

<b>Subject:</b>	Regeneration/Economic Development Update Report September 2019	<b>Status:</b>	For Publication
<b>Report to:</b>	Cabinet	<b>Date:</b>	11 <sup>th</sup> September 2019
<b>Report of:</b>	Director of Economic Development	<b>Portfolio Holder:</b>	Leader/Regeneration and Economic Development
<b>Key Decision:</b>	<input 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:	No	Attached: No
<b>Biodiversity Impact Assessment</b>	Required:	No	Attached: No
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1.	<b>RECOMMENDATION</b>
1.1	That Cabinet notes the contents of this report.

## 2. PURPOSE OF REPORT

- 2.1 To update Members on the delivery of the Economic Development Strategy for Rossendale.

## 3. CORPORATE PRIORITIES

- 3.1 The matters discussed in this report impact directly on the following corporate priorities:
- **A connected and successful Rossendale that welcomes sustainable growth:** our priority is to realise the growth potential of the Rossendale economy, create jobs locally and improve economic opportunity for all. We will ensure that we are well connected to our residents, key partners and stakeholders. We want to make the most of every pound we spend and we are always looking for new and innovative ways to make the resources we do have, work harder for us.
  - **A proud, healthy and vibrant Rossendale:** our priority is to ensure that we are creating and maintaining a healthy and vibrant place for people to live and visit.

## 4. RISK ASSESSMENT IMPLICATIONS

- 4.1 • There are no specific risk issues for members to consider arising from this report.

## 5. BACKGROUND AND UPDATE

- 5.1 The Economic Development Strategy for Rossendale 2018-2033 was adopted in November 2018. The strategy has the following five priority themes:
- To establish thriving Town Centres of Rawtenstall, Bacup and Haslingden, each providing its own unique offer and a destination for shoppers and visitors.
  - To establish the Invest in Rossendale brand, promoting and increasing inward investment in Rossendale by attracting growth sector businesses and bringing quality employment.
  - Creating a strong and thriving business base, supporting new and existing businesses.
  - Developing our visitor economy, active leisure and Adrenaline Valley brand and cultural offer.
  - Ensuring residents and communities reach their full economic potential; enhanced

employment, skills and educational opportunities.

The strategy contains a three year, performance based, action plan to deliver positive and focussed interventions to drive forward sustainable economic growth. Whilst Members are provided with a quarterly update on activity as part of the performance management report to Overview and Scrutiny Committee, Appendix A provides a strategic overview of headline achievements nearly one year on, quantifiable benefits and next steps for each priority.

**COMMENTS FROM STATUTORY OFFICERS:**

**6. SECTION 151 OFFICER**

6.1 No material financial implications directly arising from the body of this report. Delivery of the Economic Development Strategy for Rossendale will have a positive impact on the Council's financial resources.

**7. MONITORING OFFICER**

7.1 No material legal implications directly arising from the body of this report.

**8. POLICY IMPLICATIONS AND CONSULTATION CARRIED OUT**

8.1 The Economic Development Strategy delivers the economic elements of the adopted Corporate Strategy. The strategy was considered by Overview and Scrutiny Committee at its meeting dated 16 July 2018. Furthermore, the strategy was developed in liaison with business leaders and key partners including the East Lancashire Chamber of Commerce, Lancashire County Council and Department of Work and Pensions. Project level policy implications and consultations will be communicated as part of project specific reporting.

**9. CONCLUSION**

9.1 For Members to note the significant progress on the delivery of the adopted Economic Development Strategy and Action Plan for Rossendale.

Background Papers	
Document	Place of Inspection
Economic Development Strategy for Rossendale, 28 November 2018	<a href="http://www.rossendale.gov.uk">www.rossendale.gov.uk</a>

Appendix A

Economic Development Strategy for Rossendale - Nearly One Year On					
	Priority 1	Priority 2	Priority 3	Priority 4	Priority 5
Priorities	To establish thriving Town Centres of Rawtenstall, Bacup and Haslingden, each providing its own unique offer and a destination for shoppers and visitors	To establish the Invest in Rossendale brand, promoting and increasing inward investment in Rossendale attracting growth sector businesses and bringing quality employment.	Creating a strong and thriving business base, supporting new and existing businesses	Developing our visitor economy, active leisure and Adrenaline Valley brand and cultural offer.	Ensuring residents and communities reach their full economic potential; enhanced employment, skills and educational opportunities
Headline Achievements	<ol style="list-style-type: none"> <li>1. Developed Bacup 2040 Vision with bids submitted to Future High Street/ Heritage Funds.</li> <li>2. Developed emerging Haslingden Town Centre 2040 Vision and applied for Heritage Fund monies.</li> <li>3. Spinning Point Phase 1: Refurbished former Old Town Hall now occupied by Together Housing Group and Bus Station nearing completion.</li> <li>4. Spinning Point Phase 2: Full planning permission approved and preferred option agreed.</li> <li>5. Secured Rawtenstall Market Management partner for 1 year.</li> <li>6. Completed the Bacup THI Project, with evaluation and forward strategy.</li> <li>7. Improved pedestrian signage in Rawtenstall Town Centre and Bacup Town Centre, promoting footfall between East Lancashire Railway and the town centre.</li> <li>8. Re-established the Bacup Business Association.</li> <li>9. Supported the Bacup Now community events group.</li> <li>10. Upgraded CCTV in Rawtenstall, Bacup &amp; Haslingden.</li> <li>11. Lancashire Life feature on Rawtenstall, visit by RTPi President</li> </ol>	<ol style="list-style-type: none"> <li>1. 27 hectares of employment land allocated within emerging Local Plan, pending Examination in Public.</li> <li>2. Masterplan in place for Futures Park Employment and Leisure Village.</li> <li>3. Secured award winning company relocation in to the borough from Bury.</li> <li>4. Re-configured the M66/A56 Steering Group to facilitate access and attract investment.</li> <li>5. Launched Invest In Rossendale business brand with associated web site, social media feed, red carpet treatment, soft landing scheme, promotional video..</li> <li>6. NNDR relief business expansion project.</li> <li>7. Produced an Early Strategic Case for investment for the Valley City Link. Established Valley City Link Steering Group.</li> </ol>	<ol style="list-style-type: none"> <li>1. Streamlined Purchase/Lease/ Rental process with a new fit for purpose Property Services team.</li> <li>2. Kick started Futures Park Employment and Leisure Village, securing an advanced manufacturing business for Plot 5.</li> <li>3. Due diligence undertaken on the acquisition and further development of the Knowsley Rd revenue generation project.</li> <li>4. Supported business expansion into former Rosso depot.</li> <li>5. Promoted NNDR relief scheme to existing businesses.</li> <li>6. Investigated bond holder model for Rossendale Business Leaders.</li> <li>7. Invest In Rossendale Launch featuring Dragon's Den Piers Linney and workshop programme.</li> <li>8. Business Relationship Programme established.</li> <li>9. Delivered collaborative event with Valley At Work and sponsored food and drink guide.</li> <li>10. Series of promotional work for Small Business Saturday.</li> <li>11. Working with East Lancashire Chamber of Commerce, identified next flagship renewable energy project</li> </ol>	<ol style="list-style-type: none"> <li>1. Gathered survey data to support a culture, leisure and tourism strategy for Rossendale.</li> <li>2. Secured HLF monies of £1.7m to support expansion at Whitaker.</li> <li>3. Completed the £600k Ski Rossendale refurbishment. Worked with Ski Rossendale to rebrand, market and launch new facilities.</li> <li>4. Work with the LEP/Marketing Lancashire to promote the visitor economy in various guides and online platforms.</li> <li>5. Annual Leisure and Tourism Stakeholder Forum in place.</li> <li>6. Supported Bacup FC's forward strategy to remain in situ.</li> </ol>	<ol style="list-style-type: none"> <li>1. Delivered 'Rossendale Works' Employability and Volunteering Project.</li> <li>2. Secured partnership funding from Active Lancashire and DWP to expand 'Rossendale Works' project and pilot the 'Rossendale Futures' Project focussed on those furthest from employment.</li> <li>3. Work with the LEP/Skills &amp; Employment Hub to improve the take up of employment and skills services.</li> <li>4. Raised aspirations and informed career choices with better links between Rossendale's high schools and business</li> <li>5. Annual employability &amp; skills fair targeting young people, NEET and job seeking adults.</li> </ol>

## Appendix A

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Benefits: Outputs/ Outcomes</p>	<ul style="list-style-type: none"> <li>• 30 jobs safeguarded (Together Housing Group) and 10,000 sq ft 929 sq m floorspace refurbished at Spinning Point Phase 1</li> <li>• Rawtenstall Market <ul style="list-style-type: none"> <li>➢ 1 modestly refurbished market</li> <li>➢ 96 new pop up one day traders</li> <li>➢ 6 additional events</li> </ul> </li> <li>• Bacup THI <ul style="list-style-type: none"> <li>➢ 15 buildings restored</li> <li>➢ 4 buildings brought back into use</li> <li>➢ 7 new businesses</li> <li>➢ 1 business expansion</li> </ul> </li> <li>• 9 new directional signage across Rossendale.</li> <li>• 4 annual events in Bacup Town Centre.</li> <li>• 42 positive press releases/features</li> <li>• Gathered baseline data for town centre pedestrian counts and town centre vacancy.</li> </ul>	<ul style="list-style-type: none"> <li>• 1 inward investment relocation <ul style="list-style-type: none"> <li>➢ bringing 162 jobs into the borough</li> <li>➢ creating 26 new jobs</li> <li>➢ £5.9million investment into a derelict employment site.</li> </ul> </li> <li>• 1 NNDR relief application approved</li> <li>• 0.2% increase in business rate base (Sep 2018-Aug 2019)</li> <li>• Job density ratio, median workplace earnings and out-commuting data not available for timescale</li> </ul>	<ul style="list-style-type: none"> <li>• Plot 5 pipeline outcomes: <ul style="list-style-type: none"> <li>➢ 172 jobs safeguarded</li> <li>➢ 90 jobs created</li> <li>➢ 49,943 sq ft new industrial premises</li> <li>➢ Rental and business rate revenue</li> </ul> </li> <li>• Rosso Depot pipeline outcomes: <ul style="list-style-type: none"> <li>➢ 65 jobs safeguarded</li> <li>➢ 15 jobs created</li> <li>➢ 60,000 sq ft upgraded floorspace</li> <li>➢ Capital receipt and business rate revenue</li> </ul> </li> <li>• 190 attendees at Invest In Rossendale launch</li> <li>• 35 businesses supported with advice, including property searches &amp; grant referrals.</li> <li>• 90 businesses supported with Food Allergen Training</li> <li>• 37 business recruitment issues resolved via the Rossendale Works employability project</li> <li>• 466 followers on twitter</li> <li>• £70.6K income from small Purchase/Lease/Rentals</li> <li>• 0.2% increase in business rate base (Sep 2018-Aug 2019)</li> <li>• Business formation rates and business survival rates data not available for timescale</li> </ul>	<ul style="list-style-type: none"> <li>• Gathered baseline data for visitors to town centres and Lee Quarry Mountain Bike Facility.</li> <li>• Increased visitor numbers to Ski Rossendale.</li> <li>• 30 attendees at Leisure and Tourism Stakeholder Forum.</li> <li>• 33% increased engagement on Visit Rossendale facebook page.</li> <li>• Baseline data being established for Ski Rossendale and the Whitaker.</li> </ul>	<ul style="list-style-type: none"> <li>• 'Rossendale Works' <ul style="list-style-type: none"> <li>➢ 105 participants</li> <li>➢ 36 completing a work placement</li> <li>➢ 32 in to a job or volunteering opportunity</li> </ul> </li> <li>• 1247 attended the Rossendale Works Employability and Skills Fair</li> <li>• 7 <i>ambassador</i> businesses linked to each high school</li> <li>• Benefit claimant count increased from 922 people to 1129 people (May 2018 – May 2019). Increase explained by the introduction of Universal Credit full service.</li> <li>• Educational attainment and NEET data not available for timescale.</li> </ul>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Next Steps</p>	<ul style="list-style-type: none"> <li>• Agree draft Bacup and Haslingden Visions at Council for formal consultation.</li> <li>• Spinning Point Phase 1 – progress interest through legals.</li> <li>• Spinning Point Phase 2 – develop remodelled scheme.</li> <li>• Car parking strategy for Rawtenstall</li> <li>• Secure and deliver Heritage Action Zone/Heritage Fund for Bacup and Haslingden respectively.</li> <li>• Develop Rawtenstall Gateway Masterplan</li> <li>• Refreshed vision for Rawtenstall Town Centre.</li> <li>• New electric vehicle charging points.</li> </ul>	<ul style="list-style-type: none"> <li>• Securing employment land allocations with the approval/adoption of the Local Plan.</li> <li>• Develop Rossendale Valley Growth Corridor – articulating investment in Rail Link, M66, A56 to open up employment sites.</li> </ul>	<ul style="list-style-type: none"> <li>• Futures Park Employment and Leisure Village: Deliver Plot 5 and bring forward future Plots.</li> <li>• Identify suitable occupants for Futures Park Business Centre to co-locate with Rossendale Council</li> <li>• Influence the LEP to maximise broadband coverage and band widths.</li> <li>• Seek to deliver renewable energy project.</li> <li>• Supporting our creative industries by further work with Valley at Work and the Whitaker.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop Culture, Leisure and Tourism Action Plan.</li> <li>• Bring forward a Trail Head Centre for the Lee Quarry Mountain Bike facility at Futures Park Leisure and Employment Village.</li> <li>• Deliver the Whitaker expansion project.</li> <li>• Continue to support Ski Rossendale.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote apprenticeship opportunities and jobs for local people within the construction sector via the preparation of an Employment and Skills Supplementary Planning Document.</li> <li>• Work with Accrington and Rossendale College to re-establish a satellite presence in Rossendale.</li> <li>• Explore opportunity for the Credit Union to diversify into the business loan market to support people into self-employment.</li> <li>• Lobby for improvements to public transport links to support access to work.</li> <li>• Develop Housing Strategy and Action Plan.</li> <li>• S106 affordable housing scheme.</li> <li>• Appoint Town Centre and Derelict Building Officer.</li> </ul>