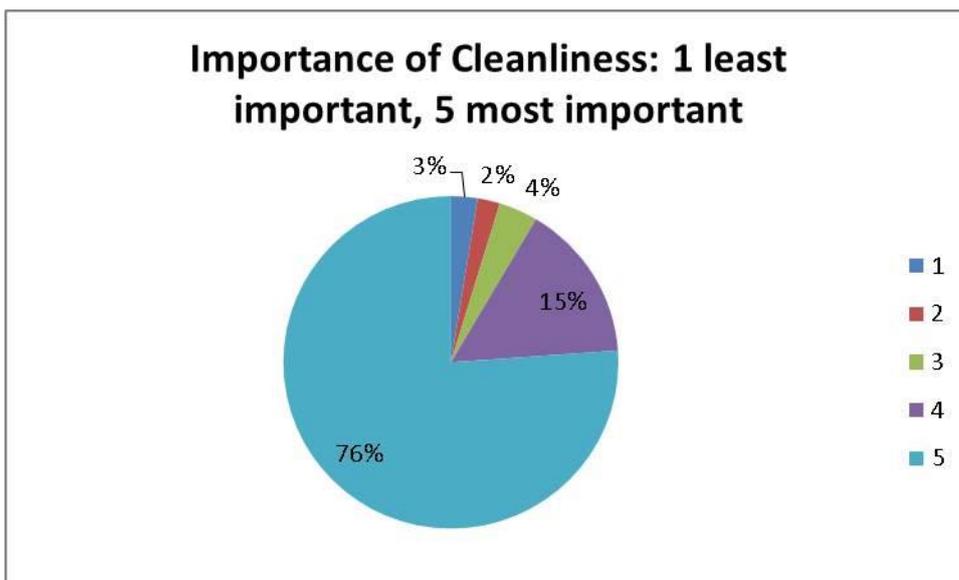
F. Facilities



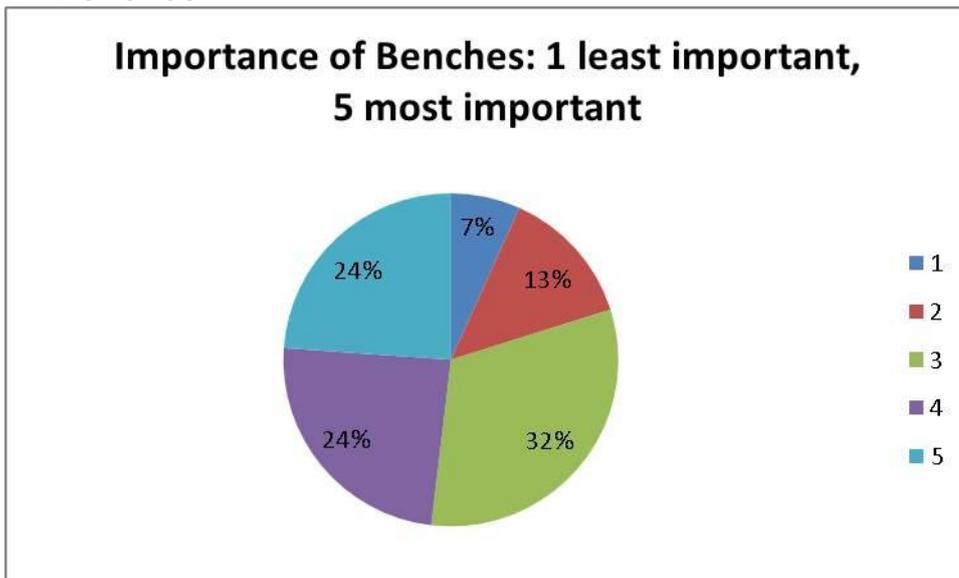
G. Public space overall



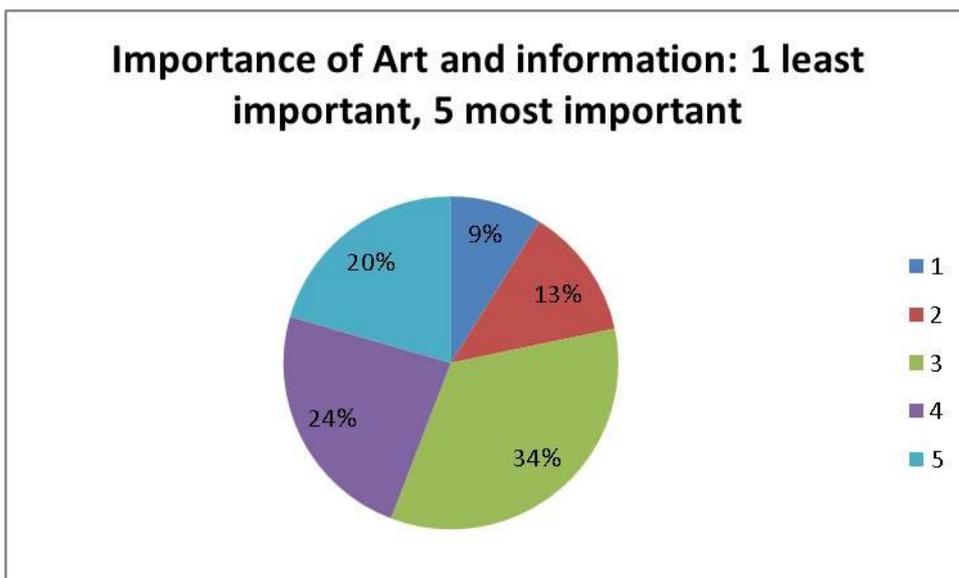
H. Cleanliness



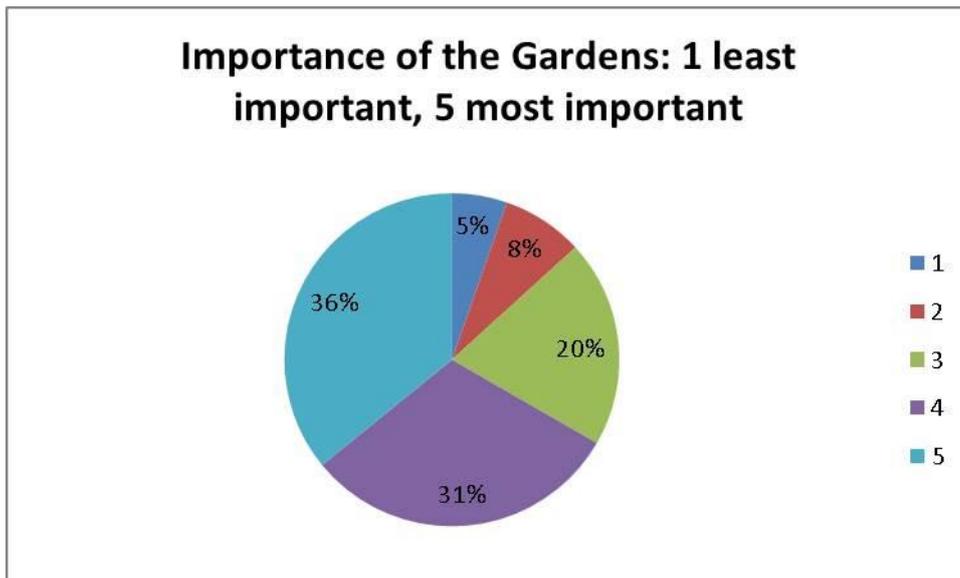
I. Benches



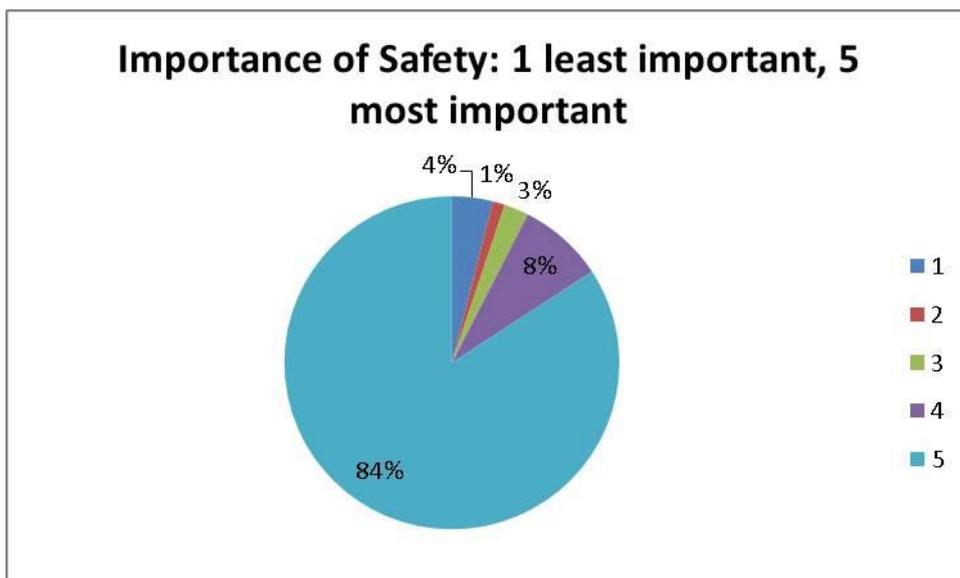
J. Art and Information



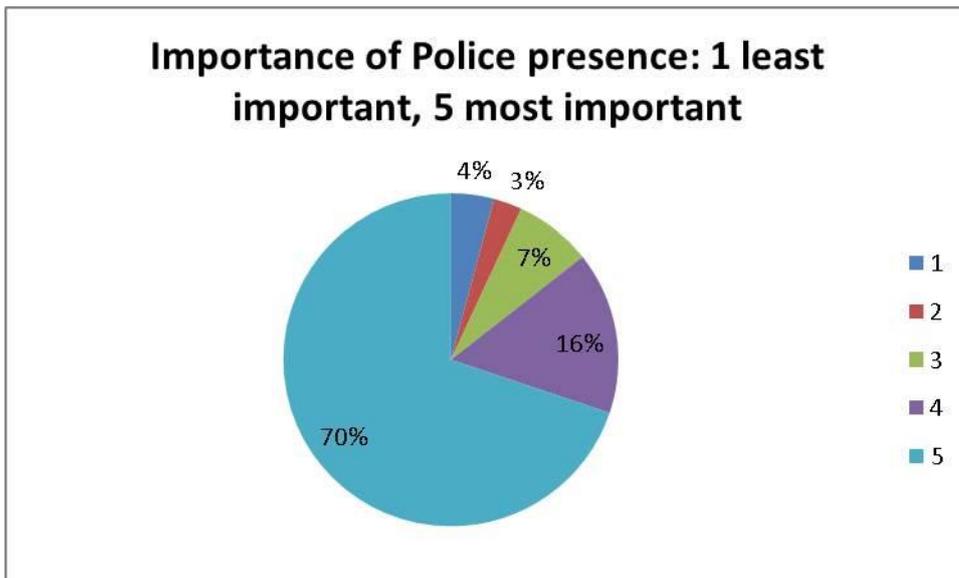
K. Gardens



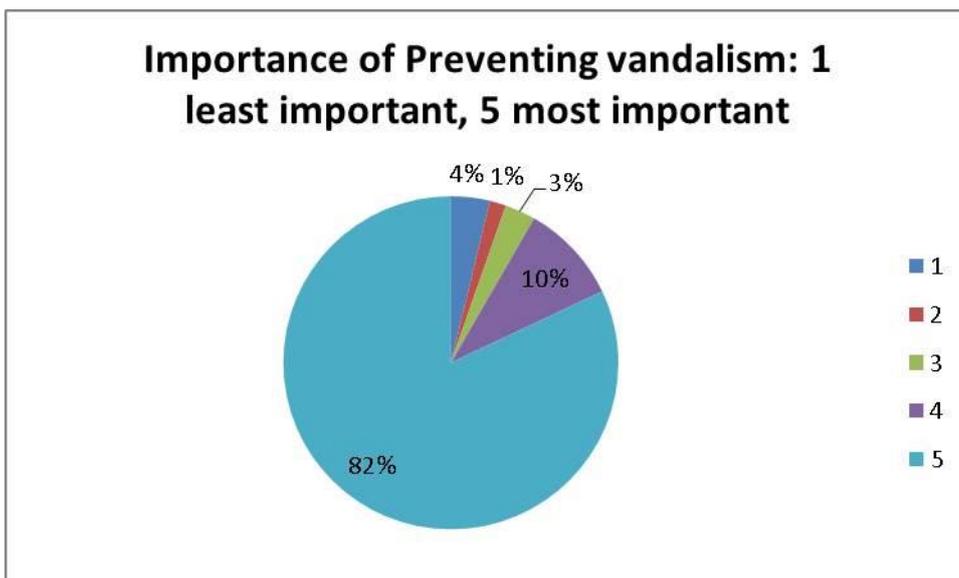
L. Safety/crime overall



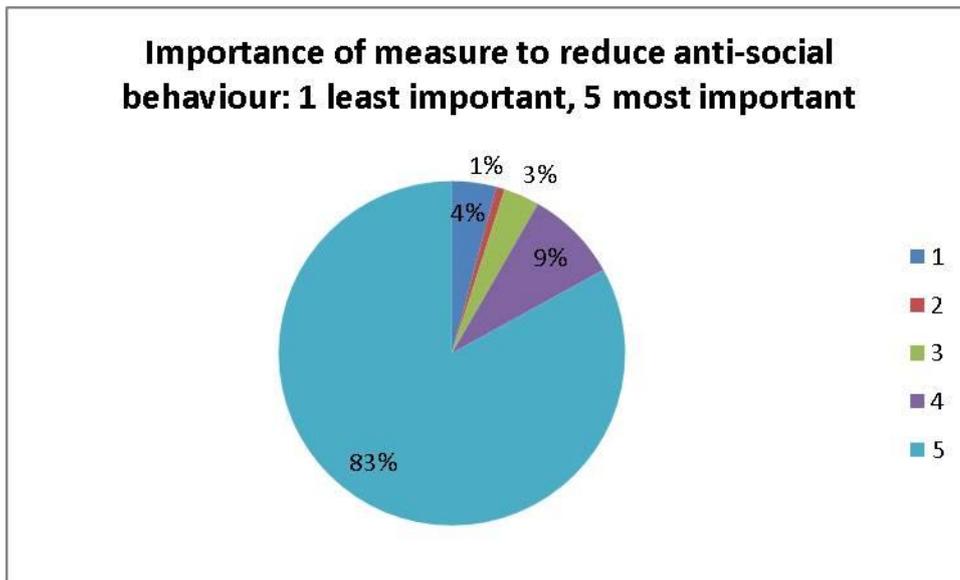
M. Police presence/general safety



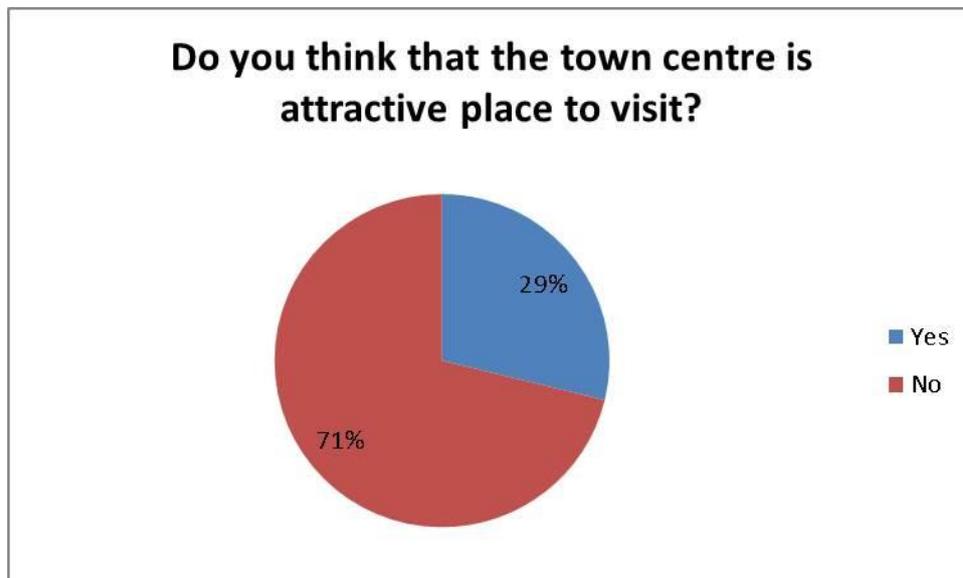
N. Preventing vandalism



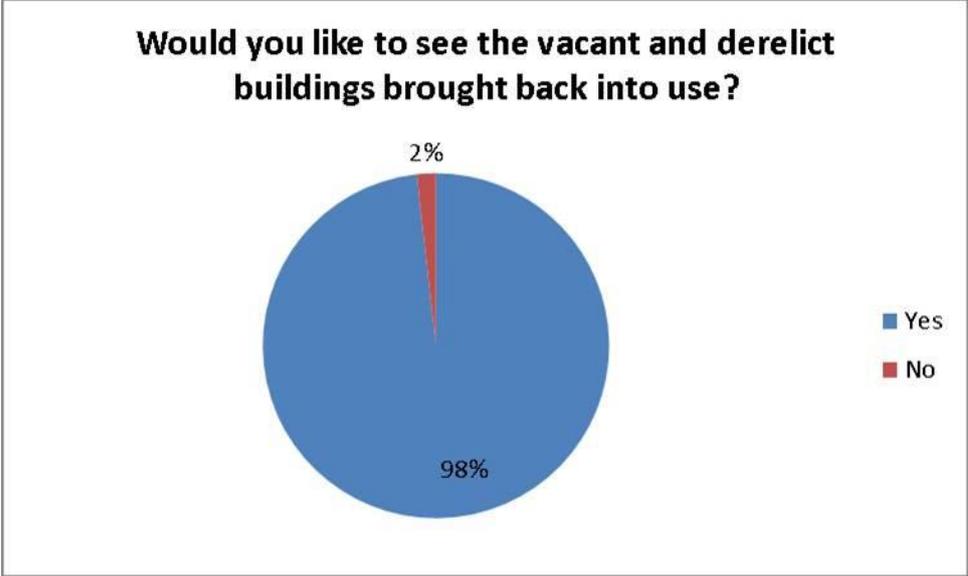
O. Measures to reduce anti-social behaviour



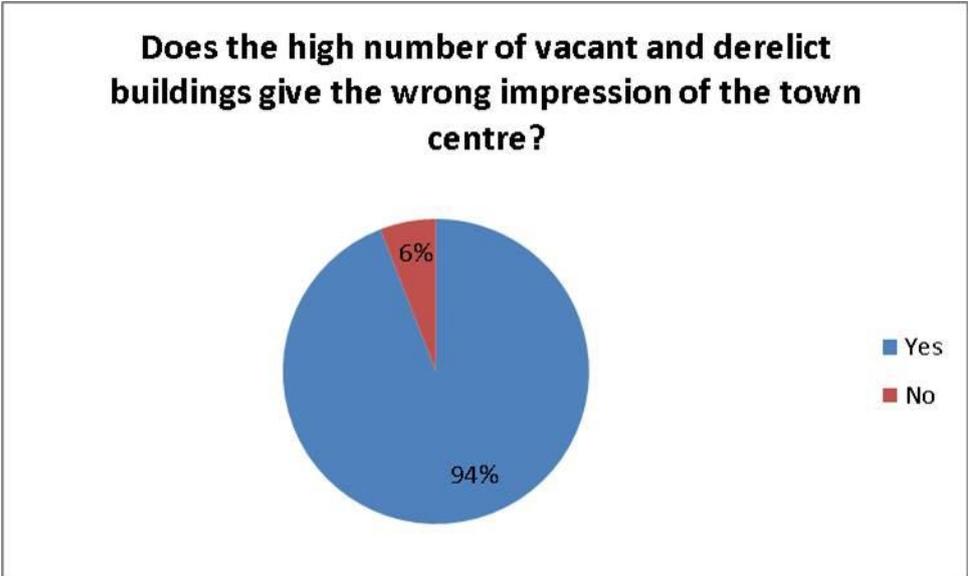
27. Do you think the current town centre is a welcoming and attractive place to visit?



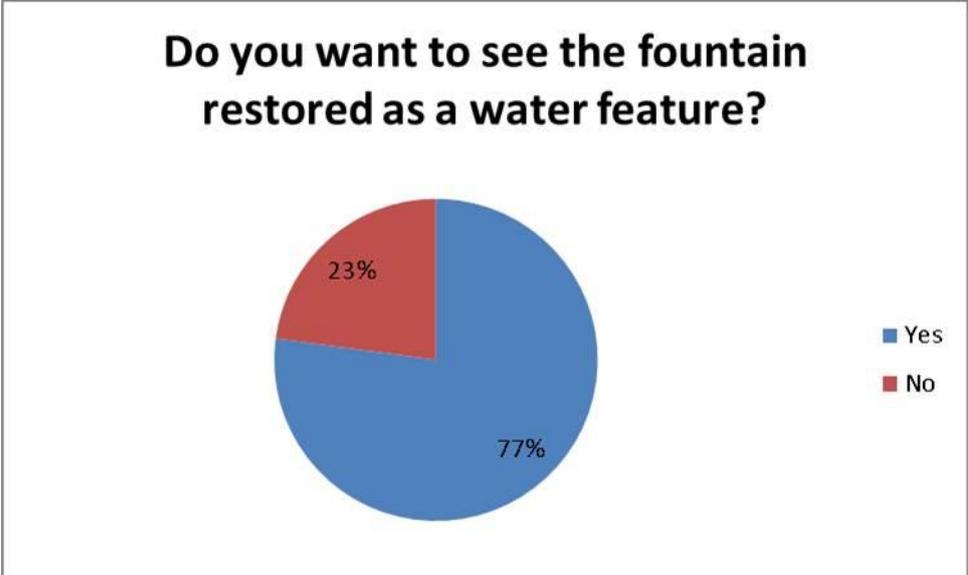
28. Do you want to see the high number of vacant and derelict buildings brought back into use?



29. Does the high number of vacant and derelict buildings give the wrong impression of the town centre?

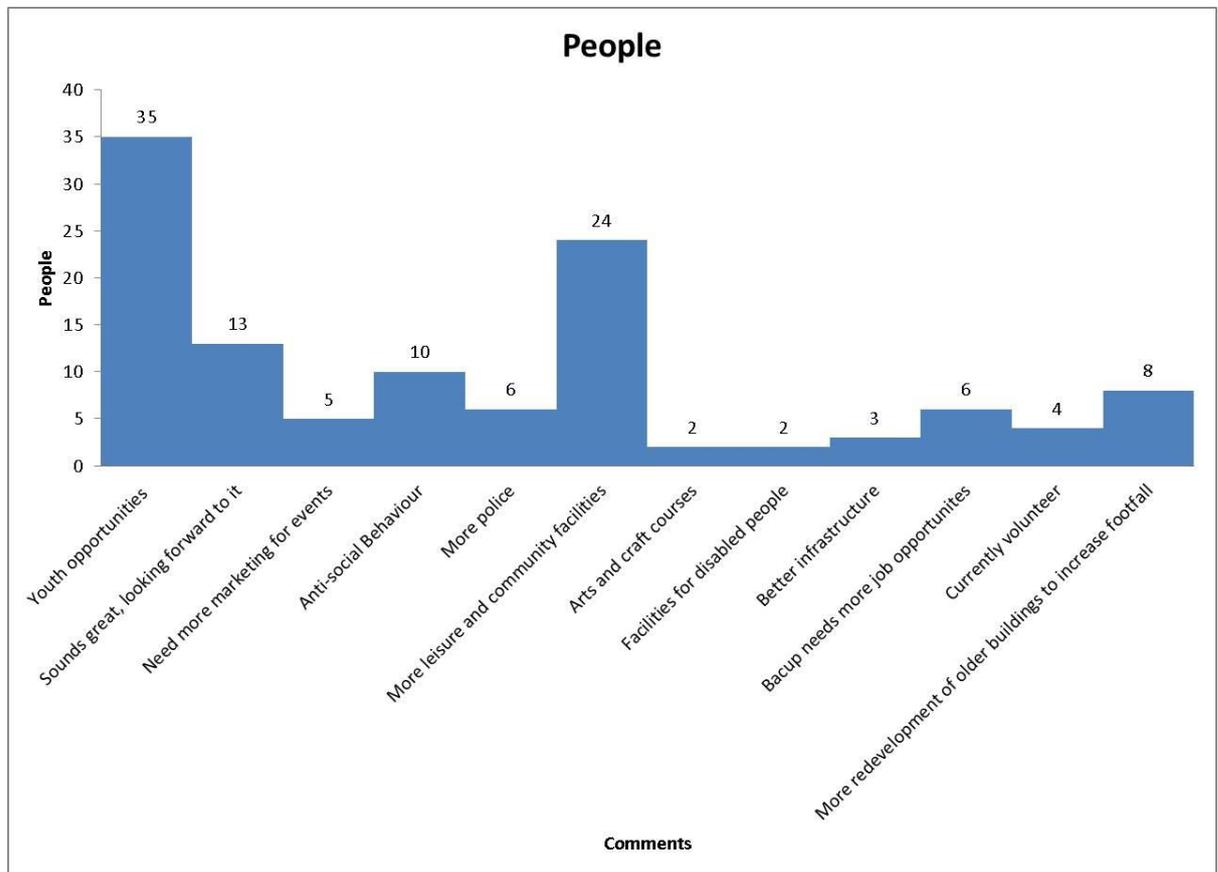


30. Do you want to see the fountain restored as a water feature?



People

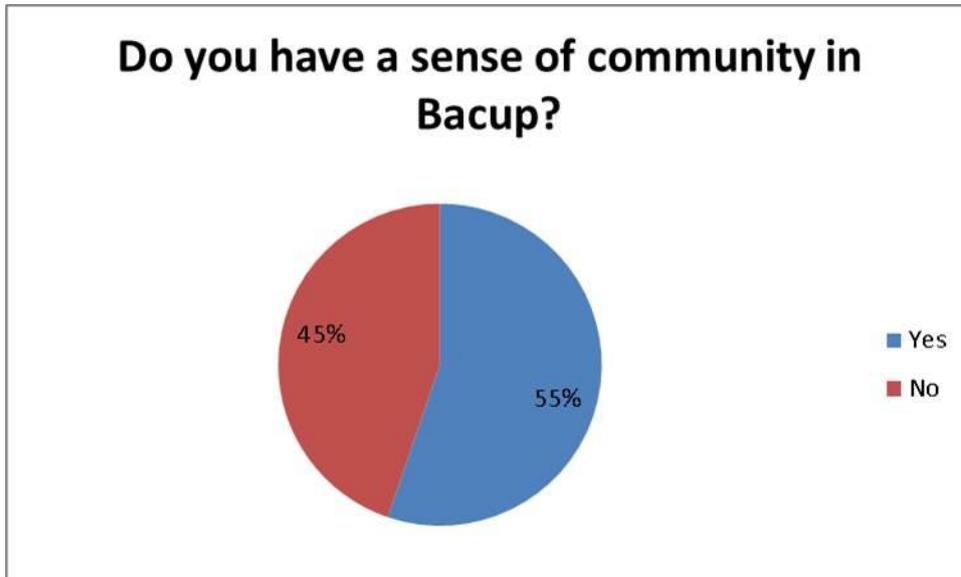
31. Do you have any other comments on the Bacup 2040 Vision and Masterplan for People?



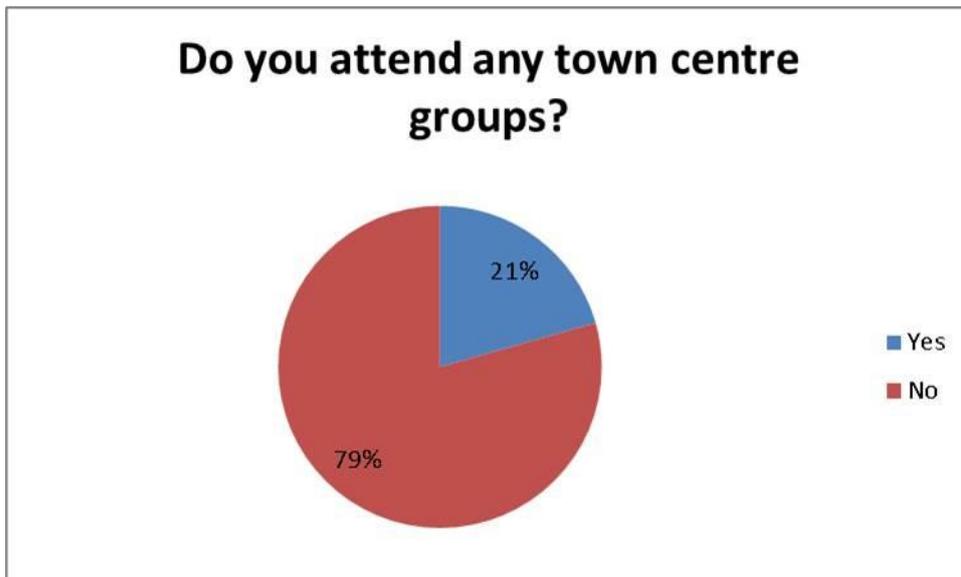
*9% of comments are miscellaneous.



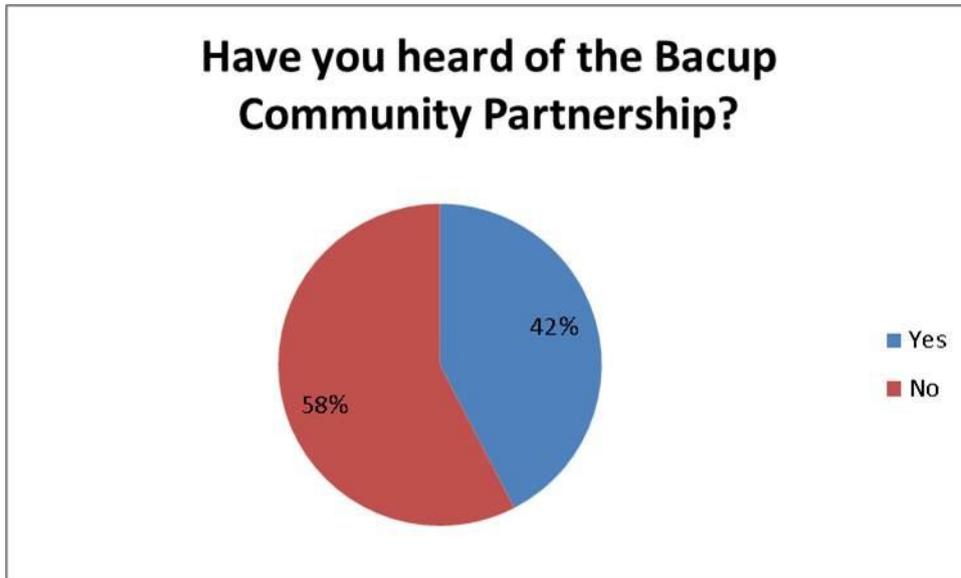
32. Do you have a sense of community in Bacup?



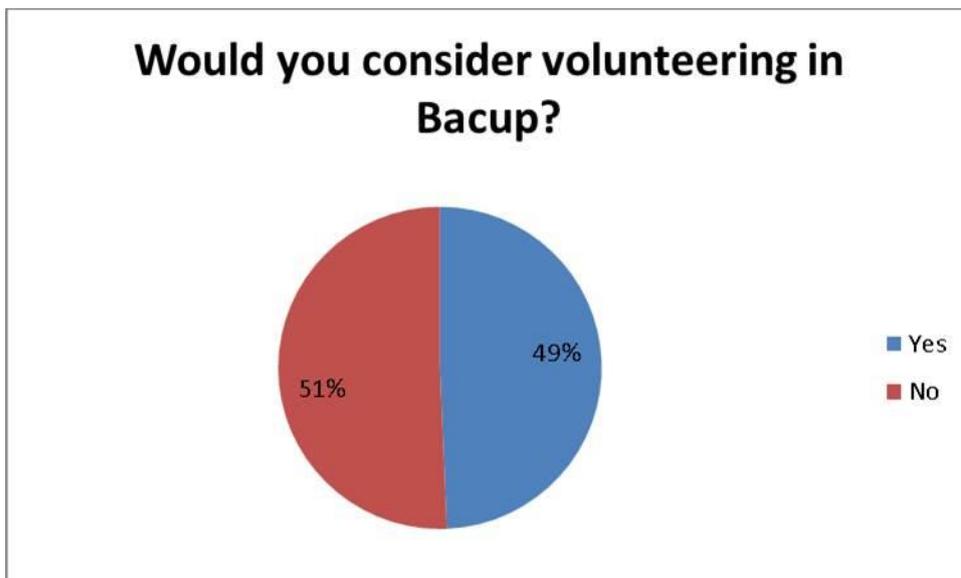
33. Do you attend any town centre groups, clubs or organisations?



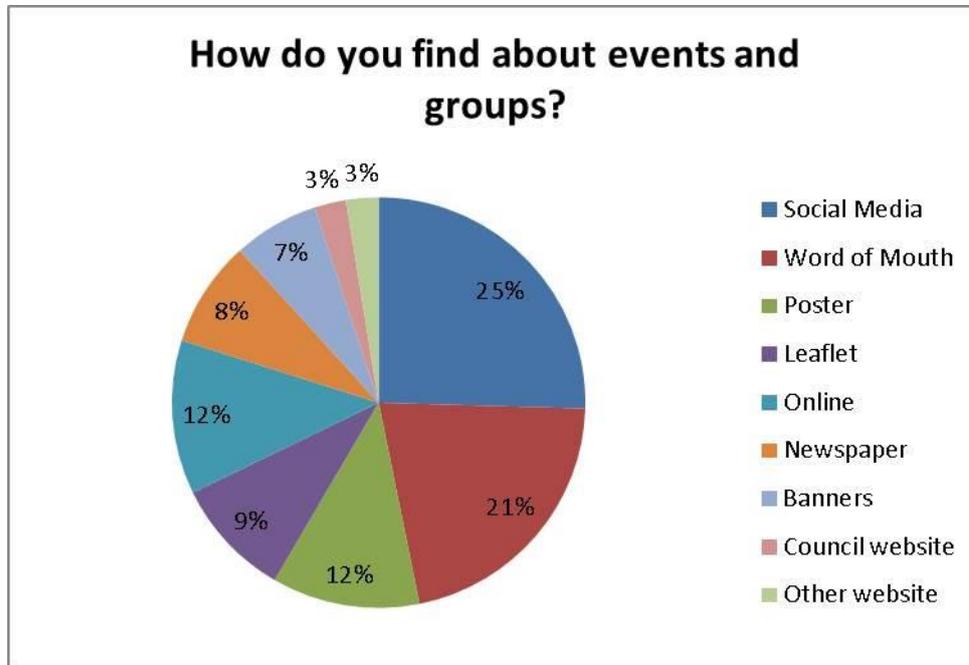
34. Have you heard of the Bacup Community Partnership (formerly Neighbourhood Forum) and what its objectives are?



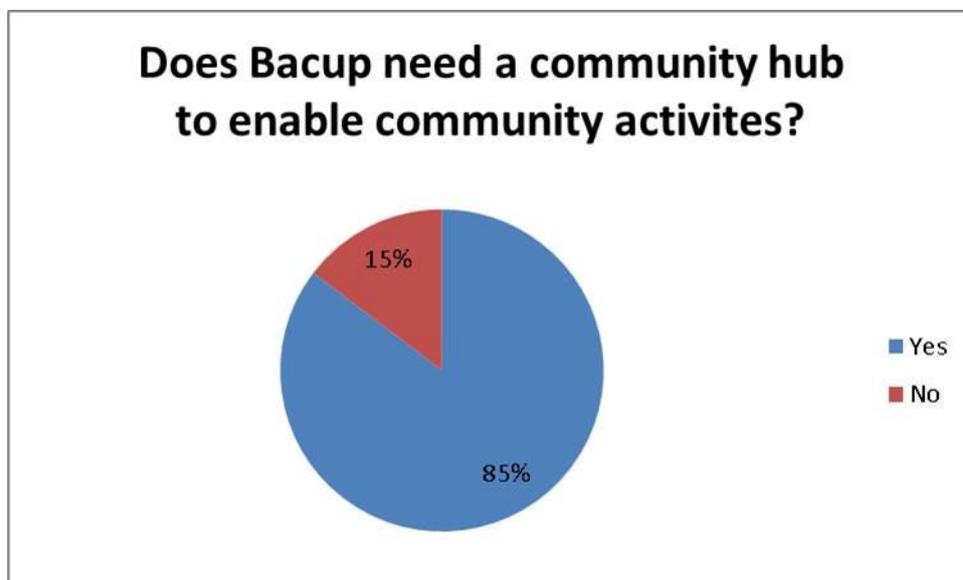
35. Would you consider volunteering for a town centre organisation to make Bacup a better place for everyone?



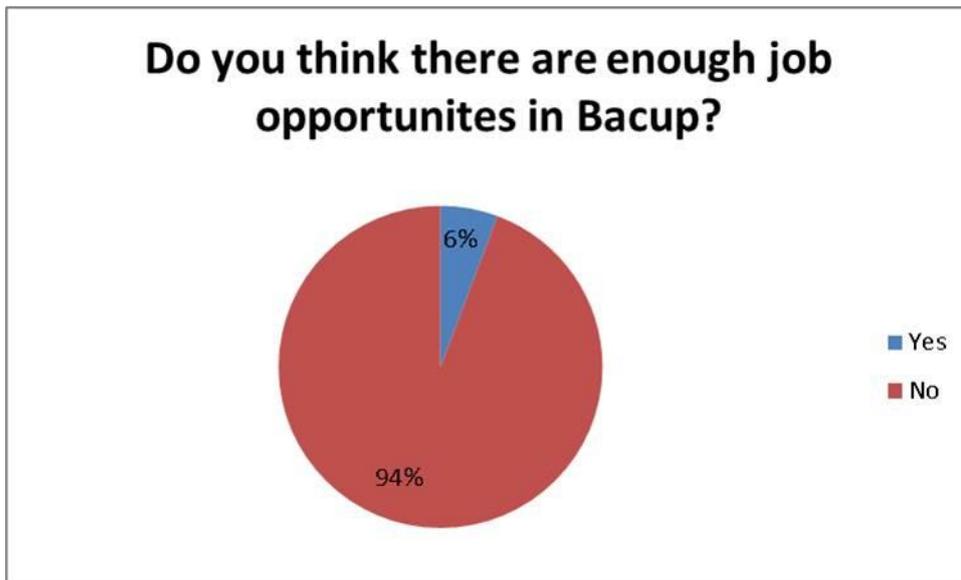
36. How do you find about events, activities, groups and organisations?



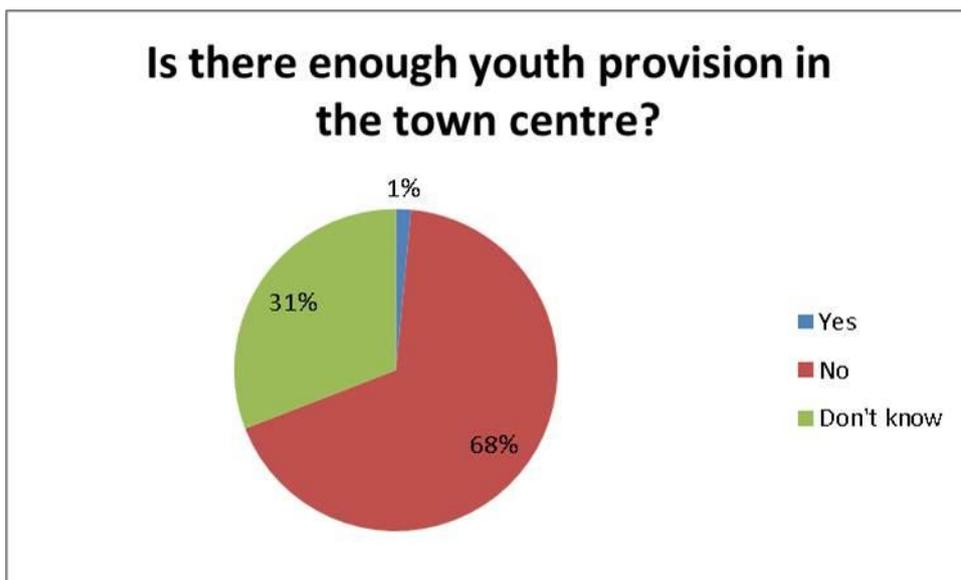
37. Does Bacup need a community hub facility to enable community activities?



38. Do you think there are enough job opportunities in Bacup?

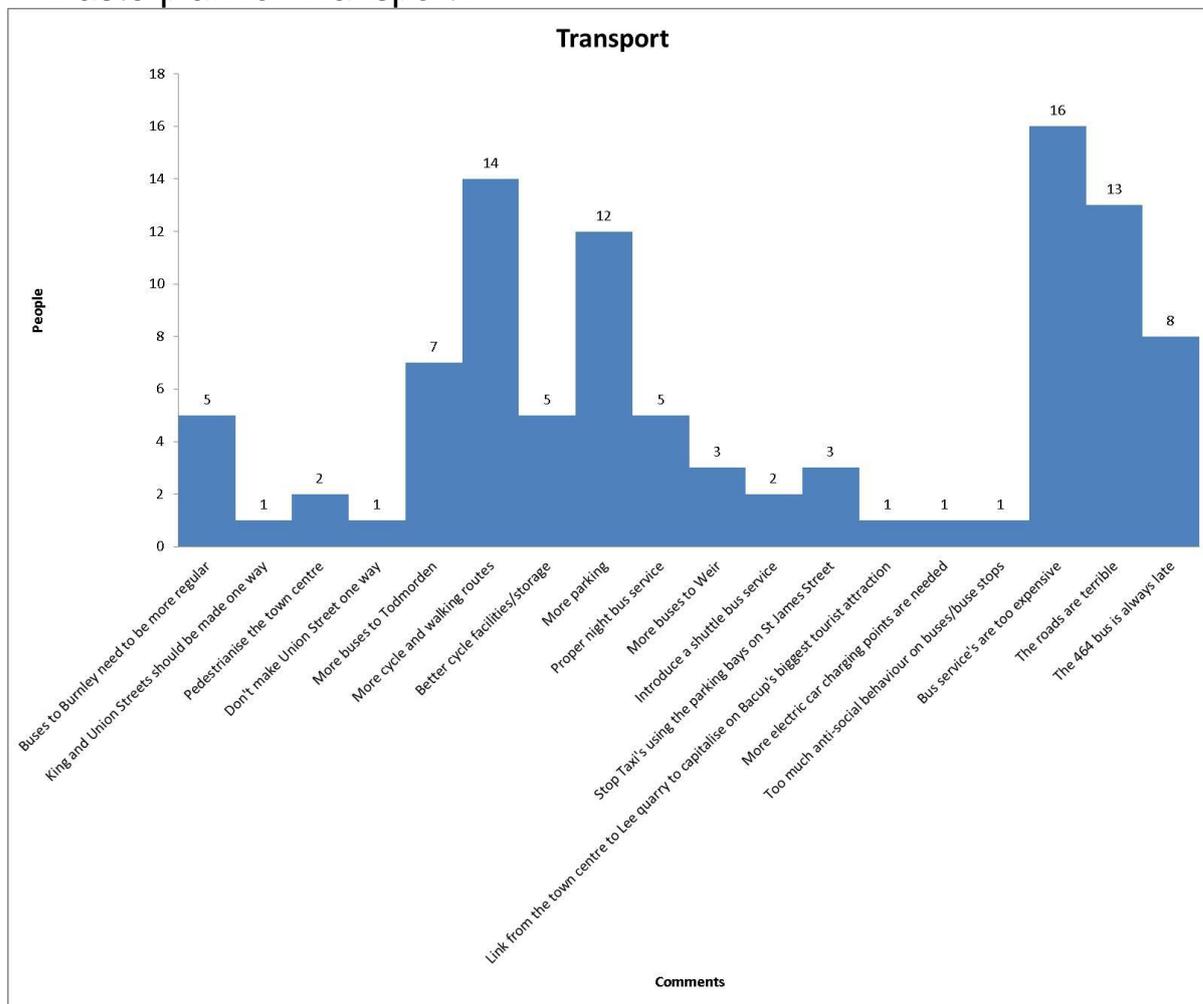


39. Is there enough youth provision in the town centre?



Transport

40. Do you have any other comments on the Bacup 2040 Vision and Masterplan for Transport?



*12% of comments are miscellaneous.

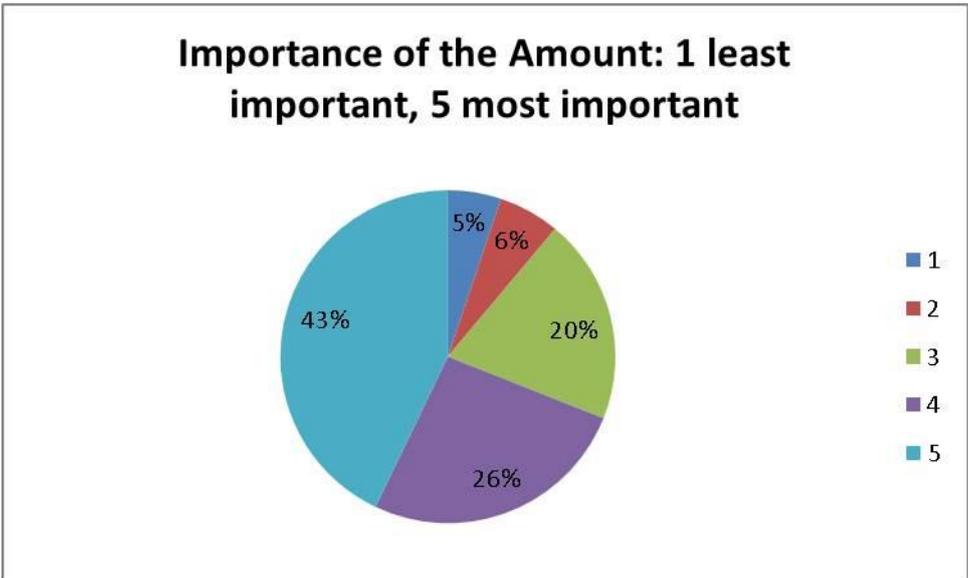


41. Please score the following on the order of importance to you?

A. Parking overall



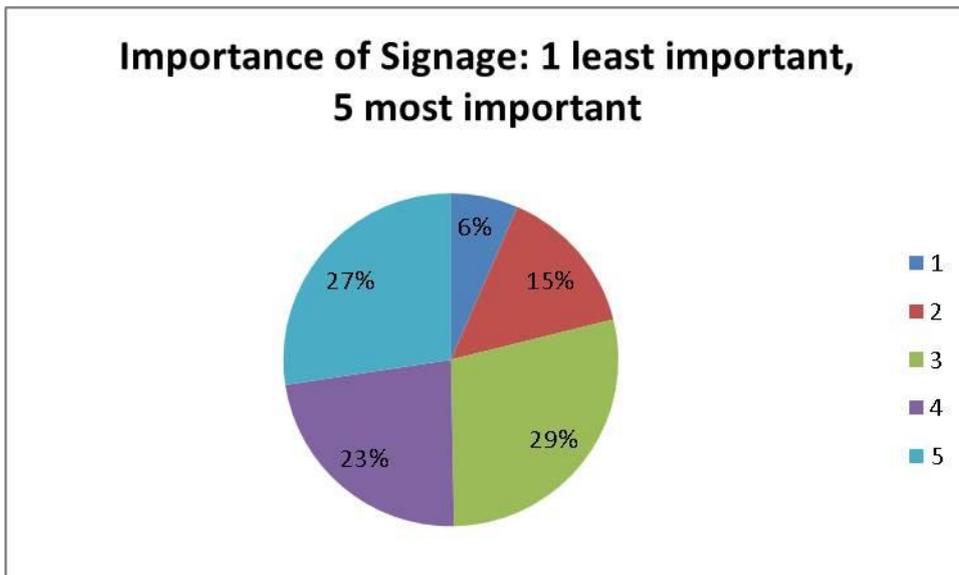
B. Amount



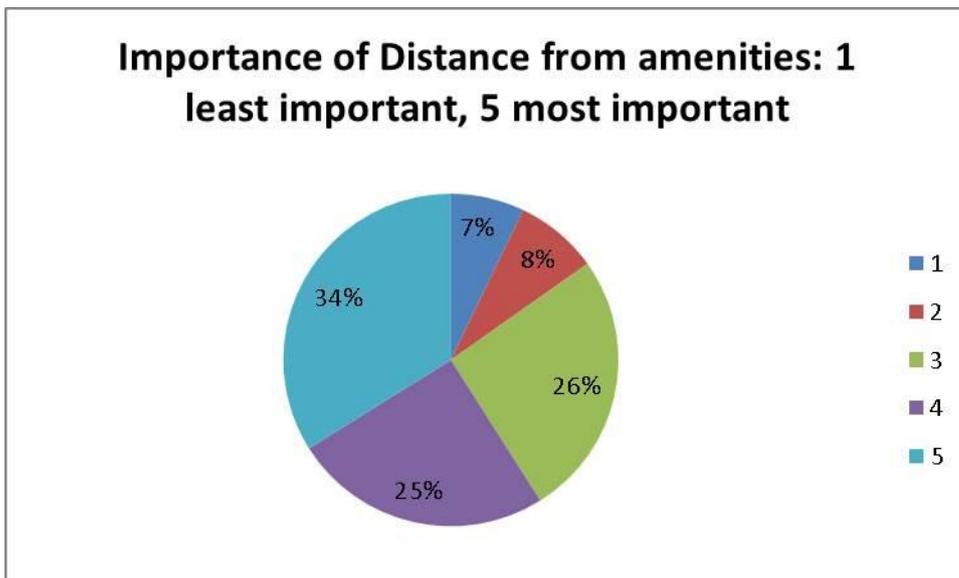
C. Disabled parking



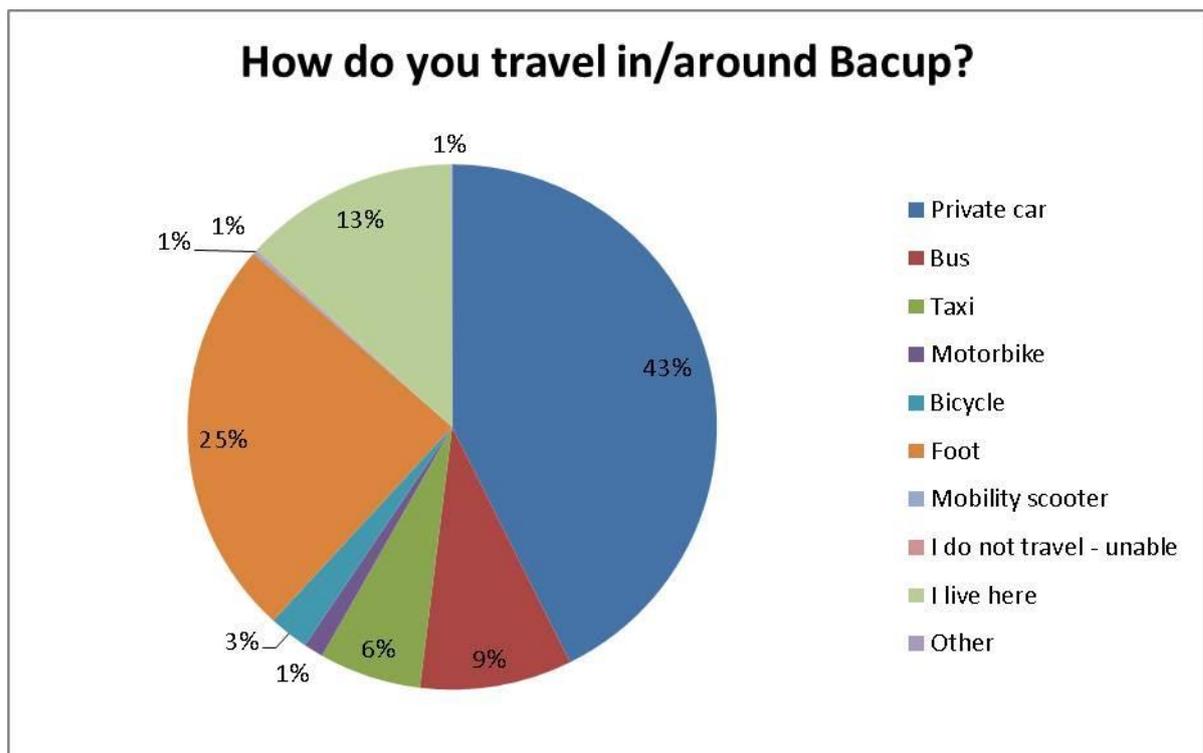
D. Signage



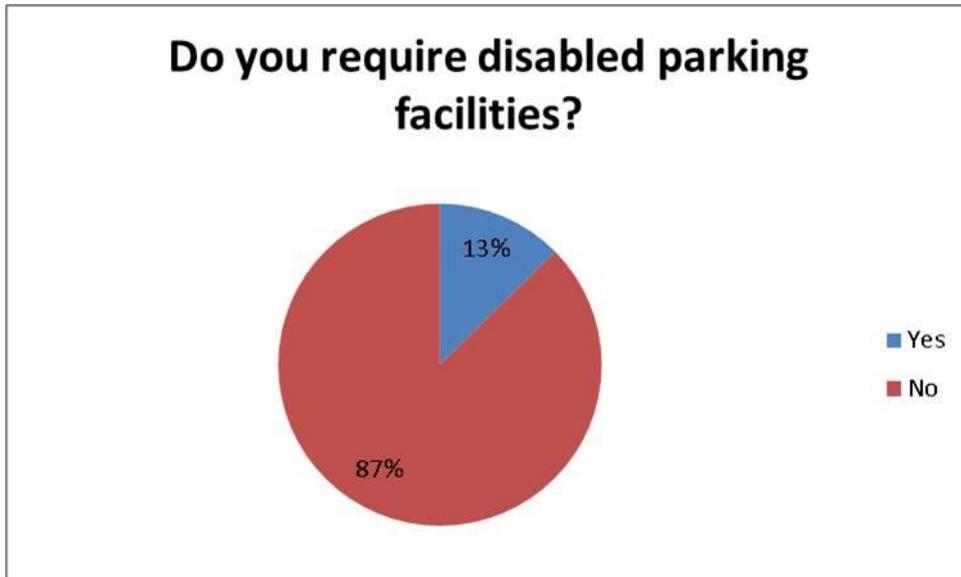
E. Distance from amenities



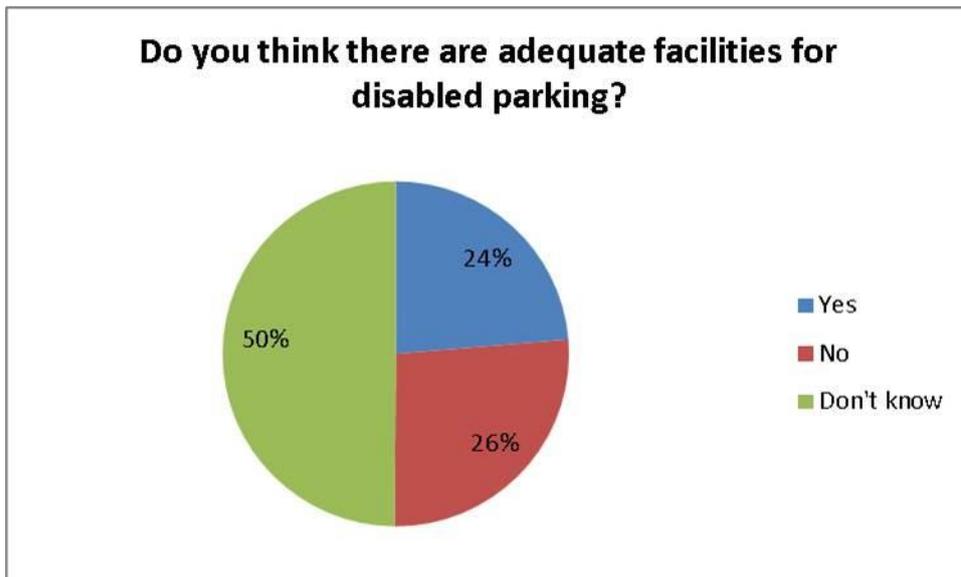
42. How do you travel in/around Bacup?



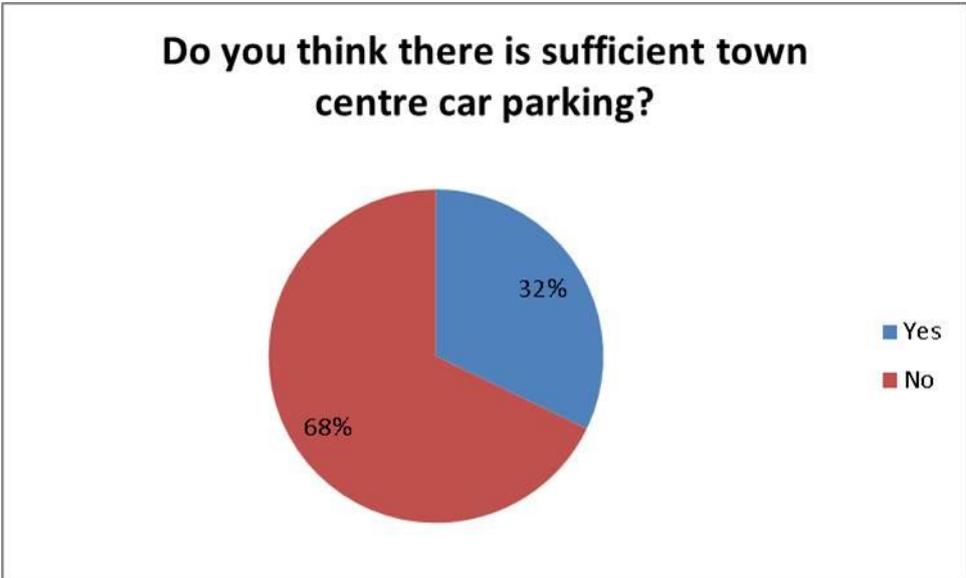
43. Do you require disabled parking facilities?



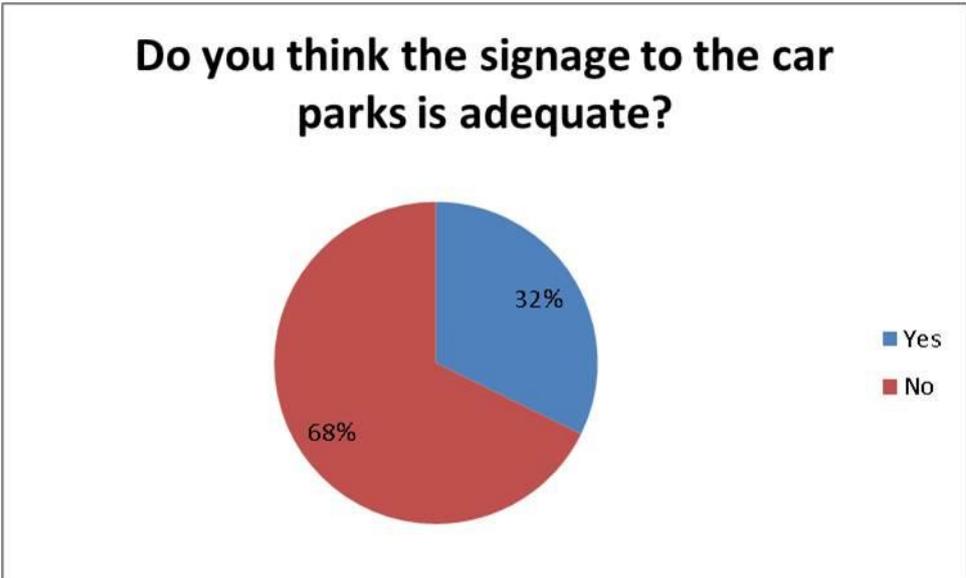
44. Do you think there are adequate facilities for disabled parking?



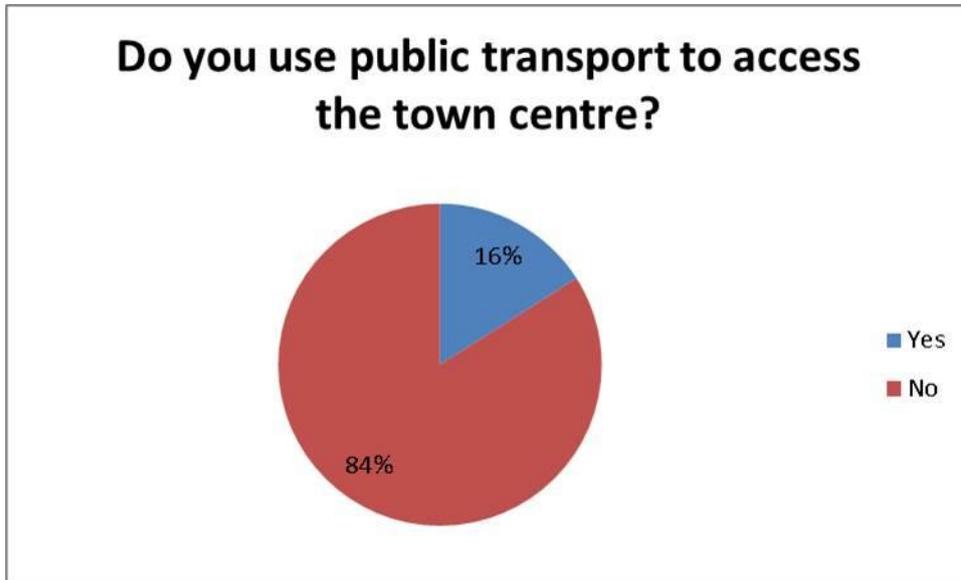
45. Do you think there is sufficient town centre car parking?



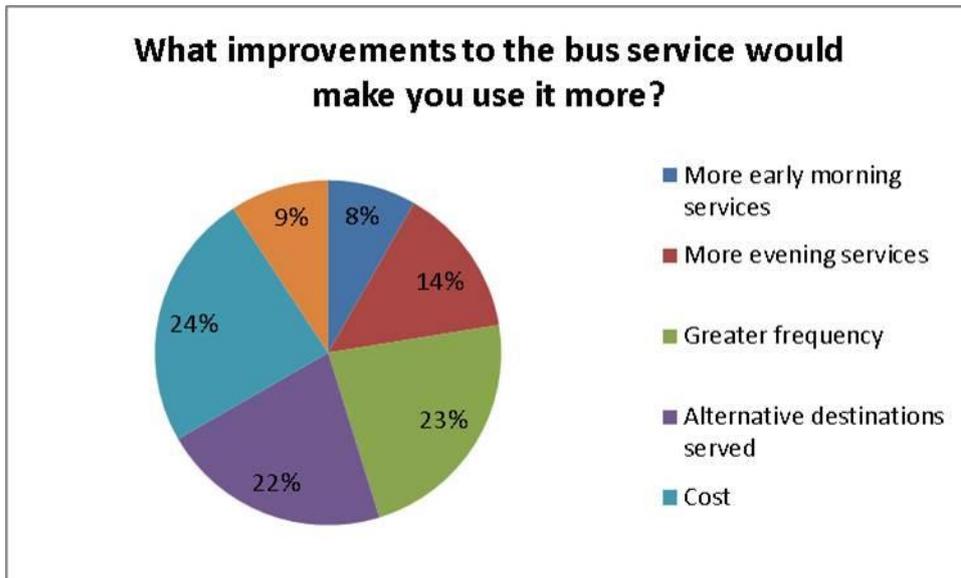
46. Do you think the signage to the car parks is adequate?



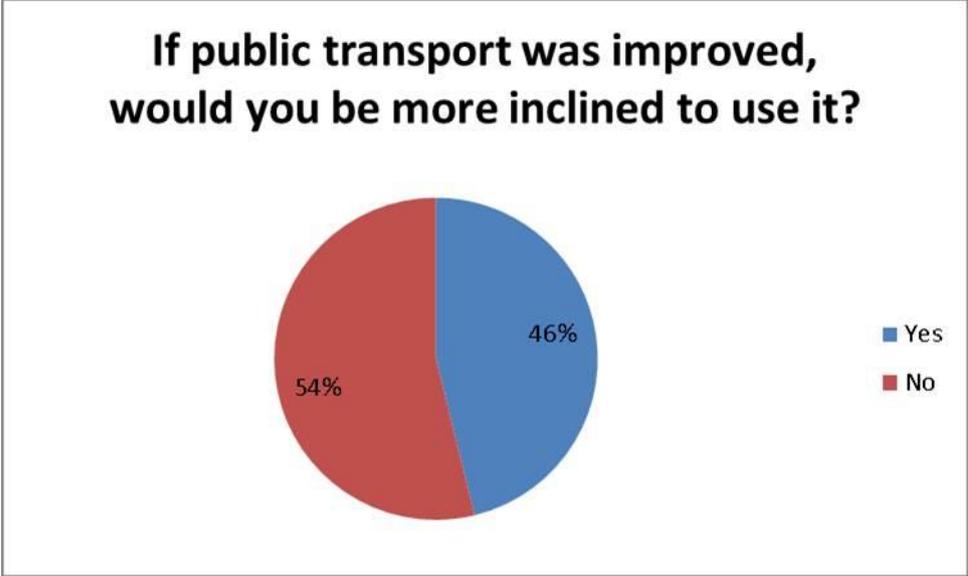
47. Do you use public transport to access the town centre?



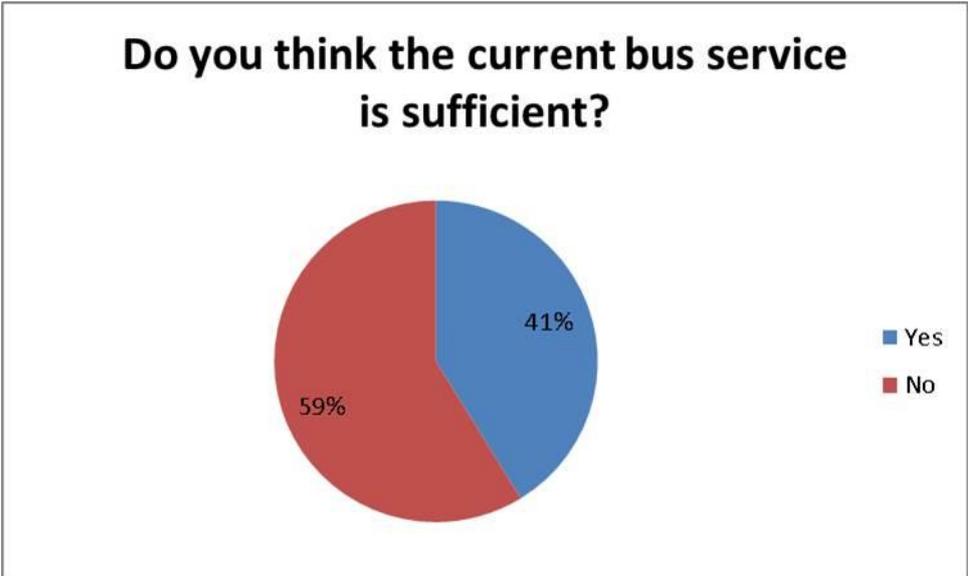
48. What improvements to the bus service would make you use it more?



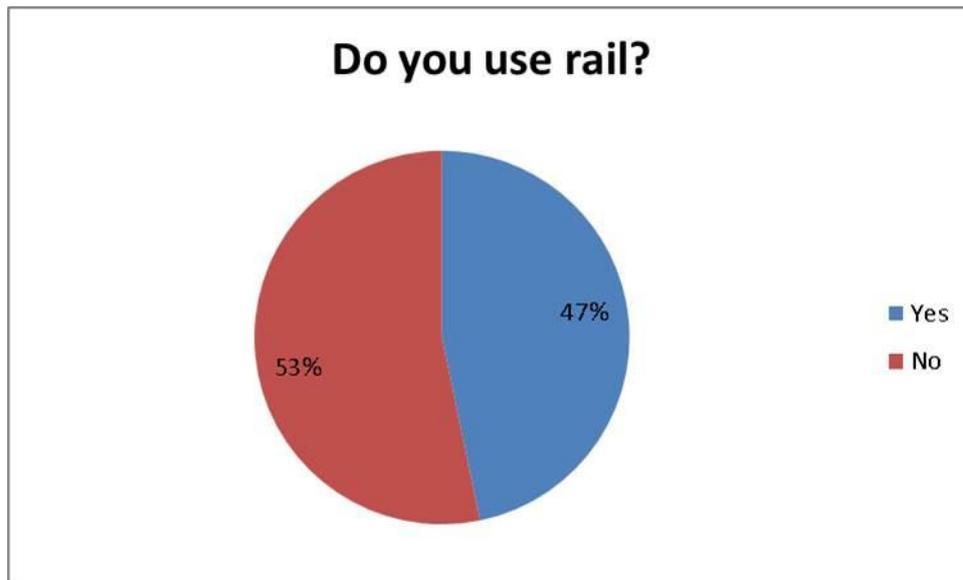
49. If public transport was improved, would you be more inclined to use it?



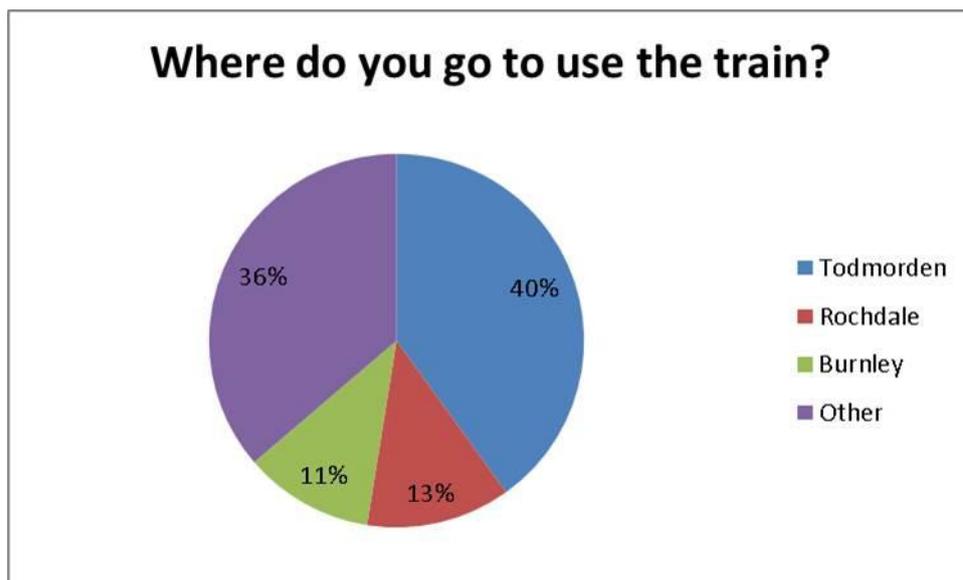
50. Do you think the current bus service is sufficient?



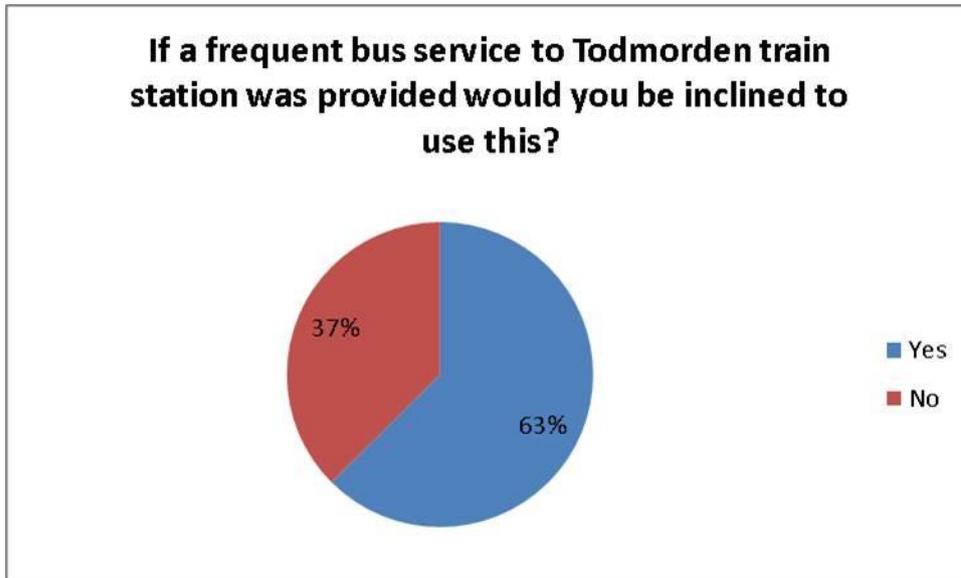
51. Do you use rail?



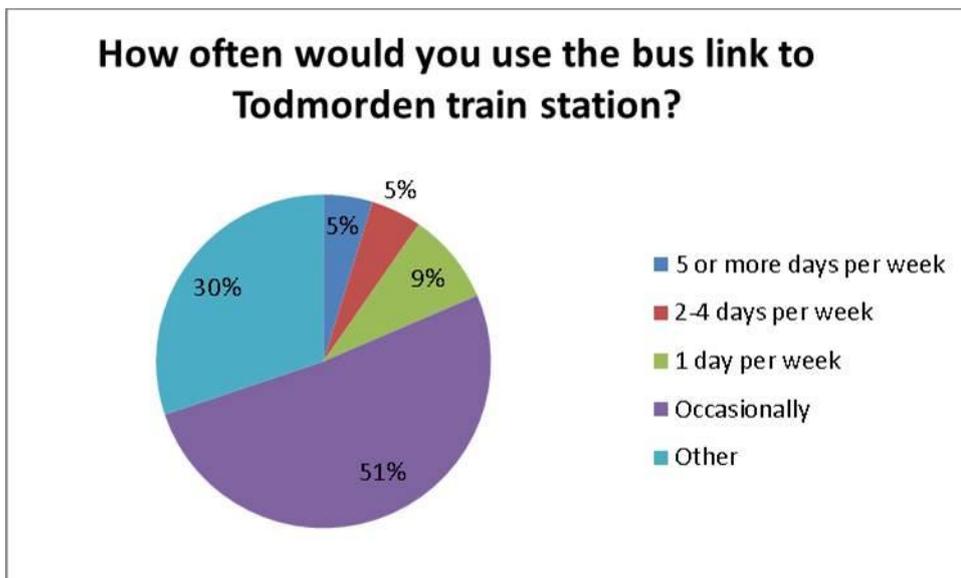
52. Where do you go to use the train?



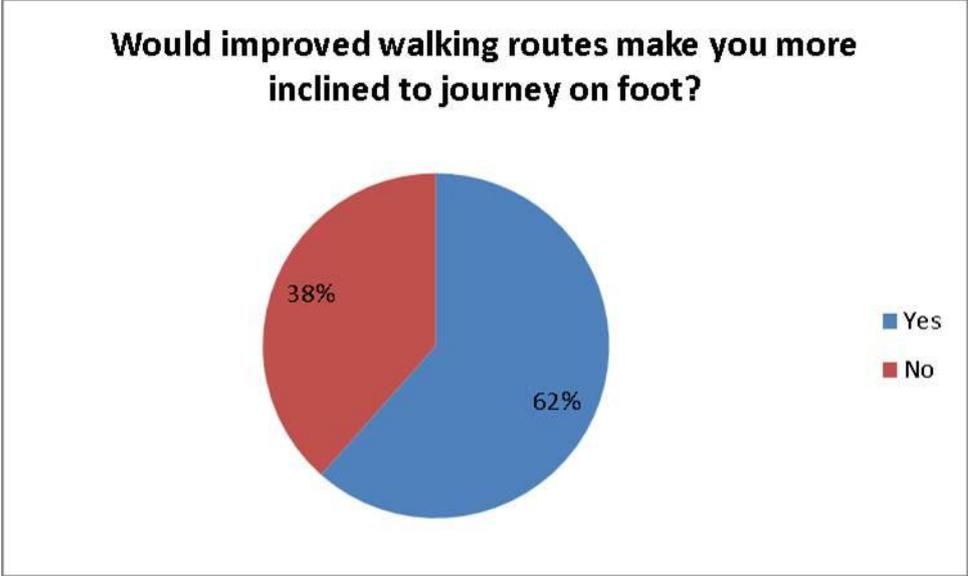
53. If a frequent bus service to Todmorden train station was provided would you be inclined to use this?



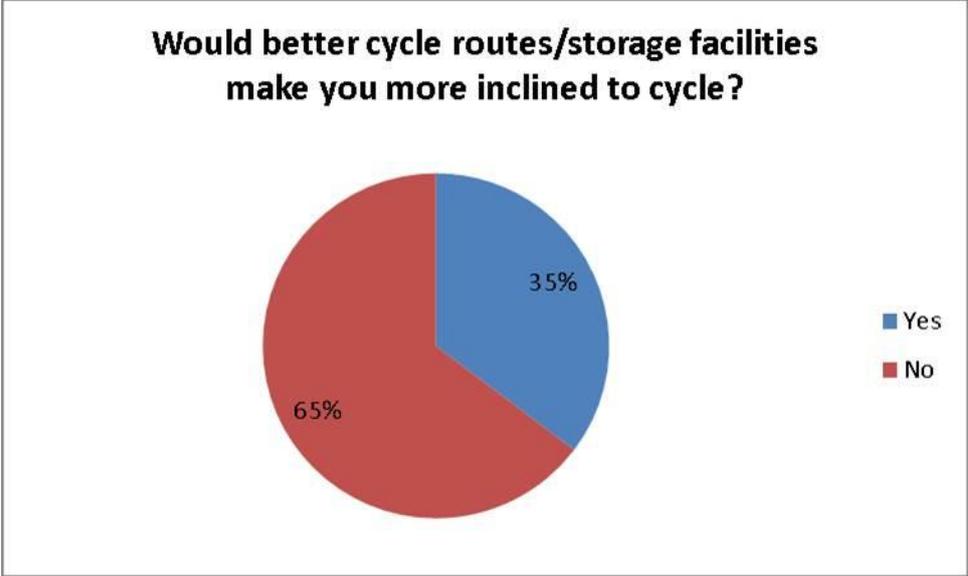
54. If yes, how often would you use the bus link to Todmorden train station?



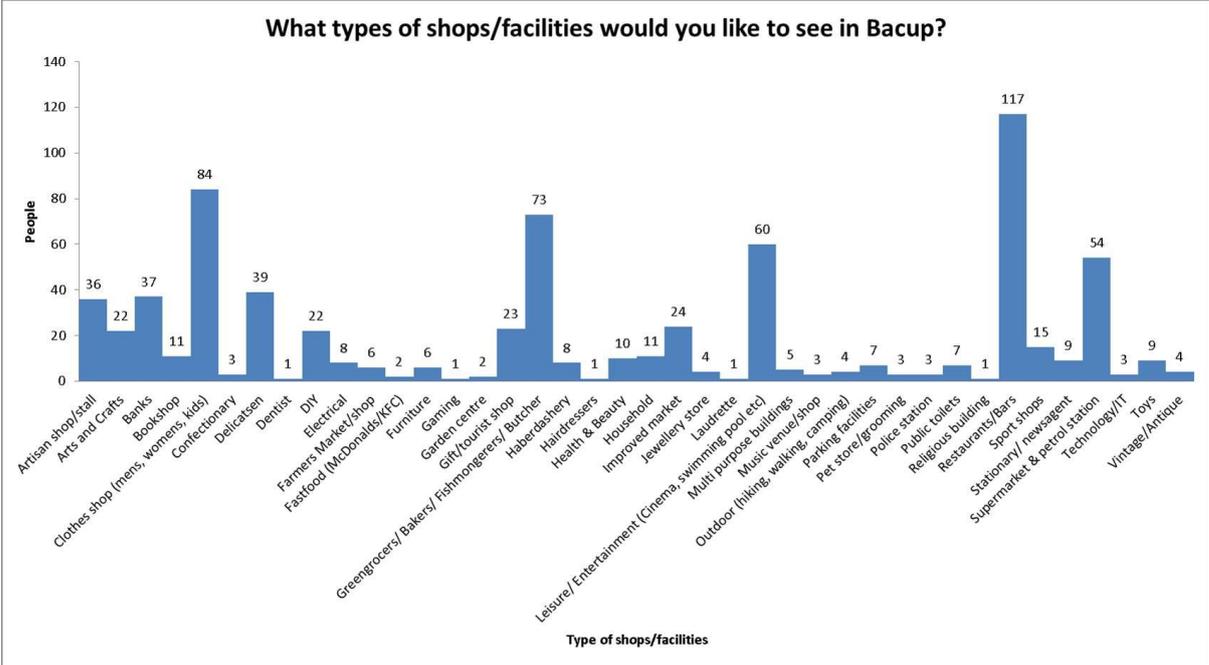
55. Would improved walking routes make you more inclined to journey on foot?



56. Would better cycle routes/storage facilities make you more inclined to cycle?



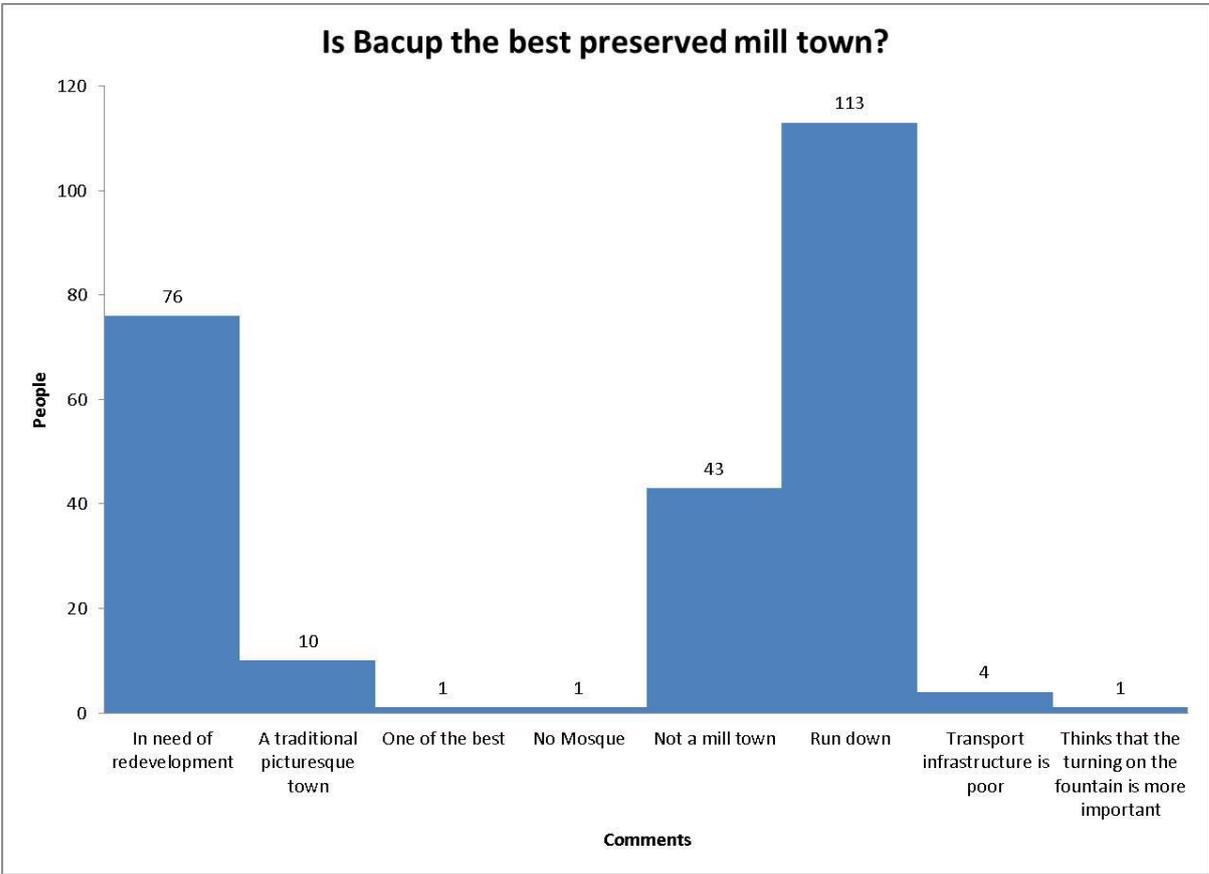
58. What types of shops/facilities would like to see in Bacup?



*6% of comments are miscellaneous.



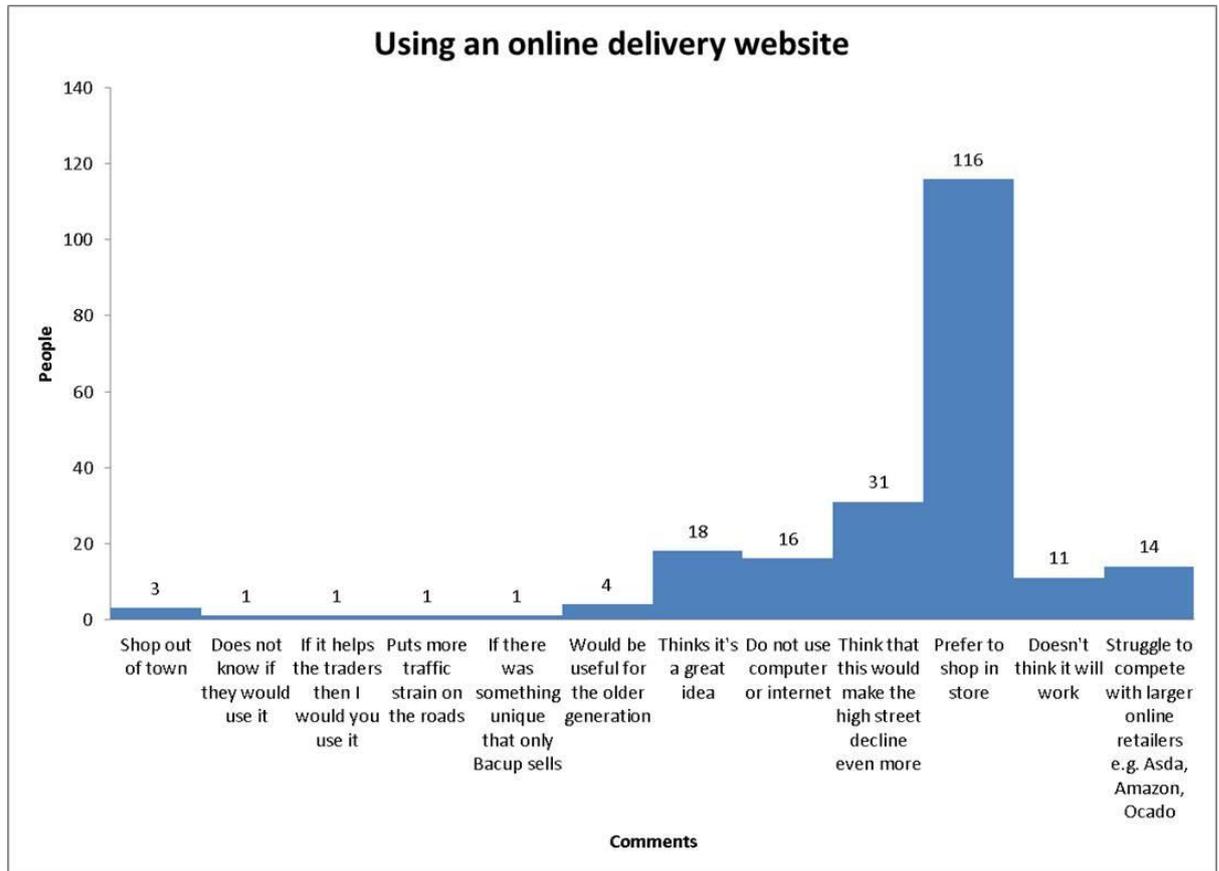
59. Bacup has been described as one of the best preserved mill towns in the country. Do you think this is an appropriate description of the town?



*11% of comments are miscellaneous.



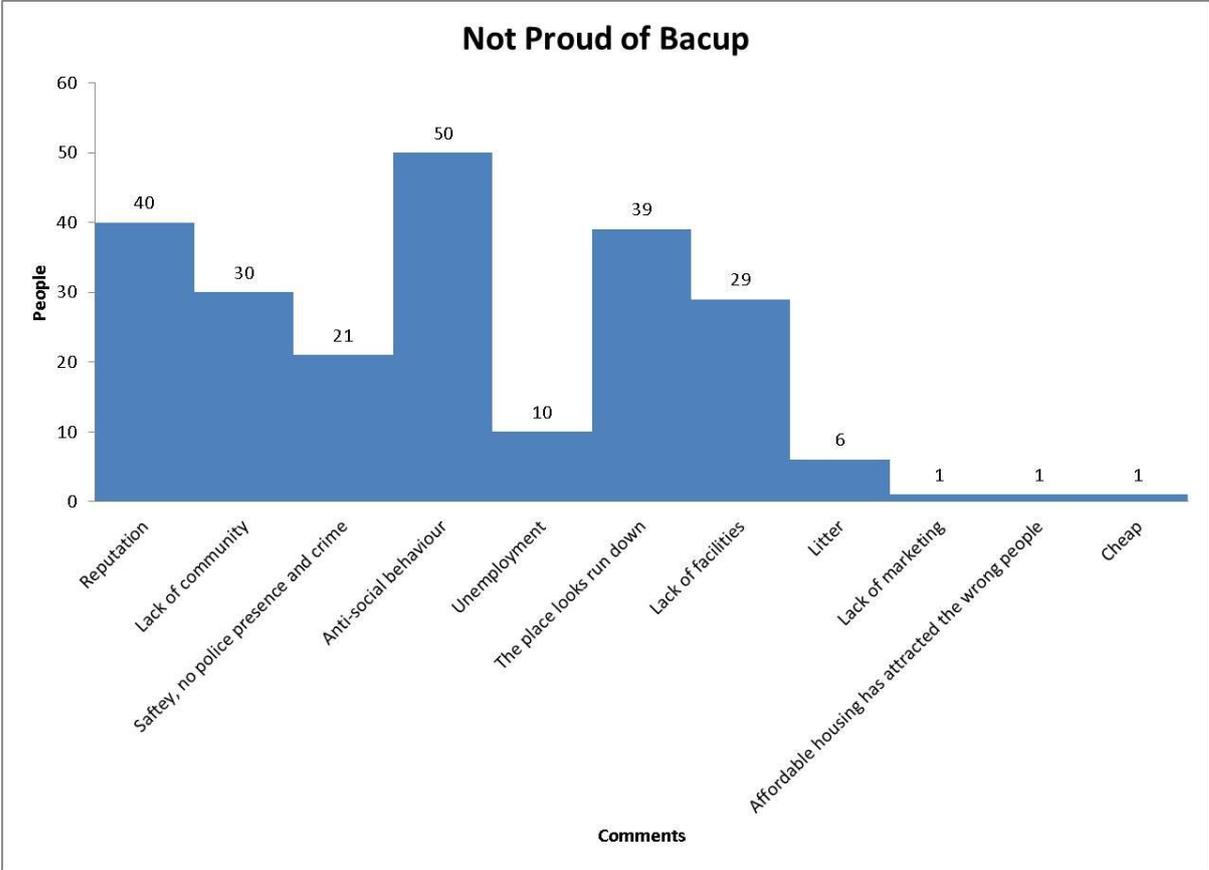
60. Would you use an online shopping webpage that brought together most of the shops and market traders in the town centre and coordinated a single home delivery or pick up?



*10% of comments are miscellaneous.



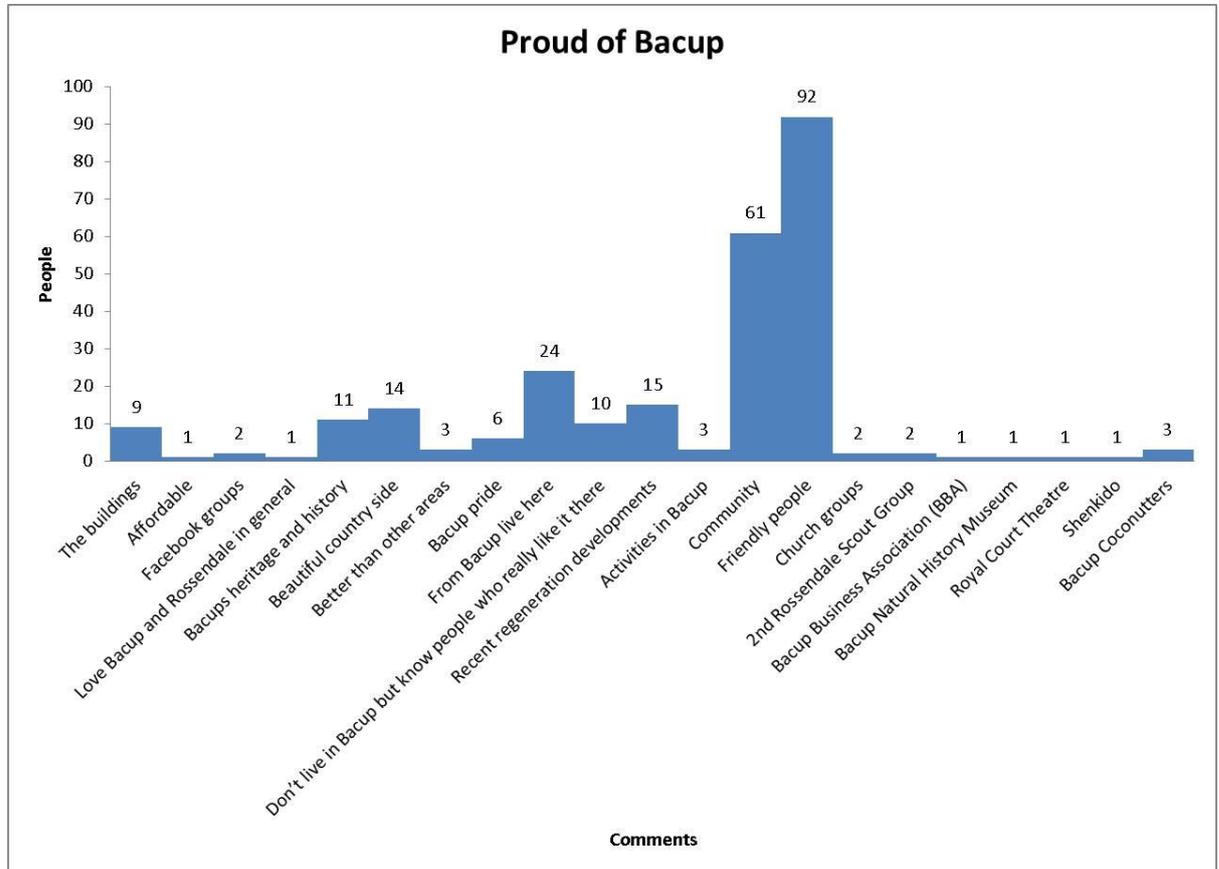
61. Please explain what makes you not proud to live in Bacup?



*8% of comments are miscellaneous.



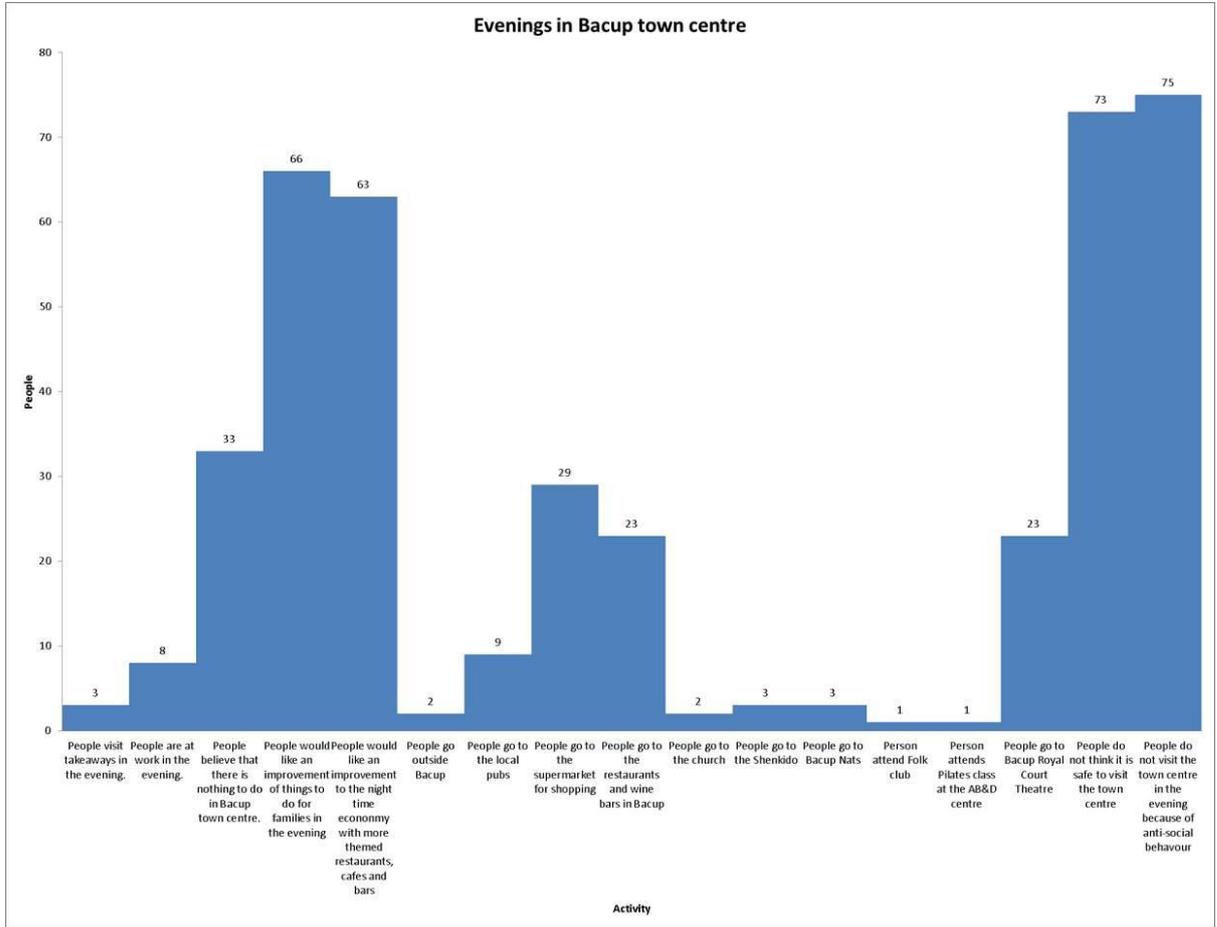
62. Please explain what makes you proud to live in Bacup?



*8% of comments are miscellaneous.



63. Do you visit in the evening?



*7% of comments are miscellaneous.



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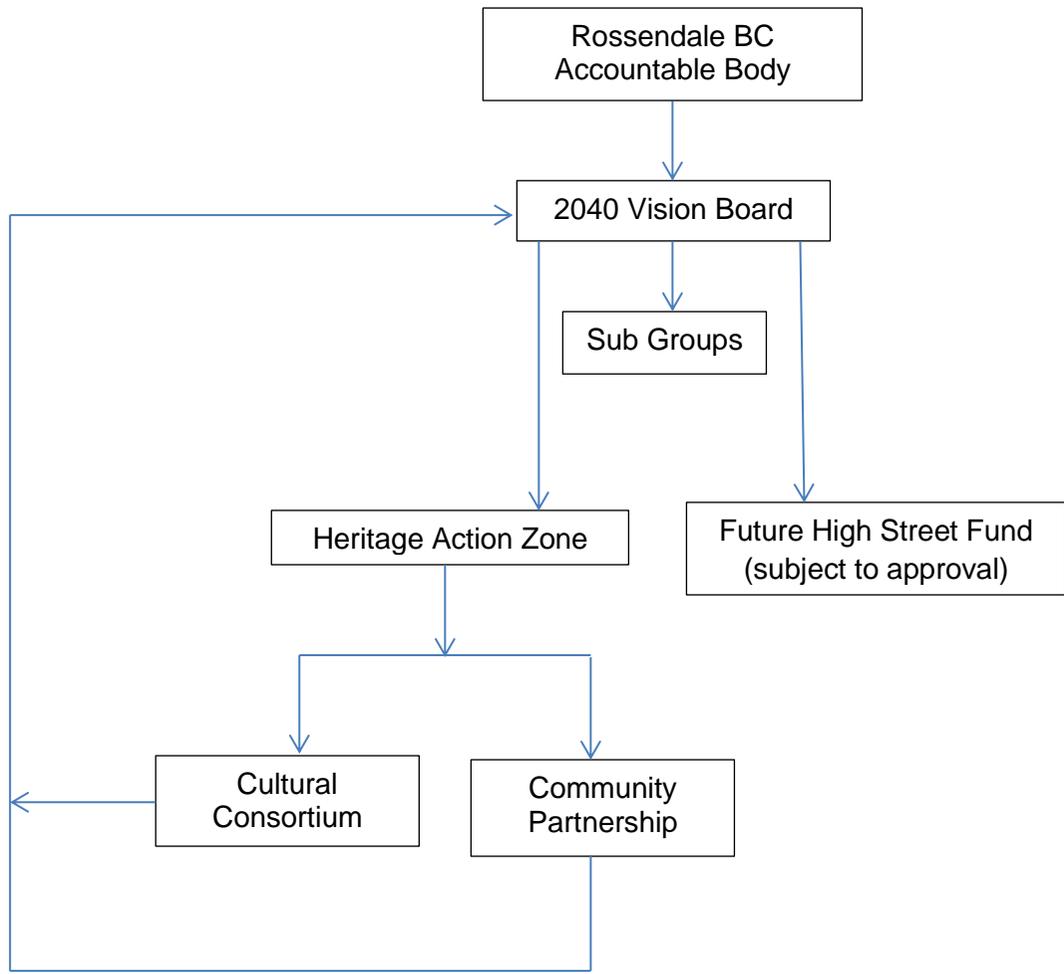


Daniel Burton
Communities and Economic Development Support Officer

Rossendale Borough Council,
The Business Centre
Futures Park
Bacup
OL13 0BB









The Bacup 2040 Vision

December 2019 Version 1

Introduction

The Bacup 2040 Vision has been developed by local people – including proactive community organisations, businesses and partners all operating within the Bacup Town centre boundary¹ - in order to understand issues and build ownership of the future. There is a recognised need to intervene to both overcome challenges and make better use of the town’s positive features.

The Bacup 2040 Vision focuses on Bacup’s potential and how we can build on its current strengths and achievements in the recent Bacup Townscape Heritage Initiative Project; whilst addressing challenges to achieve a sustainable future.

Consultation approaches have included online and face to face surveys as well as attendance at various community events to further expand some of the ideas and take on board a broad range of opinions and priorities.

We now wish to share the Bacup 2040 Vision based on your ideas and engagement.



¹ Rossendale Council, Bacup Business Association, Calico Housing, Police, local primary schools and churches, Transdev bus company, Bacup Natural History Museum, Royal Court Theatre, Friends of the Fountain, Valley Heritage, CAST, BaSE, Bacup Pride, Bacup Now Events and Community group, Bacup and Stacksteads Neighbourhood Forum, The Boo theatre, Rossendale Leisure Trust, Council for Voluntary Service, as well as other local representatives from the area.

About Bacup

Bacup is the best-preserved cotton mill town in England¹. It's located to the East of Rossendale in the centre of the South Pennines and is nestled amongst natural landscape, with the River Irwell contributing to its settlement. It is now a desirable location for commuters into Manchester, Preston and further afield. Recognised for its historic character and special architecture, manufacturing prowess, stunning location and traditional past-times, which play a huge part in the charm of the town today, it now attracts creative industries, artists, countryside-seekers and innovative manufacturers.

There are many opportunities for Bacup to cherish and enhance its historic legacy and build on its distinctive character, creating a evolutionary place for all. However, there are also a series of challenges to be overcome if Bacup's town centre is to secure a sustainable future.



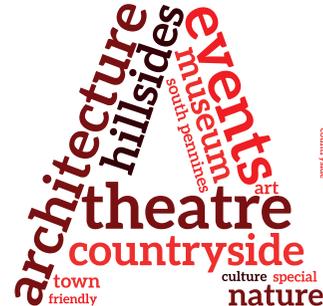
Our vision sets out our ideas to transform Bacup for future generations.

¹ proclaimed by Historic England

Mission Statement

“In 2040 Bacup will be a place where people will want to go, whether it be to live, work and explore, embracing its unique location, heritage and historic legacy, so that old is at ease with the new. Bacup will be a hub for socialising, cultural experiences, work opportunities, leisure and living.”





The Bacup 2040 Vision, is underpinned by 4 key themes:

Enterprise

Bacup will be known for providing business support for start-ups and growing companies. It will have a strong tourism presence, enticing quality food, drink and cultural experiences from dawn 'til dusk.

Place

Bacup will be a functional, sustainable and attractive town centre, with greater accessibility for all. It will be a place with varied opportunities for living, work, culture, leisure and creativity.

People

Bacup will be a safe town with something for all ages, promoting good physical and mental well-being. Education, employability, voluntary and health provision will be readily accessible.

Vibrancy

Bacup will be a booming town with a broad and varied town centre offering and cultural ambience. It will have a fresh approach to enhancing and promoting its heritage, excellent connections to the countryside, art and nature.

These themes will ensure that Bacup town centre caters for residents but is also able to attract visitors to support its prosperity.

The four themes form the agreed road map for change. Current challenges, how they will be overcome and our ultimate aims under each theme are outlined next, providing clarity of our aspirations and how we will achieve them.

Enterprise

Bacup will be known for providing business support for start-ups and growing companies. It will have a strong tourism presence, enticing quality food, drink and cultural experiences from dawn 'til dusk.

Enterprise Current Challenges:

- 25.86% commercial unit vacancy rate (1)
- Limited evening social activities
- Lack of retail variety
- Heritage and Countryside under-promoted
- Nowhere for start-up businesses and hot desks
- Low footfall rates (2)
- Few opportunities for secondary expenditure
- Underused Market



How Bacup could look for Enterprise:

- Thriving with a range of unique and shops
- Booming food and drink and creative industry scene
- Known for business support and incubator hubs
- Businesses that can be accessed online as well as in the town centre
- Family, cycle and hiker friendly
- Known to businesses widely for our heritage, traditional past-times and “special” architecture
- Redefined prosperous Market with a strong reputation drawing in visitors

To get there, we will:

- **Refocus** our core retail area and repurpose properties into viable modern use such as residential, community or leisure
- **Create** an incubator for start-up businesses and flexible working space with business support schemes and explore pop-up shop opportunities
- **Redevelop** the market area to a multipurpose food & drink, events and enterprise zone and community hub. This will involve the purchase and demolition of 12 Market Street
- **Promote** our heritage and connections to the countryside
- **Develop** plans for creative & cultural zones
- **Work** with landlords to encourage businesses into properties
- **Deliver** an online loyalty scheme and “smart city” door to door delivery
- **Ensure** our planning and licencing policies protect our special assets
- **Incorporate** digital technology to ensure businesses remain relevant and provide training to keep knowledge current
- **Support** and manage the needs of existing businesses
- **Evolve** and capitalise on our location and catchment area
- **Develop** opportunities to attract food and drink businesses
- **The Vision actively** supports the growth of the food and drink offer in Bacup town centre
- **The redevelopments** will see the creation of business space for start up businesses. Takeaways will be better suited to the periphery of the town centre
- **Champion** our creative and cultural industries

Place

Bacup will be a functional, sustainable and attractive town centre, with greater accessibility for all. It will be a place with varied opportunities for living, work, culture, leisure and creativity.

Current Challenges:

- Town centre retail area that's too vast
- Above average number of derelict buildings attracting Anti-social Behaviour and an unwelcoming feel
- Few opportunities for social interaction
- Transient retail rental market
- Limited housing and leisure offer
- Poor accessibility for pedestrians and cyclists
- Lack of properly managed public facilities



How Bacup could look as a Place:

- Pleasing street design for all
- A town with a focus for community & leisure
- Fully equipped events and public realm spaces
- Welcoming, attractive and accessible for all, with key facilities like Public Toilets and an "obvious" centre
- A town with an exciting food & drink and retail zone
- A place with a range of housing to meet a variety of needs

To get there, we will:

- **Create** a strong attractive pedestrian and cycle corridor between areas of the town centre and the surrounding countryside. Promote this with quality signage
- **Create** a cycle facility to act as a destination in the town centre
- **Identify** and bring forward proposals to open up and redevelop the current market area, create a new outdoor themed market and public square
- **Create** fully accessible short stay and long stay parking areas with connected routes into the town centre incorporating modern technology
- **Explore** and **Identify** opportunities to make Union Street one way, with extended paving and re-expose traditional cobbles
- **Seek** greater connectivity to wider areas Todmorden, Rochdale and Burnley
- **Inspire** quality developments that complement the conservation area
- **Encourage** social interaction through community centre and community hub on new Market Square and functional public realm, with places to sit and relax incorporating digital technology
- **Develop** community use of A, B and D community centre
- **Refocus** town centre in inner core, reducing retail space, expanding living space and creating leisure, creative and cultural opportunities in the outer core
- **Develop** partnerships with local community groups and leisure trust to promote and support leisure opportunities in the town centre
- **Support** relationships with housing providers to create sustainable residential opportunities
- **Repurpose** empty and derelict buildings finding new & unique ways to bring them into use consider housing, leisure and community solutions
- **Ensure** accessible public toilets are available

People

Bacup will be a safe town with something for all ages, promoting good physical and mental well-being. Education, employability, voluntary and health provision will be readily accessible.

Current Challenges:

- Big gap in activities for various generations
- Limited youth provision
- Lack of employment opportunities
- Entrenched worklessness (3)
- Mis-conception of low-level crime, anti-social behaviour and fly tipping
- In the top 10% most deprived communities in UK (4)
- Below average health and well-being statistics

How Bacup could look for People:

- Known for creating voluntary opportunities
- A town where people feel safe and want to be
- Opportunities and experiences for all age groups, with excellent youth and health provision
- A wealth of employment opportunities and employability support
- A place where people can absorb information whilst having fun

To get there, we will:

- **Use** the existing community centre for access to courses and skills to enhance employment prospects
- **Provide** pathways to volunteering programme for local people
- **Actively pursue** growth & employment opportunities within the town center and local areas
- **Work** with local partners and government to reduce fly tipping and enhance street cleaning
- **Change** perceptions relating to low level crime and challenge anti social behaviour
- **Create** a youth club and develop programmes to encourage engagement with partner organisation
- **Work** with nearby high schools to link them to town centre businesses
- **Investigate** opportunities to work closely with health providers in the town centre
- **Establish** a community shop run by volunteers with apprenticeships & training opportunities
- **Ensure** sustainability of Bacup library
- **Provide** easy access to “free” activities through the public realm, involve school children to create and input ideas
- **Rossendale Works and Rossendale Futures** to have a permanent base in the town centre and to link in with other partners
- **Explore** the development of a Bacup Ambassadors Group including Youth Ambassadors

Vibrancy

Bacup will be a booming town with a broad and varied town centre offering and cultural ambience. It will have a fresh approach to enhancing and promoting its heritage, excellent connections to the countryside, art and nature.

Current Challenges:

- Lack of opportunities for all the family in the town centre
- Little ambience and atmosphere in the town
- Lack of a sense of place and identity
- No central point both physically and online for tourist information
- Areas of the town not linked properly to the centre
- Limited events space

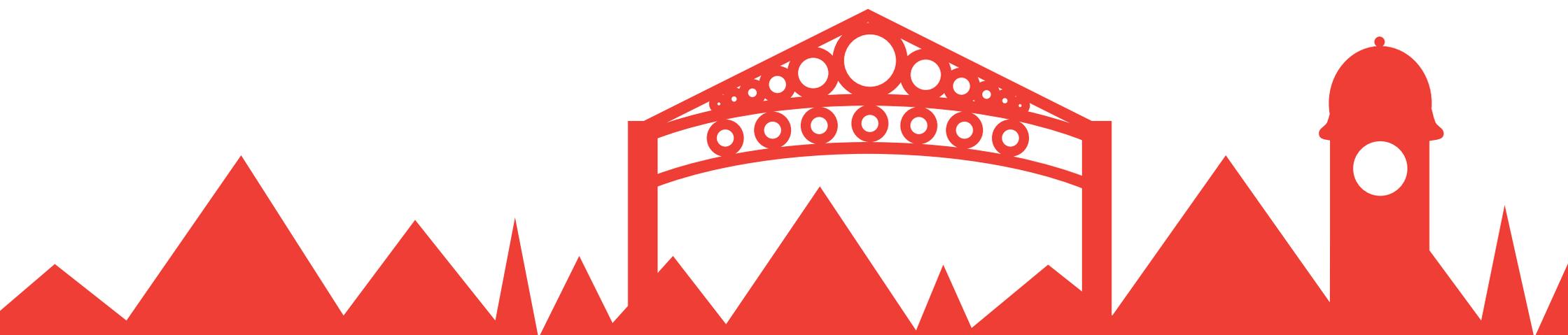
How Bacup could be Vibrant in the future:

- A place for the whole family to experience with lots of opportunities to interact and engage with heritage, arts, architecture, the countryside and nature
- A place that attracts tourists and supports longer stays
- A characterful town with activities and events at the core
- A town that everyone is proud of
- A friendly place that people of all ages can relate to

To get there, we will:

- **Explore** opportunities to add architectural lighting to key buildings making features out of them and making them more atmospheric
- **Develop** an interactive promenade from Morrisons to Union St, incorporate fun activities on the route for a range of ages
- **Encourage** nature by working closely with environmental groups and schools, creating habitats and opportunities to connect people to it
- **Develop** a themed ecology plan for the town centre and highlight links to climate change, plastic pollution and recycling
- **Create** a heritage street with traditional shop fronts, old fashioned street lighting and furniture, exposed cobbles to create a unique selling point for Bacup
- **Strengthen** the visitor economy in the wider town centre
- **Dedicate** a space for a Tourist Information Office within the town centre
- **Investigate** opportunities for a town centre public art/ statue on Union Court and provide exciting opportunities for street furniture in key locations as part of a wider cultural strategy
- **Develop** a cultural plan that includes places for community art work, sensory and interpretation panels that provide good backdrops for photos and social media
- **Develop** a series of walking trails around the town centre also connecting to countryside, include film sets, mystery walks, nature etc
- **Invest** in town centre greenery and planters to create a welcoming place
- **Consider** the possibility of opening up the river to create a feature on Irwell Terrace
- **Consider** opening up the area behind the REAL building for more green space activity
- **Create** a regular events timetable for the Market Square area
- **Re launch** and re brand Bacup centre and community hub on new Market Square
- **Introduce** better and more inclusive signage throughout the town centre and on the periphery

The Bacup 2040 Vision



For more information, please contact:

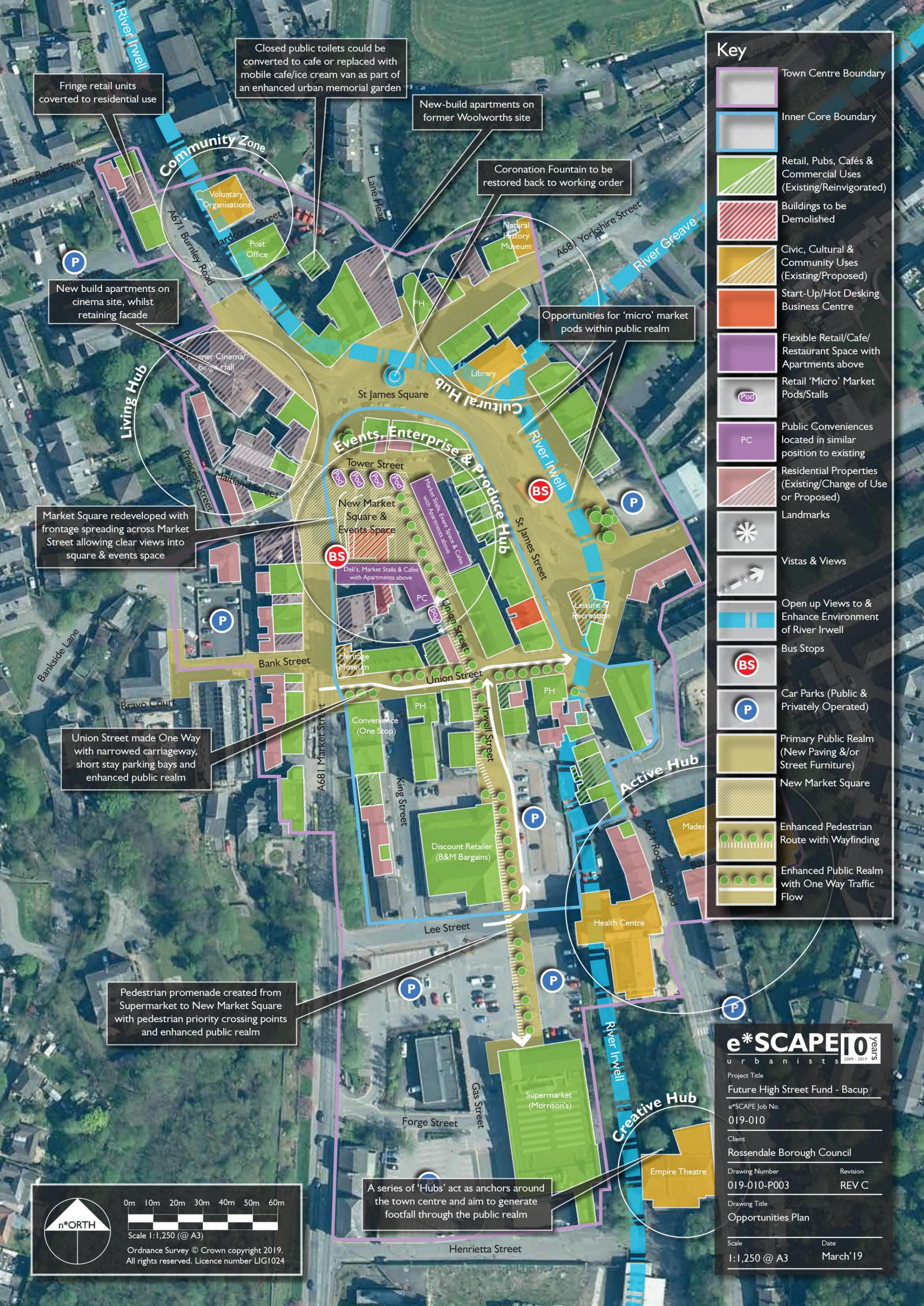
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References:

- (1) Rossendale Council Commercial Unit Survey Baseline February 2019 reassessed Nov 2019 (Refer to Annex J)
- (2) Footfall Data measured by Rossendale Council (Refer to Annex G)
- (3) Unemployment Statistics from 2011 Irwell and Greensclough Ward Profile: <https://www.nomisweb.co.uk/>
- (4) IMDb Statistics 2015 <http://dclgapps.communities.gov.uk/imd/idmap.html>



Fringe retail units converted to residential use

Closed public toilets could be converted to cafe or replaced with mobile cafe/ice cream van as part of an enhanced urban memorial garden

New-build apartments on former Woolworths site

Coronation Fountain to be restored back to working order

New build apartments on cinema site, whilst retaining facade

Opportunities for 'micro' market pods within public realm

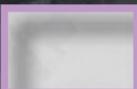
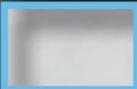
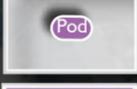
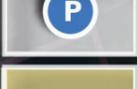
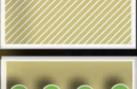
Market Square redeveloped with frontage spreading across Market Street allowing clear views into square & events space

Union Street made One Way with narrowed carriageway, short stay parking bays and enhanced public realm

Pedestrian promenade created from Supermarket to New Market Square with pedestrian priority crossing points and enhanced public realm

A series of 'Hubs' act as anchors around the town centre and aim to generate footfall through the public realm

Key

-  Town Centre Boundary
-  Inner Core Boundary
-  Retail, Pubs, Cafés & Commercial Uses (Existing/Reinvigorated)
-  Buildings to be Demolished
-  Civic, Cultural & Community Uses (Existing/Proposed)
-  Start-Up/Hot Desking Business Centre
-  Flexible Retail/Cafe/Restaurant Space with Apartments above
-  Retail 'Micro' Market Pods/Stalls
-  Public Conveniences located in similar position to existing
-  Residential Properties (Existing/Change of Use or Proposed)
-  Landmarks
-  Vistas & Views
-  Open up Views to & Enhance Environment of River Irwell
-  Bus Stops
-  Car Parks (Public & Privately Operated)
-  Primary Public Realm (New Paving &/or Street Furniture)
-  New Market Square
-  Enhanced Pedestrian Route with Wayfinding
-  Enhanced Public Realm with One Way Traffic Flow



n*ORTH

0m 10m 20m 30m 40m 50m 60m

Scale 1:1,250 (@ A3)

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e*SCAPE 10 Years
urbanists 2009 - 2019

Project Title
Future High Street Fund - Bacup

e*SCAPE Job No.
019-010

Client
Rossendale Borough Council

Drawing Number
019-010-P003

Revision
REV C

Drawing Title
Opportunities Plan

Scale
1:1,250 @ A3

Date
March '19