



Burnley Action Partnership

Burnley's Future 2014-2017

the community strategy for Burnley:

Draft 0.6

DRAFT

Foreword

In Burnley, local public services, community groups, and businesses have a strong track record of working together. A shared plan helps to bind us together. This is what this document is all about: having a clear, shared vision about what we need to do to improve quality of life in Burnley.

By working together- whether from the public sector, a voluntary, community or faith group, or private enterprise- we are able to do more than if they work in isolation. It is one reason why the Borough has been recognised as the most enterprising place in the UK. Over the last decade we have seen new economic infrastructure; falling rates of crime; and new facilities to help residents lead healthier lives and get a good education: all because agencies worked together on shared objectives, and pooled their resources to get the best value for tax payers.

These are challenging times. Demand for services is rising whilst budgets are being cut. But Burnley Council and its partners are looking ahead. We are preparing the ground for a strong and prosperous future for our borough. This document shows that Burnley means business.

Julie Cooper

Leader of Burnley Council

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About this document

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.

The 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.

The strategy is endorsed by all BAP members and is widely distributed to other organisations and groups. Partner bodies are expected to align their plans with Burnley's Future. These plans identify in more detail the skills, resources, actions and incentives required to make the long-term vision a reality.

Burnley's Future is reviewed every 3 years. Each review reflects on past achievements, but more importantly, looks to the opportunities and challenges ahead. The review process involved:

- Consulting with County and Borough Councillors and senior officers from the Partnership. These local leaders considered the social, economic and environmental situation to ensure that the priorities set out in this document address the Borough's challenges and build on existing opportunities.
- Consulting all Burnley Action Partnership members, so that a wide audience of local authority, voluntary, community & faith sector leaders influenced the selection of the priorities.
- A desktop review of data including a range of survey results from the past three years to ensure that the views of local people are incorporated into the strategy.
- A Community Conference to get the views and ambitions of citizens.
- Assessing the strategy to ensure that it balances social, economic and environmental factors for the long-term benefit.

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 succeed.
- **Places.** This explains how we will make the borough cleaner, greener and safer.

Each section will:

- I. Describe our **vision** of where we want to be.
- II. Set out the **current position in 2013**: the challenges we face, the opportunities available, and the progress the borough has made
- III. Set out **actions** we will take, through transformational projects and 3 year pledges, towards realising the vision.

Burnley: the place

Burnley, a shire district in East Lancashire has a population of 87,500. It is the prime service centre for a far wider functioning economic area of 300,000. Burnley exhibits many social and 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 teenage conception rates.

Burnley's economy has a significant reliance on the manufacturing sector, whose performance, despite the on-going recession, is generally strong. Business start-ups are at a healthy level- around the regional average- as is their survival rate. Whilst the borough has a high level of out of work benefit dependency, the overall outlook for the resilience and competitiveness of the economy is a healthy one; between 2008 and 2011, the number of private sector jobs grew by 6.5%, and in 2013 the borough was named the most enterprising place in the UK.

Underpinning our whole approach to addressing this socio-economic context is the recognition that 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.

Prosperity- our vision of Burnley's Future

A Place to Work

By 2017, the local economy will have seen an increase in the number of skilled knowledge based jobs available for local people, in both manufacturing and services.

There will have been some movement into the area by people with high-level skills, but local training opportunities will also have created new career pathways for local people to improve their earning capacity.

There will also have been an increase in the proportion of the population who are economically active and a reduction in those dependent on out of work benefits.

Burnley will have developed a strong culture of self-employment and entrepreneurship. Excellent business start-up support and physical facilities, such as affordable serviced offices, will be available.

A Place that is Well Connected

By 2017, the changing image of Burnley as a good place to live and work will be reflected in improvements in the way the area connects to the rest of the region, the country and the world.

After several years of lobbying, there will be improved east-west and north-south rail links, with direct connections to Manchester city centre. Local rail stations will have been improved and integrated into the public transport infrastructure.

Within the Borough, rising affluence will increase car use but this will be checked by improvements in local public transport, including services to business hubs.

Quality public transport services will reduce social isolation and will provide popular alternatives to private transport, as will improved cycling facilities.

The position in 2013

Economy

Challenges

According to the 2010 Index of Multiple Deprivation, Burnley is ranked as the 11th most deprived local authority area.

At £436, average weekly wages in Burnley are below the regional average of £470. 20% of the working age population are claiming an out of work benefit, compared with a Northwest average of 17%.

While Burnley Town Centre has proved more resilient than similar towns in the wider area, like many other places, trading conditions in the high streets of Burnley and Padiham are challenging. These conditions mean that the proposed Curzon Street shopping centre development will not take place in the near future. However, Burnley Council will examine options for the site as part of a review of the Town Centre.

Achievements and opportunities

Building work has started at the Burnley Bridge Business Park, the 70-acre employment site immediately adjacent to Junction 9 of the M65. . It will be the largest available site for business and industrial investment in the whole of Pennine Lancashire.

The borough submitted a successful bid for Regional Growth Fund to transform the Michelin site into an aerospace supplier park. Work began in spring 2013.

The multi-million pound *On the Banks* project got underway in 2012. Set on the banks of the Leeds & Liverpool canal in the Weaver's Triangle, there are plans for landmark public spaces,

impressive office and creative work spaces, and living accommodation, with leisure and retail centres on the water's edge. Unique historic buildings are being restored but with modern 21st century design features, creating unrivalled mixed use waterside sites.

On the Banks was chosen as the location for the first University Technical College (UTC) in the North West, after a search of various sites across the region. The transformation, for this purpose, of the Grade II listed Victoria Mill completed in summer 2013.

The second phase of development will transform Slater Terrace into unique office and creative work space.

A new town centre manager was appointed in 2012 to help co-ordinate the rejuvenation of Padiham town centre, and in 2013 Addington's invested in an upgrade to the market square area of Charter Walk in Burnley town centre. This shows that there is confidence in borough's future as a key retail and service centre for Pennine Lancashire.

The outcome of the Partnership's long term commitment and focus towards making Burnley a place for business is referenced in the Centre for Cities Outlook 2013 report. Its analysis is that Burnley came out of the second half of the recession in a surprisingly resilient position and that its strategic economic projects were clearly influential in that. Burnley, from 2010, has performed very well compared to other cities in generating private sector jobs growth, and is in the top 10 of UK cities for patents/100,000 population, a recognised indicator of growth. Independent economic analysis, carried out by Ekosgen for the Lancashire LEP in 2013, has estimated that the current economic projects planned and underway in Burnley will produce over 4,500 jobs and a net Gross Value Add (GVA) to the Borough of over £100m.

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

Looking ahead, the Council will work pro-actively to ensure that the borough contributes to the strategic objectives of the Lancashire Local Enterprise Partnership. In particular, it will play a full part in development and implementation of the Lancashire Local Growth Deal.

Connectivity

Challenges

"Connectivity" is about making the Borough more accessible via road and rail to other locations.

Measured by the fastest available journey times to London by rail, Burnley is one of the least "connected" places in the country. Currently, rail links to Manchester are poor; the main stations are inadequate; and the road network to both the Leeds and Manchester city regions are congested at peak times. Although Burnley is relatively close to Manchester, the transport infrastructure restricts the ability of existing residents to commute and reduces the attractiveness of Burnley as a place to live, thereby inhibiting economic and population growth.

Achievements and opportunities

All of this is about to change. Manchester Road station is being developed and a direct link to Manchester will be available from Spring 2014 thanks to persistent lobbying and investment from Burnley Council and its partners.

Prosperity- the next steps

Prosperity: 10 year transformational projects

The Education and Enterprise Zone. Through the Burnley College education campus and University Centre, the workforce of tomorrow will acquire higher-level skills to support local businesses and the advanced manufacturing sector. Linked to these facilities will be a high quality business location that maximises the input of the adjoining education campus.

On the Banks. The Weavers' Triangle will contain new homes and offices alongside the UTC. It will be a base for the employment of creative professionals and will ensure that Burnley stands out alongside other Lancashire towns.

By **influencing regional transport agendas**, key network improvements will be secured. Journey times to Manchester will be halved with the introduction of a direct link to the city. Burnley's image will change: it will be seen as an affordable, attractive and distinctive commuter town.

In three years from now, together we will have:

- Helped new businesses locate to the Knowledge Park.
- Opened a new railway station at Manchester Road, with a direct link to Manchester.
- Redeveloped Burnley town centre, with improvements to the pedestrianised area and shop frontages in Charter Walk.
- Established the Burnley Bridge business site and attracted new enterprises to Burnley.
- Opened the aerospace supply chain park.
- Helped local businesses to grow through the £1million Business Growth Programme.
- Signed more businesses up as Burnley Bondholders.
- Helped develop and deliver the Lancashire Local Growth Deal.

People- our vision of Burnley's Future

A Place to Learn

By 2017, better educational attainment by local people will have been critical to achieving our economic success. Achievement in schools will compare well with results across Lancashire and the UK.

The partners will be able to look back on actions they have supported to improve educational achievement. The Educational and Enterprise Zone will have a growing reputation in a number of areas, and will help to create a skilled workforce in support of the growing local economy.

A Place to be Healthy

By 2017, Burnley will be an area where health inequalities are less marked.

There will be a reduction in the prevalence of smoking. More people will take regular exercise, and will be thoughtful about what they eat. There are more opportunities to incorporate exercise into everyday life, and schoolchildren will be positively encouraged to take part in sport or other physical activity.

Burnley will be a place where older people stay active for longer, and more people will be able to remain at home while in receipt of care.

There will be more moderate use of alcohol, and problems caused by drug use will have been significantly reduced.

Teenage pregnancies will be far less common and the prevalence of sexually transmitted diseases will have continued to fall.

Local roads will be safer, thanks to the work of the Community Safety Partnership.

A United People

By 2017, Burnley will be a place where communities and individuals with different backgrounds and traditions have a strong sense of belonging. Burnley's residents will feel confident about working through the issues which inevitably arise in community relations, and will be seen as positive role models for doing this by people in other places in the country.

There will be a widely owned confidence about the future, and communities will feel fully engaged because they have more influence over the decisions that affect their lives.

People- the position in 2013

Education & Skills

Challenges

The percentage of students achieving level 4 or above at key stage 2 in English, Maths and Science in Burnley was 6 points below the Lancashire average. 44% achieved 5 good GCSEs including English and Maths. The Lancashire district average is 58% [2013 data to follow]. This "attainment gap" is evident when children start school.

In addition, census data shows that a relatively high proportion of the working age population has no qualifications. 29% of adults of working age have no qualifications compared with 25% regionally. 19% are qualified to Level 4 (degree level), compared to 24% nationally.

Achievements and opportunities

£350 million has been invested in leading edge educational facilities: since 2010 every secondary school pupil attends a new school building, and Burnley College and the University of Central Lancashire have co-located to a state of the art campus. GCSE performance is improving rapidly. In 2011, 71% got a good grade in any subject. In 2012, the figure rose to 77% an improvement rate which was higher than the Lancashire average. In 2012 Burnley College students achieved a 99.8% A Level pass rate with a record number of students achieving A* and A grades. The College's Advanced Vocational students achieved a 100% pass rate with over 90% of its students achieving a Merit, Distinction or Distinction* high grades and 42% achieving purely Distinction or Distinction* grades. The College is judged Outstanding by the Government's school and college standards inspectors,

From Autumn 2013, a new £10 million University Technical College will equip 14-19 year olds with the skills to progress in the 21st century labour market.

The Children and Young People's Trust is working to improve school attendance. The Trust also has a focus on children's development in their early years to prevent an attainment gap which is then difficult to narrow. For example, one action for the Trust will be to ensure that families on low incomes are aware of their entitlement to free early education for 2 year old children.

Health

Challenges

Linked to the economic situation, the borough's population suffers from deep-rooted health problems. Over the last 10 years, all-cause mortality rates have fallen. The early death rate from heart disease and stroke has fallen but is worse than the England average. In 2012/13, there were 760 alcohol related admissions to hospital per 100,000 population. This compares to a Northwest figure of 595. Life expectancy for both males and females is improving but still lags below the rest of the county.

Since peaking in 1997-99 at 75.5, the borough's under 18 conception rate has decreased considerably. However, per 1,000 population of 15 to 17 year olds, over the period of 2008 to 2010 the conception rate was 56.8. This compares to a Lancashire average of 40.2.

Achievements and opportunities

An Integrated Health Centre is now open in South West Burnley, which co-locates health and well-being services young people and their families. Public services are working together with Inspire East Lancashire, which provides a fully integrated substance misuse service, and the Children and Young People's Trust is focusing its attention on "hidden harm" – the impact a parent or carer's substance misuse has on a child.

In 2012, work started on Burnley General Hospital's new £9m. state-of-the-art urgent care centre. It will include a children's minor illness unit and a GP out-of-hours service.

As well as new infrastructure, there are many examples of agencies working together to provide a more holistic health service. For example, Burnley Council works with the NHS to provide a cardiac rehabilitation programme for people who have recently had a heart attack or heart surgery. The East Lancashire Clinical Commissioning Group, and the Lancashire Health and Wellbeing Board, present an opportunity to get public health budgets to reflect local needs.

The Community Sports Awards shows that the borough has a thriving school and community based sport scene.

Social & Community Cohesion

Challenges

Public sector organisations need to continue engaging residents so that everyone in Burnley can play a full part in well informed decision making. This includes achieving higher democratic participation in elections, as well as a range of informal processes of discussion and dialogue. The shared experience of participation is key to Burnley continuing to manage and address community relations issues in a positive way.

Achievements and opportunities

Many organisations are involved in building good relations between members of different communities and this is increasingly a bigger story than tensions in community life, though these tensions continue to be proactively monitored and addressed through Police led assessment processes.

Agencies encourage different voices to be heard to build a shared sense of belonging and purpose between the different communities who make our borough what it is. For example, the Burnley and Pendle Faith Centre, which opened in 2006, has established itself as a safe place for exploring different beliefs and cultures, growing understanding and contributing to cohesion. Since 2008, the Faith Friends project in partnership with the Faith Centre and Building Bridges in Burnley, has grown from a pilot project with one secondary school to serving most Secondary and Special Schools.

Engagement activity by Burnley Council, Calico, the neighbourhood policing team, the Police Commissioner and other organisations is an established part of local life. Building on this, joining up initiatives and getting the best out of the multiple contacts that organisations have with residents will be a key aim in the future. Information sharing and partnership working between the Council, other agencies, and the voluntary, community & faith sector is key. Services such as Streetscene and the Police particularly benefit from this.

Confidence in community life feeds through into and underpins the positive reputation that Burnley is developing for enterprise. Continuing to improve and promote the positive reputation of Burnley is something that more and more people can take part in – businesses and agencies, individuals and community groups.

Part of the Lancashire Improving Futures programme, the Working Together with Families project is an on-going county wide initiative aimed at tackling the underlying causes of worklessness and antisocial behaviour. A range of partners are working together on the project. It involves giving families access to a single lead worker, so the family has fewer agencies to deal. The lead worker will listen and offer practical support, and will help family members talk to the right person to sort out any problems.

People- next steps

People: Transformational projects

New educational infrastructure will be a catalyst for increasing achievement in the borough.

A focus on the family and support in the early years of a child's development through the Lancashire Improving Future's Programme. This will equip families with the skills and resilience to manage the challenges they face. A focus on the early years will set the foundations for confident children to achieve their potential.

In three years from now, together we will have:

- Improved overall school attendance, through the work of the Children and Young People's Trust.
- Built on the unique success of the Burnley and Pendle Faith Centre and the Faith Friends project so that all Burnley Secondary Schools receive the support and contribution of Christian and Muslim faith friends, working in partnership.
- Created an integrated working hub, which will link the new Youth Zone at Meadowbank the Children's Centre plus at South West Burnley, and the Chai Centre.
- Provided support to 425 families through the Working Together with Families project.
- Developed shared protocols between Burnley Council, Calico, the county council, and Emmaus to help alleviate homelessness.
- Improved 'sign-posting' to make it easier for citizens to access support services such as health services, skills development, business support, family support and services for older people. This will be achieved through single access points such as Help Direct, and through agencies integrating processes and information.
- Opened the new Urgent Care Centre.
- Helped tackled poverty, through projects such as Community Solution's foodbank, Calico's Money Wise team, Pennine Community Credit Union, Lancashire County Council's Care and Urgent Needs Support Scheme, and a joined up approach to financial inclusion that will support people through reform of the welfare system.

Places- our vision of Burnley's Future

A Place to Live

By 2017, Burnley's reputation as the place to live within the North West region will be growing. There will be an increase in the number of new homes, and a wider and more balanced range of housing available to meet the needs of both high and low earners.

New properties will be built to more energy efficient standards being safer by design, and similar improvements will have been made to many of the older existing housing stock, as homeowners have growing confidence to invest in their own homes.

There will be no housing areas in Burnley that are troubled by serious problems of crime and disorder.

A Place that is Cared For.

By 2017, Burnley and its surrounding neighbourhoods will be regarded as well cared for and increasingly attractive. This will not only be due to the Council cleaning up after people, but there will also be a greater sense of personal responsibility. People will be less inclined to litter, and they will take greater care of their own living spaces.

A Place to Relax

By 2017, Burnley will have become an even more important sub-regional shopping centre. There will be a wider range of clubs and restaurants, and a programme of local festivals based around our excellent green spaces will have added to the traditional local heritage of museums, theatre and parks.

The canal and its immediate environment will have become more important for leisure purposes. The profile of our public open spaces will have been raised, and they will play an important role in bringing communities together.

Burnley will become increasingly visited as a tourist destination, thanks to a combination of its wide range of attractions and successful marketing.

Places- the position in 2013

Housing

Challenges

In ways that are even more acute than for other parts of East Lancashire, the borough's inner urban areas have significant, long-term housing problems. This is characterised by large numbers of 19th century terraced houses of low value. 7% of housing is vacant, compared with 4% in the Northwest region. These vacant properties are vulnerable to fly-tippers, break-ins by squatters, vandals, drug dealers and arsonists; they create a negative impact on the local environment. Burnley has consistently had the lowest median house prices in the North West since the mid-1990s, though there is some evidence of an improving trend.

Achievement and opportunities

There has been significant clearance of unfit properties in the last decade. There is renewal in many of the most deprived areas, with new affordable housing being built and sold.

Though the capital budget for housing market renewal has been cut, the borough's Empty

Homes Programme, with a value of £5.5 million, will bring 175 long term empty properties back in to use. Burnley's rural location, high value businesses, connectivity to Manchester, improving schools will make the borough an attractive location for aspirational families if land is made available for more executive style housing at competitive prices.

Environment

Challenges

In 2011/12, there were 4401 fly-tipping incidents. This compares with 2278 in Pendle and 2278 in Hyndburn. The Burnley Citizens' Panel survey results show that people believe cleaner streets should remain a high priority. Feedback from residents shows that dog fouling is a particular concern.

Achievement and opportunities

Surveys show that there is been an improvement in street cleanliness. In 2010, 56% of Citizens' Panels said that rubbish and litter was a problem in the local area. By 2012 this reduced to 40%.

Burnley Council is one of the most effective enforcement authorities in the country when it comes to dealing with fly-tippers. Its actions led to £62,000 in fines being handed down to perpetrators in 2011/12, twenty times the combined figure for Pendle and Hyndburn.

Coal Clough Wind Farm is one of the oldest onshore wind farms in England. The wind farm currently produces 9.6 MW of electricity, enough to serve the average needs of 5,500 homes. There are plans to replace the existing turbines with fewer, but bigger ones, generating 16 MW. Though controversial for many in the local area, the wind farm makes an important contribution towards the offsetting the borough's carbon footprint.

Community safety

Challenges

The number of recorded crimes in Burnley has fallen in recent years from 11.7 offences per 1,000 residents in July 2008, to 8 offences per 1,000 residents in 2012/13. Comparing figures from April 2012 to November 2012, with the same period in 2011, the number of antisocial behaviour reports is down 25%. Nevertheless, compared to its nearest neighbours and the Lancashire average, Burnley has a higher rate of crime and antisocial behaviour.

The Partnership recognises that domestic abuse is a particular concern. Lancashire Children's Social Care Contact and Referral Team (CART) received 1,126 referrals relating to domestic violence in Burnley during 2011/12, representing 12% of those received across Lancashire.

Achievement and opportunities

A new joint Community Safety Partnership covering Burnley, Pendle and Rossendale has been created. The partners are working on an integrated approach to managing offenders. In Burnley, financial support for Police and Community Support Officers has been ring fenced for another year. By identifying a shared threat and then agreeing to pool resources, funding for domestic abuse services has been prioritised, and a pan Lancashire approach has been developed. Locally, the Burnley Children and Young People's Trust has raised awareness and understanding of domestic abuse issues and services.

Burnley's image

Challenges

Outside of the borough, negative perceptions remain too prevalent- divided communities, images of boarded up terraces, derelict brownfield sites where proud industries once stood.

Achievement and opportunities

Burnley is in the midst of a transformation. 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 and riding trails, and its canal. In 2012, partners launched the Pointme.org.uk events website to promote the range of events and activities taking place.

Places- next steps

Places: 10 year transformational projects

A new **Local Development Plan** will be the key framework for encouraging growth and housing investment.

The Partnership will lead a **sustained, targeted and robust approach to drug misuse, domestic abuse, antisocial behaviour and environmental crimes.**

In three years from now, together we will have:

- Published a new Local Development Plan.
- The Linked-Up scheme will see 68 empty homes brought back in to use in Burnley as affordable rented property by March 2015.
- Continued to licence landlords in Trinity ward in order to raise management standards in the private rented sector (subject to consultation). The Council will also look to expand the scheme to Gannow and Queensgate wards where a case can be made.
- Established a new Leisure Trust.
- Developed the Brun Valley Forest Park to create many miles of multi-user paths and trails.
- Redeveloped the Prairie Sports complex.
- Begun to deliver *Gannow Big Local* to improve the lives of local residents and the environment in which they live.