

EMERGING HASLINGDEN

TOWN CENTRE 2040 VISION



Haslingden

Small town big heart

INTRODUCTION

Rich in cultural with a diverse heritage, friendly communities and set within a rural location, Haslingden is a town centre which has strong opportunities to build an ambitious future.

Town centres are shifting in the current economic climate and generational changes in shopping habits are influencing the retail landscapes of towns. As such, it is necessary to expand what the town centre offers into growing sectors, such as leisure, culture and residential.

Our local community of residents, businesses and pro-active community groups along with Rossendale Council and its partners recognise that doing nothing is not an option. They've collaborated to understand the current challenges that people face when visiting, living or working in the town centre. Together we recognise the potential to make better use of the town's invaluable attributes to achieve the Haslingden Town Centre 2040 Vision.

Community and Business led:

Capturing your feedback on current challenges along with your ideas to improve the town centre and evolving these, is key to reaching a representative vision. Preparation has included face to face surveys, a range of online questionnaires and attendance at various community events as well as the Haslingden 2040 Vision Workshop.

We now wish to share with you the Haslingden Town Centre 2040 Vision which is based on your ideas and engagement.



ABOUT HASLINGDEN

Haslingden is an industrial town in the East of Lancashire which is known for having the charter for the oldest street market. It lies on the edge of the Pennine Hills on a plateau between the Valleys of the Rivers Swinnel, Ogden and Irwell. Haslingden's curving and sloping topography lends itself to the striking scenery in which it is set. Its medieval development and industrial background are evident amongst the streetscape and architecture, the backbone to the town's special character.

It's now a popular destination for commuters to Manchester and Preston, as well as those that want to explore the countryside whilst also enjoying the benefits of town centre living. The desirable location, connected and friendly community, historic story and cultural distinction along with its reputation for excellent educational provision provides a unique canvas for Haslingden to create an exciting town centre everyone can benefit from.

Our vision sets out our ambition to increase the range of businesses, attractions and experiences in Haslingden Town Centre by putting together a series of actions to promote growth in the town.



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VISION STATEMENT

“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.”

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THEMES

Underpinning the achievement of the Haslingden Town Centre 2040 vision are these four principles:

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.

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.

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.

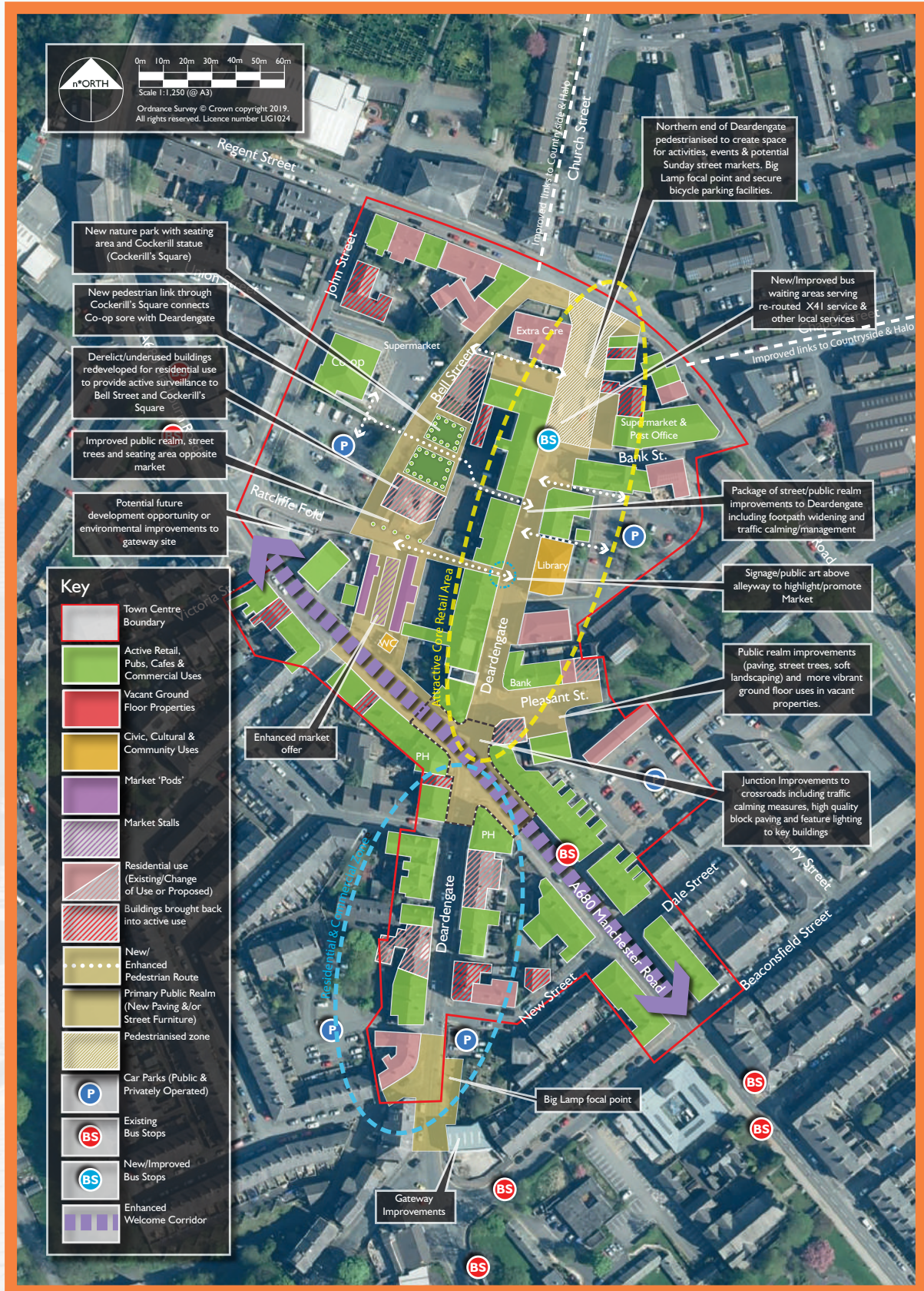
PEOPLE

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 St.

These themes ensure that Haslingden's prosperity is supported by residents, visitors and businesses who have freely given up their time and insight to participate in the vision process.



HASLINGDEN OPPORTUNITIES MAP



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.

Challenges:

- Areas of the town are in need of investment
- It has a steep incline with few seating areas
- Areas in the town prone to Anti-Social Behaviour & litter
- Accessibility issues for pedestrians, cyclists & less abled users
- Some shops are unattractive, mismatched materials give a disjointed feel meaning the town's heritage is overlooked
- There is a shortage of quality family 3 bed housing
- Traffic passes through the centre but does not stop
- No dedicated multiuse events space
- Bus stops are not in the core retail area
- People overstaying parking restrictions

In 2040 Haslingden could evolve into:

- A complete town centre, with seating, gardens and green spaces
- A family friendly place with a suitable housing offer for everyone
- A thriving town centre, with a functional events space
- An attractive place, connected by pleasing street design and developments that complement its heritage
- A community championed place which is welcoming to everybody
- A place where access for all is a priority

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EVOLUTION *CONTINUED*

Actions:

- To create a seating and garden area on the land off Bell St
- To connect the market area to Deardengate with nature & art alleyways that are well lit and pleasing to the eye
- To identify opportunities for buildings to be repurposed to create greater living and leisure opportunities
- To explore pedestrianisation of Upper Deardengate, improving pedestrian safety and creating a functional events area, improving social interaction
- To consider applying Article 4 directions in the town which will reduce inappropriate alterations, protecting Haslingden's assets
- To create a Shop Front Design guide specific to Haslingden and emphasising original features
- To re-emphasise the parking restrictions within the town centre
- To introduce a grant scheme for building owners and shopkeepers to improve the appearance of shops
- To understand how vehicle movement can encourage people onto the core shopping area
- To work with local organisations to encourage events and leisure opportunities
- To develop relationships with housing associations to create sustainable residential opportunities
- To explore additional bus services on the main shopping core

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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. It will be prosperous town with a resilient economy.

Challenges:

- Lack of varied businesses & high commercial vacancy rates
- Few opportunities for business expansion
- Too many unattractive takeaways that are shut in the day
- Low footfall rates in the town centre and market area
- Few opportunities for secondary expenditure
- Limited evening economy
- The core retail area is too spread out
- Lack of promotion of heritage and countryside assets
- Low visitor economy and lack of overnight accommodation
- Nowhere for start-up businesses

How Haslingden could look for businesses:

- Booming, with a variety of unique shops that attract a high customer base
- Widely known for its local produce, creative, leisure and artisanal industries which offer something all the time
- Recognised for its businesses that are in the “outdoors” industry
- An easy place to do business with modern technology encouraged throughout
- Flourishing market, attracting an abundance of visitors
- A platform for start-up businesses to establish and grow



INVESTMENT *CONTINUED*

Actions:

- To concentrate the core shopping area onto Upper Deardengate
- To improve the market by working with partners to develop it as a key destination within the town
- To support and revitalise the business forum with several professional workshops
- To develop a series of support measures to attract new businesses
- To promote the links to the countryside to attract hiker and biker friendly businesses with trails that start and finish in the town centre
- To improve the image of shops by providing shutter, shop front and signage replacement grant schemes
- To create opportunities that attract café and tearoom culture promoting secondary expenditure
- To incorporate digital technology within the town centre
- To consider a local purchase project that can be used as a pop-up shop for start-up businesses
- To proactively target creative, leisure and artisanal industries and encourage them with investment incentives
- To proactively target a brand store as an anchor tenant to Haslingden
- To develop relationships with local landlords, sharing the vision for a variety of shops
- To repurpose properties that could be ideal for B&B's and Hotels, supporting the outdoor industry
- To explore planning policies that reduce the volume of takeaways and bring about positive developments in the centre

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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 its offer, with something for everyone.

Challenges:

- High volume of unappealing shutters on closed shops
- Lack of quality green space
- Shop fronts that lack character & are unsympathetic
- Excessive street clutter
- Lack of unique identity with a loss of pride
- Unwelcoming feel with little atmosphere in the centre
- Little connection to countryside & heritage
- Very few town centre events
- Lack of focal point on the High St with limited art & nature presence
- Town centre lighting that is inefficient

In 2040, Haslingden could be revitalised with:

- High occupancy within attractive and desirable shops
- Something for everyone with diverse experiences around every corner
- Reputable annual events that are self-sustaining
- Known for its welcoming and bustling ambience, where street performers, arts, culture and music are plentiful
- Architectural lighting, that rejuvenates and emphasises heritage buildings
- Greenspaces that encourage nature and provide educational experiences connecting people to the natural landscape
- A unique identity that attracts visitors & businesses



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REVITALISATION *CONTINUED*

Actions:

- To work with community groups to deliver a series of town centre events that become regular features within the centre
- To develop relationships with local artists to encourage the creation of features within the town centre
- To explore opportunities for digital animation that provide educational experiences
- To encourage on-street entertainment and proactively seek entertainment opportunities
- To create a safe environment at key events with a gated feature on Deardengate
- To establish welcome signage at significant points that brighten the town
- To implement an architectural lighting scheme which creates features out of heritage assets and provides a safety function
- To work with community groups and deliver an environmental plan that encourages nature and spaces with accompanying series of trails
- To reduce street clutter and provide better directional and wayfinding signage throughout the centre
- To better connect people to nearby attractions, such as the halo, textile museum, adrenaline centre etc.
- To consider ways to improve accessibility to the Big Lamp focal point and create a town centre branding
- To take ownership of the two alleyways on Deardengate using art & nature

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PEOPLE

Haslingden will be a fusion of communities. People will feel safe and have 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 St.

Challenges:

- Levels of child poverty and obesity are high
- Unsafe feel with excessive fly tipping
- Few accessible job opportunities
- Nowhere for interaction with high levels of elderly isolation
- Limited town centre leisure, youth and activities
- Indices of deprivation rate is top 10% most deprived communities
- Lack of community ownership & social cohesion
- Bus timetable doesn't support shift times
- Community groups that require funding support

In 2040, people in Haslingden will:

- be known as a place where people feel secure with greater health and well-being facilitated by health provision which is readily accessible
- have an abundance of opportunities suiting all ages with excellent provision for youth and the elderly community
- thriving and collaborative working, connecting community groups that take stewardship of the town centre
- have a town centre leisure presence that will be enticing and freely accessible
- bond over heritage, nature, food, arts, music and events



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PEOPLE *CONTINUED*

Actions:

- To work with partners to ensure the library is sustainable, with increased skills and educational opportunities
- To create a well-lit, attractive town centre with developed CCTV strategy
- To provide community groups with access to a micro-grants programme
- To identify a building that can be used as a facility for the youth to use which is open during the evening times
- To work with partners to reduce fly tipping & carry out community stewardship projects
- To grow close-by developments that expand employment opportunities for local people
- To work with community groups to co-ordinate planned projects within the centre that achieve greater value
- To work with partners to create voluntary opportunities and pathways to employment
- To improve transport links and bus routes, with extended operating times
- To work with local partners to reduce the misconception relating to ASB
- To develop relationships with local schools connecting them to town centre businesses, promoting job opportunities and their offer
- To implement schemes that target child poverty and childhood obesity and apply licencing and planning policies to support them where possible
- To use heritage, architecture, nature, food and arts to provide learning experiences throughout the town centre
- To create a series of opportunities where people can bond over food, art, music, nature and heritage



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For more information, please contact:

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The Haslingden Town Centre 2040 Vision has been put together by Rossendale Council's Economic Development department in partnership with the local community and various town centre stakeholders. Thank you to those that have contributed.

Rossendale
BOROUGH COUNCIL

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