

<b>Subject:</b>	Haslingden 2040 Masterplan and National Lottery Heritage Fund Bid	<b>Status:</b>	For publication
<b>Report to:</b>	Full Council	<b>Date:</b>	9 December 2020
<b>Report of:</b>	Director of Economic Development	<b>Portfolio Holder:</b>	Leader of the Council and Portfolio Holder for Economic Development
<b>Key Decision:</b>	<input checked="" type="checkbox"/> Forward Plan <input checked="" type="checkbox"/>	<b>General Exception</b>	<input type="checkbox"/> <b>Special Urgency</b> <input type="checkbox"/>
<b>Equality Impact Assessment:</b>	Required: Yes	<b>Attached:</b>	Yes
<b>Biodiversity Impact Assessment</b>	Required: No	<b>Attached:</b>	No
<b>Contact Officer:</b>	Guy Darragh/Alex Hyde	<b>Telephone:</b>	01706 252568
<b>Email:</b>	GuyDarragh@rossendalebc.gov.uk		

## 1. RECOMMENDATIONS

- 1.1. Council approve the Haslingden 2040 Vision and Masterplan
- 1.2. Council approve the ‘Shop Front Design Guide (Haslingden Addendum)’
- 1.3. Council approve the £3.4m ‘Deardengate Big Lamp – Shining Light on Haslingden’ proposal
- 1.4. Council to delegate authority to the Director of Economic Development in conjunction with the Head of Finance and consultation with the portfolio holder, any minor amendments to the final project prior to implementation
- 1.5. Council to confirm the Environment Cabinet portfolio holder as Chair of the Haslingden Strategic Board
- 1.6. Council authorise the delegation of decision-making authority and implementation of the project to the Haslingden Strategic Board

## 2. PURPOSE OF REPORT

This report considers the final version of the Haslingden 2040 Vision and Masterplan. It proposes the approval of the plan and a proposal – including a funding bid - for a major project within the Masterplan: Deardengate Big Lamp – Shining Light on Haslingden.

## 3. BACKGROUND

- 3.1 The council’s Economic Development Strategy has identified town centres as a priority. Resources have been concentrated to support the regeneration of the town centres. In Haslingden, initial work concentrated on developing strong partnerships involving businesses, investors and community groups. This partnership working has led to the development of a strategic long-term Vision, Masterplan, extensive consultation and external funding bids submitted by the Economic Development and Property Team. On 23

December 2019 Council approved consultation on the Vision and Masterplan received an update on the successful award of the stage 1 National Lottery Heritage Fund bid for Haslingden.

- 3.2 This report seeks the adoption of Haslingden 2040 Masterplan & Vision following the consultation, to map out the strategic plan for Haslingden town centre over the next 20 years. The National Lottery Heritage Fund bid for Haslingden is a central source of external funding to support the vision for the town centre. Funds were secured at Stage 1 by the council, funding up to £112,500 in development work, matched with £14,895 RBC funds and £2,400 in volunteer time bringing the potential total to £129,795. This grant has supported the development of a fully costed Stage 2 bid for major capital investment (£1.8m in direct grant from the NLHF), totaling £3.4m, inclusive of all match funding.

#### **4. HASLINGDEN 2040 VISION & MASTERPLAN**

- 4.1 The Masterplan contains a number of specific projects for different parts of the town centre. The NLHF funding has been used to develop a major bid for one significant project within the Masterplan. The bid will focus on:

- transforming the public realm of Upper Deardengate
- a five-year Events Plan
- a Micro-Grant funding stream
- a specialist property enhancement project and Shop Front Improvement Scheme

- 4.2 If approved by council and the National Lottery Heritage Fund, this project would commence in Spring 2021 and be implemented over the following five years.

The Haslingden 2040 Vision & Masterplan and National Lottery Heritage Fund bid fulfil corporate goals for the council: in terms of a connected and successful Rossendale that welcomes sustainable growth and a proud, healthy and vibrant Rossendale. The Haslingden 2040 Vision and Masterplan has been developed with strong engagement and support from residents, stakeholders and community groups. After assessing the opportunities and challenges the Haslingden Taskforce produced a draft Vision and Masterplan:

*“In 2040 Haslingden Town Centre will unlock its potential to be known as a “hidden gem” for nature and countryside explorers. The town centre will be a hub for community activity and heritage renaissance which captures the fusion of cultural and historic experiences it has to offer. With a refreshing stream of investment, Haslingden will be a town centre for everyone.”*

- 4.3 The Vision has identified four key themes, each have associated actions:

1. Investment – Haslingden will be a flourishing environment for burgeoning creative, leisure and artisanal industries. It will be known for its start-up support, diverse business base and volume of customers, which will raise its profile as a prosperous town with a resilient economy.
2. Evolution – Haslingden will evolve into an attractive and distinctive town centre which embraces its unique charm, creating a sense of place that is accessible to everyone. There will be places for people to meet and gather, alternative movement routes will be encouraged and developments in the town will be balanced with its special character.

3. Revitalisation – Haslingden will be a town rich in vibrancy that connects people to nature, art, music, the countryside, culture and its heritage. It will be an interesting and colourful hub of social interaction, celebrating the town which offers something for everyone.
4. People – Haslingden will represent the fusion of its diverse communities. People will feel safe and enjoy greater health and well-being. Employment opportunities will be in abundance. Education, health, youth and voluntary provision will be promoted and readily accessible on the High Street.

4.4 The Vision outlines the regeneration aims of the council in delivering a thriving town centre through an enhanced public realm, business investment, business growth, sustainable major events and community development. The vision outlines commitment for neglected historic buildings to receive investment to support repurposing and conservation through the restoration of architectural features. A commitment to development opportunities for wasteland and derelict buildings on Bell St to support the creation of a new Cockerill Square. By investing in this Vision and securing the National Lottery Heritage Fund Bid at Stage 2, the council will be instrumental in commencing significant transformational change to Haslingden town centre.

4.5 The key elements of the Masterplan include:

- A pedestrianised area at the northern end of Deardengate to create an event space for community activities such as Sunday artisan markets. A vibrant town square with restaurants/cafes and outdoor seating, secure parking for bicycles softened with street trees and landscape features. Big Lamp is the focal point, the cobbles to be retained but moved to a new location to allow for contemporary setts to be introduced to new pedestrianised and shared spaces.
- Capital investment to existing buildings to bring out historic features, shop front and repurposing.
- Development opportunities for Cockerill Square which could include new and refurbished buildings, seasonal shops, food hall, seating, market space and space for community events/performances.
- Revitalised market with enhanced offer and improved public realm and pedestrian links. Opening onto Ratcliffe Fold and the proposed Cockerill Square, creating an improved aesthetic setting. Screening of detracting elements such as the petrol station through soft landscape features.
- Public realm improvements to the southern gateway to the town centre. Second Big Lamp focal point and introduction of soft landscaping, street furniture and improved paving materials; Paving, street trees, soft landscaping.
- Junction improvements to the crossroads at Deardengate, Manchester & Blackburn Roads.

4.6 The key results of the 2020 consultation were overwhelmingly supportive of the Haslingden 2040 Vision and Masterplan and the National Lottery Heritage Fund Project. Full results are summarised in Appendix 2. The consultation included:

- Consultation on the Vision & Masterplan and the Deardengate Big Lamp National Lottery Heritage Fund project between 3<sup>rd</sup> August and 25<sup>th</sup> September 2020.
- The Haslingden 2040 sought views on proposed public realm enhancements, a shop front design scheme, events & activities agenda for the town centre and the wider 2040 vision for Haslingden.
- 554 respondents, with 465 fully completed surveys.

- Two socially-distanced consultation events were held in Haslingden – 19<sup>th</sup> August at the Dearden Tea Rooms and a weekend event at Haslingden Market on 29<sup>th</sup> August.
- The Economic Development team visited all town centre businesses with a flyer advertising the survey and event days. QR codes linked to the survey were put up in windows and doors of several town centre businesses. A letter was sent to all property owners within the town centre updating on the progress of plans. A brochure detailing the Masterplan, Vision and National Lottery Heritage Fund project was sent to over 8,000 homes in Haslingden and surrounding areas.
- A formal notification of proposals was sent to following statutory consultees for feedback; LCC Highways, LCC SUDS, Archaeology, United Utilities, RBC Building Control, Hyndburn Council, Historic England, Public Rights of Way, Police Architectural Liaison, Electricity, North West, Cadent Gas, Coal Authority, RBC Environmental Health, RBC Operations, RBC Strategic Housing, Ecology Unit, Health and Safety Executive. RBC have so far received 8 responses.
- Completed surveys were received from a statistically significant and large cross-section of society, with good representation by age, gender, ethnicity and other measures. The majority of respondents are in favour of proposed plans and would like them to begin immediately. Business owners and the public are generally concerned about crime and the volume of takeaways in Haslingden, but welcome plans on pedestrianised areas of the town centre and would like to participate in events.

#### 4.7 The key messages from the consultation were:

- 80% of respondents do not think that Haslingden town centre is currently attractive to visit. However, 77% of residents think that the Vision and Masterplan will make the town centre more attractive; outlining that proposed changes to buildings and the public realm will benefit Haslingden and enable the town centre to become more attractive.
- Most people visit alone (55%) – and not in a social group (couple 22%, with family 19%, with a group 4%). Plus, only 20% visit at least once a day with 43% of local residents visit only on a limited number of occasions. This suggests the opportunity to create more community events centred on art, culture and food could entice more social groups to come to the town centre for more than drop-by shopping.
- Only 14% visit in the evening, compared to 86% during the day; highlighting a weakness in the night-time economy and the need to develop this sector in Haslingden.
- 93% of respondents do not visit Haslingden Market regularly; highlighting the need for essential improvements outlined in the Vision & Masterplan. For example, 79% of people confirmed they would be more inclined to visit the market more regularly if there were more specialist events or themed markets.
- 89% of people would like to see historical architectural features enhanced on buildings to create more traditional and consistent shop fronts within Haslingden town centre. This thinking is in line with the Vision, Masterplan and NLHF bid, emphasising the importance of conserving heritage site in Haslingden.
- 84% of respondents think connecting Haslingden with nature through more open spaces and improved gardens would add value to the town and 79% agreed that they would visit the town centre more if regular events and activities were held in the new public spaces. Creating spaces for families and communities to come together in Haslingden is a key feature of the Vision for Haslingden, and is a focal point of the NLHF bid.

- In response to the themes of action to improve Haslingden featured in the Vision, overwhelming respondents strongly agree or agree the below aims will improve Haslingden over the next 20 years:
  - 93% strongly agree/agree 'To make more money available for creative, leisure and independent businesses'
  - 91% strongly agree/agree: 'To have more start-up business support'
  - 91% strongly agree/agree: 'To develop Haslingden into an accessible town for all'
  - 88% strongly agree/agree: 'To create spaces for people to meet and gather to socialise or at events'
  - 86% strongly agree/agree: 'To reconnect Haslingden with music, nature, art and the countryside'

4.8 Following the consultation, the following changes have been made to the final document:

- A name change to the west of Haslingden town centre, behind Higher Deardengate, now formally identifying the area as 'Cockerill Square'. The Masterplan was specifically altered to outline the area proposed as the location for Cockerill Square, which is currently in disrepair, with overgrown land and derelict buildings. A Council officer group, chaired by the Director of Economic Development has been working to bring new opportunities to the site. These discussions are currently on-going. There is an aim to cultivate a capital scheme in partnership with private developers.
- Changes have been made to reflect new opportunities in the square. These may include; the refurbishment of derelict sites and their redevelopment into housing; the demolition of an existing building and creation of a new housing site opposite Haslingden market; and the establishment of a café culture on the ground floor of both new housing sites looking onto Cockerill Square.

4.9 The project team intend for the Haslingden 2040 Vision and Masterplan to be fully adopted as Strategic Planning Documents, to ensure 20-year plan for Haslingden can be fulfilled following the completion of the new Local Plan for Haslingden. Projects may take some time to come to fruition, but several projects are currently in the works. Ensuring 'shovel-ready' projects are available enables the Economic Development Team to include them funding bids to Government and external funding bodies as they arise.

## 5. DELIVERING THE MASTERPLAN

5.1 A number of projects have been identified to deliver the Masterplan:

- Upper Deardengate (supported by a NLHF bid)
- Repurposing of the market with a modern market management partner;
- Cockerill Square redevelopment;
- Lower Deardengate/Manchester/Blackburn Road repurposing and welcome corridor project.

It is anticipated that these and possibly other projects will come forward in the coming years to collectively deliver the aims of the Masterplan. The Haslingden Strategic Board will actively seek external funding opportunities.

5.2 The remainder of this report focuses on the first of these projects: Deardengate Big Lamp – Shining Light on Haslingden. This report seeks approval for a Stage 2 bid to the National

Lottery Heritage fund for c£1.8m to support the c£3.4m capital cost of the project. Key outputs for the project include:

- Building enhancement programme that includes the reinstatement of lost architectural features, shop front improvements and complete change of use and townscape improvements to properties within the project boundary.
- Completion of major improvement works to the public realm, including a pedestrian area located in Upper Deardengate.
- Creation and execution of a programme of activities and events through consultation and workshops to connect people in Haslingden with the town's heritage.

5.3 The project lifespan is over a one-year development stage and five-year delivery stage. A 'Area Action Plan' has been produced in accordance with NLHF guidance. This includes: updating condition surveys and costs, commissioning specialist surveys to de-risk the project and preparing design proposals for individual properties and the public realm up to RIBA Stage 3. The key project milestones are:

- Project Initiation/Inception meeting – 8th June 2020
- Haslingden 2040 consultation – 3<sup>rd</sup> August to 25<sup>th</sup> September
- Development Review (National Lottery Heritage Fund) – November 3<sup>rd</sup> 2020
- Approval from Council – December 2020
- Delivery Stage Application – March 1<sup>st</sup> 2021
- Delivery Stage Decision – late June 2021
- If successful, Delivery Stage commencement – Summer 2021
- If successful, Delivery Stage anticipated completion – Summer 2026

#### 5.4 Micro-grants scheme

The bid makes provision for £60,000 for a local businesses and community group micro-grant programme. The programme will be an opportunity to promote heritage. Demand for current projects has been high compared with the limited £3,000 budget. These projects have demonstrated that a micro-grants programme in Haslingden can work and significant demand for future small-scale projects.

The new micro-grant trial programme will benefit the development of new projects and build on projects already established. For example, further funding can help establish a sustainable business plan for the Grub Food Bazaar organisers, enabling them to develop their event and become a self-sufficient regular programme. Likewise, community art and history projects will have opportunity to grow and reach new people, involving the whole community in Haslingden's heritage. In addition, when there is a possible future reduction in restrictions, there will be more opportunity for face-to-face workshops, limiting the need for online workshops.

#### 5.5 Events programme

The Deardengate Big Lamp Project Action Plan is a comprehensive guide to events and activity programming across the lifetime of the project; the bid makes provision for £100,000. Although, still a work in progress, the majority of event suggestions have been put together following suggestions within the Haslingden 2040 consultation process or are already established events in the town. The delivery phase of the Heritage Fund process will enable ideas, activities, training and engagements to come forward. One of the main aims is not only to reach all of the demographic groups within the town but to instil a legacy to ensure the sustainability of the project and change perceptions and attitudes. To achieve

this, we have a diverse range of activities, events and training opportunities including digitally themed activities and more traditional engagement activities.

To develop an activity plan for Haslingden, the involvement of both the community and the local events group is essential to ensuring plans become a reality. This work has been completed in consultation with the local events group Haslingden's Happening. To undertake such an ambitious events and activities programme, the group is willing to undergo training to ensure successful events. A constituted CIC, Haslingden's Happening has a core committee structure that organises and manages events, such as the Haslingden Street Fair, a major community event held annually. They also have a significant mailing list of volunteers from local businesses and community organisations that get involved to make an event happen.

#### 5.6 Haslingden Business Association

As part of the bid the dedicated officer will proactively work with businesses in order to bring about a successful business association and may use micro-grant funding where appropriate. A free-to-access Haslingden Business Association is a way to bring businesses together; to share ideas, actively work with the council to achieve change, get free access to business advice and implement schemes such as events to increase footfall to the town centre. The inaugural Haslingden Business Association meeting is scheduled for 10<sup>th</sup> December to kick start this. The meeting will include information with regards to grants access associated with the Covid-19 pandemic, a talk from the Director of GrowTraffic Ltd and Chair of Bacup Business Association to explain how the group in Bacup got started and how a similar group in Haslingden could support the local economy.

#### 5.7 Artist commission

The project team commissioned an artist to co-develop with members of the local community and other stakeholders, a public art installation for the proposed Cockerill Square site; initially £2,500 has been used for concept designs. The brief aims to celebrate the link of the Cockerill family with their hometown through a creative response. A fusion of nature and history garden and seating area that promotes heritage with subliminal educational opportunities. On recommendation from the Haslingden Strategic Board, Simon Watkinson was appointed as the artist to design the proposed installation. If confirmed by the Haslingden Strategic Board in November, the design will be included within the Stage 2 application with £15,000 ring-fenced funding to bring this installation forward

#### 5.8 Rosendale Shop Front Design Guide

This addendum is intended to provide specific guidance relating to the unique heritage of Haslingden. Many buildings retain their commercial use, and contribute to the heritage value of the townscape. Many of the retained historic features are aesthetically pleasing and provide architectural diversity and interest to the streetscape. Where these are obscured or damaged, there is potential to make appropriate changes and repair to enhance the significance of the individual building, but also create a positive sense of place in the wider area.

The guide intends to encourage good practice and thoughtful design for shopfronts, and for repairs and improvements to existing ones. This report proposes this addendum is adopted as planning policy. The addendum would be used to support enforcement action against premises that do not comply with shop front standards in Haslingden town centre. The

adoption of the Haslingden addendum also displays a clear commitment to the National Lottery Heritage Fund that the Council will enforce high standards for shop fronts in Haslingden, suggesting that awarding funds to support a complementary Shop Front Enhancement Grant Scheme would not be at risk. The grant scheme would enable several properties along Upper Deardengate to benefit from investment in their shop fronts, windows and doors. A copy of the addendum is attached as Appendix 3.

## **6. PROJECT GOVERNANCE**

- 6.1 The council will act as the accountable body for the NLHF funding. As such, the project will be overseen by the council's Programme Board. A clear project manager and project sponsor will be allocated if the bid is successful.
- 6.2 The Haslingden Strategic Board, which includes elected member and stakeholder representatives was authorised to oversee the stage 1 NLHF bid in December 2019, as the decision making body. It is necessary to refresh the Board's Terms of Reference in order to firm up the governance arrangements as the council is the legally accountable body. The NLHF require the Board to be reflective of the accountable bodies governance arrangements and have sufficient authority to make decisions.
- 6.3 The council is keen to ensure decision-making authority and implementation of the project is delegated to the Haslingden Strategic Board as the most appropriate body to oversee the project. The Haslingden Strategic Board shapes the future direction of regeneration in Haslingden and should provide the authority, either through direct action or delegation to spend project funds, manage the project and make decisions regarding next steps, in accordance with the Board's Terms of Reference. The council confirm the Environment Cabinet portfolio holder as Chair of the Haslingden Strategic Board.

## **7. RISK**

- 7.1 As a council corporate project, a specific project risk register will be developed if the bid is successful. At this stage, the key projects risks include the failure of the NLHF bid and project overspend or overrun (if successful). The project will not be viable if the NLHF bid is unsuccessful. There has been considerable dialogue with the NLHF to strengthen the quality of the bid. If the bid is unsuccessful the council will seek alternative external funding opportunities as they arise. A detailed project plan will be developed and the project will be overseen by the Haslingden Strategic Board and the council's Programme Board will retain oversight if the bid is successful.
- 7.2 A project risk exists with poor interest in third party grants. This has been mitigated by early engagement with town centre businesses, providing detailed information regarding the costs involved and the impact of the scheme. The project team have received letters of support from 65% of businesses in the target area, with an additional 11 properties on the reserve list for support.
- 7.3 Challenges associated with getting statutory approvals in place. Timescales for achieving a Traffic Road Order are challenging. This has been considered and the project team are in communication with the National Lottery Heritage Fund to ensure risk is mitigated as far as possible when achieving necessary statutory consents.

## **8. FINANCE**

8.1 The Deardengate Big Lamp – Shining Light on Haslingden capital project budget is £3.4m. If the bid is successful, the project will last from the Summer 2021 until Summer 2026 and would see the implementation of the capital works and activities. A NLHF bid for £1.8m is being submitted. Previously Council allocated a £185k match funding (£160k from Employment & Transport Reserves and £25k from the Haslingden Strategic Board Budget). The remainder of funds will be matched from the private sector and volunteer time.

8.2 All costs associated with the production of the Haslingden 2040 Vision & Masterplan and National Lottery Heritage Fund consultation were covered within existing budgets.

8.3 The Haslingden Project Officer is being reassigned temporarily to work on the development of Visitor Economy projects in the interim period prior to the submission of the bid (March-June 2021) at a cost c£12k. This will be funded by the council through underspend in the Economic Development budget.

## **9. LEGAL**

There are no legal implications arising at this stage of the process. Due diligence needs to continue and acceptance of any funding will be subject to further reports in the event the council is successful in its Stage 2 bid.

## **10. POLICY AND EQUALITIES IMPLICATIONS**

The NLHF bid and Haslingden 2040 Vision & Masterplan underwent extensive public consultation, reviews from the Haslingden Strategic Board and council throughout the development of the projects. The bid proposals 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 future equality implications will be given consideration in a relevant and proportionate manner.

## **11. CONCLUSIONS**

This report is seeking authorisation of an exciting and extensively consulted upon 20-year Vision and Masterplan for Haslingden Town Centre as well as the NLHF bid which will begin the delivery of a programme of works. The NLHF bid will deliver £3.4m of town centre enhancements if successful with further external bids required in the coming years to deliver the full 2040 Vision and Masterplan.

This is an exciting opportunity to take a significant practical step forward in the significant redevelopment of Haslingden town centre. This report includes the final version of the Haslingden 2040 Vision and Masterplan. It proposes the approval of the plan and a funding bid for a major project within the Masterplan: Deardengate Big Lamp – Shining Light on Haslingden.

VISUALS

Haslingden Project Area

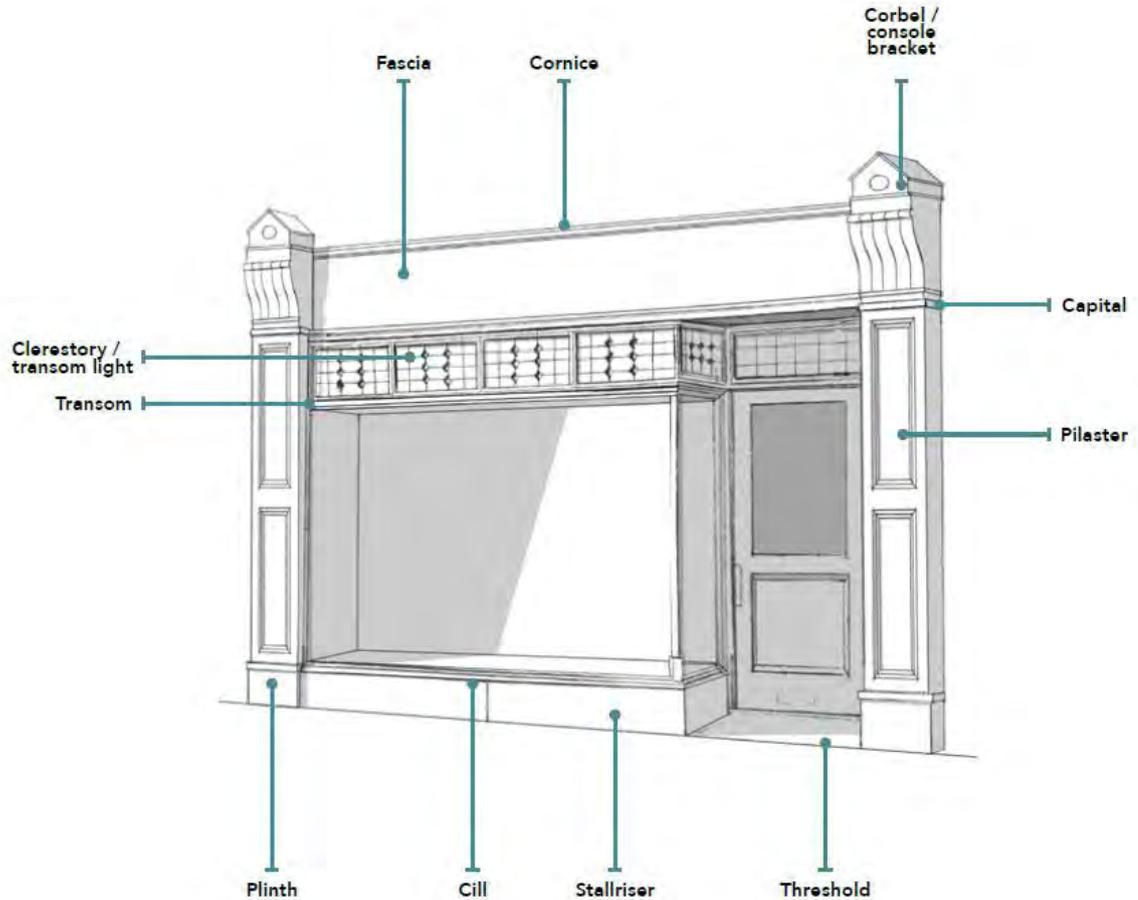


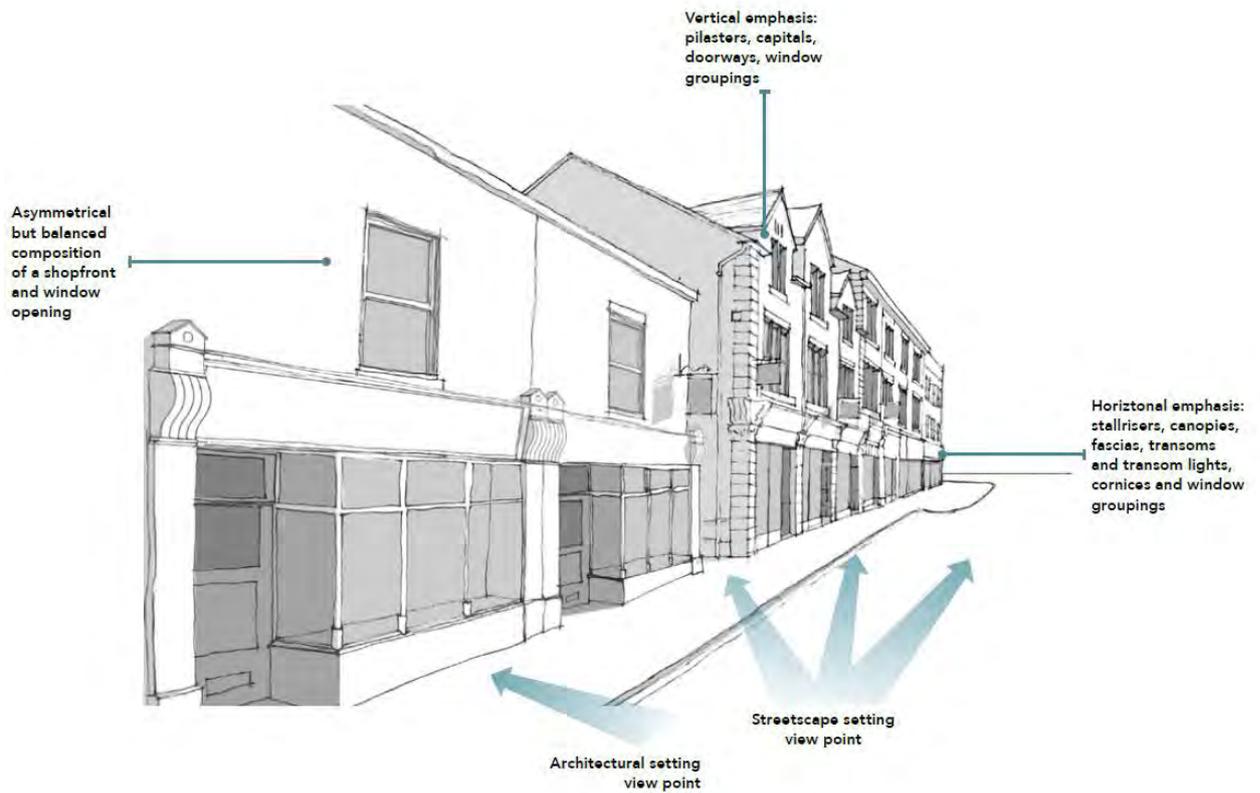
Haslingden's Heritage



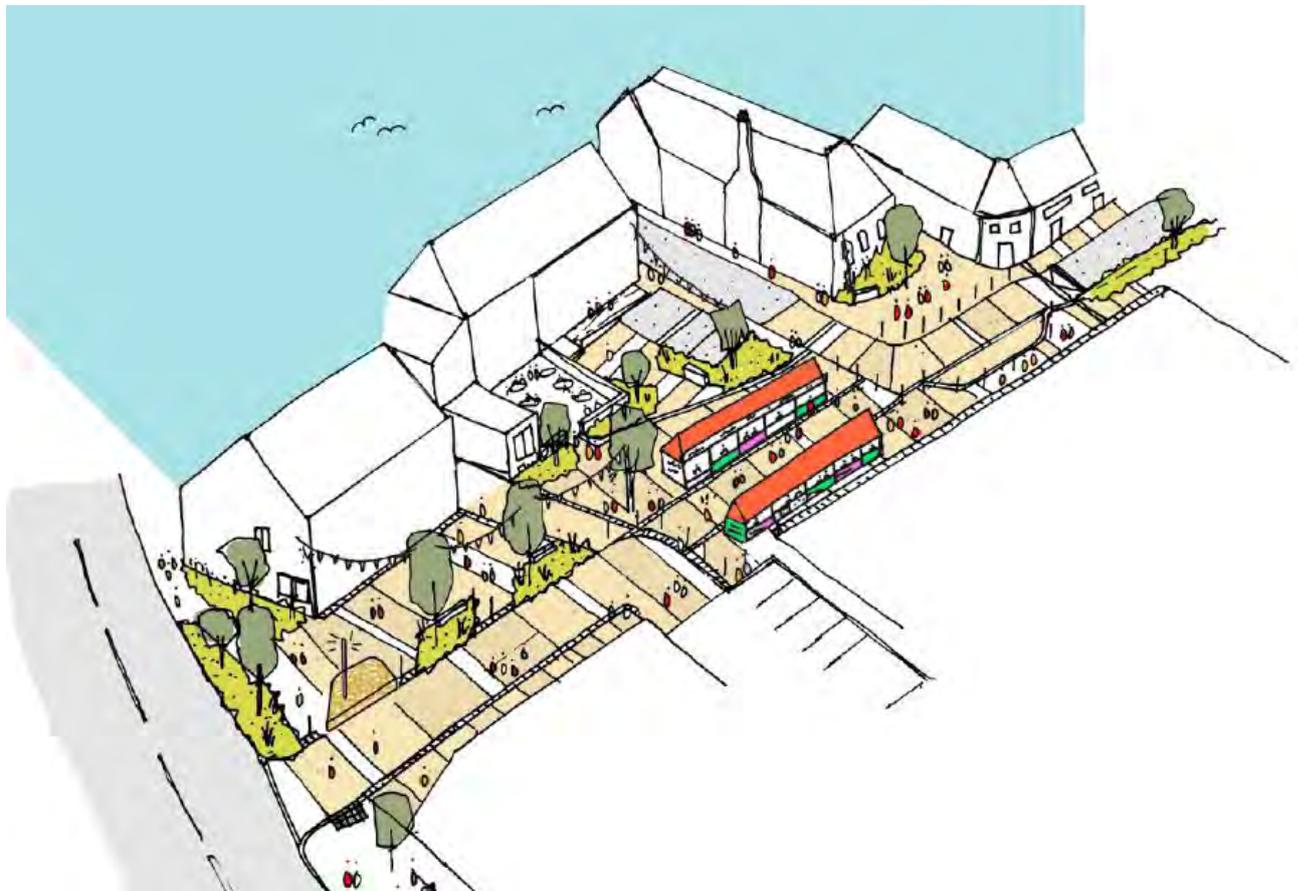


Haslingden's Historical Shop Fronts: unique features & design aims





Early Concept Design of Deardengate Public Realm Enhancements



<b>Background Papers</b>	
Appendix 1	Haslingden 2040 Vision & Masterplan –  <a href="https://haslingden2040.co.uk/wp-content/uploads/2020/08/VISION-AND-MASTERPLAN-Updated.pdf">https://haslingden2040.co.uk/wp-content/uploads/2020/08/VISION-AND-MASTERPLAN-Updated.pdf</a>
Appendix 2	Haslingden 2040 Consultation Report
Appendix 3	Rossendale Shop Front Design Guide - Haslingden Addendum
Appendix 4	February 2019 Council Report – Haslingden  <a href="https://www.rossendale.gov.uk/meetings/meeting/1099/council">https://www.rossendale.gov.uk/meetings/meeting/1099/council</a>
Appendix 5	December 2019 Council Report – Haslingden  <a href="https://www.rossendale.gov.uk/meetings/meeting/1183/council">https://www.rossendale.gov.uk/meetings/meeting/1183/council</a>
Appendix 6	Haslingden Strategic Board – Revised Terms of Reference

## Highlight Overview

### Introduction

Rossendale Borough Council consulted on the Haslingden 2040 Vision & Masterplan + the Deardengate Big Lamp National Lottery Heritage Fund project between 3<sup>rd</sup> August and 25<sup>th</sup> September 2020.

The Haslingden 2040 sought views on proposed public realm enhancements, a shop front design scheme, events & activities agenda for the town centre and the wider 2040 vision for Haslingden.

This consultation incorporated several tools to increase participation, with particular emphasis on the completion of a survey on proposed plans. During the consultation period the survey had 554 respondents, with 465 fully completed surveys.

Two socially-distanced consultation events were held in Haslingden – 19<sup>th</sup> August at the Dearden Tea Rooms and a weekend event at Haslingden Market on 29<sup>th</sup> August. This enabled resident of Haslingden and surrounding areas to speak directly to Council Staff and Council Members regarding future plans for the town.

To increase participation and to maximise on completed surveys the consultation was advertised on Rossendale Radio, LancsLive and on banners throughout Haslingden. The economic development team visited all town centre businesses with a flyer advertising the survey and event days, QR codes linked to the survey were put up in windows and doors of several town centre businesses. A letter was sent to all property owners within the town centre updating on the progress of plans. A brochure detailing the Masterplan, Vision and National Lottery Heritage Fund project to over 8,000 homes in Haslingden and surrounding areas.

Paper copies of the survey were available at the Adrenaline Centre, Haslingden Community Link, St James' Church, St Thomas Musbury, Haslingden Mosque and the First Choice Credit Union. The project team actively engaged the public and business community wherever possible to seek views on plans for Haslingden.

In addition, a formal notification of proposals was sent to following statutory consultees for feedback; LCC Highways, LCC SUDS, Archaeology, United Utilities, RBC Building Control, Hyndburn Council, Historic England, Public Rights of Way, Police Architectural Liaison, Electricity North West, Cadent Gas, Coal Authority, RBC Env Health, RBC Operations, RBC Strategic Housing, Ecology Unit, Health and Safety Executive. RBC have so far received 6 responses, namely from:

- United Utilities
- The Coal Authority
- Environmental Health Rossendale Borough Council
- Historic England
- The National Grid
- Police Architectural Liaison

## Recommendations

The below report outlines responses were received from a statistically significant and large cross-section of society. The majority of respondents are favour of proposed plans and would like them to begin immediately. Business owners and the public are generally concerned about crime and the volume of takeaways in Haslingden, but welcome plans on pedestrianised areas of the town centre and would like to participate in events.

Respondents highlighted the need for better traffic management, consistent shop fronts, more parking and better shops to attract them to the town centre. They expressed that improvements to the market are required and people would visit more if investment was made.

There were several responses beyond the scope of the survey for the Haslingden 2040 team such as the need for a tidier town centre, better housing and more police.

The recommended course of action is to include all suggestions made for events in Haslingden to attract people to the town centre, review parking availability in Haslingden, ensure all plans are delivered and the vision (which most all respondents agree with) is realised.

## Consultation Events

The Dearden Tea Rooms – 19.08.2020



Haslingden Market – 29.08.2020

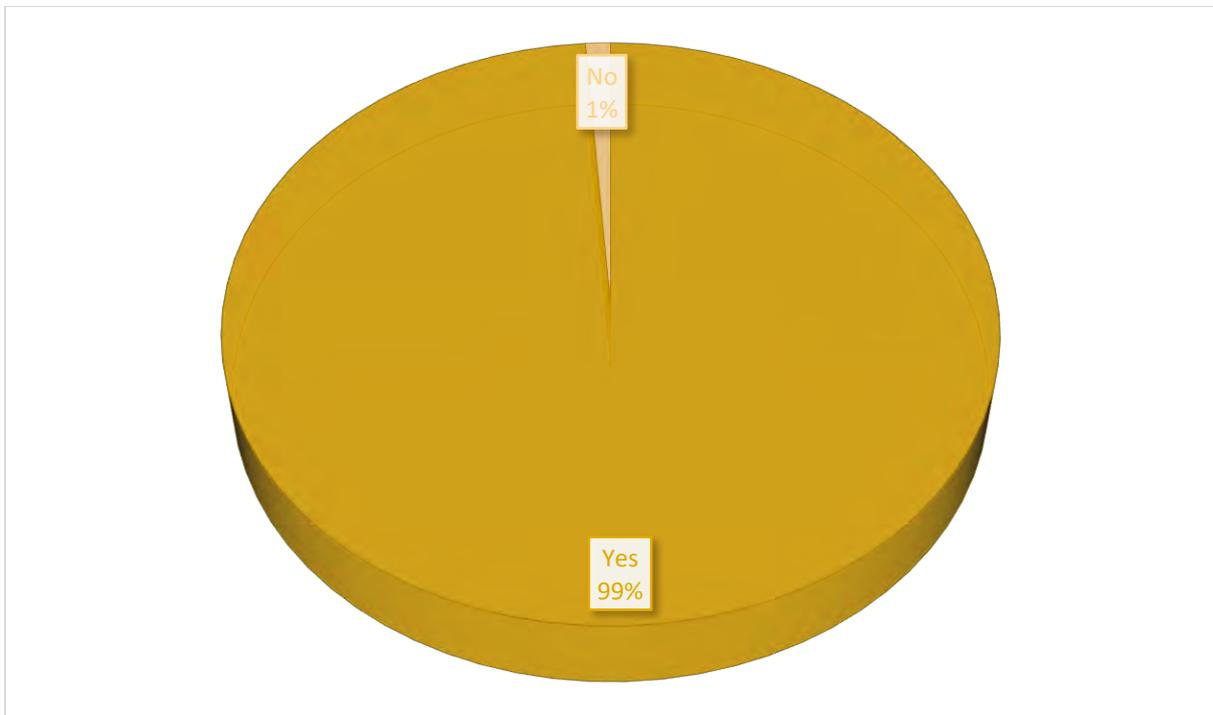


## Haslingden 2040 Consultation Report

(1)

The Haslingden Strategic Board, made up of Rossendale Borough Council, business and community stakeholders, has developed the Haslingden 2040 Vision & Masterplan based on over 1,000 previous consultation responses on the future of the town centre. We are now seeking your views on the proposed 2040 Vision and Masterplan at this important time. The Haslingden 2040 Vision & Masterplan sets out the town centre's regeneration priorities over the next 20 years. The Vision is linked to the transformational Deardengate Big Lamp Project supported by The National Lottery Heritage Fund. We are seeking feedback on plans and we thank you for taking the time to complete this survey.

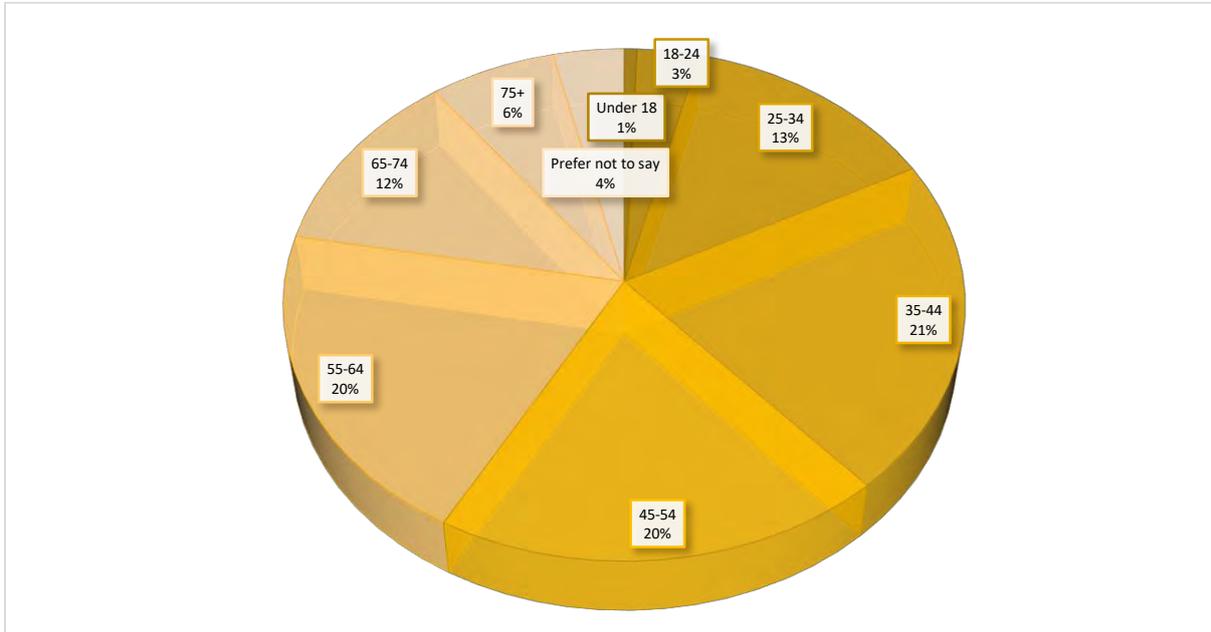
Please confirm that you have read Haslingden 2040 Vision & Masterplan or have had access to detail regarding plans on the [www.haslingden2040.co.uk](http://www.haslingden2040.co.uk) before proceeding.



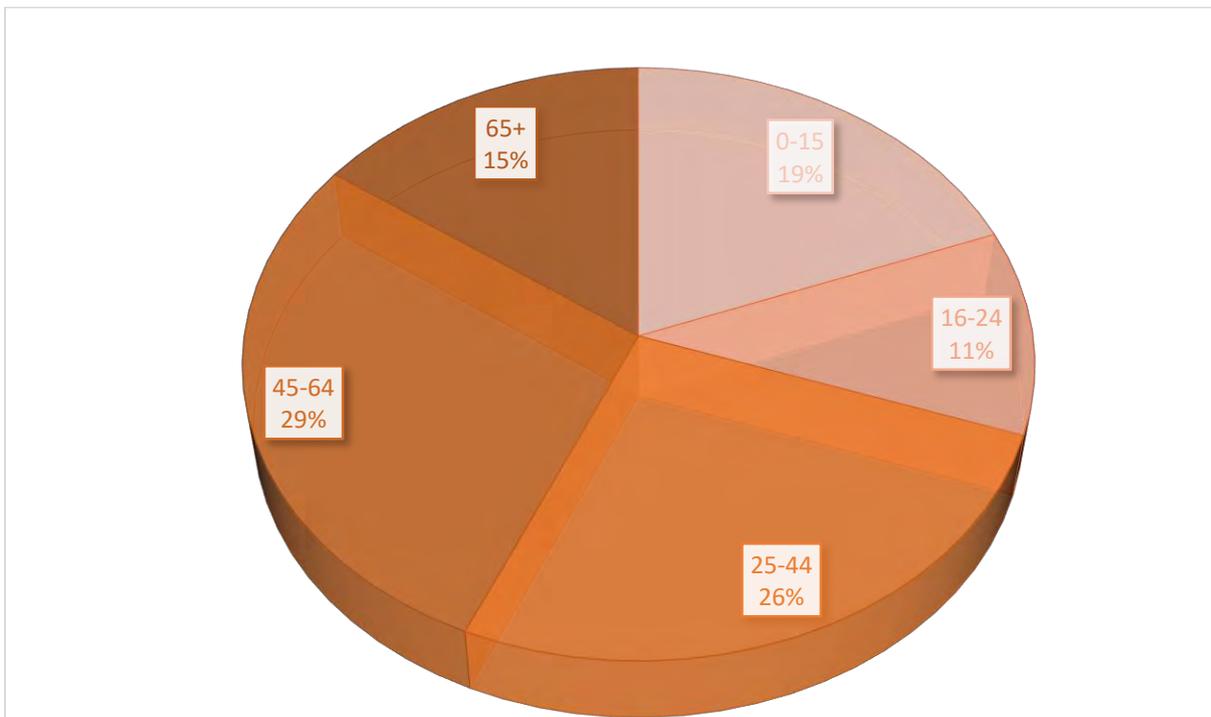
(2)

To support us in ensuring that views have been considered from the whole community in Haslingden, please complete the following diversity questions before completing the main survey.

Please indicate your age group:

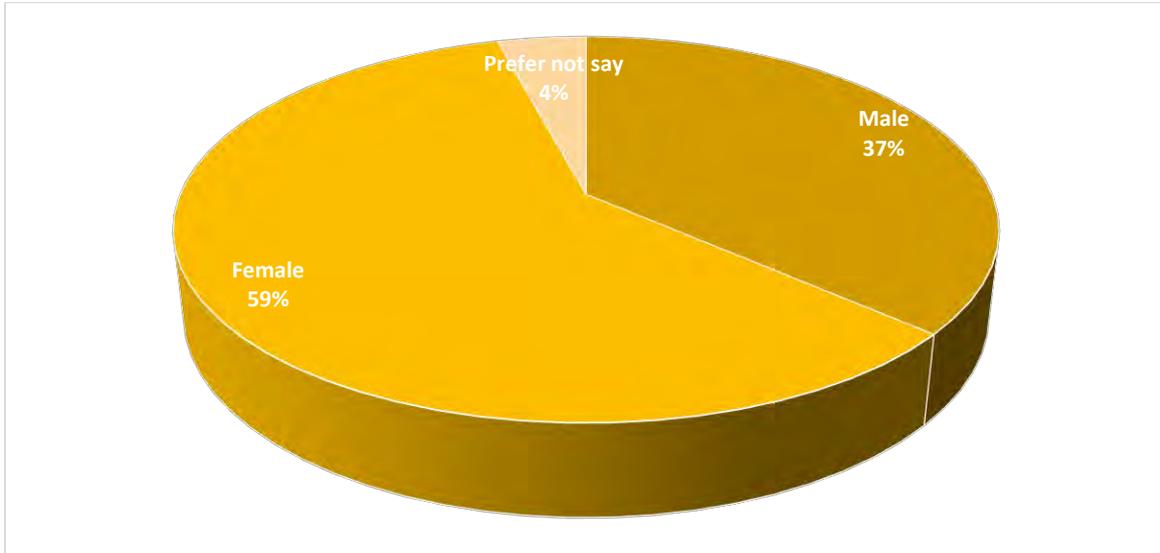


Although not a side-by-side analysis. The response rate for the survey is largely in line with Rossendale averages below. The key difference being a lower than expected response rate for 0-24 years. However, the 25-64 years matches more closely.



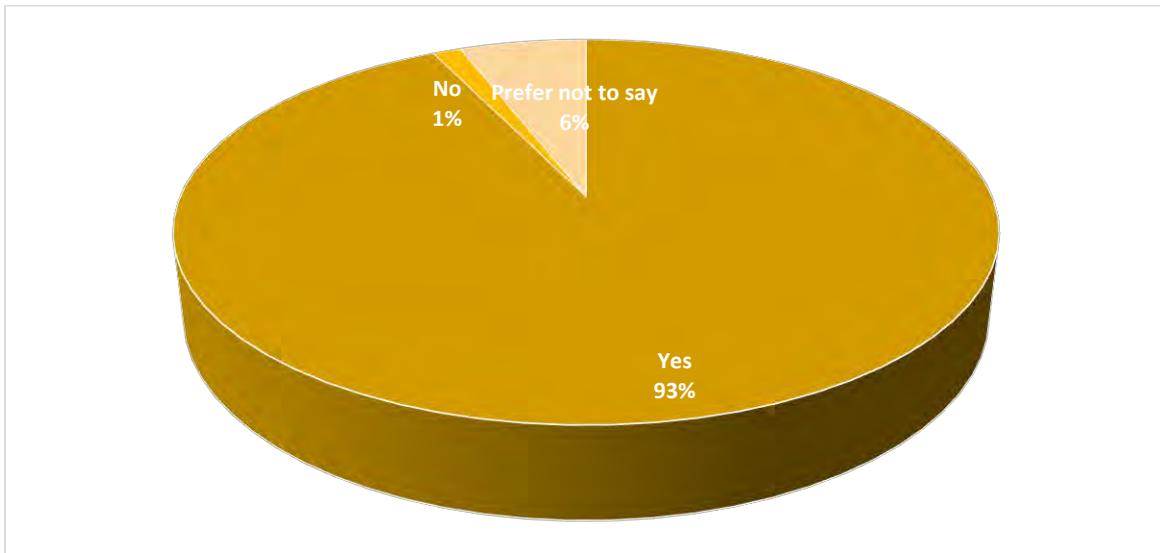
(3)

Are you?



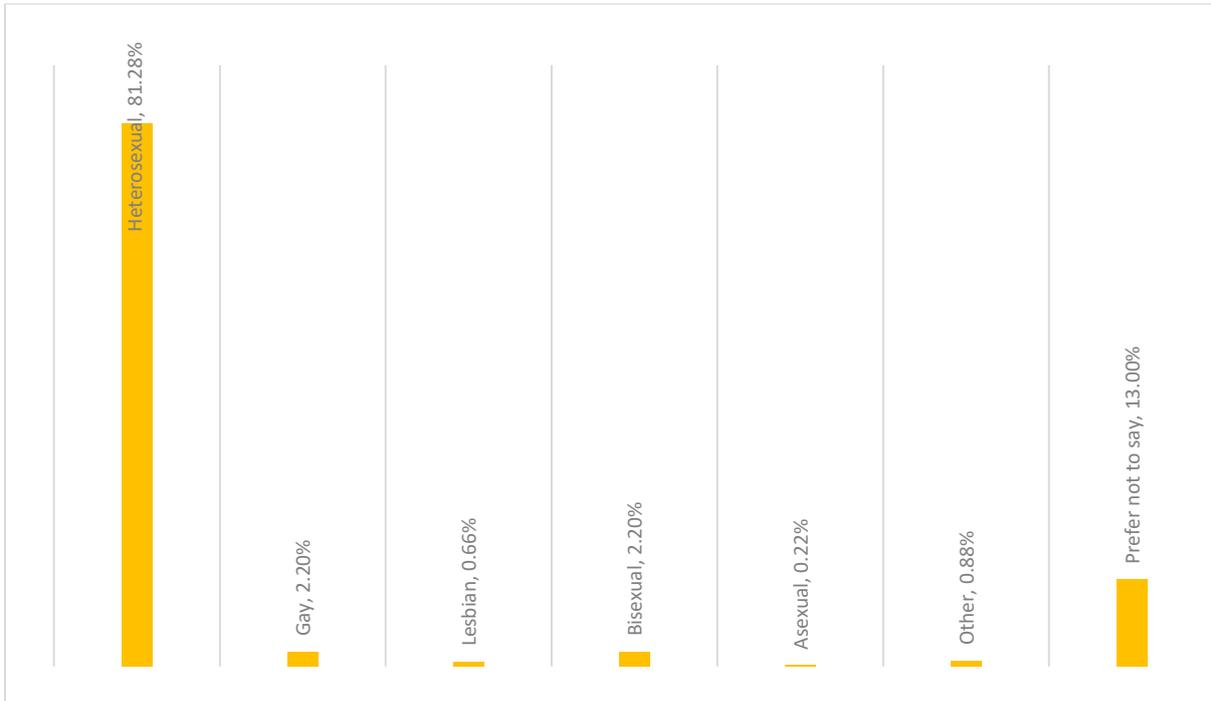
(4)

Do you currently live in the gender you were given at birth?

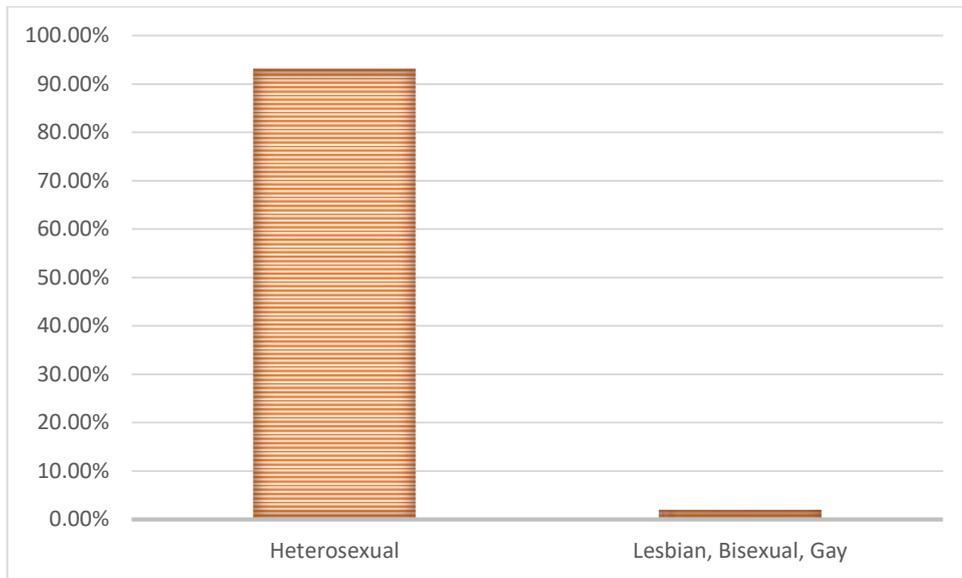


(5)

How would you define your sexual orientation/sexuality?

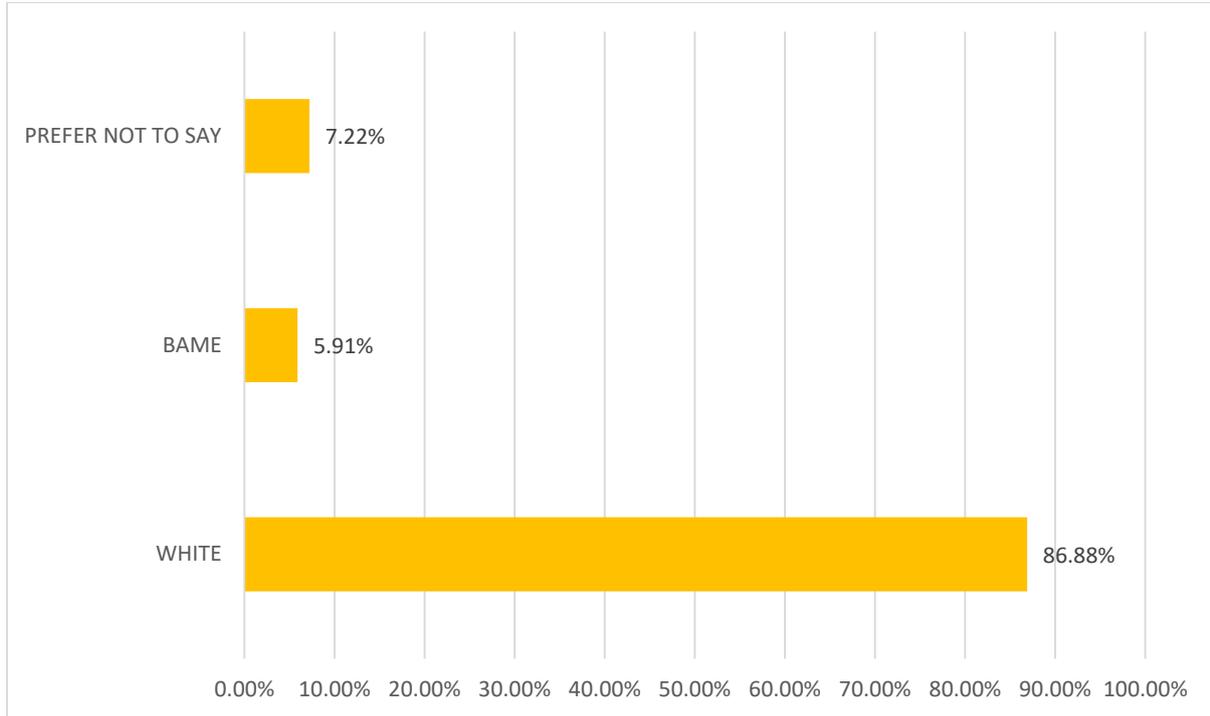


Although not a side-by-side comparison, these results suggest a diverse response rate when compared to the national average outlined below:

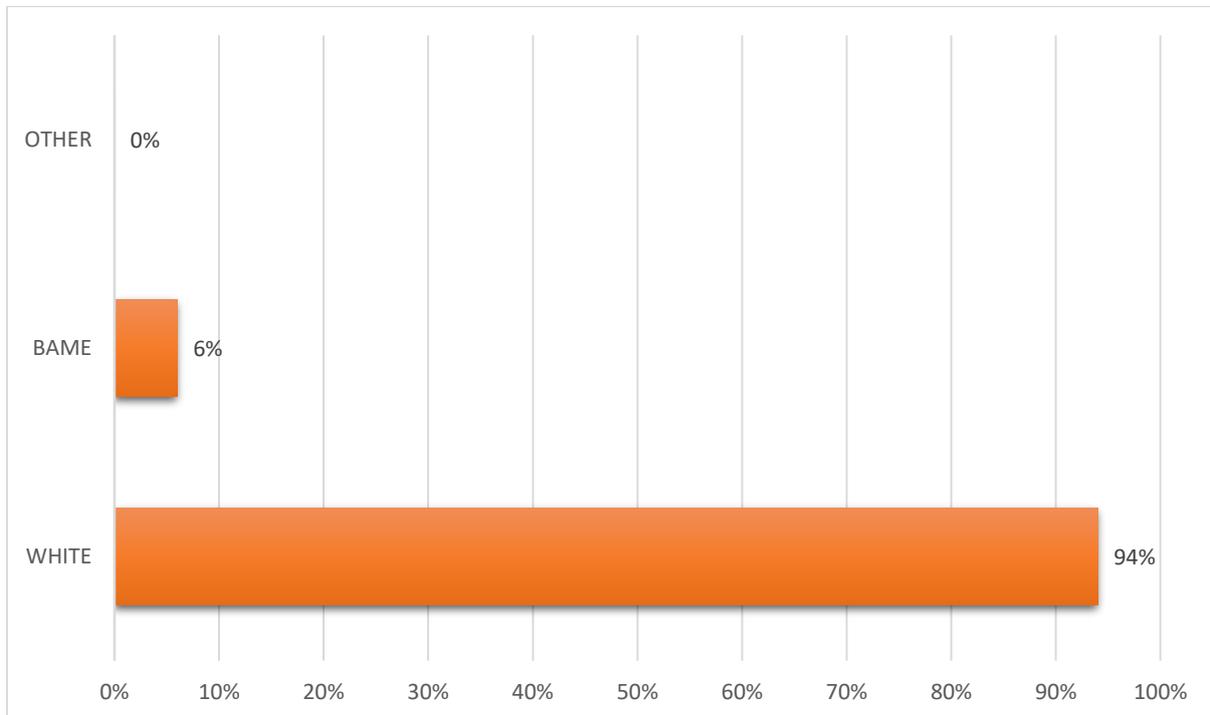


(6)

How would you best describe your ethnic origin?



Similarly, to the above response, this survey has had an accurately diverse response rate in line, specifically in line with the below Rossendale census percentages:



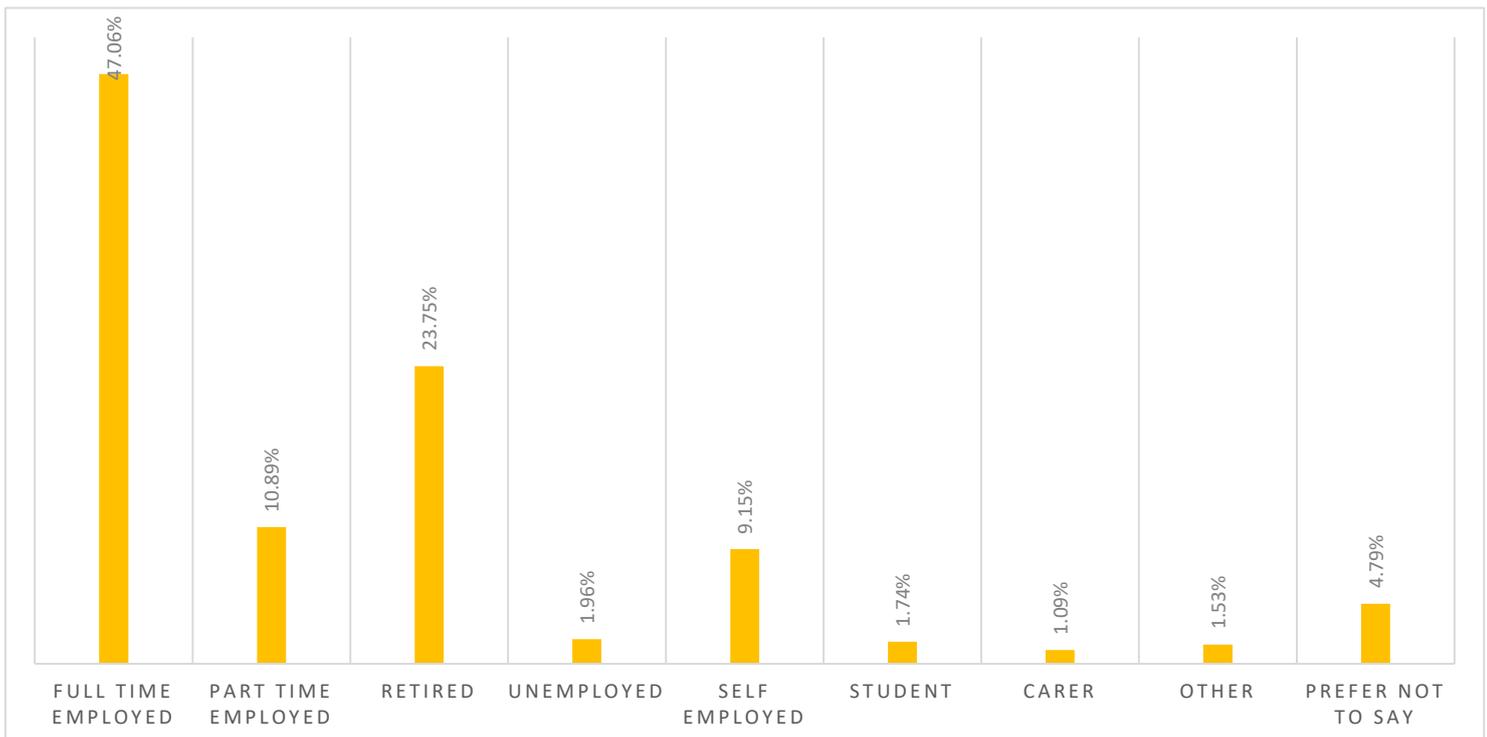
(7)

Please state your religion.



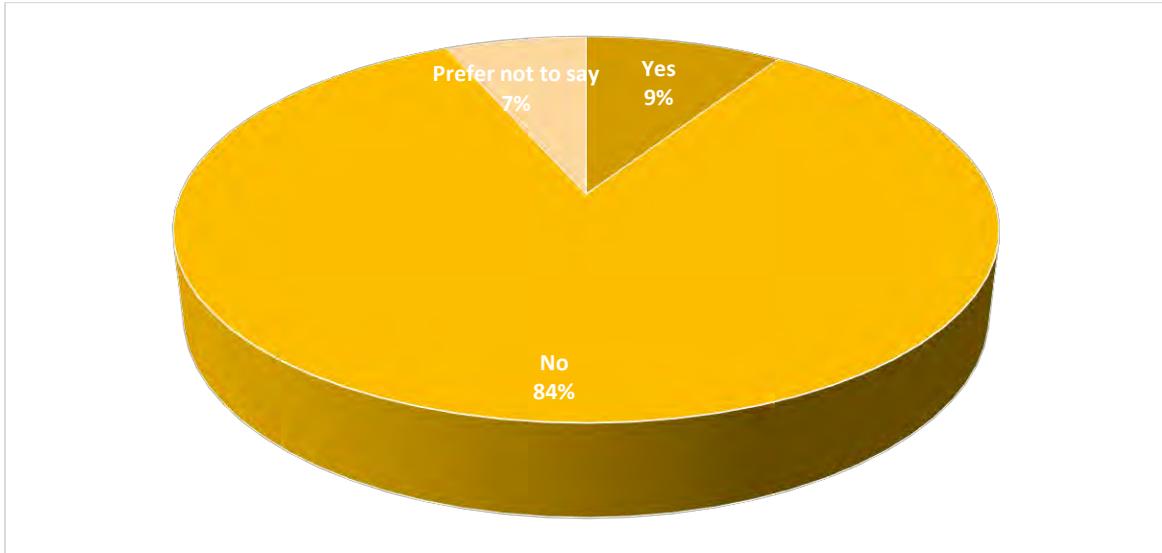
(8)

Please indicate your employment status.



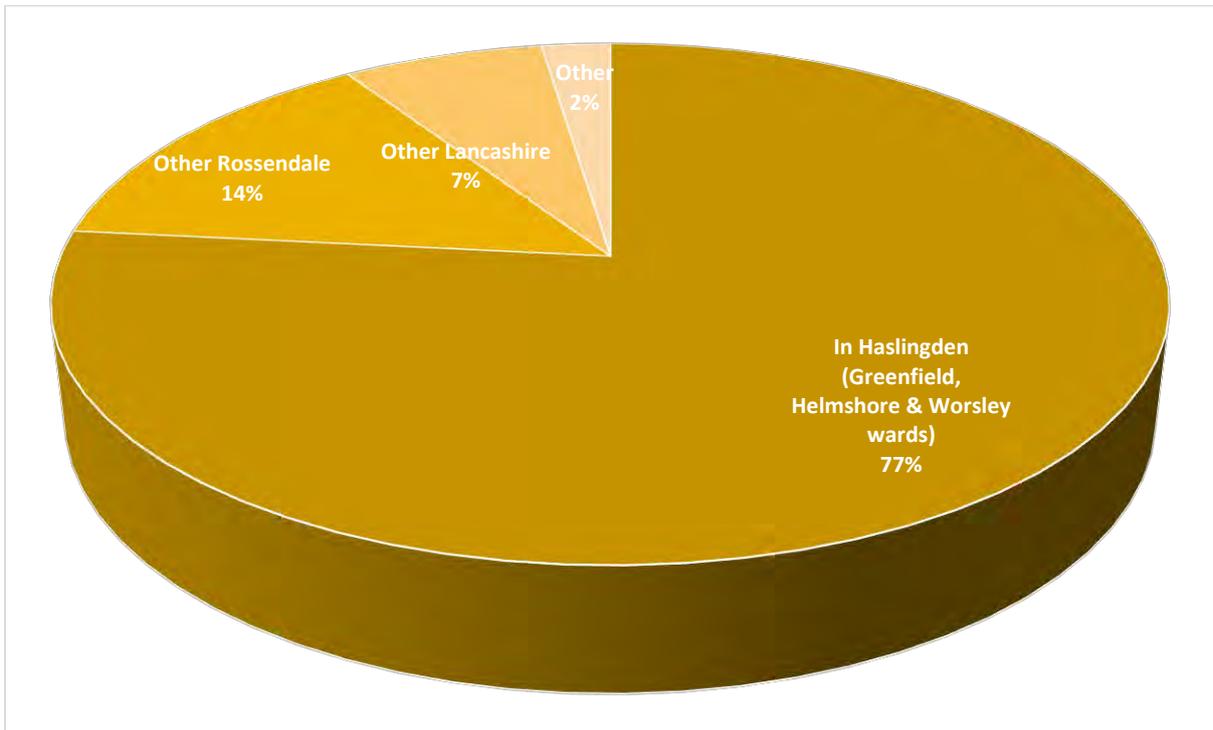
(9)

Do you consider yourself to have a disability?



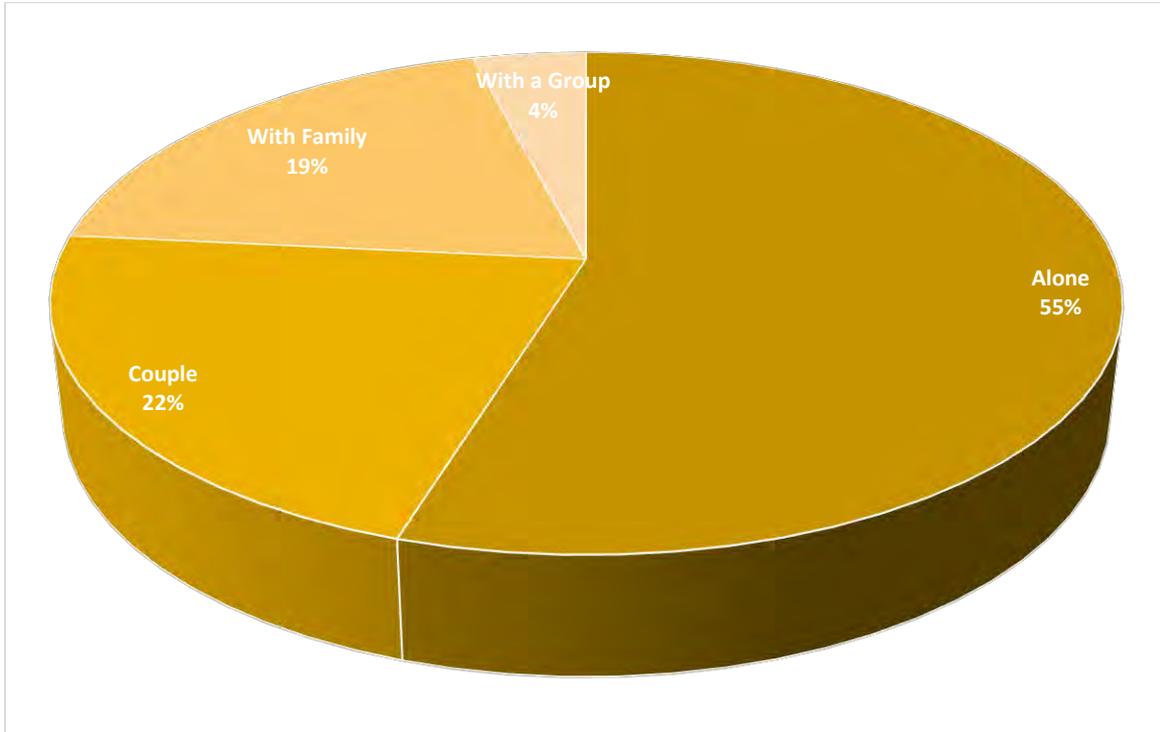
(10)

Do you live....



(11)

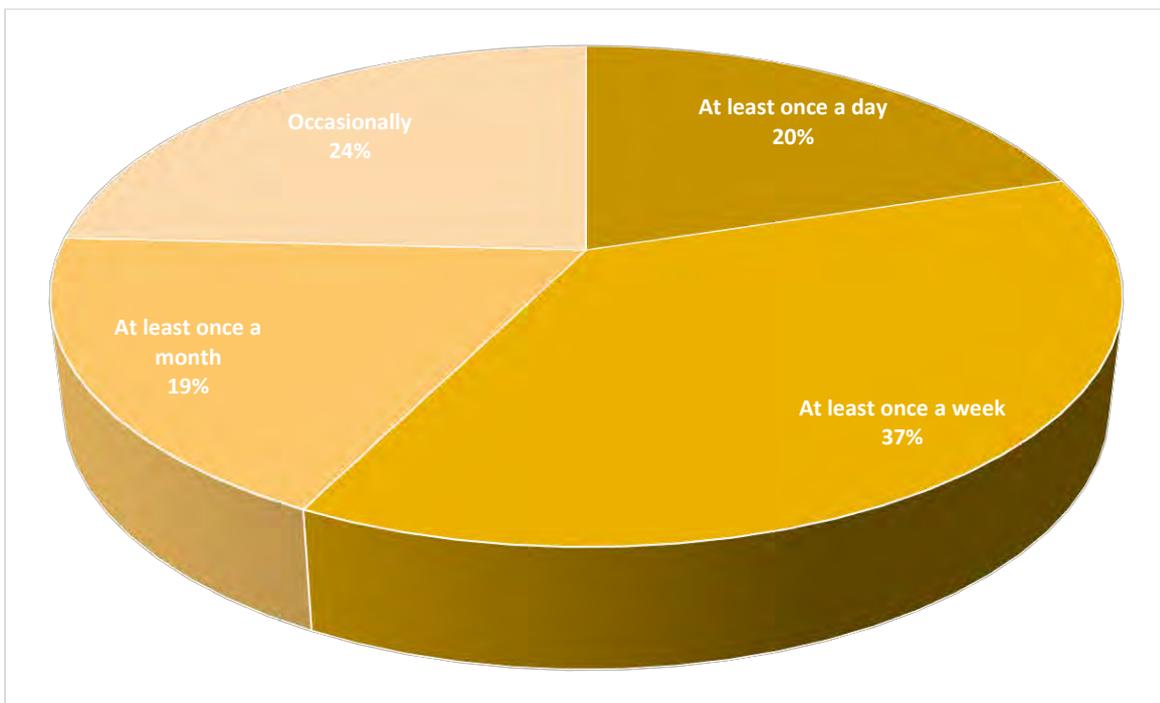
When you visit Haslingden town centre, is this usually. Please tick all that apply.



*This response rate suggests a weakness in current town centre demand from couples and families, suggesting there is a need to develop the leisure and night-time economy to improve visitor numbers.*

(12)

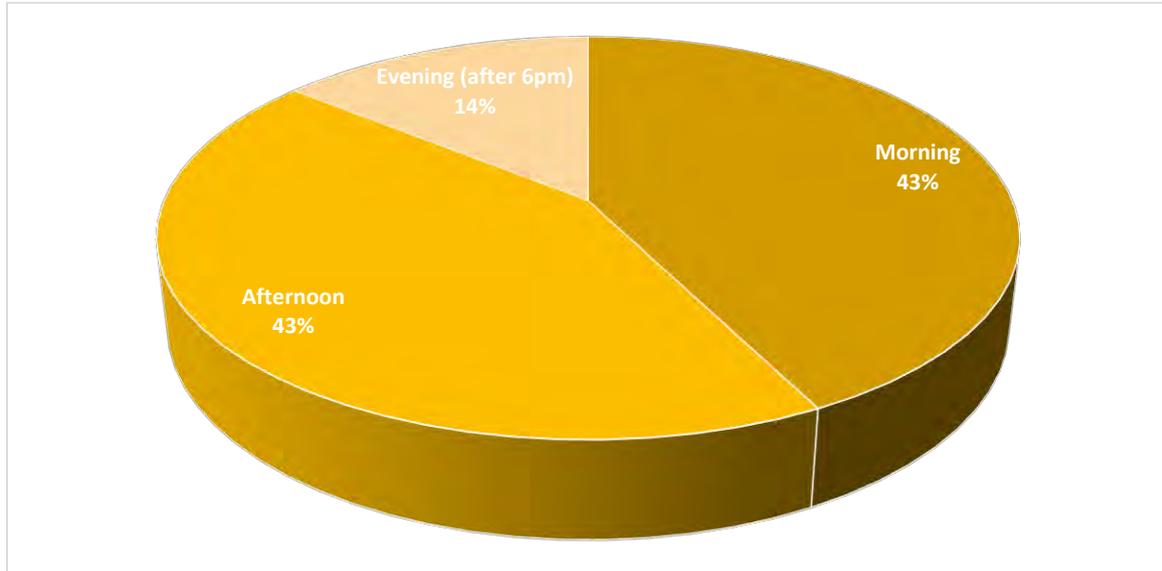
How frequently do you come into Haslingden town centre?



Figures suggest that 33% of respondents rarely visit the town centre, suggesting untapped potential to increase visitor numbers to Haslingden.

(13)

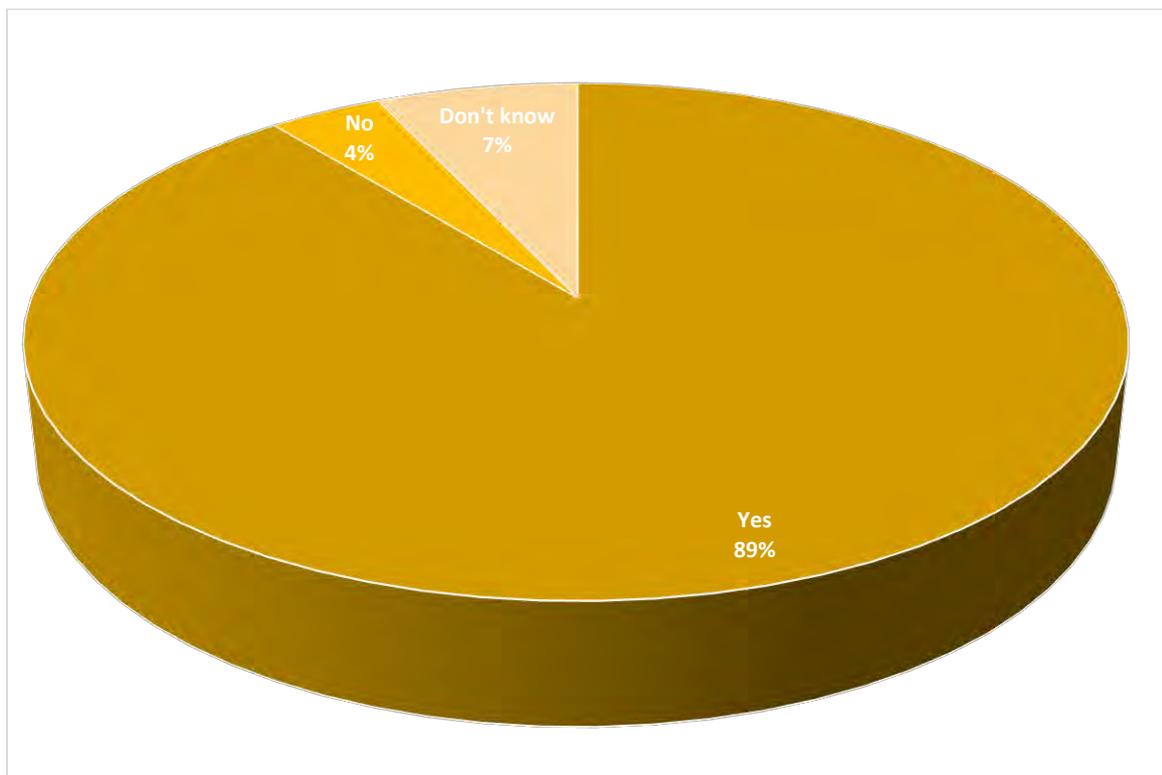
Please tick all the times that you visit the town centre?



These figures suggest the majority of visits to the town centre are made during the day, highlighting a weakness in the night-time economy and the need to develop this sector in Haslingden.

(14)

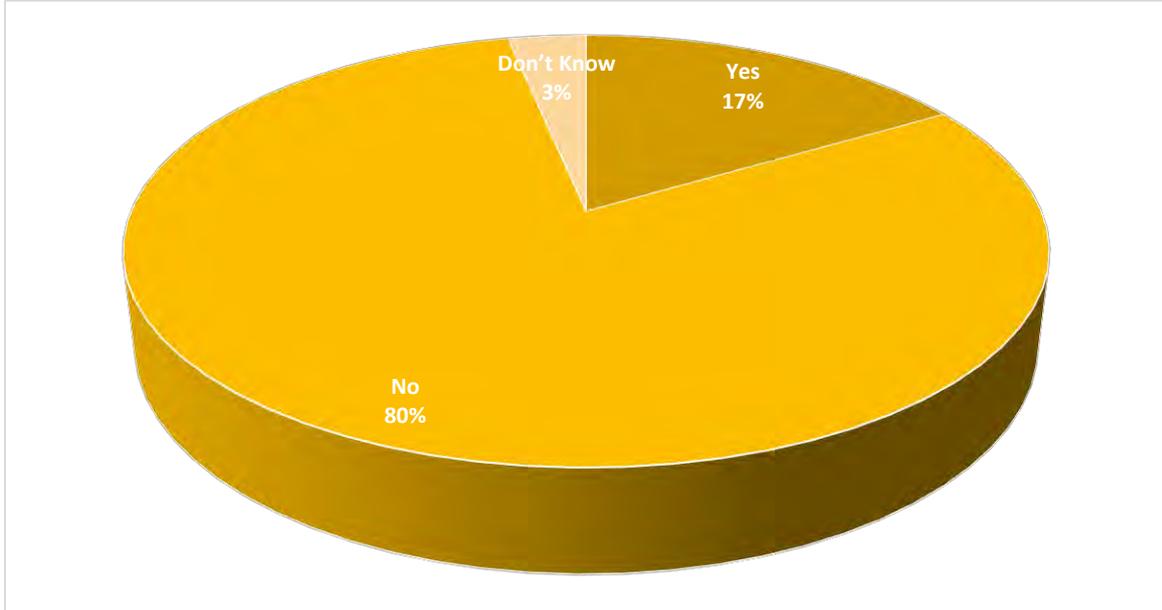
Do you think that historic buildings within Haslingden Town Centre require improvements and investment?



This overwhelming response rate demonstrates the case for change, properties in Haslingden town centre require new investment.

(15)

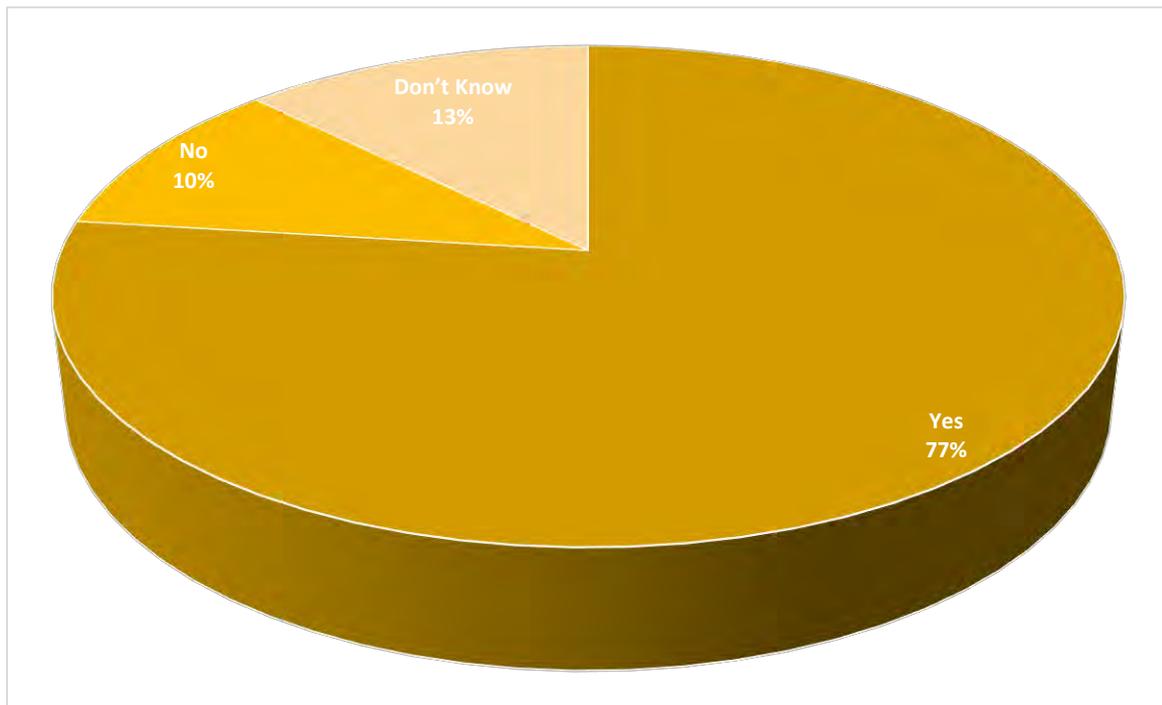
In your opinion is Haslingden an attractive place to visit?



Similarly, this overwhelming response rate demonstrates the case for change, investment in Haslingden is essential to improve the attractiveness of the town centre for visitors.

(16)

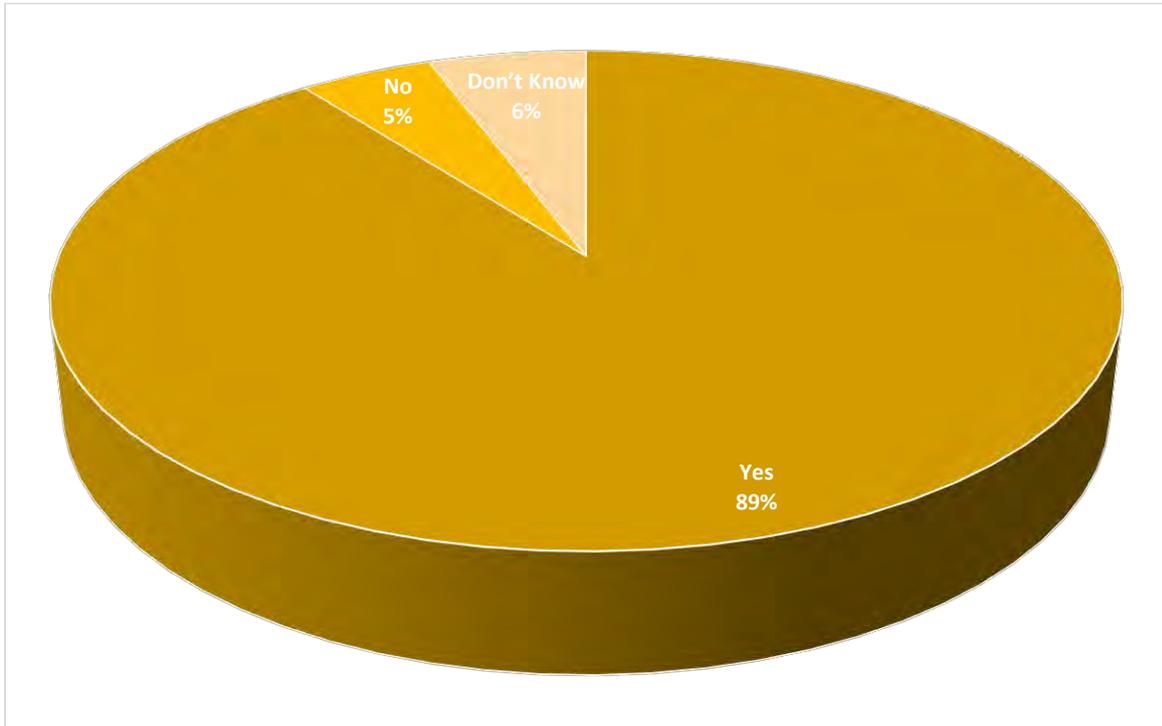
Do you think Haslingden will become more attractive to visit with the proposed changes?



The above figures outline that proposed changes to buildings and the public realm will benefit Haslingden and enable the town centre to become more attractive.

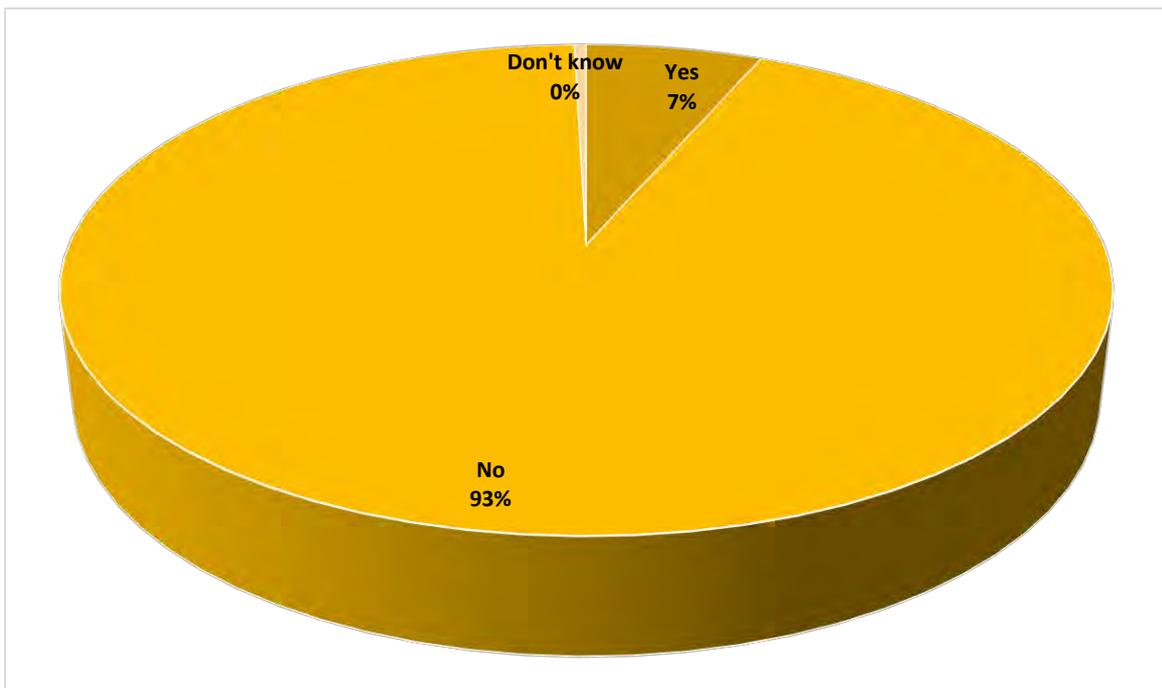
(17)

Would you like to see historical architectural features enhanced on buildings to create more traditional and consistent shop fronts within Haslingden Town Centre?



(18)

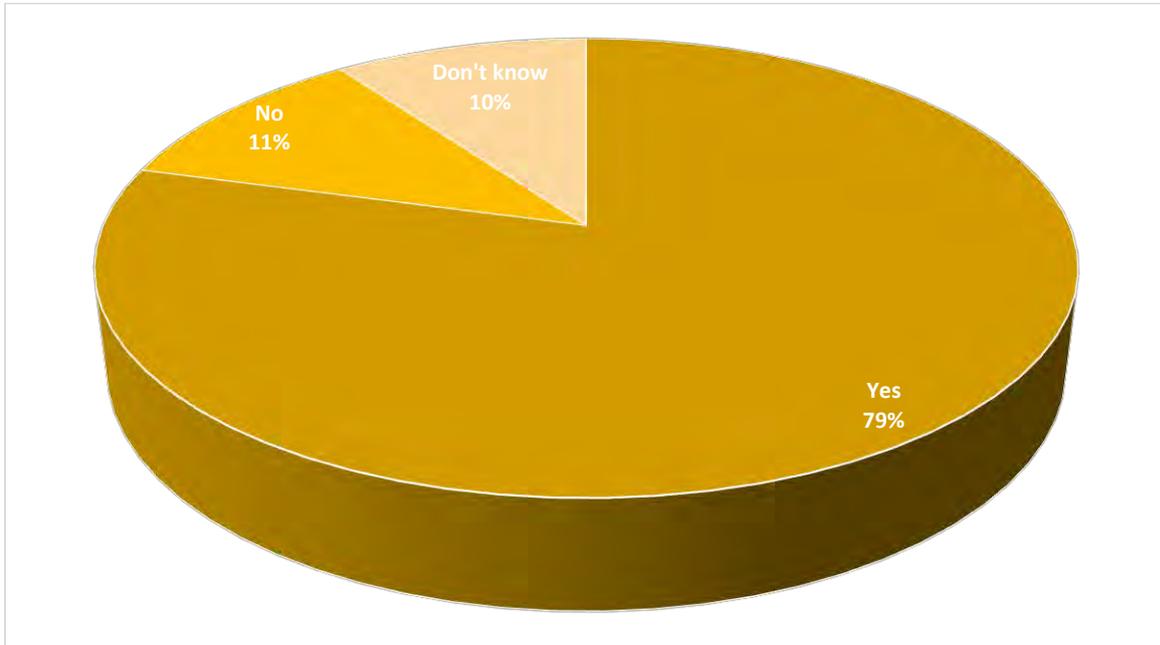
Do you visit Haslingden Market regularly?



With 93% of respondents confirming they do not visit Haslingden Market, highlights the need to essential improvements.

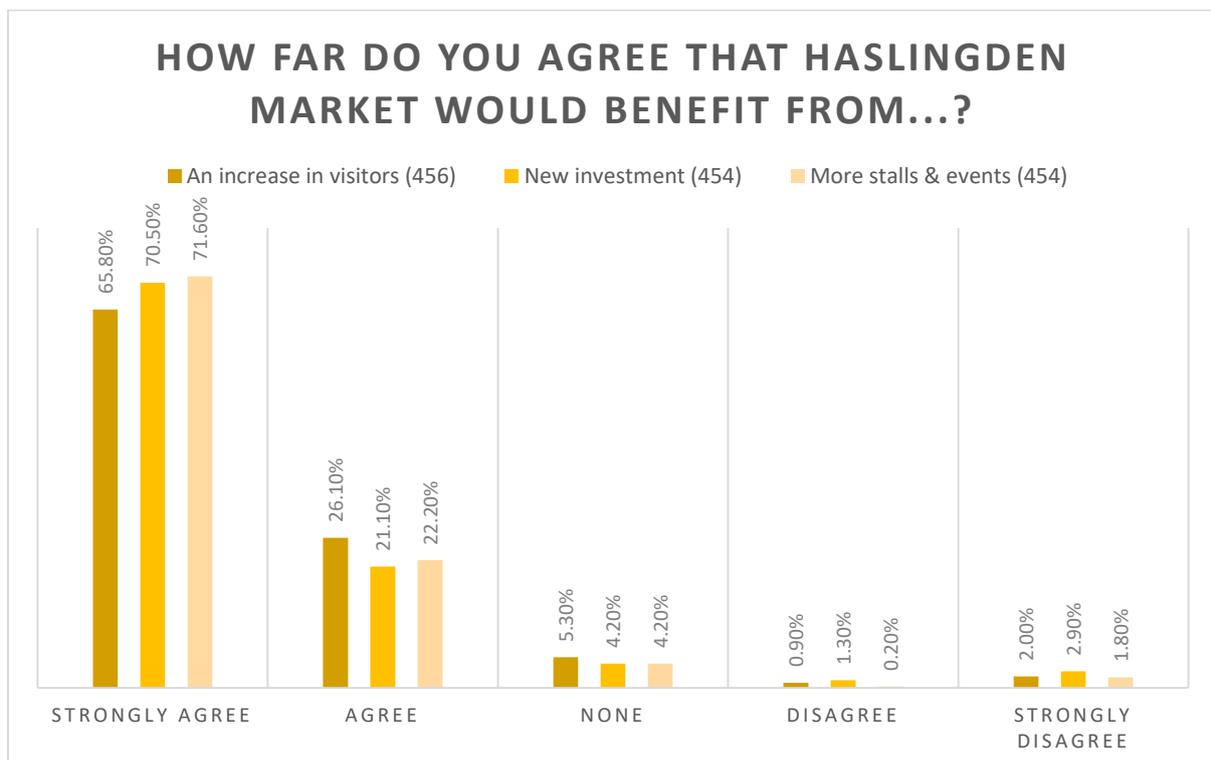
(19)

Would you be more inclined to visit the market more regularly if there were more specialist events or themed markets?



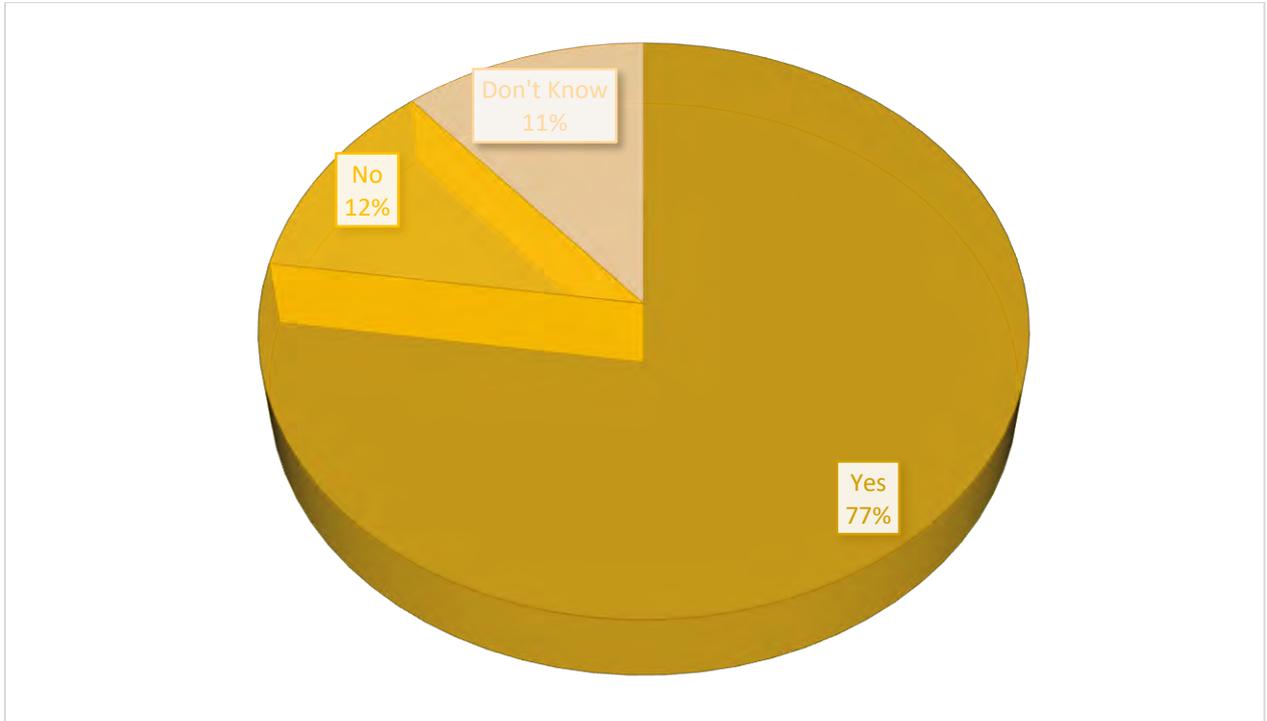
*Building on the Responses from the previous question, nearly 80% respondents confirmed they would visit Haslingden Market if the offer was altered and centred around events.*

(20)



(21)

Would new public art, updated facilities and signage improve Haslingden Town Centre?

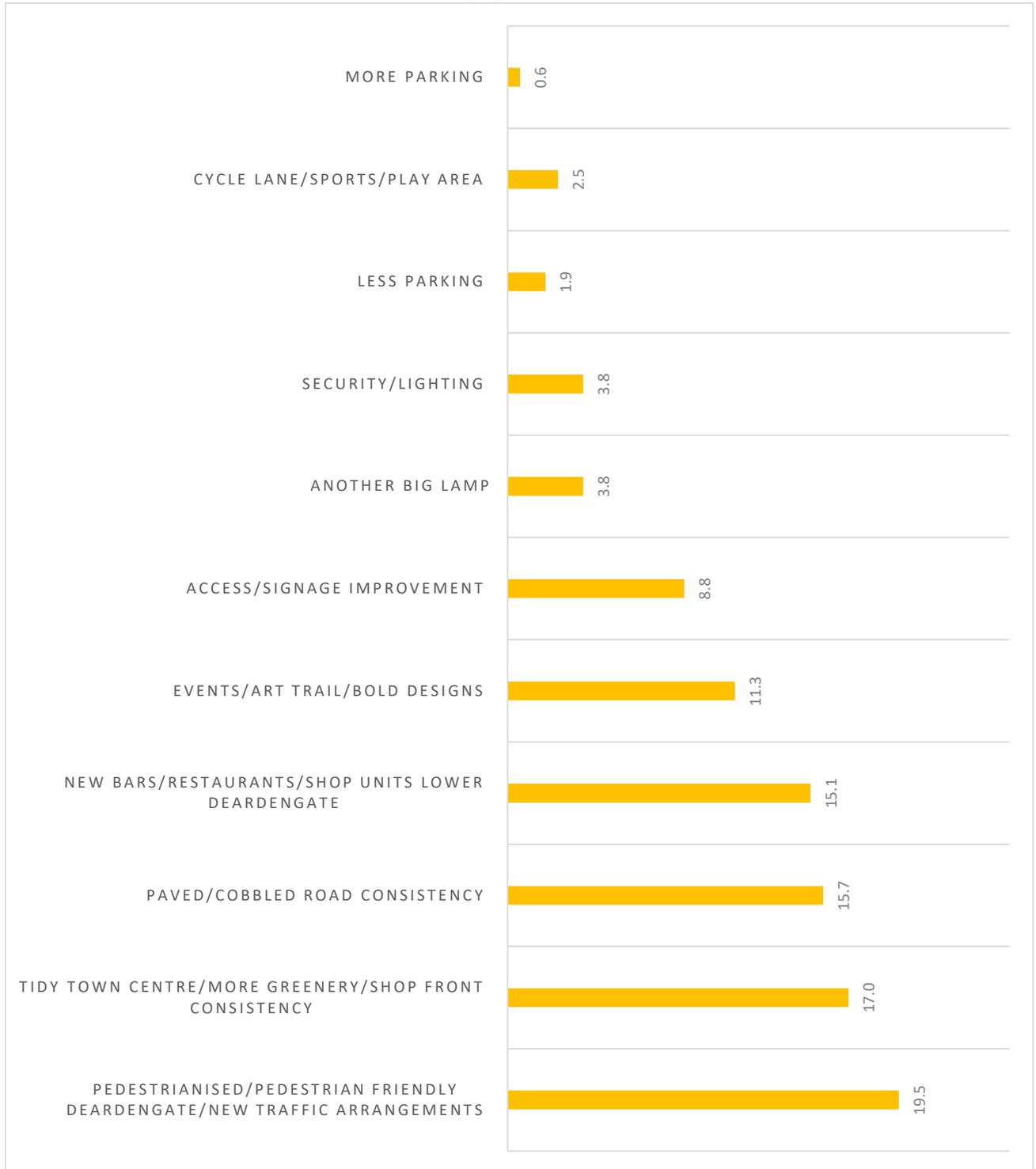


(22)

We are aiming to symbolically join up Higher and Lower Deardengate by installing an additional Big Lamp on Lower Deardengate. Do you have any other ideas on how to further create a shared connection between Higher and Lower Deardengate?

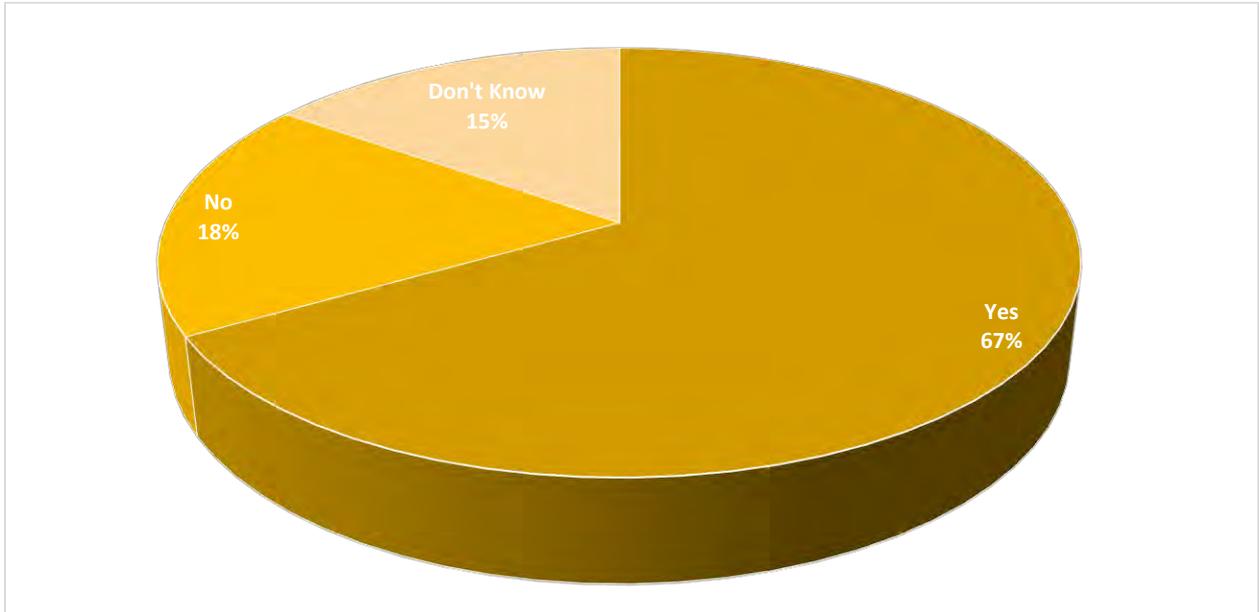
The below responses were categorised from written entries from respondents.

(%)



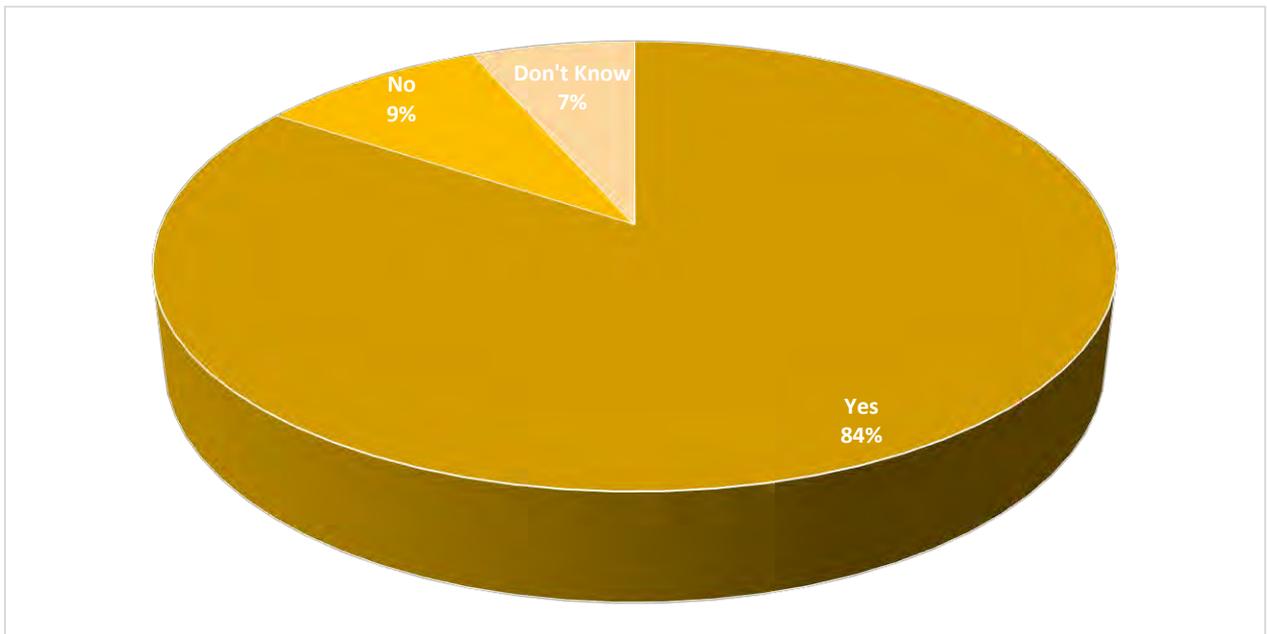
(23)

In your view, would installing traditional footpath paving, in addition to existing cobbles complement Haslingden's heritage?



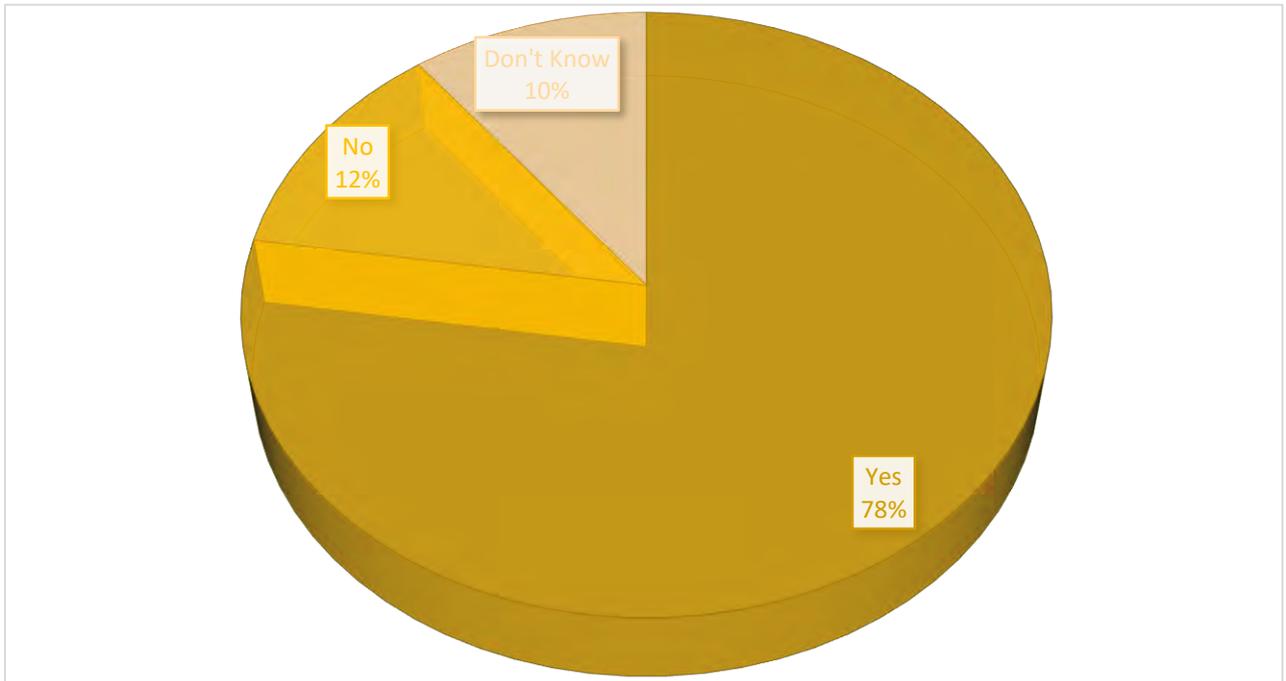
(24)

Do you think that connecting Haslingden with nature through the development of pocket parks, improved gardens and the installation potted plants in various places would add value to the town?



(25)

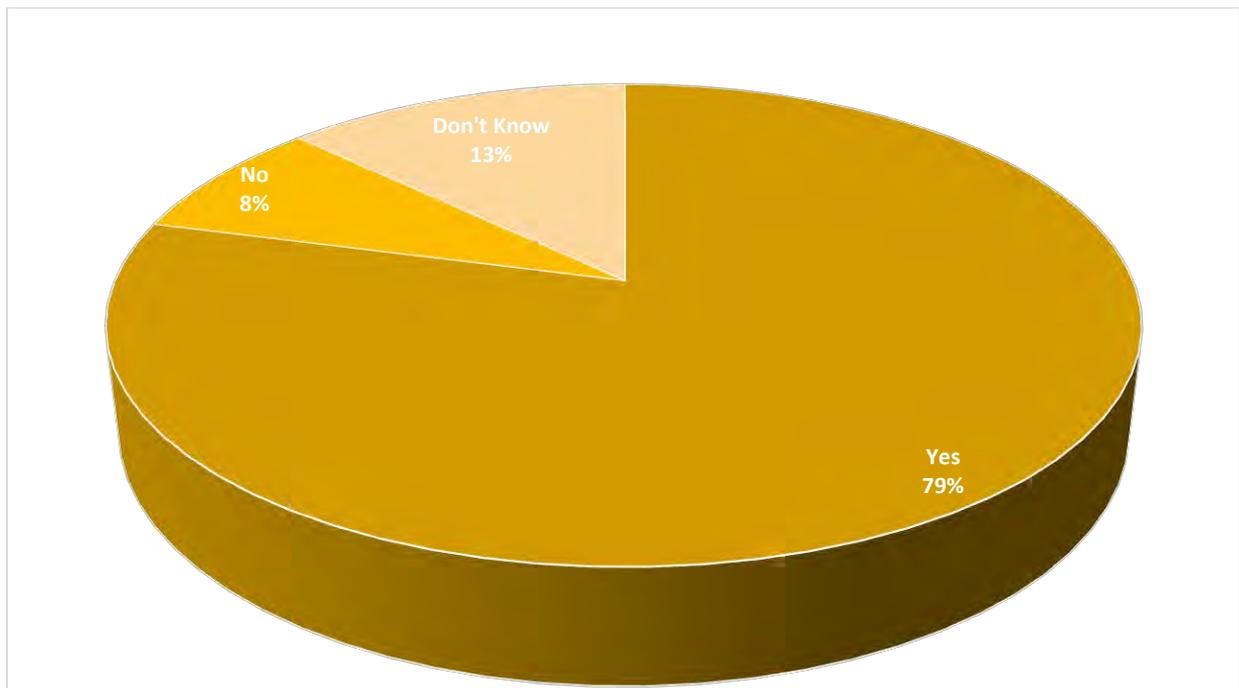
Would upgraded pedestrian areas at the Deardengate/Blackburn Road/Manchester Road junction improve accessibility to Haslingden Town Centre?



(26)

The Masterplan outlines new pedestrianised areas in Haslingden Town Centre such as; a section of Higher Deardengate and the proposed Cockerill's Square off Bell Street. This will create more opportunities for events and boost visitors to the town.

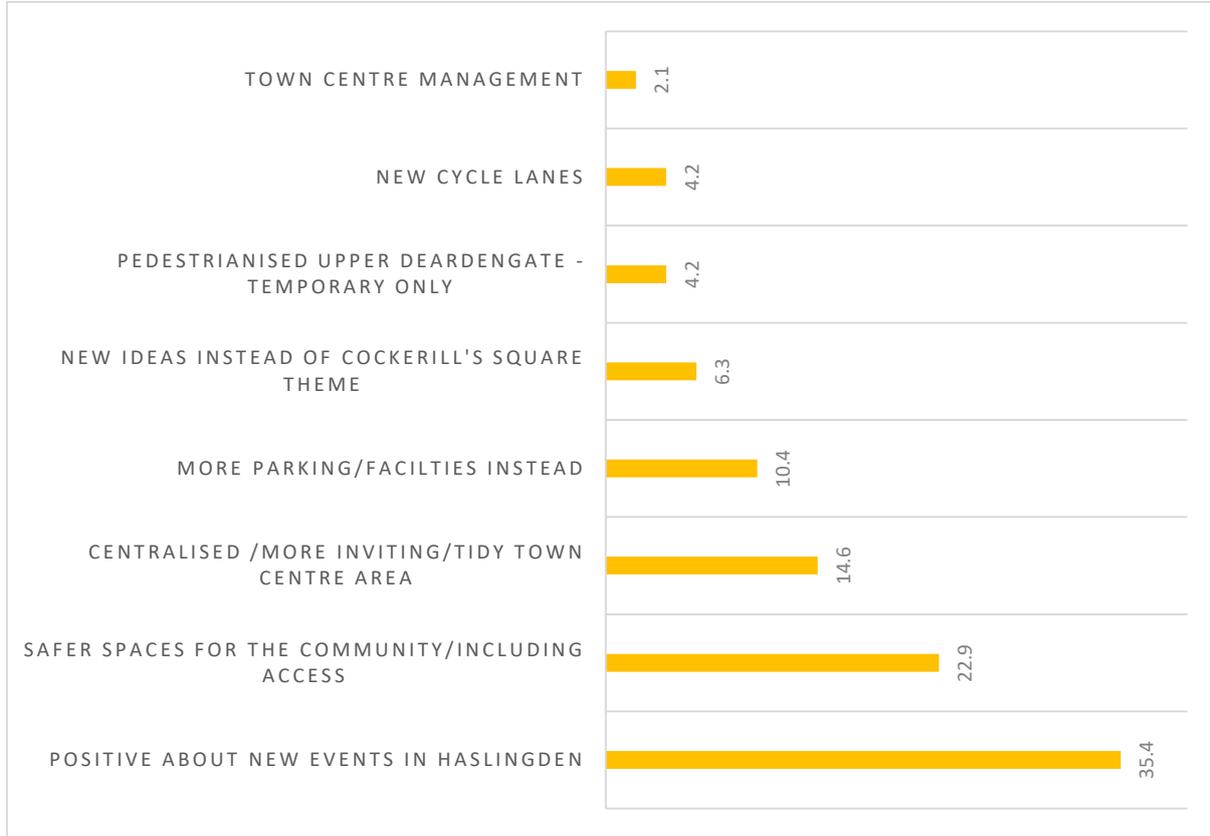
Would you visit the town centre more frequently if regular events and activities were held in the new public spaces?



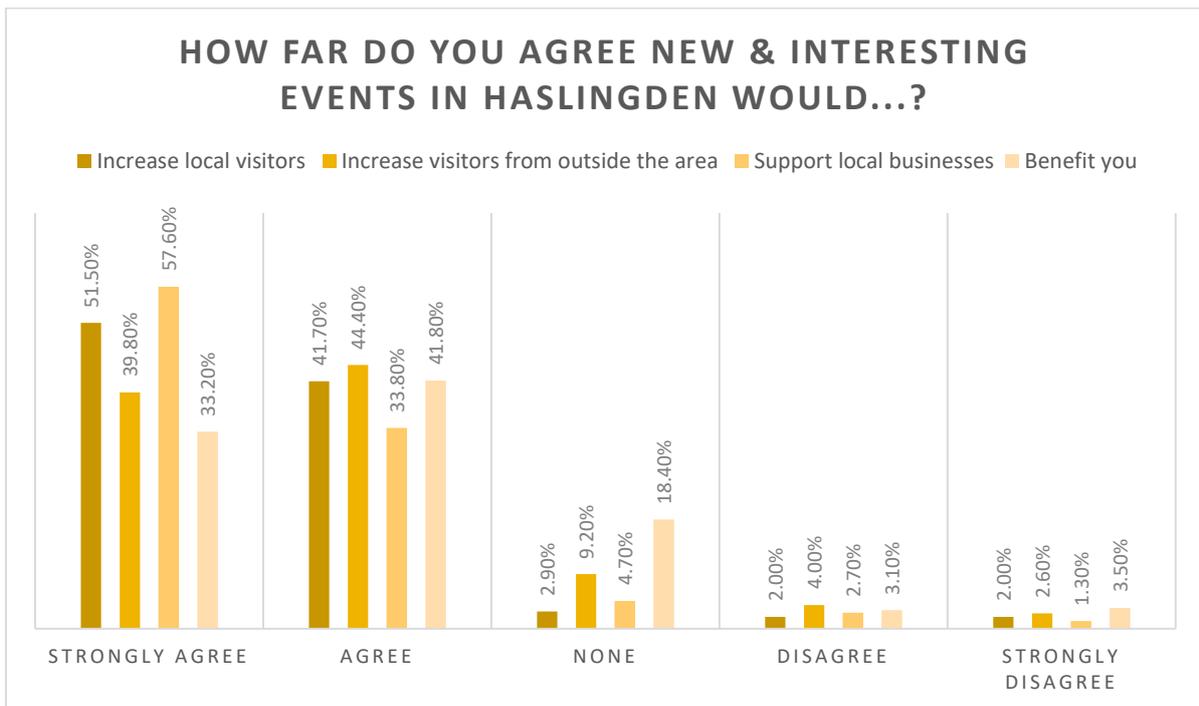
Any further comments about this proposal or events:

The below responses were categorised from written entries from respondents.

(%)

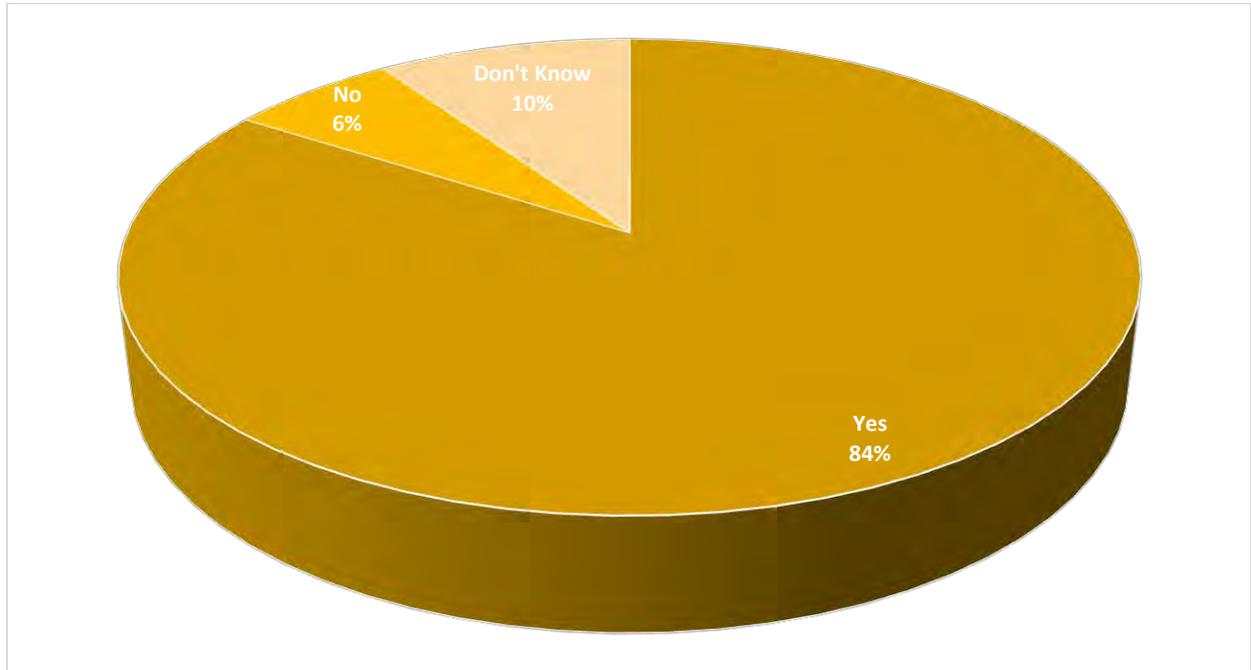


(27)



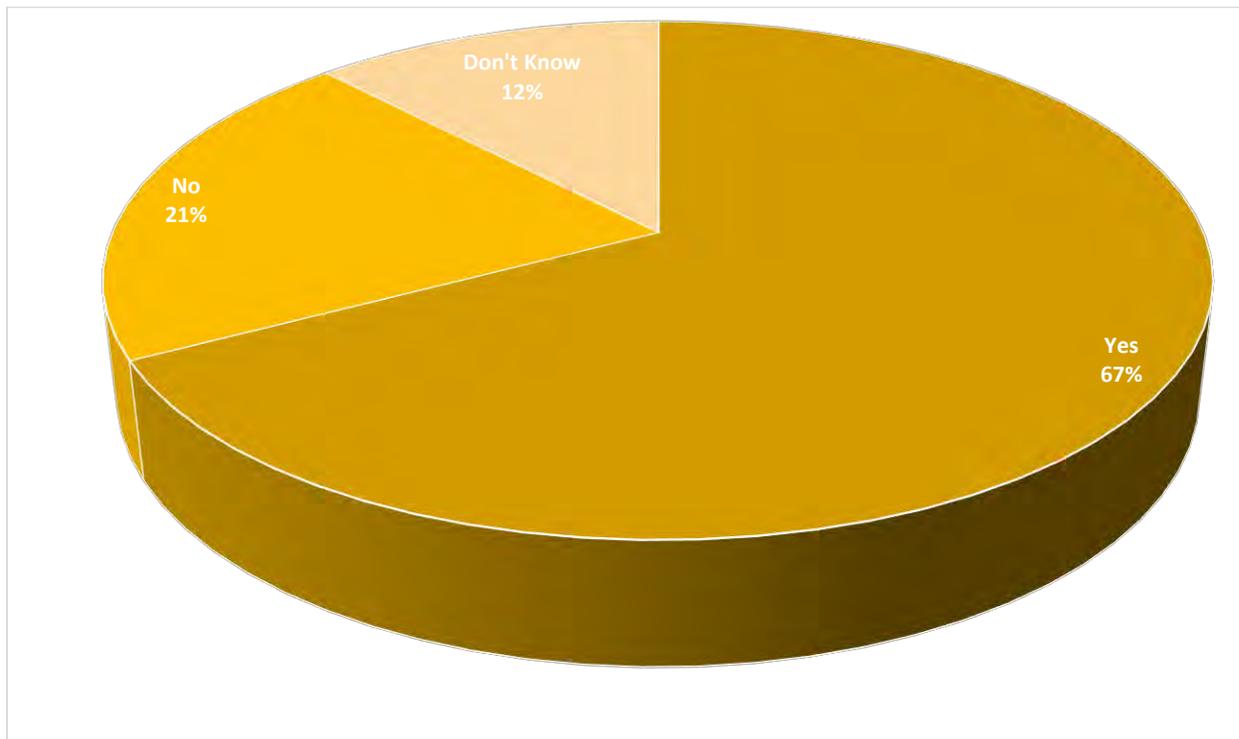
(28)

Do you think the development of underused land and derelict buildings off Bell St into an area that could support events, cultural activity, a new food & drink offer and the restoration of buildings, would benefit Haslingden?



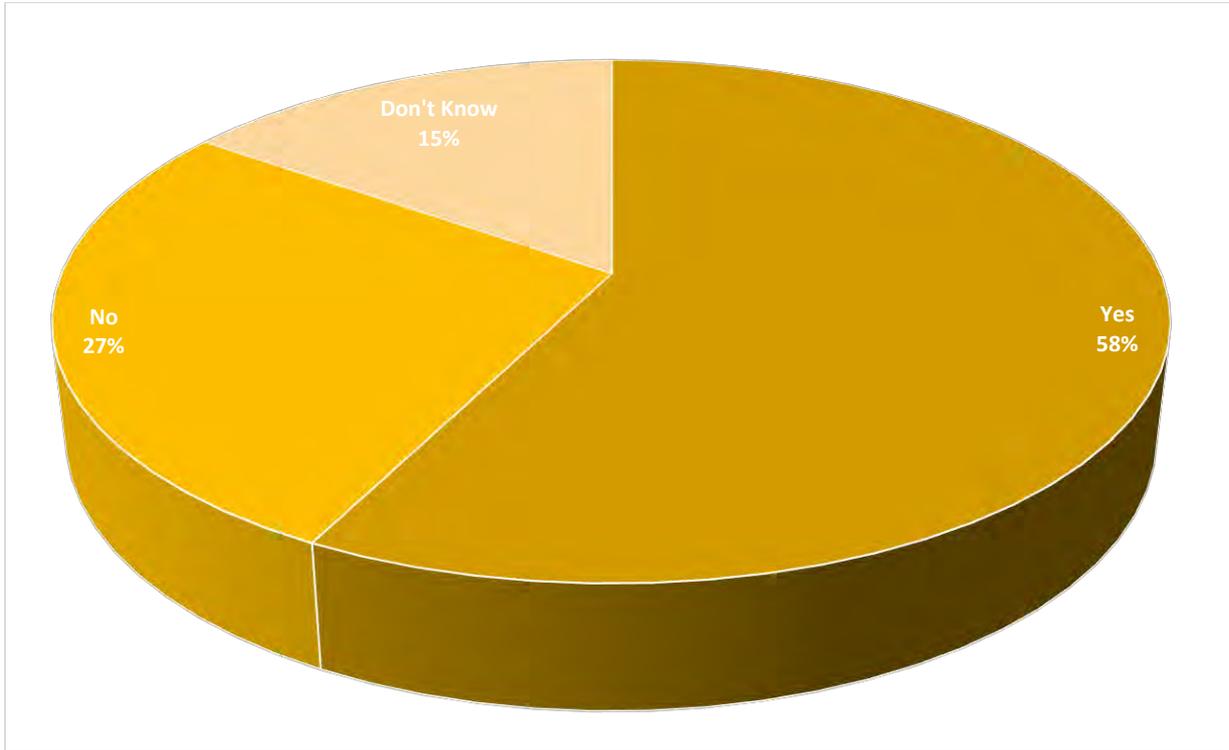
(29)

Would you be more likely to visit in the evening (after 6pm) if there was a stronger event, food and drink offer?



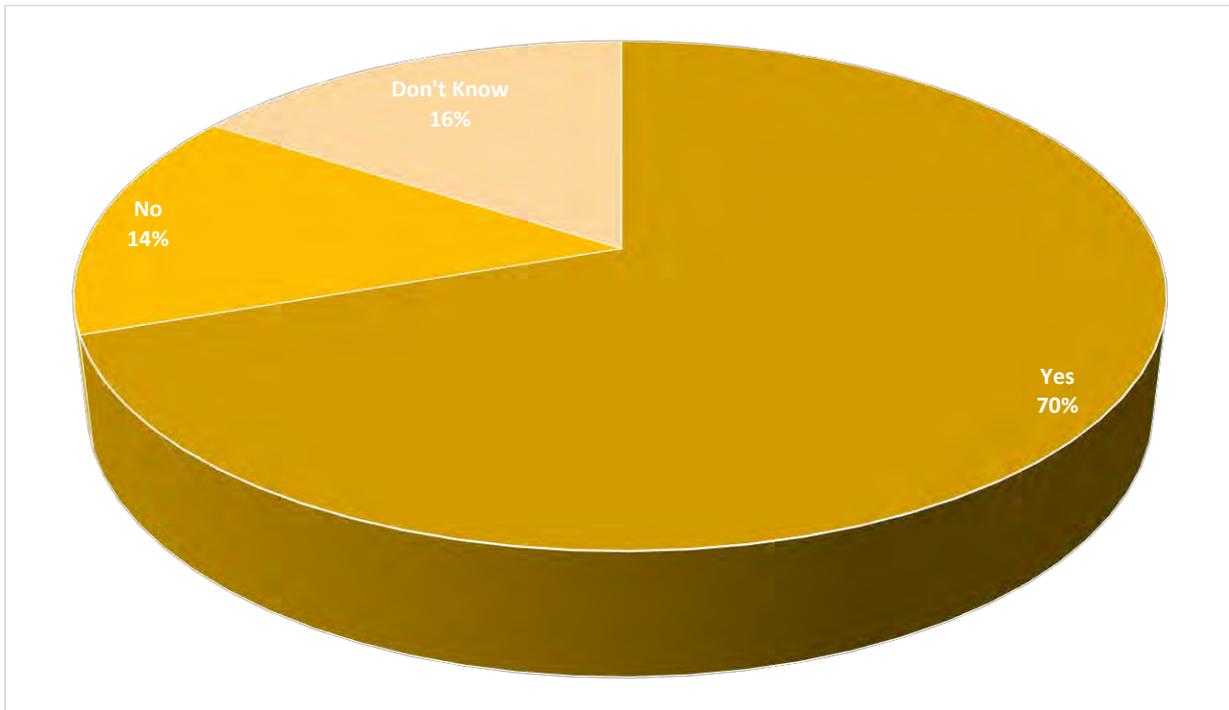
(30)

Do you consider there to be a parking problem in Haslingden Town Centre?



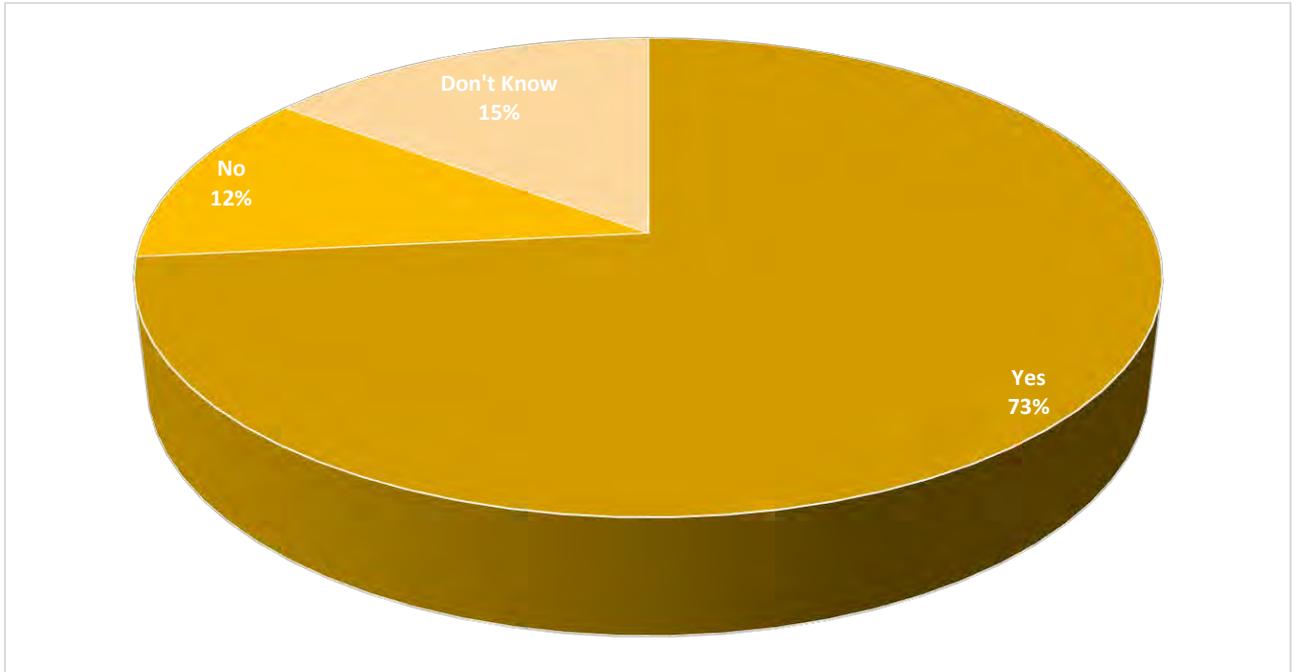
(31)

Would you welcome an increased parking capacity in Haslingden Town Centre?



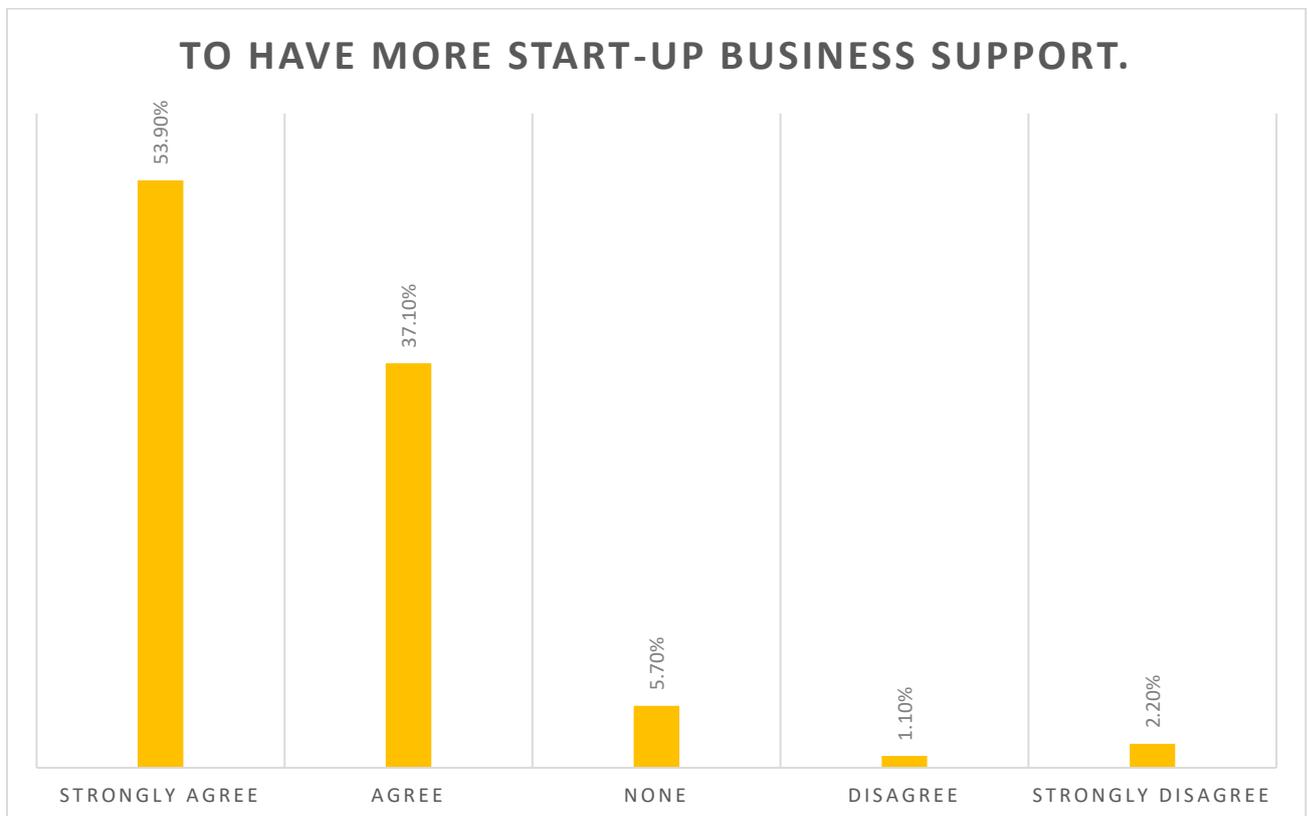
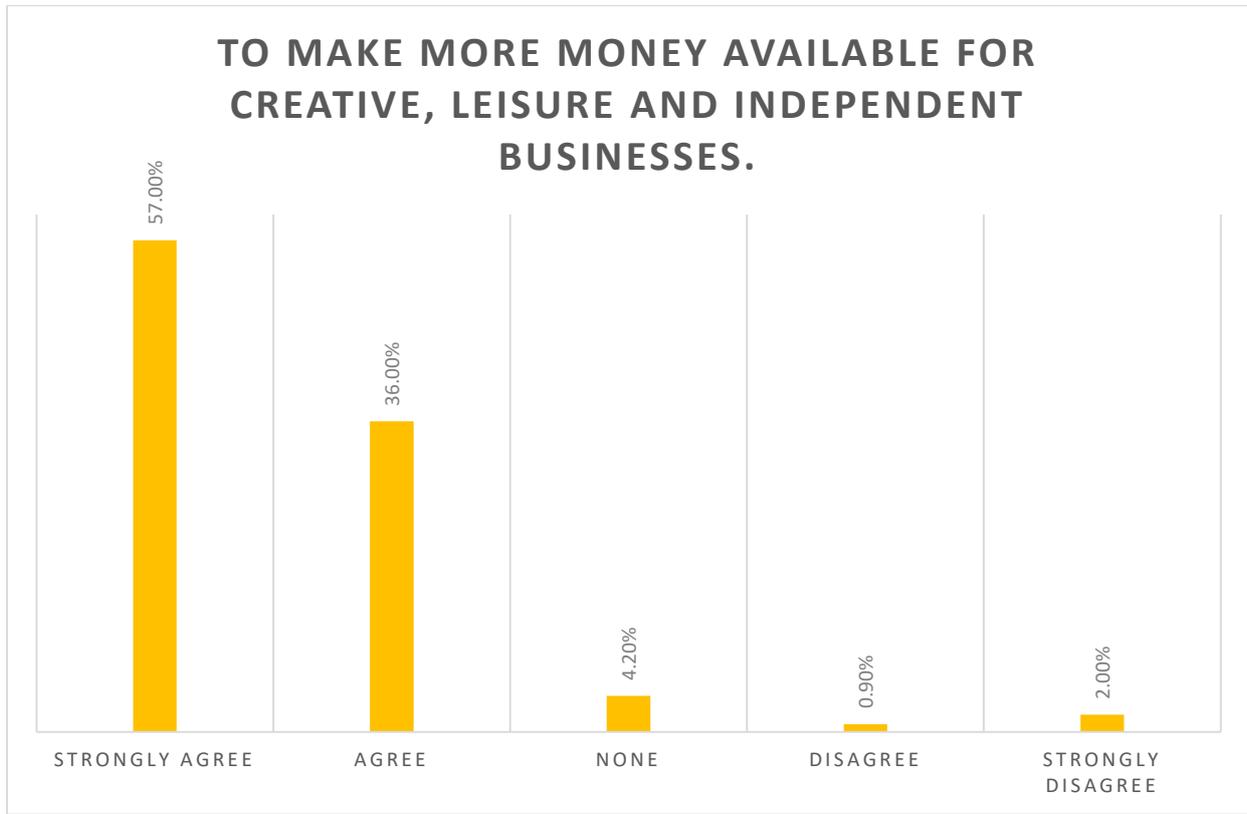
(32)

Do you think connecting the community of Haslingden with the town's history & heritage through training opportunities and education would be worthwhile?

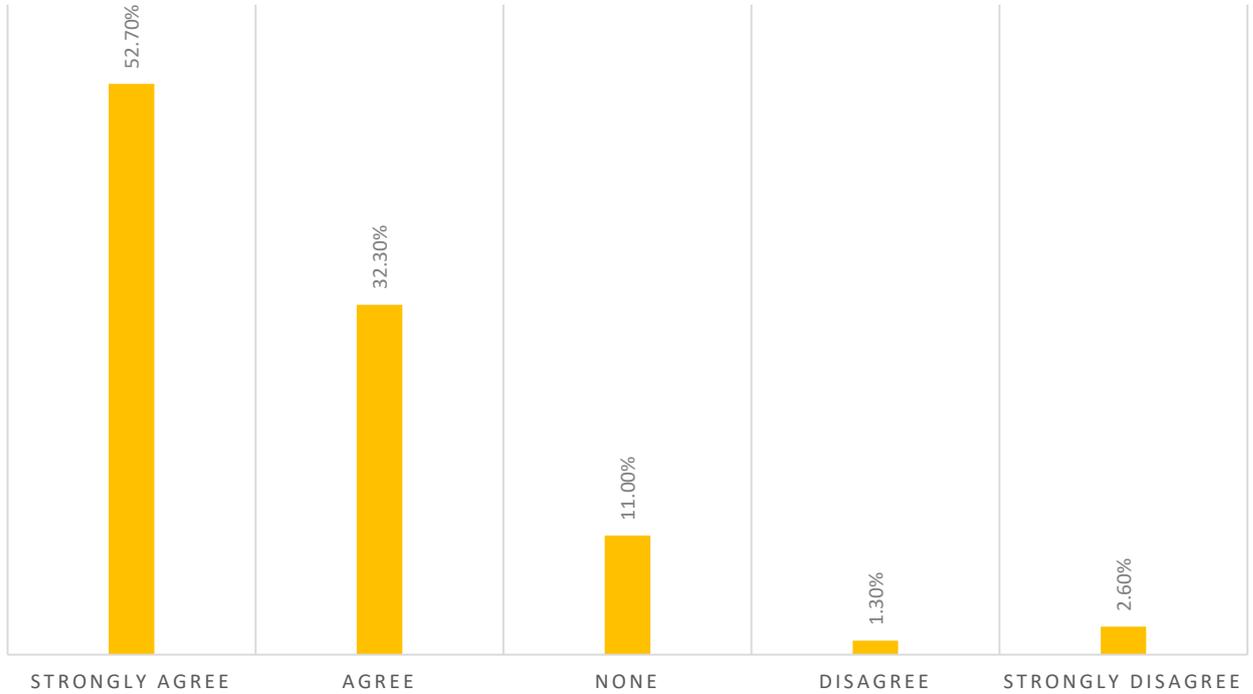


(33)

Do you think the following actions will improve Haslingden over the next 20 years?



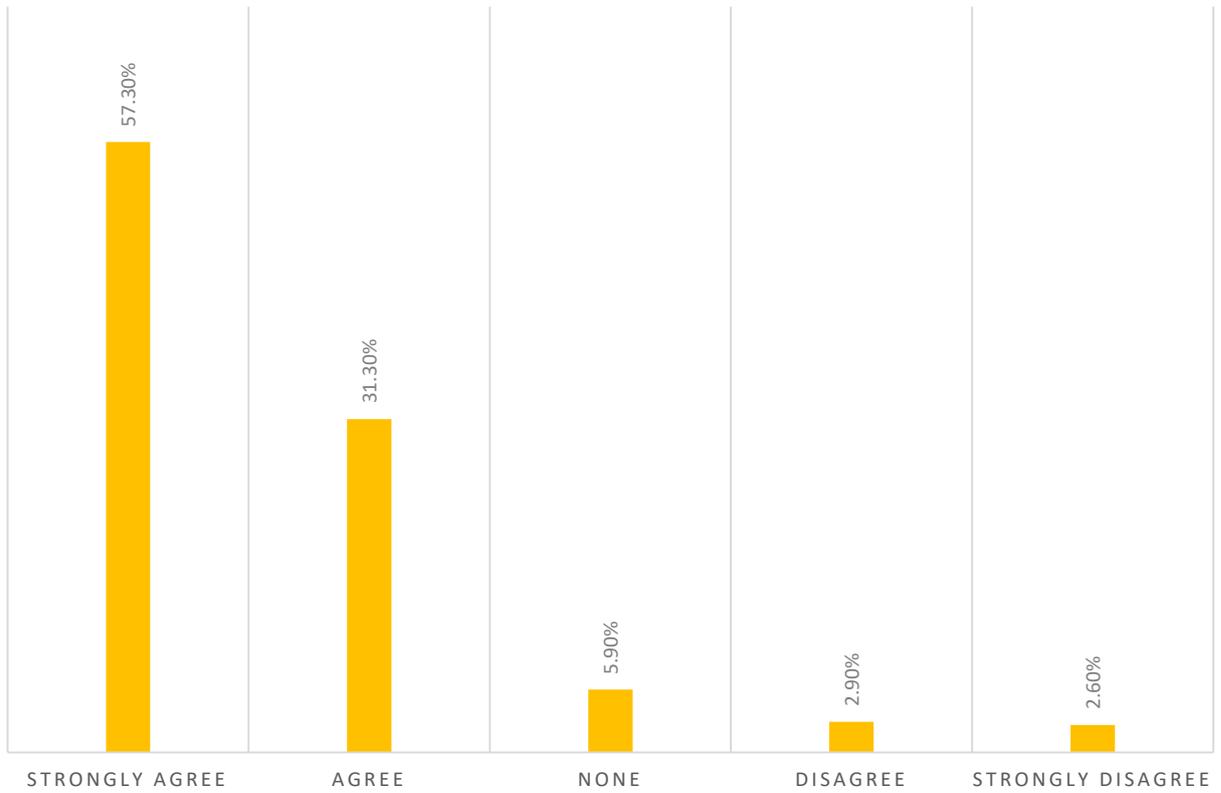
**TO PUT HASLINGDEN ON THE MAP AS PLACE KNOWN FOR BUSINESS AND A STRONG LOCAL ECONOMY.**



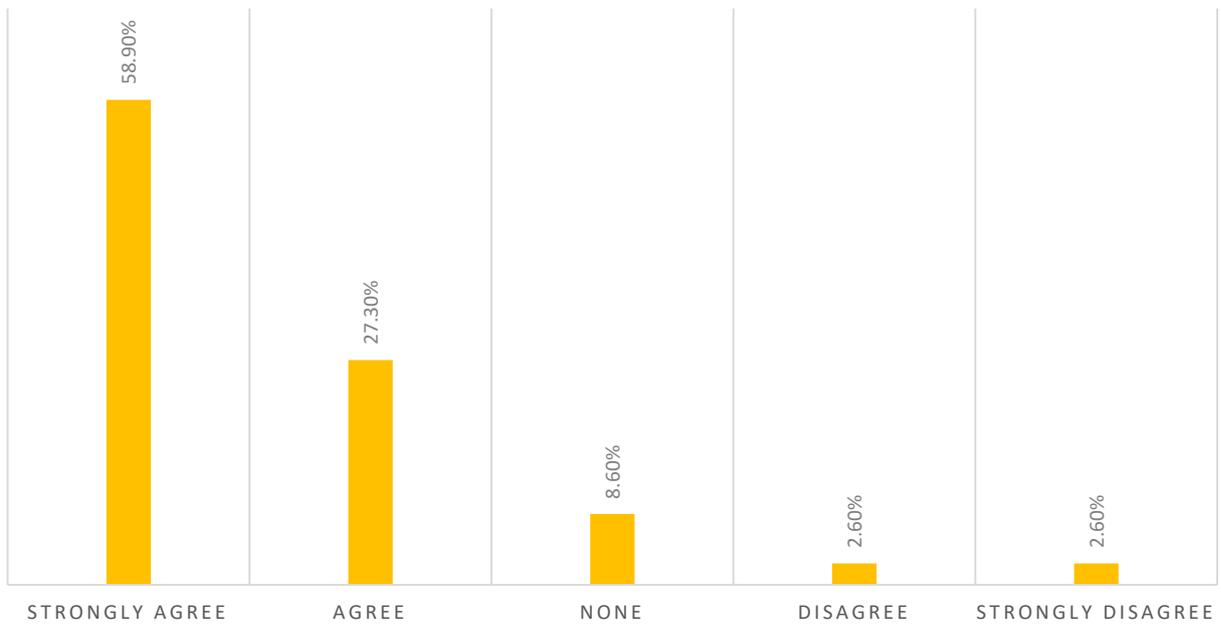
**TO DEVELOP HASLINGDEN INTO AN ACCESSIBLE TOWN FOR ALL.**



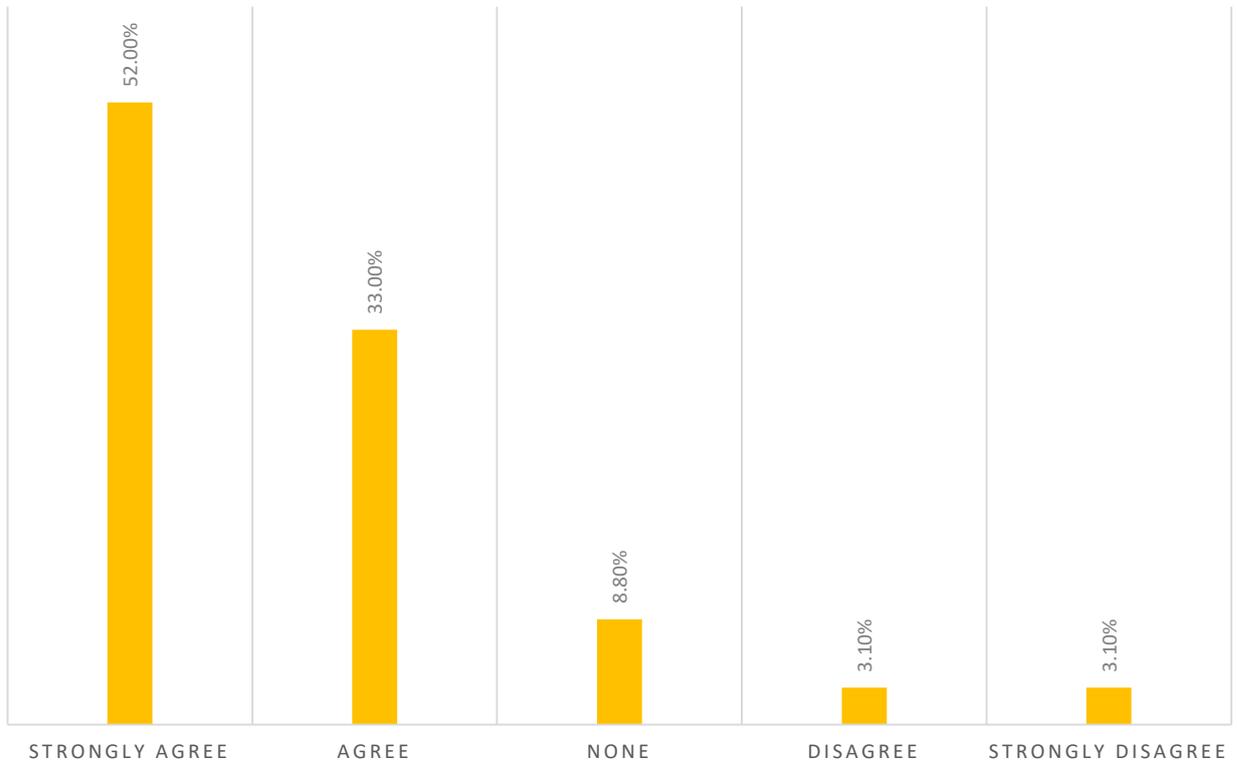
**TO CREATE SPACES FOR PEOPLE TO MEET AND GATHER TO SOCIALISE OR AT EVENTS.**



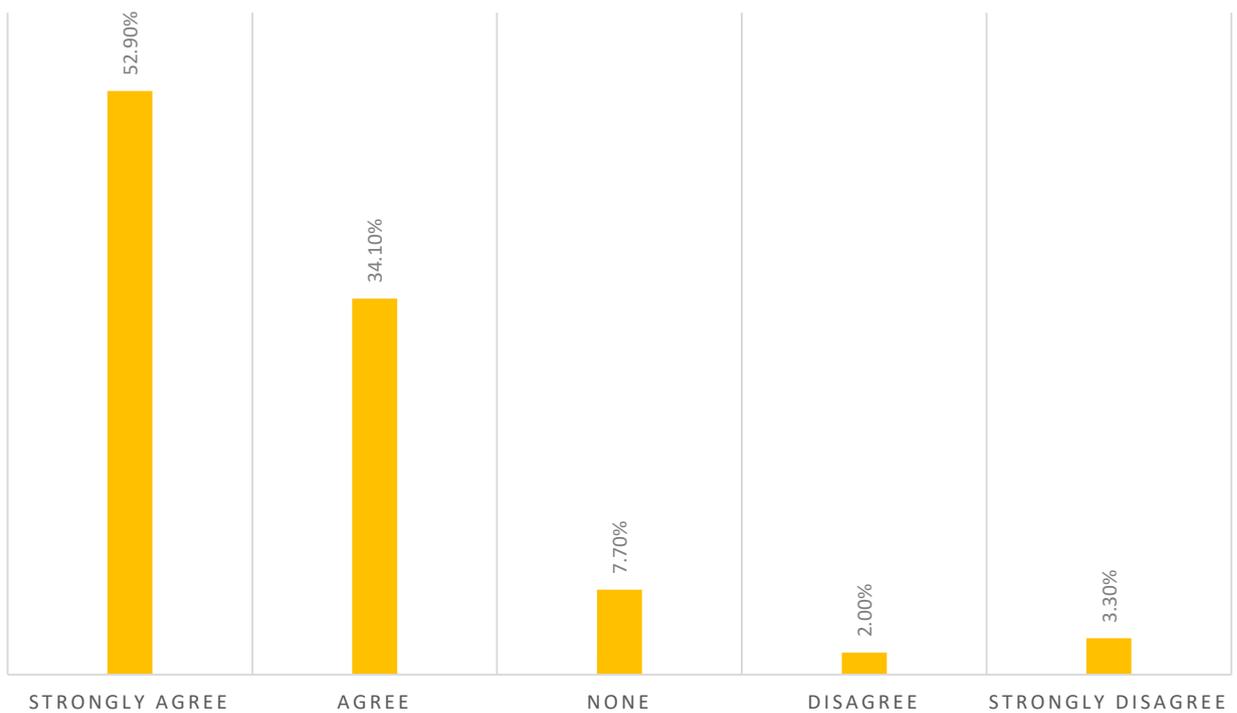
**TO RECONNECT HASLINGDEN WITH MUSIC, NATURE, ART AND THE COUNTRYSIDE.**



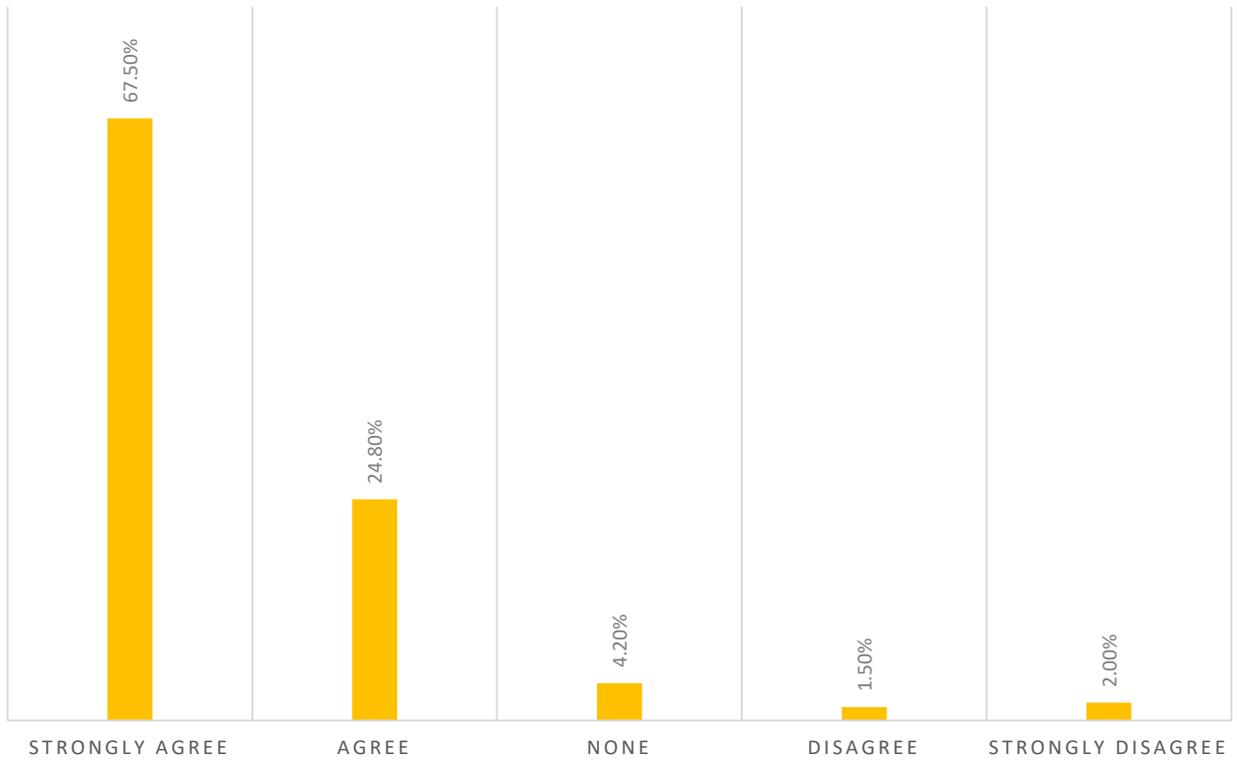
**TO ENCOURAGE PEOPLE TO VISIT HASLINGDEN  
BECAUSE OF ITS UNIQUE QUALITIES.**



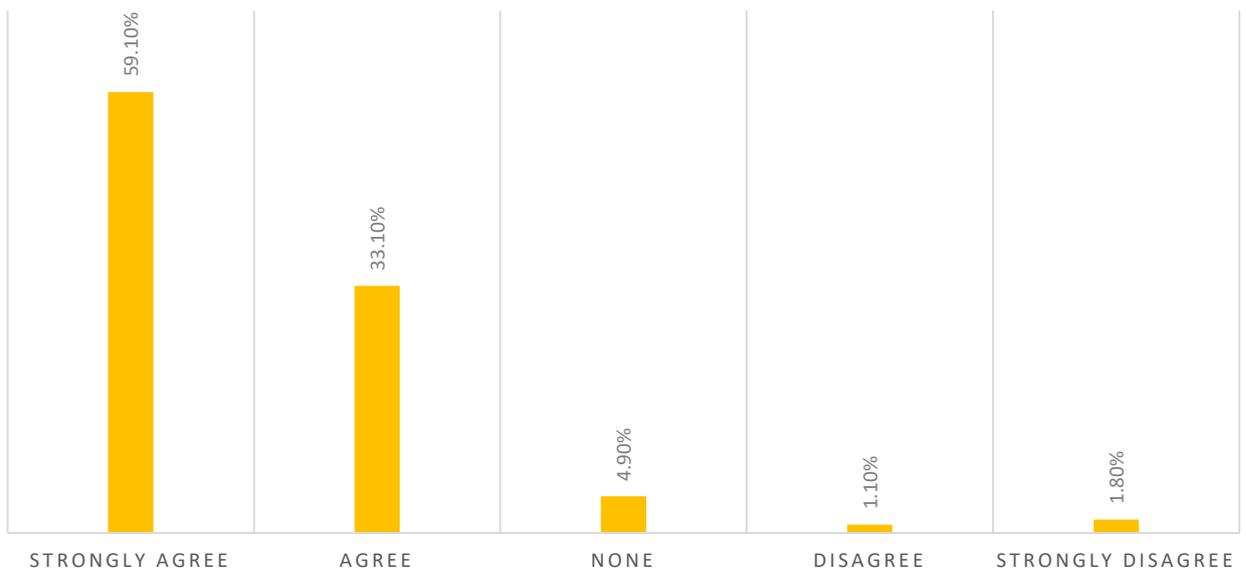
**TO ENSURE PEOPLE ARE REPRESENTED FROM  
ACROSS THE WHOLE COMMUNITY.**



### TO MAKE SURE HASLINGDEN IS A SAFE PLACE TO LIVE AND WORK.



### TO CREATE NEW OPPORTUNITIES; FOR PEOPLE IN EDUCATION, TO IMPROVE HEALTH, FOR YOUNG PEOPLE AND FOR VOLUNTEERING.



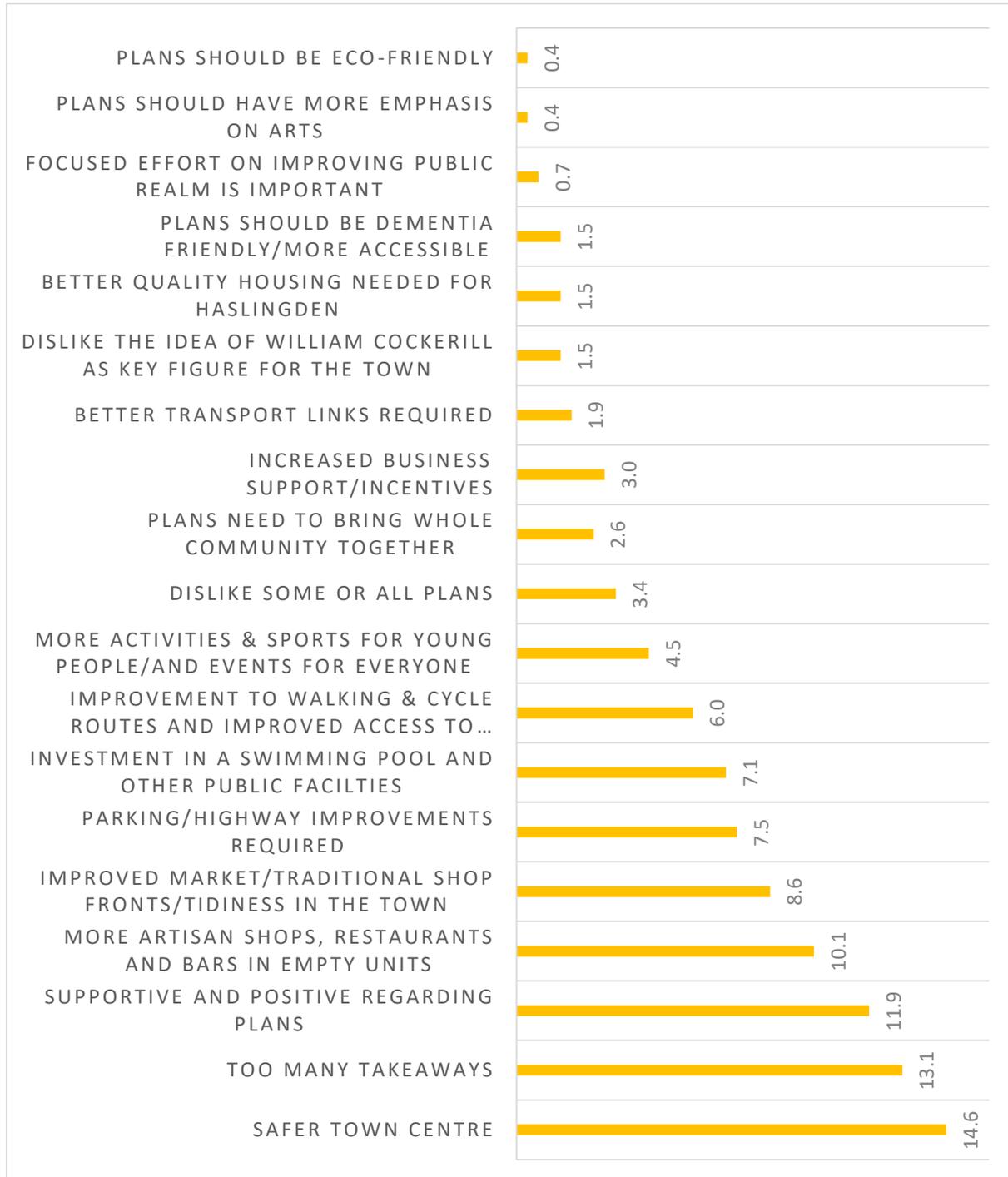
A large majority of respondents either strongly agreed or agreed with **all** proposed vision aims, supporting the overall Haslingden 2040 Vision.

(34)

Do you have any further comment regarding the Haslingden 2040 Vision, Masterplan or The National Lottery Heritage Fund Project?

The below responses were categorised from written entries from respondents.

(%)



## Brochure – Haslingden 2040

### HAVE YOUR SAY ON HASLINGDEN

Haslingden Town Centre is a hub of delicious food, exciting independent stores and breath-taking scenery – which is why we have a plan to make Haslingden 'the' place to be.

We are Haslingden 2040, a Rossendale Council and stakeholder led group, and our mission is to unlock Haslingden's potential to be known as a 'hidden gem', for countryside explorers, shoppers and food lovers alike. Our vision is for the town centre to be a hub for community activity, bringing together the town's rich heritage with its bold future.

Leader of the Council, Councillor Alyson Barnes, Chair of Haslingden Strategic Board

"The plans that have been proposed for Haslingden town centre within the Haslingden 2040 Vision & Masterplan offer real potential to support not just the existing shops and businesses and also to attract new investment into the town.

"If we are successful in securing a grant from The National Lottery Heritage Fund, I believe it will lead to Haslingden town centre becoming much more attractive for residents and also a popular location for visitors to Rossendale.

"I would encourage local residents to look closely at the plans that are proposed, get involved with the consultation exercises and provide feedback."

**Take part in the Haslingden 2040 Survey by visiting [www.haslingden2040.co.uk](http://www.haslingden2040.co.uk) and tell us what you think.**

Together, we can cement Haslingden as a flourishing town centre by 2040.

**Look out for the socially distanced Haslingden 2040 stand on:**

Wednesday 19th August 2020 10:00-16:00 at The Dearden Tea Rooms, Haslingden

Saturday 29th August 2020 10:00-14:00 at Haslingden Market

Rossendale  
BOROUGH COUNCIL



INVEST IN  
Rossendale



HERITAGE  
FUND



Small town big heart

So, you're interested in helping Haslingden become a thriving destination town by 2040?

Great – so are we! We've broken down our plan for the next 20 years into some key points.

- To make more money available for creative, leisure and independent businesses.
- To have more start-up business support.
- To put Haslingden on the map as place known for business and a strong local economy.
- To develop Haslingden into an accessible town for all.



- To create spaces for people to meet and gather to socialise or at events.
- To reconnect Haslingden with music, nature, art and the countryside.
- To encourage people to visit Haslingden because of its unique qualities.



Haslingden2040 @Haslingden2040 [www.haslingden2040.co.uk](http://www.haslingden2040.co.uk)

- To ensure people are represented from across the whole community.
- To make sure Haslingden is a safe place to live and work.
- To create new opportunities; for people in education, to improve health, for young people and for volunteering.



As part of Haslingden 2040's regeneration, Rossendale Borough Council has successfully secured a first stage of development supported by The National Lottery Heritage Fund, with the full completed application being submitted by Spring 2021. As we begin phase one of our plan, we will be using these funds to transform Upper and Lower Deardengate, as well as parts of Manchester and Blackburn Roads.

The bid will give a detailed breakdown of what we hope to achieve with investment into Haslingden – which is why we need your opinion. The consultation results will also be used to direct future bids for funding to support other plans in the Haslingden 2040 Vision.

Rossendale Borough Council wants to build Haslingden with the support of its residents – we are a community and as such, we believe your voice should be heard.



Haslingden2040 @Haslingden2040 [www.haslingden2040.co.uk](http://www.haslingden2040.co.uk)





As a Haslingden resident, we would like to invite you to share your opinion of the proposed plan for Haslingden 2040, and give your input in how our town should be shaped. What is 'your' vision for Haslingden?

Take part in the Haslingden 2040 Survey by visiting [www.haslingden2040.co.uk](http://www.haslingden2040.co.uk) or pick up a paper copy at the First Choice Credit Union (10 Manchester Rd, Haslingden, Rossendale BB4 5ST) and drop off your completed survey at the same place for us to collect.

For any further detail email us at [haslingden2040@rossendalebc.gov.uk](mailto:haslingden2040@rossendalebc.gov.uk), call 01706 252480 or visit one of our socially distanced drop in sessions:

Wednesday 19th August 2020 10:00-16:00 at The Dearden Tea Rooms, Haslingden

Saturday 29th August 2020 10:00-14:00 at Haslingden Market

For more detailed information on the 2040 Vision & Masterplan and The National Lottery Heritage Fund Project please visit our website [www.haslingden2040.co.uk](http://www.haslingden2040.co.uk)

Use this QR code to access the Haslingden 2040 Survey even quicker!



**Rossendale**  
BOROUGH COUNCIL

 **INVEST IN  
Rossendale**

 **HERITAGE  
FUND**

**Haslingden**

Small town big heart

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[www.haslingden2040.co.uk](http://www.haslingden2040.co.uk)

# Rossendale Shopfront Design Guide: Haslingden Addendum



**Buttress is a leading design studio providing architecture, urban design, interiors and conservation design services.**

## Version history

Project name: Haslingden Shopfront Design Guide  
Project number: 9011  
Client: Rossendale Borough Council

Rev:	Date:	Status	Name	Description
3	October 2020	MID TERM REVIEW	Jenna Johnston   Senior Heritage Consultant	Issue for comment
2	October 2020	DRAFT	Jenna Johnston   Senior Heritage Consultant	Issue for comment
1	July 2020	DRAFT	Jenna Johnston   Senior Heritage Consultant	Issue for comment

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## Buttress

Buttress Architects Ltd.  
41 Bengal St.  
Manchester  
M4 6AF

T: 0161 236 3303  
W: [www.buttress.net](http://www.buttress.net)



**Contents**

<b>1.0</b>	<b>Introduction</b>	<b>6</b>
<b>2.0</b>	<b>Shopfronts in Haslingden</b>	<b>8</b>
<b>3.0</b>	<b>Haslingden's Unique Features</b>	<b>15</b>
<b>4.0</b>	<b>Design Principles &amp; Guidance</b>	<b>23</b>
<b>5.0</b>	<b>Project Planning</b>	<b>30</b>

**1.0**

# **Introduction**

## 1.0 Introduction

This document has been prepared by Buttress on behalf of Rossendale Borough Council as a guide to business and property owners with a responsibility for, and interest in, the presentation of commercial shopfronts within Haslingden.

This document should be read in conjunction with the existing Rossendale Borough Council Shopfront Design Guide. This addendum is intended to provide specific guidance relating to the unique heritage of Haslingden.

Shops and commercial premises are important in the historic development of Haslingden. Their locations demonstrate the way the town and its market operated and shifted over time. Many buildings retain their commercial use, and therefore contribute to the heritage value of the townscape.

Many of the retained historic features are aesthetically pleasing and provide aesthetic diversity and interest to the streetscape. Where these are obscured or damaged, there is potential to make appropriate changes and repair to enhance the significance of the individual building, but also augment a positive sense of place in the wider area.

This guide is intended to encourage good practice and thoughtful design for new shopfronts, and for repairs and improvements to existing ones. It is intended that by encouraging positive design practices, it will be possible to achieve a manageable balance between the requirements of modern commercial properties and the sensitivities of the historic conservation area.



Figure 1 Conservation Area Boundary

**2.0**

# **Shopfronts in Haslingden**

## 2.0 Shopfronts in Haslingden

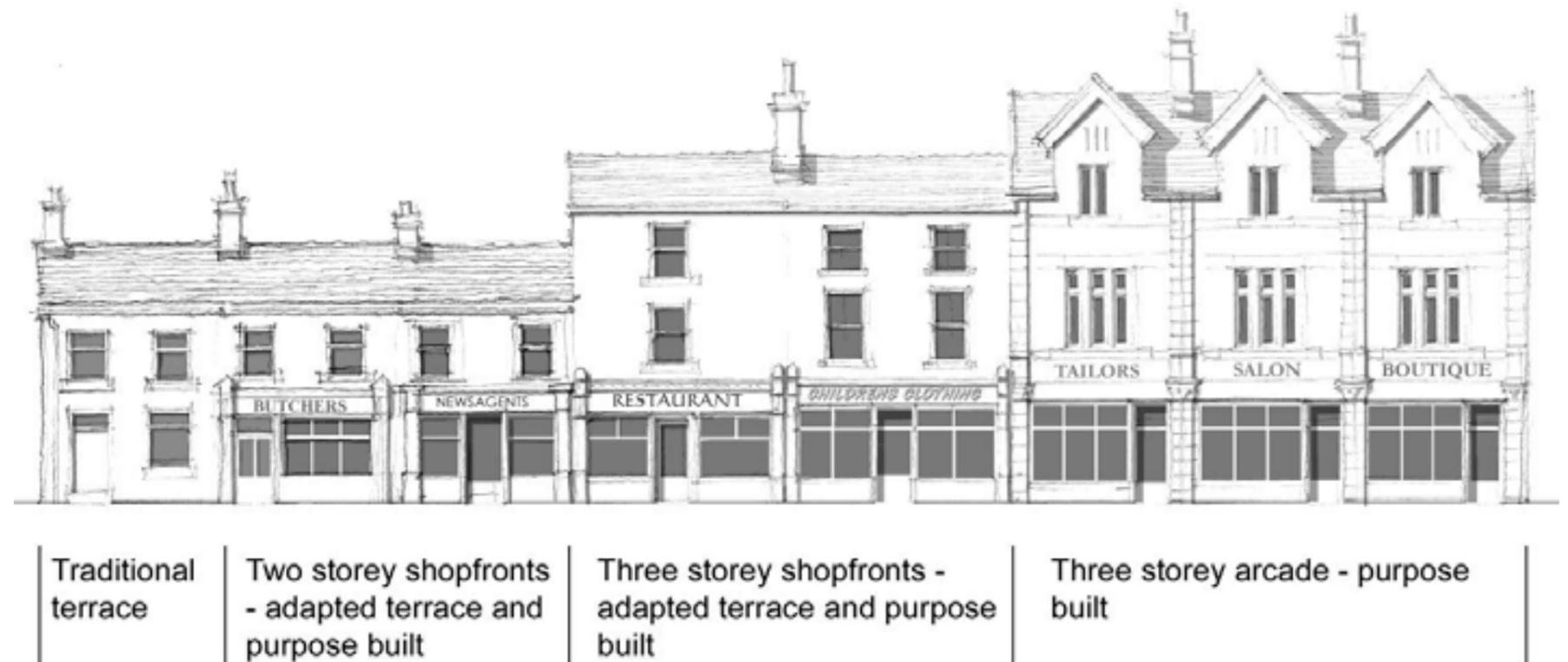
### 2.1 Typical Shopfronts in Haslingden

Rossendale has many traditional shopping streets. The principal streets of Haslingden town centre are commercial in nature, and a variety of shopfront configurations are visible within the townscape.

In general, 3 basic building types exist which contain shopfronts:

- **The stone built two storey terrace.** This is the most characteristic building type in Rossendale, readily adaptable to commercial uses and surviving in large numbers throughout the Borough. The two storey frontage may originally have been adapted from domestic premises, or purpose built with shopfronts inserted on the ground floor.
- **The three storey terrace.** The earliest examples date from the 18th century and have the simple detailing and proportions typical of the period. As with the 2 storey terrace, the character is more domestic than commercial and many may have started life as private residences, with shopfronts inserted later.
- **The three storey shopping parade.** Dating from the later 19th and early 20th centuries, these are purpose built to impress. The stonework is of a high quality and the shopfronts themselves finished with distinctive detailing such as ornamental tiling and woodwork.

Though individual design elements of traditional shopfronts vary throughout the town, they all respond to the scale and layout of the building, and the wider streetscape context. They are generally all made of the same component parts.



## 2.5 Historic Shopfronts

Haslingden has a strong market and retail tradition. While the historic cattle fairs and other markets no longer take place in the street, the commercial tradition remains in the evidence of the historic shopfronts. Though many of these have been lost or undergone significant changes, there are still some high-quality, good examples of shopfronts remaining in the town. It is likely that some of this is merely hidden behind later stages of signage and is waiting to be revealed.



Figure 4 Cattle Fair



Figure 2 December 17th 1932 - Last Street Market in Deardengate



Figure 5 Street Market



Figure 3 December 17th 1932 - Last Street Market in Deardengate



Figure 6 Deardengate, 1965



Figure 8 23-31 Deardengate c1960



Figure 7 Post Office, Deardengate



Figure 9 Deardengate, c 1912

DEARDENGATE. HASLINGDEN.

## 2.2 Deardengate

The highest concentration of shopfronts is along Deardengate. Buildings incorporating shopfronts on Deardengate are either two or three storeys. There is a mixture of single and double windows on the first (and second) floors. Deardengate also incorporates two shopping parades.

The majority of shopfronts have stall risers that respond to the gradient of the footpath, but in places, the stall riser has been reduced or lost, such as 41 Deardengate.

Some shops on this street have also been installed into buildings that were not intended for a retail purpose originally, such as the Super Pound Store currently located in a building that was a methodist chapel and had been converted to a bank.

There is little visible evidence of original glazing and transom lights, however, it is likely that many elements of historic shopfronts are obscured by modern interventions.

There is a large amount of variation in style between shopfronts, partly dictated by unsympathetic modern interventions. Generally, all shopfronts are separated by pilasters, though some are obscured by signage, fascias, and security equipment. The pilasters themselves come in a variety of shapes, sizes and materials, as described in [3.2 Corbels, Capitals & Pilasters](#).



Figure 15 Former Empire Cinema (1960s)



Figure 14 Deardengate



Figure 13 Post Office



Figure 10 Corner of Deardengate and Manchester Road



Figure 11 Former Co-Op Building



Figure 12 Co-Op Buildings

### 2.3 Manchester Road

Shopfronts along Manchester Road retain some historic character and proportions, but generally this area is overwhelmed by the presence of modern and inappropriate shopfronts, substantially detracting from the significance of the Conservation Area.

Shopfronts on Manchester Road are generally incorporated into buildings of two storeys. Some of the shopfronts have pilasters, but very few have any capital or corbel detailing. Many have been replaced with uPVC window and door systems, and all have over-sized fascia signage in inappropriate materials.

There is a mixture of shopfronts retaining their stall risers, though heights and materials vary, and many properties have lost their risers entirely.

Historic photographs demonstrate that much of the historic fabric is either lost or obscured.



Figure 16 Manchester Road



Figure 17 Manchester Road

## 2.4 Blackburn Road

Like Manchester Road, shopfronts along Blackburn Road are incorporated into two storey buildings, with a mixture of single or double window frontages at first floor level.

Historic photographs demonstrate that Blackburn Road was historically home to some significant and beautifully detailed shopfronts, though these appear to have been lost, or their host buildings demolished.

The remaining shopfronts do, however, demonstrate some decorative elements that are not found elsewhere in Haslingden, such as the floral details on 12 Blackburn Road.



Figure 19 John Dean's Dining Room, Blackburn Road, location unknown

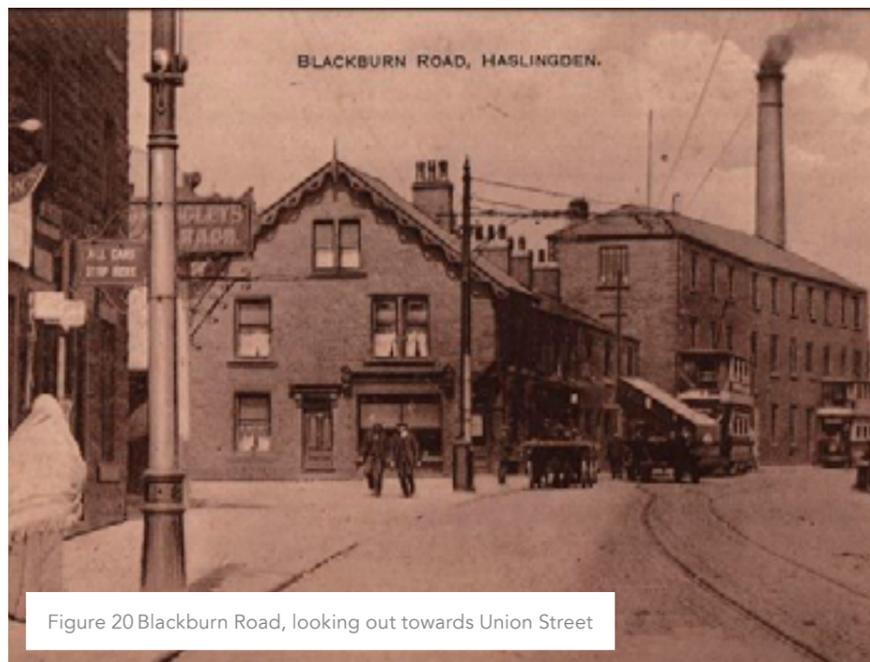


Figure 20 Blackburn Road, looking out towards Union Street



Figure 18 Haslingden Co-Op, (possible 40-44) Blackburn Road (Keith Burton)

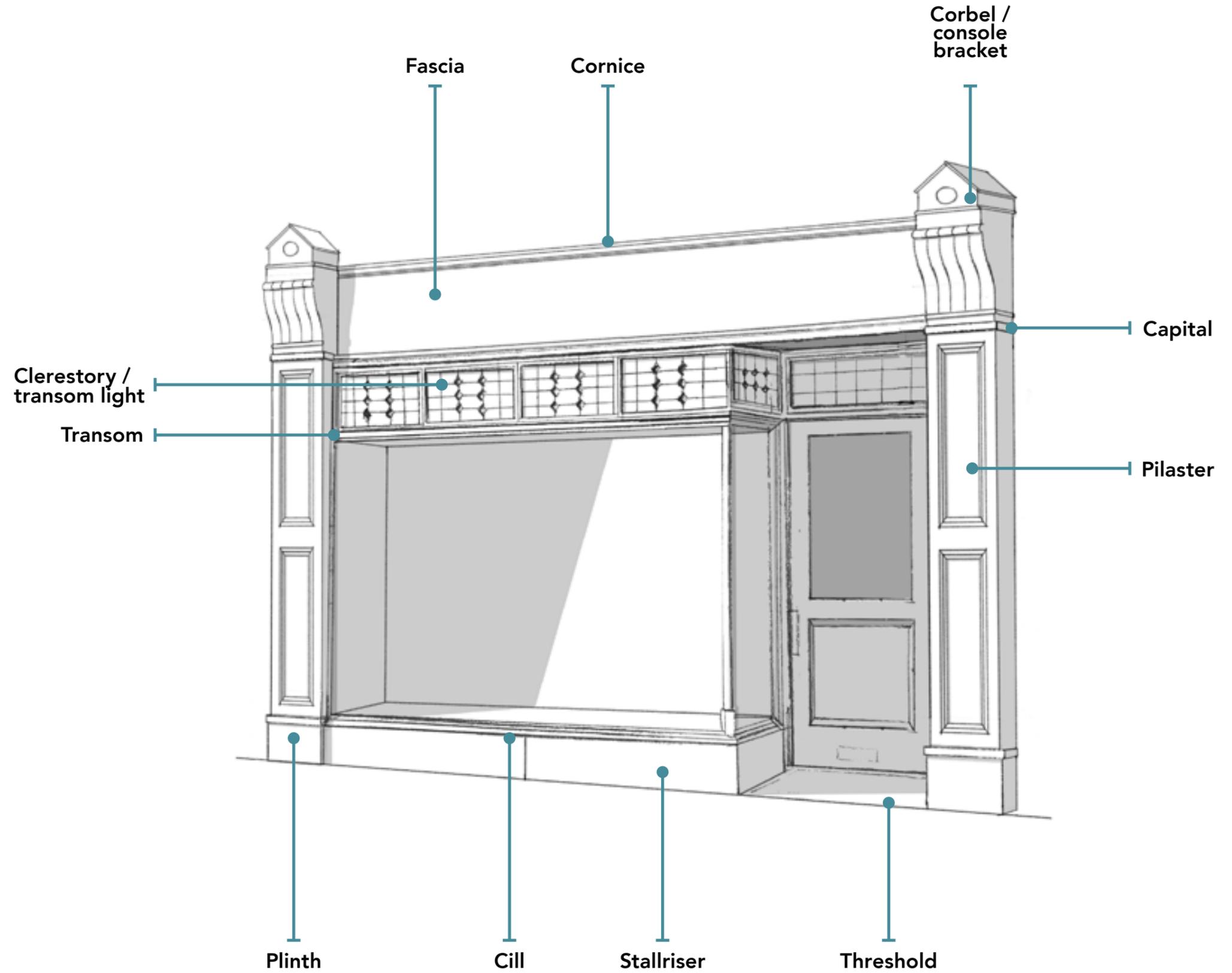
**3.0**

# **Haslingden's Unique Features**

### 3.0 Haslingden's Unique Features

If you take a closer look at Haslingden's shopfronts, you'll begin to see a wide range of detail and ornament built into the design. Haslingden's shopfronts present a range of decorative features that demonstrate the time, energy, and skill that went into creating the historic townscape. This section outlines some of the key features unique to Haslingden that can be used to inform our thinking about how shopfronts are presented within the town.

This diagram is intended to explain the key parts of a traditional shopfront. The combination, scale and design of each of these elements will vary across the town.

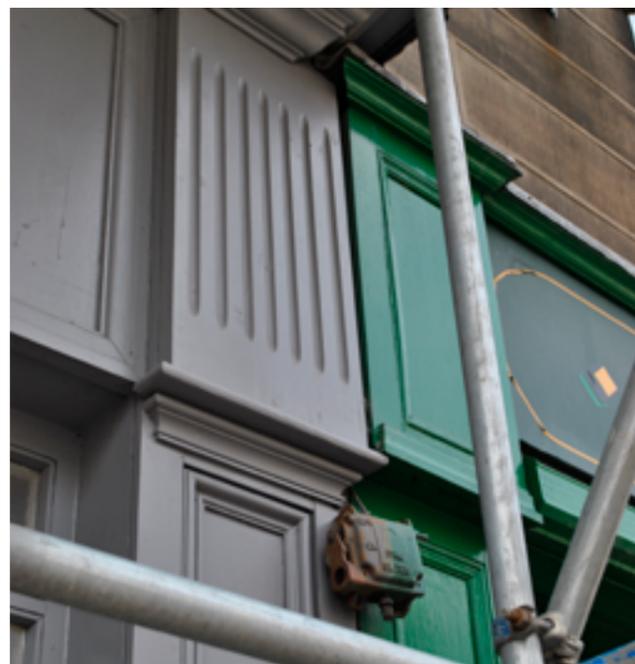


### 3.1 Corbels, Capitals & Pilasters

In Haslingden, the historic pilasters we can see are either plain, or with some panel detailing. On Blackburn Road, some of these panels have floral patterns.

Corbels across the town vary, but generally they are pitched, and almost always scrolled. There are examples of finely carved floral/leaf designs in timber, geometric designs focussing on circles and lozenges, and some with no detail at all - though these are in the minority.

Shopping parades have stone pilasters with timber corbels sitting atop carved stone capitals. The capitals are always floral with scroll details, with the occasional exception, including a cherub feature.



### 3.2 Fascias & Cornices

There are not many examples of historic fascias and cornices in tact within Haslingden. Modern signage has removed or obscured some of the town's traditional features, though some are still present and visible.

Traditional fascias are generally of a similar height, though cornice detailing varies across the town. There is historic evidence of some of the fascias tilting forwards, creating an angled sign. There are examples of some simple moulded cornices, and some more decorative, including dentil and dogtooth moulding.

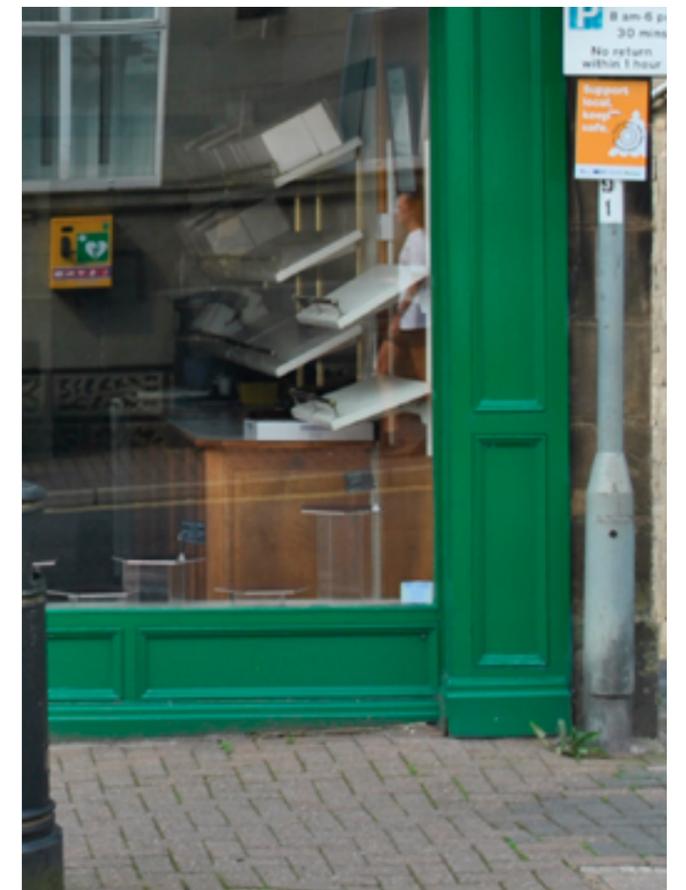
These should be exposed and repaired where they remain behind modern additions.



### 3.3 Stall Risers, Plinths and Cills

Despite the steep slopes of Haslingden's streets, the stall risers and cills of shops in a terrace of buildings should always be the same height. This helps to create a cohesive and attractive shopping street. This is true for the majority of shopfronts, though a handful do not fit with the style.

Traditional stall risers across Haslingden vary between timber and stone, depending on the building the shop is located in. Many have been removed, or never existed. Those that remain are typically quite simple, with some examples having panels of raised rectangle details, some with concave corners. Others are plain timber, or stone blockwork.



### 3.4 Mullions & Transoms

Some traditional shopfronts in Haslingden retain their mullions and transoms, though modern styles generally favour large expanses of glass.

Where mullions and transoms are used, they should have an interesting profile to match the detail of the wider shopfront, though remain narrow to avoid distracting attention from the interior.

### 3.5 Transom Lights

Historic transom lights are rare in Haslingden, though some evidence exists, and therefore some may be hidden behind modern interventions.

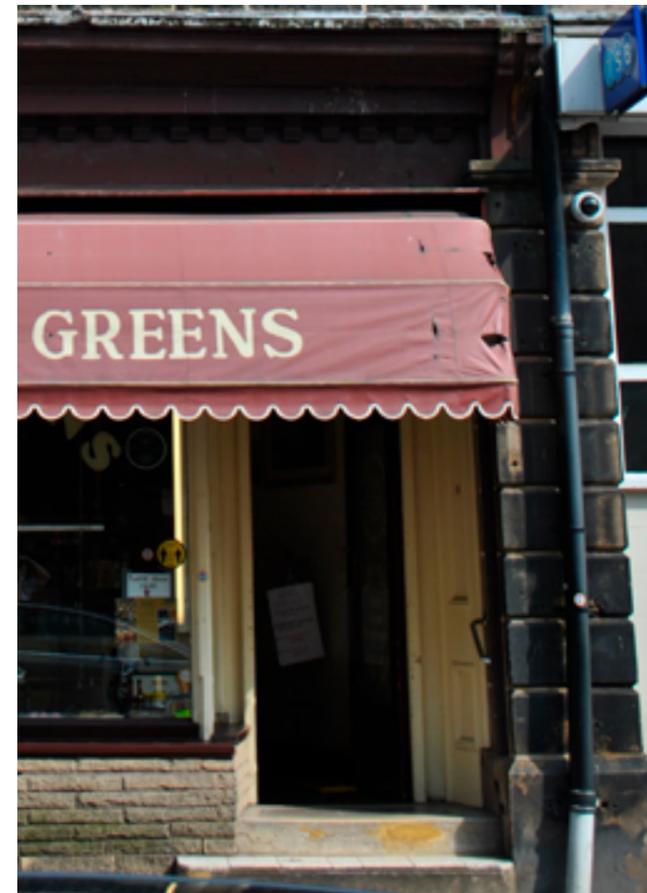
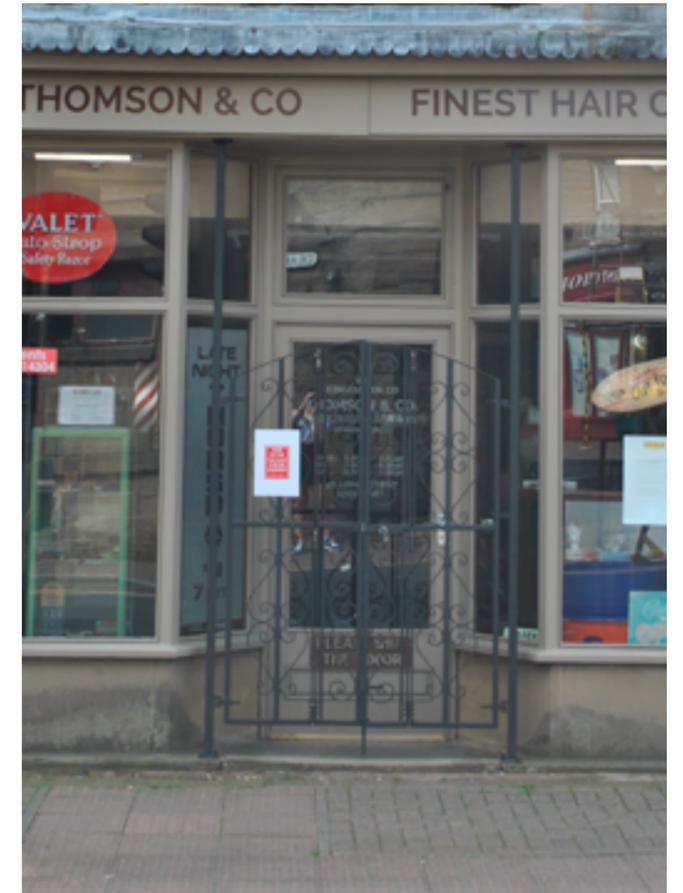
Transoms, where appropriate, should be leaded glass, with stained glass if desired.



### 3.6 Recessed Lobbies, Doors, Fanlights & Thresholds

Recessed lobbies help to add visual interest to a street lined with shops. Haslingden retains some of these, but many have been brought forward to the street line. Fanlights and tiled entrances have generally been lost, though there may be some remaining behind modern interventions.

Victorians favoured largely glazed doors, with an opaque panel at the bottom matching the height of the stall riser.



### 3.7 Awnings & Canopies

Historic photographs show us that many of the shops in Haslingden had awnings to provide shade and protection to the goods in the window, though they are rare at present. Installation of new awnings would be acceptable as part of a comprehensive shopfront design. They should not be fitted retrospectively to modern shopfronts.

Dutch Canopies became popular in the mid-20th century, it is rare for a Dutch Canopy to be appropriate within the context of a historic shopfront. There are relatively few examples within Haslingden.



**4.0**

# **Design Principles & Guidance**

## **4.0 Design Principles & Guidance**

This section sets out some basic principles for consideration when planning alterations to shopfronts in Haslingden.

It is recommended that owners intending to make changes to their shopfronts seek the advice of suitably qualified professionals i.e. architects with conservation experience. The Council recommends that owners planning changes to their shopfronts should speak to officers in the planning department, who will be willing to provide more detailed advice. Officers will provide advice on the acceptability of the proposals and the relevant permissions that are required, but will not provide design input for schemes.

This document is intended to capture the unique nature of Haslingden. For detailed instructions on how to approach your new shopfront, please refer to the Rossendale Shopfront Design Guide.

### **4.1 Sensitivity to Context**

The design of each individual shopfront element is important in developing its character. However, the most important factor is context. This will dictate scale, height and proportion of these elements; how they interact with each other and with their host building. Not only does the shopfront need to respond appropriately to the individual context, but it must also sit comfortably within the wider streetscape.

#### **4.1.1 Streetscape Setting**

Streetscapes are enhanced by well-designed, well considered shopfronts that respond to their context, and to each other. This is particularly important in Haslingden due to the long-range views up and down the principal shopping streets, and views out to the surrounding countryside. Well-designed streetscapes have the potential to be visually engaging, and to enhance the heritage significance of the Conservation Area.

It is important that a shopfront functions individually within the context of its building; responding appropriately in scale, massing and detail. It is also important that individual shopfronts come together to form a coherent streetscape, responding to the design of its neighbours. Elements considered during the design process should seek to compliment the horizontal and vertical emphasis of its respective property

Asymmetrical but balanced composition of a shopfront and window opening

Vertical emphasis: pilasters, capitals, doorways, window groupings

Horizontal emphasis: stallrisers, canopies, fascias, transoms and transom lights, cornices and window groupings



Architectural setting view point

Streetscape setting view point

4.1.2 Architectural Setting

Shopfronts in Haslingden usually form the ground floor level of a larger building, which extends either one or two storeys above. This ratio should be respected by the designer when considering new or altered shopfronts. Taking due consideration of the whole building's configuration will result in more appropriately scaled shopfronts that contribute to the overall harmony of both the individual building, and its relationship with its neighbours. This ratio can also inform intrinsic design elements, such as window distribution, mullion location, and doorway positions.

4.2 Restore or Renew?

The Council's presumption is in favour of retaining and repairing features of historic interest, on all buildings within the Conservation Area.

Historic elements of Haslingden's shopfronts are significantly obscured across the town as a result of modern intervention. Therefore, all shopfronts should be fully assessed to establish the existence and condition of historic elements before new designs or features are proposed. This includes the replacement of one particular element, i.e. fascia signage.

The removal of any modern elements should be done with the presumption that historic elements remain, and therefore undertaken with due care and consideration.

In some cases, retention of some individual elements may be more appropriate than the conservation of the whole shopfront. In this case, the re-designed replacement should seek to incorporate these significant features in a sympathetic and appropriate manner.

Advice should be sought from suitably qualified professionals when proposing restoration or repair works to shopfronts. Officers at the Council will provide advice on the acceptability of the proposals.



### **4.3 Traditional or Modern?**

Due to the historic nature of Haslingden's town centre, and its designation as a Conservation Area, traditional shopfronts are most appropriate. Where all elements of traditional shopfronts are lost, modern alternatives may be considered, but these must still confirm to key components of the traditional shopfronts explored in this document, i.e. stall riser and fascia heights.

If shopfronts are required to be set in modern buildings within the Conservation Area, these should take into consideration the scale of the host building, and the wider streetscape.

### **4.4 Materials**

Timber and glass are the most prevalent materials across historic Haslingden shopfronts, with some incorporating stone elements. Timber is favoured for the construction or repair of traditional shopfronts. Modern shopfronts are generally uPVC and other synthetic materials, which are not appropriate for buildings within the Conservation Area.

#### **4.4.1 Paint**

Paint colours and finishes should be chosen through analysis of the host building and the street context. Generally, the following are to be avoided: gloss finishes; primary colours and blocks of white; and strong contrasts between paint colours within one shopfront, and between its neighbours.

This does not mean that paint schemes need to be bland. The examples presented here demonstrate how an appropriate colour palette, when properly distributed, can help to create an interesting and aesthetically pleasing streetscape. Colours should generally be muted in tone, though the Council are open to discussions for alternative colour palettes.

### **4.5 Doors, Windows and Stall Risers**

#### **4.5.1 Doors**

Existing recessed doorways are generally original features, and should be retained, unless historic evidence demonstrates an alternative configuration.

Recessed doorways are also encouraged for the design of new shopfronts as they enhance the aesthetic appearance of the retail unit, and the display areas. It also provides an opportunity to install shallow ramped access between the street level and the interior of the building to aid accessibility. This area helps to define the visual space between the shopfront and the street.

Historic doors within Haslingden should be timber, with glazed panels, usually to match the height of the stall riser. Where evidence of tiles, mosaics, leaded glass, or other decorative elements are known or discovered, these should be preserved and repaired for inclusion in the new scheme of works. uPVC doors, and solid opaque doors, will not be considered acceptable.

#### **4.5.2 Windows**

There are few remaining examples of historic windows within Haslingden. Some leaded glass panels are visible at 30 Deardengate and 15 Deardengate.

Haslingden has lost a significant number of transom lights, which have been obscured by fascia boards, or blank infills. Transom lights should be reintroduced where possible, and incorporated into the scale and proportion of any new shopfront design.

New shopfronts should consider the most appropriate way to glaze their fronts in relation to the rest of the shopfront and the building. Windows with subdivision should be regularly subdivided by mullions to create consistency between the bays of the building and the window.

#### **4.5.3 Stall Riser**

Haslingden has a mixture of timber and stone stall risers, and in some cases, a combination of both. Some contain simple and geometric decorative elements befitting the context of the design, that add visual interest to the shopfront. The Council will expect existing stall risers to be retained, and modern shopfront proposals to include them. Non-timber cladding materials are not considered acceptable.

### **4.6 Fascias**

Fascias are an intrinsic part of shopfront design as they communicate the key information about the business to their surroundings. Despite this significant role, they must not dominate shopfront designs, and sit comfortably within the overall layout of the building, and the wider streetscape. Haslingden has a large number of inappropriate fascia signage that detracts from the aesthetic qualities of the building, the streetscape, and the wider Conservation Area.

Fascias that do not correspond to the scale, materials, and detailing of the shopfront and its host building are not considered appropriate.

Where modern fascias have been installed, and are considered to obscure historic architectural details, these should be removed, and replaced with a sympathetic design.

### **4.7 Signage**

#### **4.7.1 Design Principles**

The occupying business should appropriately adopt their brand identity to fit the context of the historic shopfront and fascia dimensions.

Signage should be presented clearly and appropriately scaled within the context of the shopfront and the wider streetscape. Designs that fail to respond to design principles, such as complex, disjointed, cluttered or poorly detailed designs, should be avoided.

Fascias are an intrinsic part of shopfront design as they communicate the key information about the business to their surroundings. Despite this significant role, they must not dominate shopfront designs, and sit comfortably within the overall layout of the building, and the wider streetscape.

#### **4.7.2 Position of Signage**

Signage should be focussed on the fascia only.

#### **4.7.3 Lettering Design**

For traditional shopfronts, clean and traditional fonts are recommended. Generally, these should be serif, non-cursive fonts, with clear differentiation between upper case and lower-case typography. Fonts and lettering with clearly distinguished upper and lower case lettering also has accessibility benefits, as these forms of lettering are easier for people to read.

It is advised to consult professional sign writers to establish a traditional typology that matches the brand of the occupying business.

#### **4.7.4 Illuminated Signs**

Flashing internal or external lighting, or internally illuminated box signs are unlikely to be permitted in Conservation Areas or on Listed Buildings, and their use will be discouraged elsewhere.

#### **4.7.5 Hanging and Projecting Signs**

There is some photographic evidence of hanging and projecting signs within the historic Haslingden townscape. This may be allowed if discussed and agreed with the Council.

If employed, the signs should be made of materials to match the shopfront, and finished with traditional hand painted lettering. Brackets should be simple wrought iron.

### **4.8 Canopies**

The installation of canopies will be permitted where evidence can be provided for their historic precedent and design. New installations of canopies should not damage historic shopfront features. Canopies bearing logos and/or advertising may need Advertising Regulations consent.

**5.0**

# **Project Planning**

## 5.0 Project Planning

For all further advise and processes regarding the adaptation or installation of shopfronts within Haslingden, please refer to the Rossendale Shopfront Design Guide,

# Buttress

Architects | Masterplanners | Heritage Consultants

## **TERMS OF REFERENCE: HASLINGDEN STRATEGIC (TOWN CENTRE) BOARD (the board):**

### **1. AIMS AND OBJECTIVES**

The aims of the Board are:

- To advise and support the strategic growth of Haslingden Town Centre
- To provide additional skills, expertise and capacity to the project team where possible in order to ensure the delivery of the project
- To provide governance, oversight and act as project board in respect of the Stage 2 of the National Lottery Heritage Fund, and any other external fund bids delegated by Council.

### **2. FUNCTIONS AND RESPONSIBILITIES**

The key functions and responsibilities of the Board are:

- To oversee the strategic growth of Haslingden town centre and to actively seek external funding bids
- To advise on, manage and monitor performance and delivery against the project plan and ensure that effective systems are in place
- To ensure that strong links are established and maintained with other relevant community activities and the Haslingden Partnership which oversees day-to-day non-strategic matters
- To regularly feedback and inform Board Members' individual organisations of the delivery of the scheme and identify areas where their organisations may add to the capacity of the programme team
- To monitor all financial performance and allocate funding as appropriate
- To review the project plan on a regular basis in the light of progress, and to advise on updates as necessary
- To oversee the delivery of a marketing, promotion and publicity programme
- To oversee the delivery of the activity and events plan

### **3. GRANT AID APPLICATIONS**

- To agree limits for delegated applications for grant aid eligible works under any external funding for determination by the Director of Economic Development within the approved budgets, in accordance with the criteria set:

- To determine non-delegated applications for grant aid eligible works under the scheme within the approved budgets, in accordance with the criteria set
- To undertake regular reviews of the Board's management and delivery processes (including the membership of the Board) in the interest of optimising progress against the Project Plan

### **3. MEMBERSHIP**

Membership is open to any active recognised group associated with Haslingden town centre, or its surrounding area. This is to be determined and approved upon application by the Board prior to them joining.

#### **CURRENT VOTING MEMBERS**

- Chair - Cllr Adrian Lythgoe
- Cllr Alyson Barnes - Portfolio Holder for Economic Development
- Sara Britcliffe MP- MP for Haslingden & Hyndburn
- Cllr Ann Kenyon - RBC Ward Councillor for Worsley
- Cllr Adrian Lythgoe - RBC Ward Councillor for Worsley
- Cllr Marilyn Proctor - RBC Ward Councillor for Worsley
- Cllr Granville Morris - RBC Ward Councillor for Greenfield
- Cllr Margaret Pendlebury - RBC Ward Councillor for Greenfield
- Cllr Val Roberts - RBC Ward Councillor for Greenfield
- Cllr David Stansfield - LCC County Councillor
- Cllr Anne Cheetham - LCC County Councillor
- Credit Union Representative
- Haslingden Business Association
- Haslingdens Happening
- Haslingden & Helmshore Civic Pride
- Young Person Representative - Sarwar Al-Jalali
- Proffitts Investing in Communities CIC - Martin Proffitt
- Valley Heritage - Rachael Gildert
- Haslingden Community Link - Andrew Mullaney
- South Haslingden Representative - Dorothy Flynn
- East Haslingden Representative - Dave Rothwell
- Haslingden Food Box - Samara Barnes
- St James' Church - Fr David Stephenson
- Haslingden Mosque
- Methodist Church
- Apna - Yasmine Choudry
- Irish Democratic League

#### **FULL MEMBERS WITHOUT VOTING RIGHTS**

- Cath Burns - Director of Economic Development
- Karen Spencer - Head of Finance
- Guy Darragh - Economic Development and Property Manager

## INVITED OBSERVERS

- Matthew Hargreaves - Highways Representative (LCC)
- Jackie Flynn - Communities and Partnership Officer (RBC)
- Alex Hyde - Haslingden NLHF Project Officer (RBC)
- Anne Lord - Finance Officer (RBC)

The Chair and Vice-Chair of the meeting will be nominated by RBC Cabinet; the Vice-Chair will automatically become Chair in the event of the Chair being unavailable. The agenda of each Haslingden Strategic Board meeting will be pre-approved by the Chair prior to the meeting.

Where the nominated representative of an organisation cannot attend, they are encouraged to nominate a representative on their behalf with the authority to vote for that organisation at that meeting.

Should an elected representative be deselected or fail to be re-elected, then they will be expected to tender resignation with immediate effect. They will be replaced by the newly elected member.

Where representatives are no longer endorsed by their organisation then they must disclose this and tender their resignation without delay. The organisation may then select a replacement representative.

Full members without voting rights; can speak, propose motions and participate fully in a Board meeting, but cannot vote.

Invited observers can attend and contribute to Haslingden Strategic Board meetings where required but shall not take part in any vote.

## **4. ADVISORS**

The Board may, at the discretion of the Chair, invite other relevant organisations to participate in meetings in an advisory capacity (without voting rights) or to attend as an observer.

## **5. RESPONSIBILITIES OF INDIVIDUAL BOARD MEMBERS**

Board members will be responsible for securing any necessary approvals from their individual organisations.

All members of the Board will have a duty to respect the confidentiality of information received in their capacity as a Member of the Board.

Conduct within meetings should always be professional. Board members shall conduct themselves respectfully in a fit and proper manner during meetings or may be asked to leave the meeting by the Chair.

Board members must attend meetings regularly with tendered apologies sent in a timely manner. Missing 3 or more meetings will result in the Board contacting the represented organisation and may review continued membership.

## **6. QUORUM**

No business shall be undertaken at any meeting unless there are a minimum of **five** voting members present.

## **7. AGENDAS**

Agendas, minutes and accompanying reports shall be provided at least 5 days in advance of each meeting and will be circulated to all members of the Board and – subject to any requirements of confidentiality, to invited advisors.

## **8. DECLARATIONS OF INTEREST**

Start of the meeting there will be a standing item and all members will need to declare an interest involving any agenda item.

It is the responsibility of the Board to ensure that its business is conducted in an open and transparent manner. Board members must therefore declare any personal or business interest in any item for discussion. Once such an interest is declared, members may speak on the item by invitation of the Chair and with the agreement of the Board, but must not vote on it. The Chair may ask Board members who have declared an interest to absent themselves in the case of any item of business where their presence might inhibit discussion.

A register of interests shall be established and completed by all Board members; this register shall be available to the Chair at all meetings. Members do not have an interest by virtue of employment by, or membership of, a body which is represented on the Board. The following interests of a Board member, his/her spouse or any close family member must be entered into the register, and must be declared each time a relevant item comes up for discussion:

- Ownership of, or any other interest in, any property which is the subject of, or is likely to be materially affected by, a grant request; or is the subject of a planning application awaiting decision;
- Directorship of, ownership of or employment by any company or partnership owning or occupying any property which is the subject of, or is likely to be materially affected by, a grant; or is the subject of a planning application awaiting decision.

## **9. VOTING**

Decisions will be endeavoured to be made by consensus. In the event of a disagreement it will be for the Chair to seek to resolve the differences and if this fails a vote will be taken. Voting on any matter shall take the form of a show of hands and will be determined by a simple majority. In the case of an equality of votes, the

Chair shall have a second or casting vote. Where appropriate, urgent matters may be dealt with by written procedure.

## **10. ROLE OF OFFICERS**

Rossendale Borough Council will carry out the role of Accountable Body and provide secretarial support to the Board.

The Board shall operate at all times in accordance with Rossendale Borough Council's Constitution; this will be monitored by the S151 Officer.

Compliance with external funding agreements will be monitored by the Director of Economic Development.

## **11. SUB GROUPS**

The Partnership Board may establish Sub-Groups to undertake work on any subject area that falls within its overall remit and may, subject to the financial, legal and other requirements of the Accountable Body, delegate decision-making powers to them. Decisions taken by Sub-Groups must be consistent with the same statutory, financial and other frameworks (particularly those relating to Rossendale Borough Council's Accountable Body responsibilities) as those taken by the full Board.

No Sub-Group may undertake any business unless and until the Board has agreed Terms of Reference and the limits of delegated authority. Sub-Groups may, with the agreement of the Board, contain members who are not members of the Board. Any Sub-Group must contain a minimum of **two** Board members, and may only make decisions if at least **both** board members are present.

Decisions made by Sub-Groups must be reported in writing to the next meeting of the Board.

## **13. CHANGES TO THE TERMS OF REFERENCE**

The Board may amend the Terms of Reference of the Partnership Board, with the authorisation of RBC Cabinet; subject to a majority vote. A 28 days' consideration period must be provided for an amended Terms of Reference.