

# VALLEY PLAN

OUR PLACE, OUR PLAN 2025-2029



ROSSENDALE  
BOROUGH  
COUNCIL

# FOREWORD

## MESSAGE FROM THE LEADER

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Our Valley Plan 2025-2029 builds on our successes to make Rossendale a place where residents thrive, businesses succeed, and our environment is protected.

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Over the past four years, we have made significant progress in achieving our vision, remaining focused on developing our towns, strengthening our communities, and enhancing our surroundings.

As we outline our priorities until 2029, we look to build on this momentum, ensuring we continue our journey in making Rossendale a better place to live, work, and invest.

While we remain committed to delivering our ambitions, we set these priorities in a time of both opportunity and challenge for local government.

Like many councils across the country we continue to face ongoing budget pressures, rising inflation, and an increased demand for vital services, this requiring us to be both adaptable and collaborative in how we work.

At the same time, the proposed devolution and local government reforms present an opportunity to shape services that better reflect our local needs.

As part of this, we must ensure that Rossendale's voice is heard, to help influence decisions that will shape our future.

Our Valley Plan outlines how we will navigate these challenges while fulfilling our mission.

It focuses on strengthening our local economy, enhancing the Borough's clean and green environment, supporting healthier communities, and delivering high-quality services for all.

We will achieve our priorities through outcomes and key actions, supported by Council Strategies and an Annual Action Plan, which will help guide our budget-setting and decision-making processes.

I am confident that, as a result, we will continue our journey toward becoming a vibrant, attractive, and sustainable Borough - one that provides opportunity and prosperity for all.

**LEADER OF THE COUNCIL**  
Councillor Alyson Barnes



# OUR VISION

## MISSION TO SUCCESS

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‘To have a thriving economy, built around our changing town centres, creating a quality environment for all and improving the life chances of all those living and working in our borough.’



# OUR PRIORITIES

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Our Valley Plan 2025-29 is set in the context of the Borough's long-term vision. We will continue to work towards this vision by focusing on four key priorities.



# ABOUT OUR BOROUGH

## ROSSENDALE IS A **UNIQUE** PLACE

With its rich industrial heritage and picturesque Pennine landscapes, Rossendale is filled with welcoming communities spread across a number of vibrant market towns and villages.

Our Borough offers an excellent quality of life and is well-connected to the rest of Lancashire, West Yorkshire, and Manchester, making it a great place for investment, growth, and sustainable development.

However, our rural landscapes also present challenges around waste services, flood risks, and public transport connectivity. Despite these obstacles, we are committed to innovation and are ready to tackle the challenges head-on.



Rossendale's demographics highlight a diverse and growing community, shaped by its history and evolving economy.



**4.8%**

of Lancashire's  
total area



**2,540**

active businesses



**35.2%**

of children overweight  
or obese at Year 6 age



**£26,537**

average annual  
earnings



**71,500**

residents



**15.3%**

live in fuel poverty



**11.6%**

have no  
qualifications



**4%**

claiming benefits  
aged 16-64



**32,600**

homes



**19.8%**

living with a long-term  
health condition  
impacting their daily life



**10**

Conservation areas



**79.2 years**

average life  
expectancy

# ABOUT US

## A SMALL BUT **AMBITIOUS** COUNCIL

As a two-tier local authority we work with Lancashire County Council to provide services for our community.

The County Council provides education, social care, and highways maintenance services.

Our responsibilities include waste collection, street cleansing, green spaces, homeless and housing support, community support, and local regeneration and planning.

It is important for everyone to have access to the support they need.

We will continue to work with our partners to improve our health and leisure services and infrastructure to reduce inequalities and create healthier, more inclusive communities.



To achieve our vision, we are guided by our three core values. These principles shape our decisions, inspire our actions, and define our commitment to Rossendale.



### **PRIDE**

We take pride in the way we help our residents and are proud to work for the Council.



### **PASSION**

We are ambitious for Rossendale, enthusiastic and want to improve residents' lives.



### **PEOPLE**

We work together, treat everyone with respect and take ownership of problems.

# THRIVING LOCAL ECONOMY



We will regenerate our towns and strengthen our local economy by empowering individuals, supporting businesses, and attracting investment into our area.

We remain committed to investing external funding into our main town centres - Bacup, Rawtenstall, and Haslingden, to create thriving hubs for both residents and visitors.

We will continue our journey to transform, grow, and animate our towns and surrounding areas, creating vibrant, welcoming spaces that attract investment, increase footfall, and encourage our communities to come together.

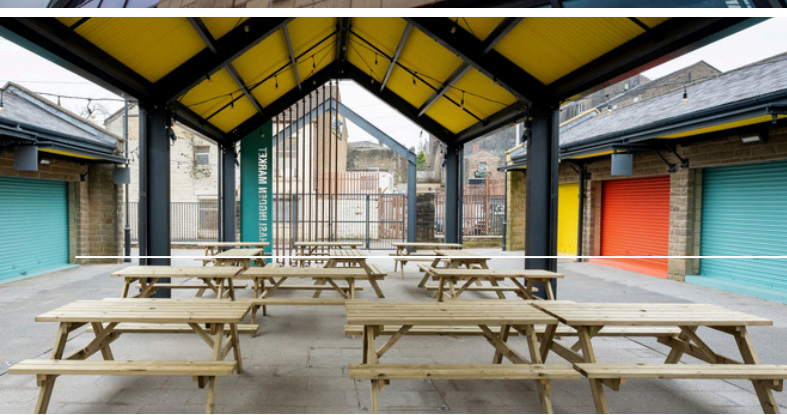
Our transport links and infrastructure are underdeveloped, presenting a challenge that must be addressed.

Through partnership working, we aim to improve the Borough's accessibility and connectivity.

We want to make it easier for our businesses to thrive and for our residents to access jobs, services, and community spaces.

We will work closely with local businesses and residents to provide the support they need to grow, innovate, and create high-quality jobs.

We are committed to regenerating Rossendale's towns and economy, creating a Valley where people and businesses thrive.



# OUTCOMES

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Our towns will be thriving, vibrant and attractive centres for our communities and businesses.

We will be a supporting environment for business growth, innovation, and job creation.

We will have cultural and community attractions, supporting a strong visitor economy.

# KEY ACTIONS

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Transform the Borough's town centres through the delivery of key regeneration projects.

Deliver an enhanced heritage, cultural and creative offer for businesses and residents.

Develop partnerships with key stakeholders to address prominent derelict buildings.

Provide space and support for high value business development and innovation.

Work with partners to support people in attaining and maintaining good employment.

Make Rossendale a centre for digital innovation by working with local tech partners.

Work with Lancashire County Council and other key partners to ensure the Valley benefits from a modern, efficient transport network.

Promote and enhance visitor experiences across our towns and landscapes.

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There are a number of detailed strategies and action plans that will support our mission to a thriving local economy:

## **Bacup 2040 Vision and Masterplan**

aims to revitalise Bacup's town centre by 2040

## **Rawtenstall Masterplan**

aims to transform Rawtenstall into a vibrant, attractive, and sustainable community

## **Economic Development Strategy 2018 - 2033**

aims to foster sustainable economic growth within the Borough

## **Visitor Economy Strategy**

aims to make Rossendale a premier destination for visitors

## **Haslingden 2040 Vision and Masterplan**

aims to create a hub for community activity and heritage

## **Waterfoot Masterplan**

aims to improve pedestrian connections and celebrate Waterfoot's cultural history



# HIGH QUALITY ENVIRONMENT



We will develop the Borough's unique character and Pennine landscapes by delivering the Green Agenda and improving our local environment and green spaces.

Protecting and enhancing Rossendale's green spaces and Pennine landscapes is key to creating a greener, healthier, and more sustainable borough.

We will continue delivering our Green Agenda.

We recognise our climate is changing and that we must lead by example at a local level. Our aim of becoming a carbon neutral council by 2030 is at the centre of our plans.

We work to support our businesses to reduce their emissions, championing sustainable practices that benefit both the local economy and the environment.

We will work in partnership with our Civic Pride groups to maintain our areas, making sure people live in clean and attractive places.

Recycling and waste reduction are key priorities.

We will work to increase recycling rates and minimise the impact of food waste collections, helping residents and businesses play their part in creating a cleaner, more sustainable future.

We are will lead by example in delivering the Green Agenda and enhancing our local landscapes.



# OUTCOMES

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A high quality, clean and green local environment will be maintained.

We will be carbon neutral by 2030, supporting the wider Borough to reduce carbon emissions.

We will have enhanced our waste and recycling services, boosting recycling rates and minimising the impacts of food waste.

# KEY ACTIONS

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Maintain a clean and attractive Borough, focusing on our parks, streets, cemeteries, and trees.

Effectively tackle and reduce fly-tipping and littering hotspots through pro-active removal and enforcement powers.

Reduce our carbon emissions within our facilities and services.

Work with partners and communities to encourage climate action and promote sustainable energy alternatives.

Redevelop the Henrietta Street Waste Transfer Station.

Establish an effective infrastructure for weekly food waste collections to support 2026 Government reforms and boost recycling rates.

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There is a detailed strategy and action plan that will support our mission to a high quality environment:

## Climate Change Strategy

aims to address environmental challenges and achieve net-zero carbon emissions by 2030



# HEALTHY & PROUD COMMUNITIES



We will work with partners to provide residents with access to the housing and support services they need, supporting healthier lifestyles and communities.

We are committed to building strong, supportive communities.

We will improve access to the housing, services, and opportunities, enabling our residents to lead healthy and fulfilling lives.

Moving forward, we will work closely with our partners to ensure housing is accessible, appropriate, and meets the needs of all residents.

As part of this, we will continue to support our most vulnerable residents, and working to prevent the risk of homelessness and support residents to remain in their own homes.

By improving access to essential support services, we will help people lead healthier lifestyles and enhance overall well-being across the Borough.

Through community engagement, investment, and partnership working, we will continue to make Rossendale a place where everyone feels safe and connected.

We want to support communities to be vibrant and sustainable, creating areas where people are proud to live.



# OUTCOMES

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We will have accessible and appropriate housing in Rossendale.

Residents will lead healthier lifestyles, with better access to the support they need.

Rossendale will be a safe place where people are proud to live.

# KEY ACTIONS

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Support sustainable housing and employment growth while preserving the Valley's landscape.

Deliver improvements or adaptations to enable vulnerable residents to remain in their homes.

Tackle homelessness by reviewing our current temporary housing provision in the Borough.

Work with social housing and private landlords to address health related issues and energy efficiencies.

Work with partners to enhance and promote the Borough's leisure facilities and outdoor offer.

Facilitate inclusive support services to improve the physical and mental well-being of residents, while reducing health inequalities.

Work with partners, ensuring a strong sense of community safety.

Support the Borough's vulnerable individuals and families.

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There are a number of detailed strategies and action plans that will support our mission to healthy and proud communities:

## **Rossendale Physical Activity Strategy 2025 - 2030**

aims to promote health and well-being for all residents.

## **Housing Strategy 2023 - 2027**

aims to address housing challenges, improve living conditions, and support our residents.

## **Local Plan 2019 - 2036**

aims to provide a comprehensive framework for the development and use of land in Rossendale.

## **Our Health, Our Wellbeing, Our Place 2022**

Aims to create healthier, more connected communities based on residents' needs.

## **Rossendale Leisure Trust (RLT) Strategic Plan**

Aims to boost residents' health and wellbeing through community engagement and activity.



# EFFECTIVE & EFFICIENT COUNCIL



We will be an ambitious, effective, and efficient council, delivering high quality services and providing good value for money for residents.

We are committed to being an ambitious, forward-thinking council that delivers social value and high-quality services for our residents.

As we move forward, we will ensure financial stability through strong budget management and a robust governance framework.

This allows us to make responsible, well-informed decisions that benefit the Borough both now and in the future.

We aim to use the local government reforms to shape services that meet Rossendale's needs.

Our goal is to make sure Rossendale's voice is heard in decisions that shape our future.

By investing in our staff, we will continue to build a dedicated team that is equipped to deliver excellent services and respond effectively to the needs of our communities.

Our workforce is at the heart of what we do.

We are dedicated to delivering high-quality services and ensuring good value for money for our residents.



# OUTCOMES

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Residents receive modern, high-quality services.

We will be financially stable, delivering services and projects within a robust governance framework, always ensuring value for money.

Services will be delivered by a skilled and motivated workforce.

# KEY ACTIONS

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Utilise digital technology to deliver responsive, efficient, and cost-effective services.

Be recognised as a Council with a reputation for exceeding expectations.

Embed and monitor performance and project management processes to ensure accountability, transparency, and effective decision making.

Maximise income to support budgets through effectively managing the Council's property assets and securing external funding.

Ensure the views and needs of Rossendale are represented within any future local government reorganisation.

Apply good employment good practices and be known as an employer of choice.

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There are a number of detailed strategies and action plans that will support our mission to be an effective and efficient council:

## **Risk Management Strategy**

aims to identify and proactively manage any potential risks that could impact the Council.

## **Medium-Term Financial Strategy**

provides a framework for the Council to plan and manage its resources.

## **Constitution**

sets out how the Council operates, including how decisions are made and how the Council is accountable to the public.

## **Communications Strategy**

aims to support the Council to effectively communicate and engage with stakeholders.

## **Customer Digital Strategy**

aims to improve our services through online platforms and digital channels.

## **Performance Management Framework**

a structured system for the Council to monitor, evaluate and improve performance.

## **Organisational Development Strategy**

aims to improve overall performance by focusing on workforce development.



THRIVING LOCAL ECONOMY



HIGH QUALITY ENVIRONMENT



HEALTHY & PROUD COMMUNITIES



EFFECTIVE & EFFICIENT COUNCIL







# VALLEY PLAN

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



[generalenquiries@rossendalebc.gov.uk](mailto:generalenquiries@rossendalebc.gov.uk)



01706 217777



[www.rossendale.gov.uk](http://www.rossendale.gov.uk)

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