



Burnley Action Partnership

Burnley's Future 2017-2020
the community strategy for Burnley

FINAL Draft v0.11

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What is Burnley Action Partnership?

Burnley Action Partnership (BAP) includes representatives from Burnley Borough Council, Lancashire County Council, Lancashire Police, Lancashire Fire and Rescue Service, East Lancashire Clinical Commissioning Group, Burnley College, Enterprise Lancashire, Calico, Burnley Community Network, Burnley Pendle and Rossendale Council for Voluntary Service.

The purpose of the partnership is to:

- develop the strategic vision for the Borough;
- develop and implement plans to achieve that vision; and,
- make best use of members' expertise and resources to avoid duplication and to add value to the services provided and activities undertaken.

About this document

This document helps ensure that the Council has a clear vision for the future: one that is evidence based, shared by all local delivery partners, and is in tune with the aspirations of local people. It promotes Burnley to external funders and investors as a place that is forward looking with a clear track record in delivering transformational change through innovative and effective local partnership working.

These are challenging times: demand for services is rising whilst budgets are being cut, and there is considerable uncertainty about the economy. But, as this document makes clear, Burnley Council and its partners are certain on about what we need to focus on to help secure our shared goal- a Burnley that is an even better place in which to live, learn and work.

Burnley Action Partnership (BAP) is committed to achieving a Burnley of which we can all be proud - a place with a diverse and united community, a modern economy, a healthy, safe and clean environment and quality services which work together for the good of the public.

This strategy is about improving life in the borough for all: from urban and rural, from Briercliffe to Dunnockshaw, from Worsthorne to Padiham, from Daneshouse to Burnley Wood. It is for everyone with a stake in the future of the Borough.

Local delivery partners are expected to align their plans around the priorities set out in the document. Those plans identify in more detail the skills, resources, actions and incentives required to make the long-term vision a reality.

Following a brief summary about the borough, the strategy is divided into three main sections:

- **Prosperity.** This explains how we will grow the borough's economy. This is the partnership's top priority; we believe it underpins all efforts to improve quality of life in the borough.
- **People.** This explains how we will help people lead healthier lives and how we will help the next generation to realise its potential.
- **Places.** This explains how we will improve housing and make the neighbourhoods in the borough cleaner, greener and safer.

Each section will:

- I. Recall **the vision** for Burnley.
- II. Set out the **current position in 2016**: the challenges we face, the opportunities available, and the progress the borough has made.
- III. Set out **actions** we will take towards realising the vision within the next 3 years.

This is the 5th update of *Burnley's Future*.

About Burnley

The borough of Burnley is situated in Lancashire, 21 miles north of Manchester and 20 miles east of Preston and covers an area of 11072 hectares (42 square miles). It has a compact urban area stretching along the two river valleys of the Brun and Calder, and is surrounded by open countryside with the South Pennines to the east and the gritstone outcrop of Pendle Hill dominating the northern skyline.

There are two main urban settlements, focused on Burnley and Padiham and a number of small villages and hamlets in the rural area. Coal Clough wind farm, which is visible from many parts of Burnley dominates the skyline to the south east of the town while, nearby, the landmark panopticon, the Singing Ringing Tree, overlooks the town from the hills at Crown Point.

Burnley is a significant town in Lancashire, and along with Blackburn, Blackpool and Preston, is one of the key centres for shopping, leisure, services and public administration in the county. It serves a wide catchment that includes parts of Pendle, Rossendale and Calderdale.

Padiham town centre is much smaller, reflecting its role as a market town with a local retailing function that serves a wide rural hinterland.

Much of the borough's character and distinctiveness today derives, not only from its attractive Pennine setting, but also from its development during the Industrial Revolution. This gave the inner parts of the urban area their distinctive terraces, built of local stone in grid-iron street patterns, close not only to dominating mill buildings but also to attractive open areas, such as the borough's fine formal parks.

Some parts of the borough exhibit social-economic trends which are commonly characteristic of metropolitan inner areas. The borough is continuing to address challenges in relation to educational attainment, poor health, and low housing values.

The local economy has a significant reliance on the manufacturing sector, whose performance is generally strong. Business start-ups are at a healthy level, as is their survival rate. Whilst the borough has a high level of benefit dependency, the overall outlook for the resilience and competitiveness of the economy is a healthy one, with the proportion of private sector jobs growing at a faster rate than the national average in recent years.

Our top priority- education

Underpinning the whole approach to addressing this socio-economic context is the recognition that educational attainment and skills development, in support of the current and future labour market, is our number one priority. To this extent, the borough has undergone a comprehensive renewal of its educational infrastructure over the last 10 years. This encompasses nursery, primary, secondary, further and higher education.

This agenda is unconditionally supported by local business, all arms of the public sector and the voluntary, community & faith sector.

Our vision for Burnley in 2032

In 2032:

The Borough is a place of choice. Its excellent road and rail links to Manchester, Preston and Leeds and its attractive countryside setting have encouraged people to remain and to move into the borough. It is a place where businesses want to invest because of its skilled workforce, entrepreneurial culture, its competitive highly productive economy and its reputation for advanced manufacturing and engineering. Burnley town centre has firmly established itself as a vibrant retail and service centre for much of Pennine Lancashire. It is complemented by the more specialist independent retail and leisure offer provided by the attractive historic market town of Padiham.

The borough's rich industrial heritage and attractive countryside and recreational offer have helped it become firmly established as a prime residential location. The Leeds & Liverpool Canal is now flanked, in the regenerated Weavers' Triangle, by contemporary houses and bars. Fine historic parks form part of a well-connected network of greenspaces, including the Brun Valley Forest Park, linked to the wider countryside and the South Pennine uplands. This network has significantly improved the health and wellbeing of residents and the quality of the environment, extended the range of visitor opportunities and helped Burnley adapt to climate change. The borough's heritage is a source of pride that runs alongside the celebration of the multicultural and diverse nature of its communities that play such an important part in invigorating its economic, cultural and social life. Burnley continues to grow and develop its strong and vibrant voluntary sector which has been supported by the local Council for Voluntary Service.

The borough is a desirable place to live offering a choice of affordable high quality homes as well as a diverse range of high quality, employment opportunities. The Burnley Bridge Business Park, the Knowledge Park and a vibrant cultural and educational offer centred on the Weavers' Triangle have secured Burnley's reputation as an important employment centre for Pennine Lancashire. Education and training has been key to this. The Borough has established itself as a hub of educational excellence with attainment levels above the national average and quality training and apprenticeship opportunities at the secondary schools, Burnley colleges and the University of Central Lancashire.

Achieving the vision: Prosperity theme

Recap of our 2032 vision

“...Excellent road and rail links...”

“...[an] entrepreneurial culture, competitive modern economy and...reputation for advanced manufacturing...”

“...a vibrant retail and service centre...”

Current challenges

Although Burnley has had strong job growth over recent years, productivity (the wealth generated by residents and businesses) significantly lags behind the national average. Key reasons for this are a relatively low skilled population, too many people not participating in the workforce, a declining working age population and a poor sectoral mix

A higher proportion of the work age population is dependent on benefits compared with the regional average.

Future supply of suitable employment and housing land to support economic growth and prosperity of the borough.

Outside of the borough, negative perceptions remain too prevalent.

Congestion at peak times on parts of the M65 network.

Recent achievements and opportunities

Working with the five Pennine Lancashire Authorities we have just published a Pennine Lancashire Growth and Prosperity Plan setting out ambitious plans to address the sub-regions productivity and prosperity gap.

A direct hourly rail service to Manchester from Burnley started in May 2015. It will bring clear benefits to the local economy in terms of access to the job market and establishing Burnley as a commuter town. To maximise the opportunity, further investment is required to improve journey times and rolling stock.

Prestigious, growing businesses are now operating from the recently developed Burnley Bridge Business Park and Innovation Drive including Kamman, BCW, Birchall's Foodservice, and Exertis Plc. Since 2014/15, the borough has seen £93m of private sector investment in growth and relocations.

The multi-million pound *On the Banks* project. Set on the banks of the Leeds & Liverpool canal in the Weaver's Triangle, a new landmark public square, public realm works and the transformation of historic buildings has already taken place, creating new office and leisure uses. Future phases will see the new housing and leisure uses on brownfield sites.

Burnley town centre has proved more resilient than other similar town centres with relatively low vacancy rates in the main shopping area. With recent capital investment and strong interest from large retailers, there is confidence in borough's future as a key retail and service centre for Pennine Lancashire.

Business engagement, support and local leadership is now at an exceptional level in Burnley through organisations such as the Burnley Bondholders.

The Lancashire Combined Authority is an opportunity to target investment effectively at local and sub-regional economic development and housing priorities.

Burnley's reputation is changing. In 2013, it was named the UK's most enterprising area. Aside from its economic renaissance, its cultural offer is rich and varied. Burnley knows how to put on a good show: the Mechanics draws big name acts, and regular festivals celebrate all that is great about Burnley- its beer, its walking, its riding trails and its canal.

Within the next 3 years, partners commit to:

- Delivering a new Local Plan that supports viable and vibrant town centres, identifies sustainable options for future employment land, and delivers a range of housing sites to deliver aspirational homes to retain skilled workers and brownfield re-development. For example, the Perseverance Mill site will be redeveloped.
- Completing improvements to the pedestrianized area in the town centre.
- Securing a new anchor tenant in Burnley town centre, and developing the town centre as a place for families to meet, eat and enjoy.
- Building a new hub for entrepreneurs- the Knowledge Park next to the Burnley College/UCLAN campus.
- The ongoing development of the Weavers' Triangle (On the Banks) and Burnley Bridge business park.
- Influencing the Combined Authority so that its investments support the borough's future prosperity.
- Successful delivery of the Growth Deal Funded Accrington-Burnley-Pendle Growth Corridor M65 improvement works.
- Working with the Environment Agency and the Lancashire Enterprise Partnership to secure funding from Government and the private sector to address flooding risk, particularly to key employment and housing sites in and around Padiham.
- Promoting the borough as a place to invest through its Place branding strategy.
- Working with partners across Pennine Lancashire in an effort to establish a private sector led productivity commission to further our understanding of the Sectoral Productivity Gap, starting with manufacturing, to identify where interventions can be most effective.
- Helping local businesses access a range of business support including leadership development and access to knowledge transfer activities locally and nationally through Lancashire's Business Growth Hub, Boost.
- Supporting the UCLAN campus at Burnley to grow to 3000 students with a curriculum that supports economic growth and new sectors and to become a Pennine Lancashire focal point for Research & Development.
- Efforts to secure better coverage of superfast and ultra-fast broadband.
- Deliver a successful Padiham Townscape Heritage Initiative supported by Town Centre Management and other partners.

Achieving the vision : People theme

Recap of our 2032 vision

“...improved...health and wellbeing of residents...”

“...a hub of educational excellence...”

Current challenges

In 2015, 44% of pupils achieved 5 A*-C GCSEs including English and Maths, significantly below the Lancashire average of 59%. However, the draft 2016 results suggest strong improvement.

The percentage of the population with no qualifications is higher, while the percentage with degree level qualifications is lower, than the Lancashire averages.

According to the 2015 Index of Multiple Deprivation, Burnley is ranked the 2nd most deprived out of the 14 local authority areas in Lancashire.

Alcohol related admissions to hospital, rates of teenage pregnancy, the prevalence of coronary heart disease and chronic obstructive pulmonary disease, are higher than the Lancashire average.

Similar to the national situation, local A&E and urgent care centres have had to deal with unprecedented levels of demand during winter months.

Recent achievements and opportunities

Blessed Trinity RC College outperformed the Lancashire average at GCSE level in 2015.

Rated Outstanding by Ofsted, Burnley College Sixth Form Centre provides first-class Further Education, University Education, Apprenticeship, business training and adult learning programmes.

Burnley Leisure's new £2.5m Prairie Sports Village has attracted thousands of visitors across the region.

In partnership with Macmillan Cancer, and cancer service users the East Lancashire Clinical Commissioning Group (CCG) has improved cancer services. It has ensured that all GP practices are working to improve attendance at all cancer screening programmes and has standardised and improved the cancer two week wait referral process.

The CCG worked with East Lancashire Hospitals Trust to create an 82 bed 'Acute Medical Unit' in Rossendale to relieve pressure on the system across East Lancashire particularly in the winter months. Since opening in October 2015 the unit dealt with 12,340 patients up to April 2016, of which 45% were discharged within 72 hours with increased numbers of patients receiving ambulatory care.

The CCG successfully established integrated neighbourhood teams in Burnley. Integrated teams include health and social care professionals working together as a virtual team. The result is improved coordination and communication between GPs and the range of professionals who support patients in the community. Care is co-ordinated by a care co-ordinator who ensures that all aspects of a patient's care is integrated, smooth and well managed. This support ensures that the right support is allocated to patients to live at home independently and safely.

Across East Lancashire in 2015/16, £750K was committed to Prescription for Wellbeing (Social Prescribing). GPs can refer patients with social, emotional or practical needs to a range of local, non-clinical services provided by the voluntary, community and faith (VCFS) sector. These services can include everything from debt counselling, support groups and walking clubs, to community cooking classes and one-to-one peer mentoring. The investment has supported self-care, reduced social isolation, and overall had a positive impact on the health and wellbeing of people in all of our communities.

Within the next 3 years, partners commit to:

- Developing and delivering a strategy aimed at increasing life chances amongst 0-19 year olds, with an emphasis on supporting parenting.
- Providing training for teachers in science, technology, engineering and maths through the Primary and Secondary Engineering scheme. The programme will benefit 5,000 primary school pupils each year, and up to 1,500 secondary students by the third year of the scheme.
- Supporting schools to achieve their intended outcomes, through the county council's provision of a range of traded services to schools including consultancy and targeted support for improvement.
- Establishing a Commission in Pennine Lancashire to review educational performance in Pennine Lancashire and work with the Combined Authority to seek inclusion in the Northern Powerhouse Schools Strategy to implement a programme aimed at delivering step change in educational attainment in Burnley.
- Improving access to a GP services, with 7 day availability.
- Implementation of a quality framework for cancer care.
- Delivering an enhanced diabetes service.
- The continuation of social prescribing, known as the Prescription for Wellbeing project.
- Helping residents prevent illness by commissioning Active Lives Healthy Weight services from Burnley Leisure.
- Commissioning effective and responsive alcohol and drug services from delivery partner, Inspire.
- Effective investment of the Better Care Fund, to reduce emergency admissions to hospital, increase the dementia diagnosis rate, reduce the rate of delayed transfers of care, and increase the rate of older people being cared for at home.
- Supporting the development and delivery of the Lancashire Sustainability and Transformation Plan, to improve the health and care of Burnley residents and put the NHS on a sustainable financial footing.
- Agreeing a range of actions to increase workforce participation. This could include commissioning the new employment and health programme and joint work between the CCG, partners engaged in skills and employment interventions, and other service providers that are helping troubled families deal with complex problems and can help coach individuals into entering the workforce.
- Developing opportunities within the VCF sector, and ensuring the "voice" of the sector is heard, recognised and valued.

Achieving the vision : Place theme

Recap of our 2032 vision

“...Fine historic parks...well connected network of greenspaces...”

“...a prime residential location...”

Challenges

The Burnley Citizens' Panel survey results show that cleaner streets should remain a high priority, with dog fouling a particular concern.

Though the number of recorded crimes in Burnley has fallen in recent years, compared to its nearest neighbours and the Lancashire average, Burnley has a higher rate of crime and antisocial behaviour.

Working with the Homes and Communities Agency and private sector delivery partners, the Council has made significant progress in addressing long term housing issues in inner Burnley. However the borough's housing market is characterised by an oversupply of 19th century terraced houses of low value and a relatively high proportion of vacant properties. These are vulnerable to fly-tippers, break-ins, and vandals.

Recent achievements and opportunities

Surveys show that there is been good improvement in levels of street cleanliness.

Burnley Council is one of the most effective enforcement authorities in the country when it comes to dealing with fly-tippers.

Burnley has 5 Green Flag Parks.

There has been significant clearance of unfit properties in the last 15 years, with work either completed or underway in south west Burnley, Burnley wood and Daneshouse to deliver new, modern homes to meet buyers requirements.

Burnley Council in partnership with Registered Social Landlord partners has successfully delivered an affordable housing programme building 170 new units for rent and owner occupation and assisted 127 households to secure a step on the housing ladder through the Help to Buy Scheme.

We are driving standards in the private rented sector through the Good Landlord Scheme with 286 landlords covering 1600 properties. Where landlords are not willing to engage with GLAS we have introduced Selective Licencing.

Burnley is the only area in the North West to be delivering a project under the government's Starter Home Initiative. Working with the HCA and Barnfield Developments 16 starter homes will be developed as part of the “on the banks” scheme, offering high quality apartments at 20% below the market value. There are opportunities to work with the Homes and Communities Agency to roll this out.

Burnley's potential as a commuter town is significant, given improving road and rail links, affordable homes and beautiful rural settings.

Within the next 3 years, partners commit to:

- Protecting street cleaning contract service levels, including dog warden service.
- To develop multi-agency working to identify and intervene with individuals at an earlier stage adopting Transforming Lives principles to prevent crime and anti-social behaviour.
- Implementing *Revolution*- this county wide strategy aims to reduce re-offending by working together to prioritise interventions to prevent, deter, catch and convict repeat offenders.

- Preventing violence and supporting victims through comprehensive approach to tackling domestic abuse.
- Expanding the selective landlord licensing scheme to improve management of private rented properties.
- Establish a housing partnership with a housing developer to deliver high quality homes on Council owned land.
- Committing £2.7m to target empty homes through a combination of renovation loans to landlords and the Burnley Council run purchase, refurbishment and resale scheme.
- Delivering the Rethinking Parks project and progressing the creation of the Brun Valley Forest Park and the restoration of Thompson Park.
- Developing a Heritage Lottery Fund application to invest in Burnley Mechanics Theatre.

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