

**Accrington Masterplan Framework
Consultation Report
February 2025**



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1. Introduction

Hyndburn Borough Council and Lancashire County Council are working together to develop a Masterplan Framework for Accrington Town Centre.

The Masterplan Framework sets a vision for the town centre, identifying the short, medium and long-term opportunities for Accrington. It builds on the Accrington Town Centre Investment Plan (TCIP) 2022-2032 which set out an aspiration to create a vibrant, bustling and proud market town steeped in industrial, cultural and architectural heritage.

The Masterplan Framework will provide a 15-year and beyond roadmap for regeneration that will be used to guide future growth and development and will evolve over time.

This report has been created by Font Communications on behalf of Hyndburn Borough Council and Lancashire County Council to set out the consultation activities undertaken in support of the Masterplan Framework for Accrington Town Centre.

A two-stage consultation has been undertaken with a mix of online and offline consultation methods, designed to give local people, businesses and stakeholders the opportunity to influence the development of the Masterplan Framework.

This report presents an overview of the views and feedback from the consultees that have been engaged in the process. All the comments received during the consultation have been logged and analysed and where appropriate taken into account in the development of the Masterplan Framework.

2. Methodology

2.1 Policy on consultation

Community involvement is an essential part of the planning process and helps to ensure that development is shaped by local views. Hyndburn Borough Council and Lancashire County Council recognise that community involvement is an integral and important component of planning and its approach to consultation with the local community reflects this.

It is widely recognised that consultation leads to better development. Consultation provides the opportunity to glean information and ideas from a local community and provides the opportunity to understand local concerns and aspirations.

Both Hyndburn Borough Council and Lancashire County Council have adopted Statement of Community Involvements (SCIs) which set out how local communities and interested persons will be engaged around planning. Whilst neither document covers the production of Masterplan Frameworks the guidance set out within the SCIs has influenced the approach taken to consultation.

2.2 Objectives

The approach to consultation was guided by the following objectives:

- **Listening and understanding:** listen to and understand the needs, values and aspirations of all stakeholders
- **Meaningful:** engagement should empower those involved, where they have a real say in the outcomes and can see how their views and ideas have influenced
- **Inclusive:** by using a variety of different channels and understanding stakeholder needs, ensure that engagement includes everyone
- **Inspire:** from the outset the engagement should excite and inspire people to encourage them to get involved.

2.3 A staged approach

A multi-staged approach was taken to consulting on the Masterplan Framework:

- **Stage one: business and stakeholder engagement (Oct - Nov 2024)**
Two workshops were held with local business and community representatives to seek early feedback on the vision aims for the Masterplan Framework and identify local issues and opportunities for the town centre
- **Public consultation (Dec 2024 – Jan 2025)**
Public consultation was launched on 3rd December and ran until 12th January. A variety of consultation methods were used to raise awareness of the plans and seek feedback on the Masterplan Framework proposals.

2.4 Font Communications

Specialist consultants Font Communications were engaged to design and implement consultation on the Masterplan Framework and report back on the results. Font Communications is an independent communications consultancy specialising in consultation relating to planning.

3. Consultation methods

3.1 Identifying stakeholders

As part of the consultation, various local stakeholders in the vicinity of or with a likely interest in the Masterplan Framework were identified. The stakeholder list included:

- Local councillors at Hyndburn Borough Council and Lancashire County Council
- Local businesses and business groups in Accrington
- Accrington Town Centre Partnership Board
- The Member of Parliament representing the site
- Community and interest groups
- Local schools and colleges
- Hard to reach groups

3.2 Stage one: local business and stakeholder workshops



Stakeholder workshop at The Globe Centre, 16 October 2024



Stakeholder workshop at The Globe Centre, 10 November 2024

During October-November 2024 two workshops were held – one at The Globe Centre and one at Accrington Town Hall – with local business and community representatives. At each workshop a presentation was given by the project team before attendees were split into groups. Each group was facilitated by members of the project team and asked to consider what they felt the challenges and opportunities facing Accrington town centre are. They were

then asked a number of key questions relating to the five vision aims of the Masterplan Framework:

- Vision aim: Celebrate Accrington's Unique Identity
- Vision aim: Encourage Enterprise & Economic Growth
- Vision aim: Green the town centre
- Vision aim: Connect communities
- Vision aim: Town Centre Living

3.3 Stage two: public consultation

The public consultation launched on 3rd December 2024 and ran until 12th January 2025.

3.4 Leaflet

A leaflet was produced which outlined the Masterplan Framework proposals and the ways in which people could engage in the consultation. Around 400 leaflets were hand delivered to all addresses within the town centre masterplan boundary and further copies were handed out to passers-by during the drop-in sessions held in December 2024 and January 2025. The leaflet can be viewed at Appendix 1.

3.5 Questionnaires

A questionnaire was developed to seek ideas and feedback on the Masterplan Framework. Consultees were able either to complete the questionnaire in hard copy (at the consultation events or at Accrington library) or online. A copy of the questionnaire can be viewed at Appendix 2.

3.6 Website

Information about the Masterplan Framework was posted on the Accrington Town Square website (<https://accringtontownsquare.com/town-centre-masterplan/>). This provided details about the proposals and an online version of the questionnaire. The website was promoted through the leaflet, press releases and exhibition boards created for the in-person consultation events. The website can be viewed at Appendix 3.

3.7 Stakeholder letters

All identified stakeholders were written to at the launch of the consultation to inform them of the consultation events and how they could have their say.

3.8 Email contact

An email address – accrington@fontcomms.com – was established for people to get in touch and ask questions or provide feedback. Contact by email was recorded and responded to where a response was requested or appropriate. Where possible, those who

contacted the project team were directed to further resources or encouraged to participate in the consultation.

3.9 Press Releases

A press release was issued to local and regional media at the launch of the consultation to raise awareness and encourage participation in the consultation. This can be viewed at appendix 4.

3.10 Consultation events



Information events held at Market Chambers, Tesco and Raza Jamia Masjid Mosque

Two drop-in events were held at Market Chambers between 3-7pm on 12th December 2024 and 9th January 2025. During the second drop-in members of the team took the information boards to the entrance at Tesco to encourage further participation. A further drop-in event was held at Raza Jamia Masjid Mosque from 2pm-3:30pm on 17th January 2025.

The events included detailed information about the draft Framework Masterplan across a series of information boards. Members of the project team were available to answer questions and hard copy questionnaires were available for attendees to complete. In total around

24 people attended the 12th December event; 6 people attended the 9th January event; and 5 people attended the event at the Mosque on 17th January. Around 100 leaflets were handed out during the event at Tesco.

3.11 Boards and questionnaires at Accrington library

Between consultation events the information boards and questionnaires were left on display at Accrington library, so that people could view the information and submit their feedback. A total of four questionnaires were left with the library.

4. Feedback

This section of the report provides an overview of the comments made throughout the consultation. This encompasses feedback from the variety of methods and channels outlined in the previous section of the report.

4.1 Stakeholder workshops

During both stakeholder workshops a number of key themes were raised relating to the five vision aims:

Celebrating Accrington's Unique Identity

Attendees all agreed that the architecture of Accrington is something special and that this should be preserved and built upon. However, they felt that in recent years there had been no 'plan' for the town, leading to empty retail units, not enough office space and too many similar shops near to each other.

People spoke highly of the independent businesses and the market hall. They also saw great value in events such as Soap Box Derby for bringing people into the town and wanted to see more of this. Anti-social behaviour issues and people feeling unsafe in certain quarters, particularly around the town hall area at night, were raised as issues.

Encouraging Enterprise & Economic Growth

There was general agreement that there is much vibrancy to the town but that there is a need to improve the nighttime economy and transport links into the town. Attendees felt there wasn't currently the right mix of uses in the town centre. It was felt there needed to be more things for young people in particular and affordable office space.

It was felt that the Arndale should be demolished to make a public space or for a mix of housing and that an anchor is needed in the town (such as previous plans for a college). There is a need to improve bus routes through the town and improve signage. Also, there is a need to encourage more independents and retain important businesses that are already there.

Greening the Town Centre

There was general agreement that greenery had been lost over a number of years and support for more green, open spaces for people to meet and for families to enjoy. Attendees saw the potential for parks and open spaces to be used for events and live music to attract people into the town. Several people suggested that the Arndale could be demolished and turned into a green space. Areas that were highlighted as needing greening included: Warner Street; near the church by the viaduct; Arndale; outside the Town Hall; Avenue Parade; and Platts Lodge.

Connecting Communities

There was general agreement that the town is not well connected to residential areas. The one-way system is hard to navigate, that signage isn't clear and roads are in a poor condition. It was felt that the town centre is not pedestrian-friendly (not enough space or

crossings) and access to public transport could be improved (previous plans for a circular bus route would be welcomed). It was felt that moving the bus station out of the centre has had a detrimental effect on people coming in.

Town Centre Living

All agreed that housing was essential to get life back into Accrington, drive footfall to businesses and improve the feeling of safety. Most attendees agreed that housing needed to be mixed to allow younger people to get onto the housing ladder and to attract them into the town centre.

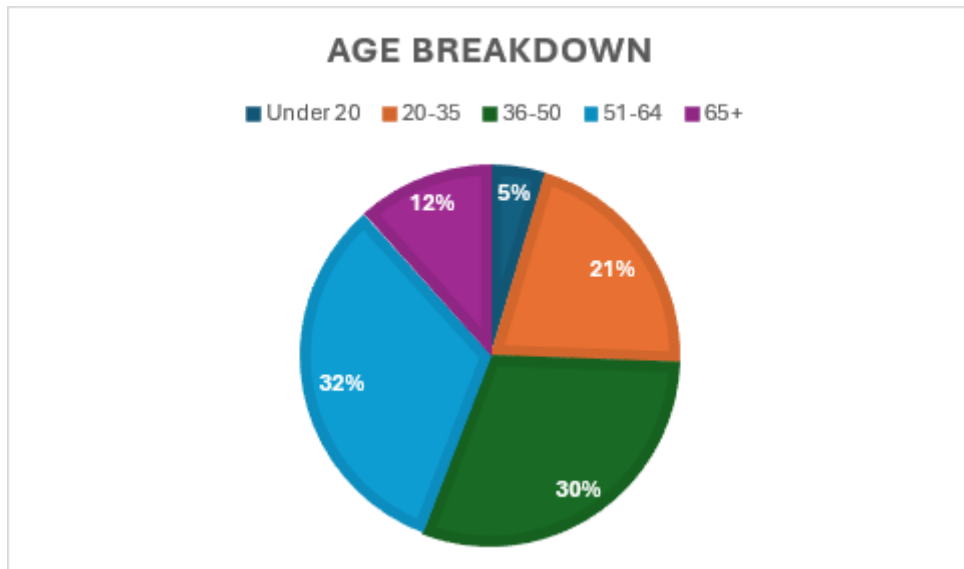
All agreed that the masterplan should include more residential in the town centre, with quality housing that could attract commuters, family housing and older person accommodation – however it still needs to be affordable. It was felt that the Arndale could be repurposed for residential.

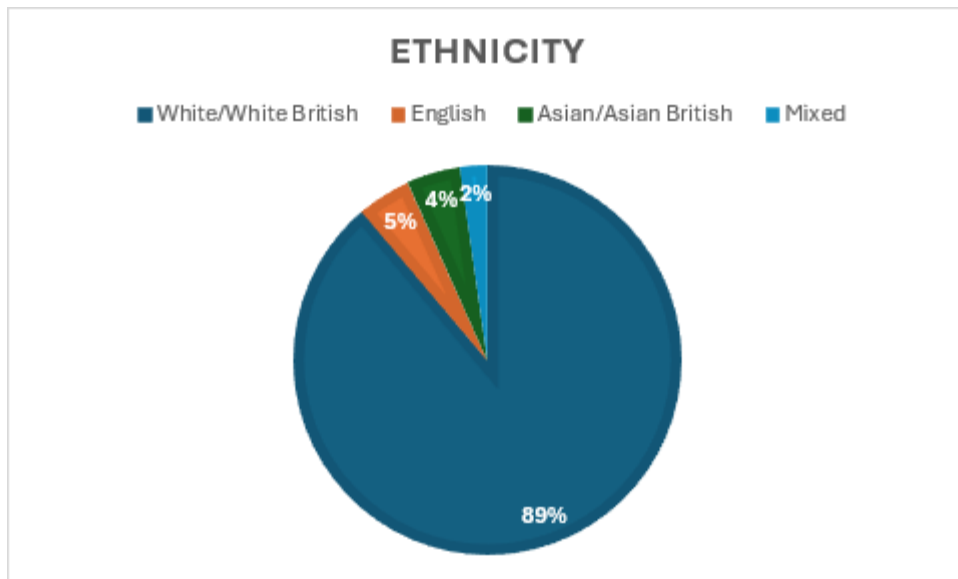
The notes summarising the feedback can be found at Appendix 5.

4.2 Questionnaires

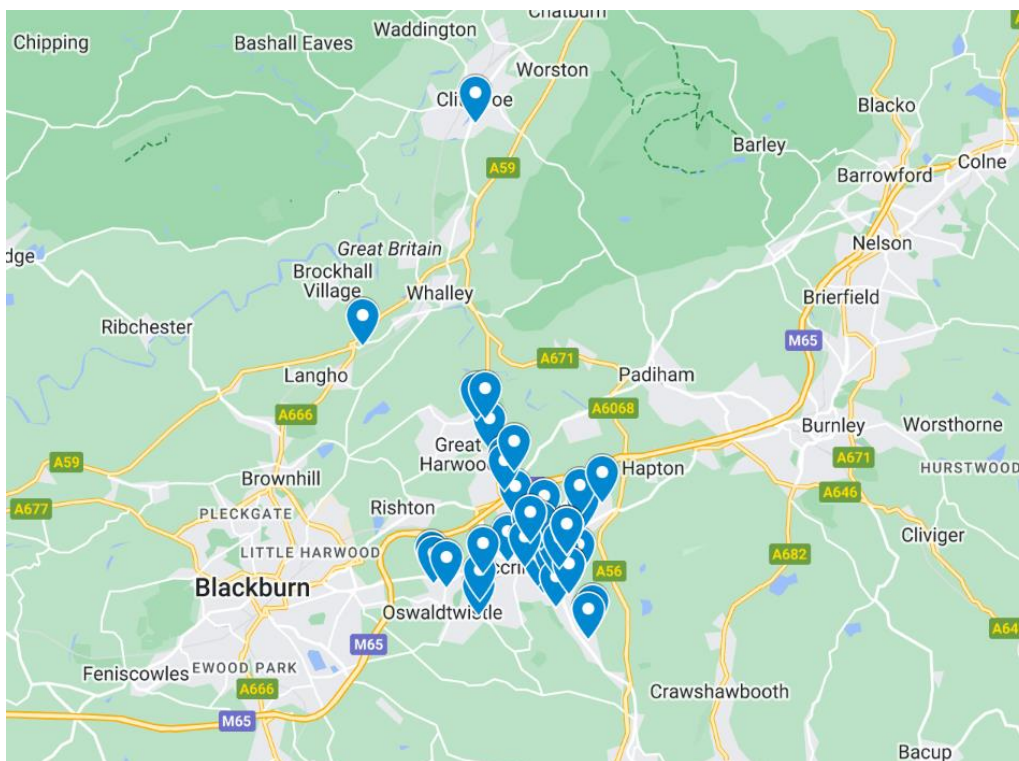
Overall, 55 questionnaires were completed (9 hard copies and 46 through the website). A summary of the main points raised and sample comments are outlined below. A table of the full responses can be found at Appendix 6.

The demographic of those who participated can be found below.



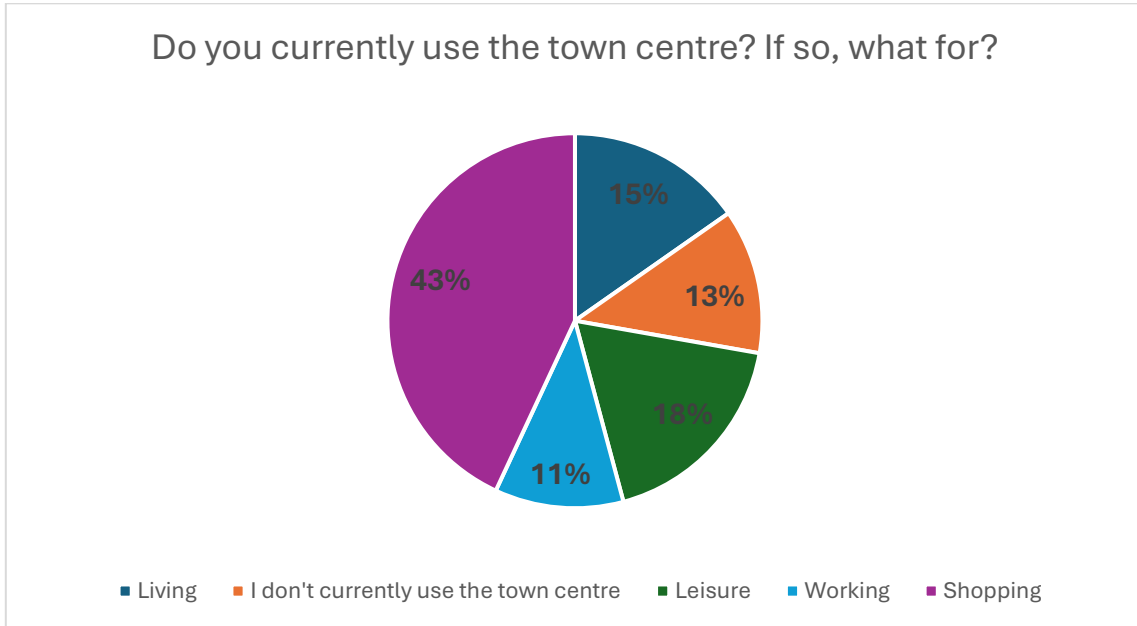


The image below shows (where stated) the postcodes of people who completed the questionnaire.



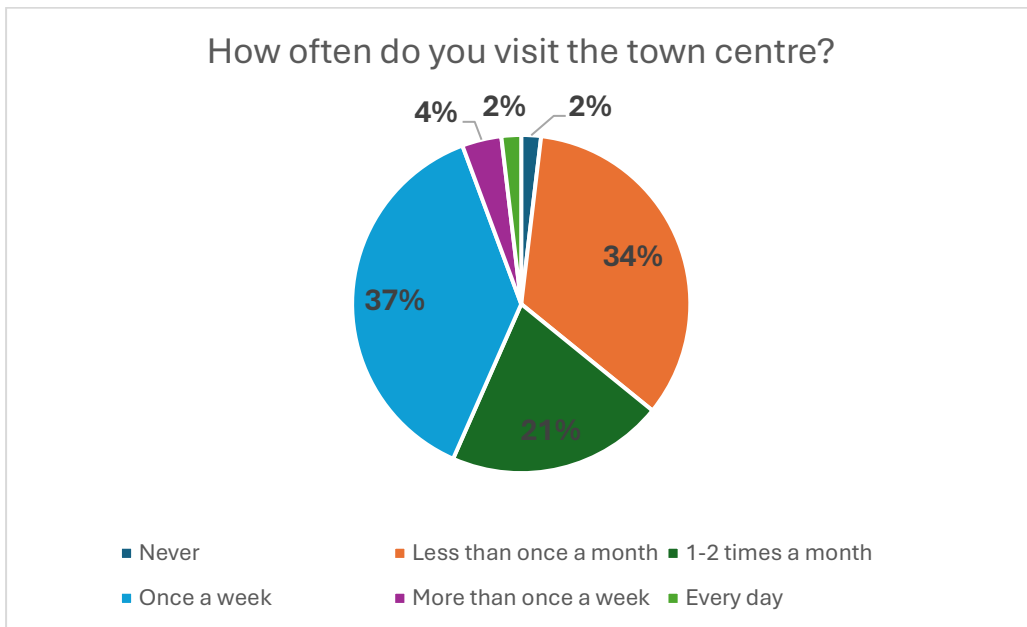
Question 1

Do you currently use the town centre? If so, what for?



Question 2

How often do you currently visit the town centre?



Question 3

What do you think about our emerging masterplan?

Overall, the majority of comments were supportive of the masterplan, with a small number disagreeing. Sample comments include:

- Looks good. Hope it happens. The park near viaduct is a good idea.
- Some very good ideas, especially bringing buses into town square.
- I welcome improvements to the town to create a place that encourages people to socialise (cafes/bars) and encourages people to be healthy (sports, walking routes, green spaces).
- Looks like an excellent piece of work. Some bold ambitions around the demolition of the Town Hall extension and the Arndale - both are much hated and need to go.
- Great to see the consideration of green spaces - even if it is in the areas we always had green spaces in the past and not too distant past! Reminding us all that if you live long enough these things really do go in cycles! Maybe that's the point which you should think - what is going in this current plan that in a decade or so will end up coming back. Future proof it!
- I like the idea of introducing more homes to Accrington town centre and repurposing the Arndale. However, I strongly feel we should be careful about changing Warner Street.
- Generally positive. Accrington certainly needs to improve and the Plan offers potential.
- I think the ideas are good.
- I feel removing tarmac off side streets that have cobbles on would look lovely and would reduce maintenance and reduce speeding.
- Great idea. Town needs smartening up.
- Optimistic and long overdue.
- Good way forward, with more greenery, trees, open spaces, builds on what Accrington has, but concerned about preserving historic buildings, such as the lack of those statues on the Market Hall in the plan for it.
- Idiotic. The closure of part of the 1 way road around the viaduct is ridiculous, causing road blockages.
- I am not happy with the masterplan. 1) restricting access to vehicles not likely to increase footfall also new road layout makes it more difficult to get through the town centre.
- It's just throwing good money after bad.
- Absolutely not appropriate for the town
- Could be better, density a little too low. No option to add entertainment venues other than the cinema.

Some made comments about the mix of uses that are needed in the town:

- There are currently too many similar shops (betting shops, charity shops, and 'discount' but largely junk shops) and this lack of diversity is obviously pushing people away. I am a 35 male and currently there isn't a single shop in the town that I would visit.
- Nice idea but the trend today is online shopping and retailers will not locate in Accrington for this reason. Accrington has no quality shops as one retailer has said it is "not their town".

- I think it seems quite naive. I run a business in the Arndale centre, with 2 units there. The retail spaces need upgrading, definitely! Changing for office blocks misses that businesses are closing office spaces, favouring work from home models. We have closed our office spaces since Covid and know many others doing the same. The town centre needs to welcome independent retail offers. And support from the council to do so. Looking to other towns, such as Burnley and Darwen with artisan markets to bring people in. Making it a destination!
- It feels as though, we are concentrating too much on renovating buildings, and less on how we are going to create a unique shopping experience...When you come to Accrington you should be blown away by the number of unique stalls and independent retailers. Let's be different. Let's expand our market on an ambitious scale. Let's become the new Bury market.

There were some mixed views on transport and parking:

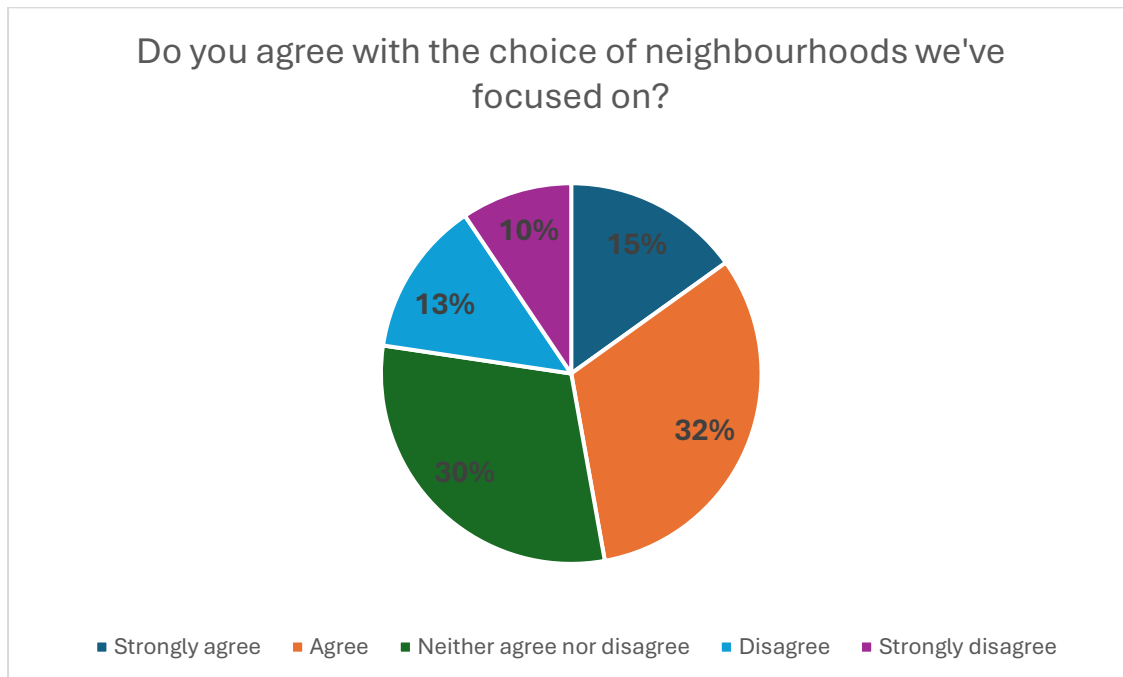
- Overall, I like the plans, particularly as a pedestrian/cyclist without a car. I would like to be able to cycle more easily from Plantation Road into town. However, I am sceptical that the plans will come into being.
- Positives, Platts Lodge water leisure park, viaduct park, Arndale centre changes, cycle lanes both Eastgate and from Platts to town centre. Improved pedestrian crossings. Negatives, plans look to make vehicle journeys slower particularly bad for bus journey times and potentially less car parking.
- Some good ideas. I like the trees and greenery and building more homes in the centre. Not sure the cycle paths would be used much and there doesn't seem to be sufficient parking especially for short stops.
- Also, there are no known plans to improve parking or increase the number of bus stops in the town centre.

A small number of respondents questioned whether the plans are deliverable:

- Looks to be very ambitious and this leads me to think that it won't happen. There are a number of issues when comparing Accrington to other towns, but the affluence of the local population can't be compared to places like Altrincham.

Question 4

Do you agree with the choice of neighbourhoods we've focused on?



47% of respondents agreed or strongly agreed that the Framework Masterplan was focused on the right neighbourhoods, while 23% disagreed or strongly disagreed. The rest were neutral. General comments included:

- All these areas need a lot of regeneration, but equally a 'green' town should be top of the priority list. It was a travesty when the trees in the town centre were cut down a few years back. I appreciate that a lot of the town centre buildings are listed but there are a few that should be demolished especially around the Tesco area.
- Should incorporate the retail parks, Eastgate and one near railway station (which has cinema and McDonald's). Retail parks linked to town centre are a vital part of the offering, works well in other location such as Widnes.
- The centre of Accrington is dead. There are no 'named' retail brands to attract shoppers. The current focus of development should be on the township centres - they have potential for growth, unlike Accrington centre.
- The Warner St area should be main focus. Small independent shops, pop up speciality bars.
- Should have included more detail on Eastgate retail park and viaduct leisure/retail park
- In general yes but you need to widen the area for inclusion along deprived Brunswick Terrace and Blackburn road. Offer face lifts roof repair grants garden grants to improve the area at least to willows lane otherwise visitors users won't feel safe
- When considering future developments, it is important to preserve the character and visual harmony of the town centre. Introducing buildings that significantly exceed the height of existing structures could alter the town's aesthetic appeal, overshadow historic architecture, and impact the sense of community identity. Maintaining a

consistent building height ensures that new developments integrate seamlessly with the existing skyline, preserving the charm and cohesion that residents and visitors value. Thoughtful planning can help enhance the town's functionality without compromising its unique atmosphere.

Some respondents disagreed with the proposal to pedestrianise certain areas and raised concerns about parking:

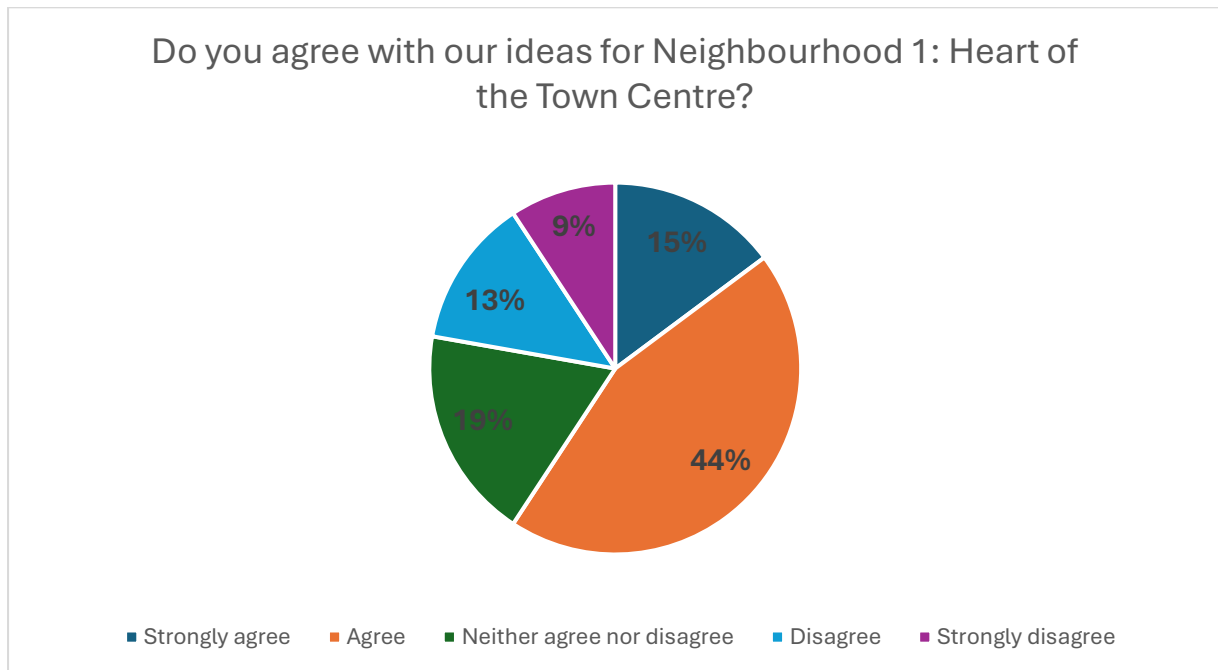
- Should not pedestrianise these areas. This is not Altrincham, Poynton nor Preston. Accrington's plans should not look at these areas as it's just not big enough to warrant these changes.
- Accrington is easy to drive into and to park at the moment. Don't mess it up otherwise people to go to Blackburn and Burnley where there is more choice.
- My only criticism is that there seems to be very little parking space shown. Increasing residential properties will increase the number of parking spaces required. The non-residents who are to be encouraged to visit will want somewhere to park. At present it is difficult to find free parking in the town centre and the Arndale Centre is unacceptable on many levels! Accrington, in its heyday 40 years ago offered vast free parking. This was continued for 25 years after the opening of the Arndale which brought people into town via the Arndale Centre, benefitting businesses located there and roundabout. It may be a coincidence but since the Arndale Centre started charging for parking it has gone into terminal decline!
- Closing to cars makes some sense for pollution and it looking a space to gather. However, this could mean those less mobile would struggle and could be put off coming to town.

There were mixed views on whether more homes should be built in the town centre:

- Making the town centre residential removes the nightlife. And if the properties are filled with the same people who have moved into the old bees knees the town centre will be a no go zone. The town centre needs a shopping centre and nightlife.
- Density too low, should be shops at bottom and apartments at top.
- The green spaces and areas to gather is fantastic to bring people into town. I work with families who tell us this is needed. I don't think apartments around these family areas are the best option. It will make families feel unsafe to shop/ gather/ meet. Apartments are generally not family dwellings.

Question 5

Do you agree with our ideas for Neighbourhood 1: Heart of the Town Centre?



The majority of respondents agreed with the ideas for the heart of the town centre (59% of people strongly agreed or agreed). General comments included:

- Breathing 24 hour life into the town will make it safer and more aspirational.
- There is talk of trees in no 6: I feel there should be more fruit trees planted.
- At the moment the heart of the town is broken anything to repair it would be a bonus.
- Needs scaling down with a more sensible monetary figure.

Preserving the heritage of buildings was raised by a number of respondents:

- Looks like the right kind of development and areas, but historic buildings must be preserved. It would be a big mistake and a very sad day for the town if the statues on the Market Hall were removed, for example.
- I feel it's important to keep the heritage buildings and ensure all buildings are well maintained - particularly Blackburn Road. Preserve Victorian Arcade for example.
- There definitely needs to be a space for a local heritage centre with The Yorkshire Bank being a suitable venue. We have a rich tapestry of cultural heritage in Hyndburn as reflected by the previous heritage centre in the Arndale, that closed down

Transport, parking and access was raised by a number of respondents:

- I agree in principle with the ideas outlined but unless parking/ accessibility is improved I fear it would fail. I also fear that attracting good businesses to the town will be the toughest aspect of the plans.
- There are enough pedestrianised areas at the moment.
- As a non-driver I frequently walk around the town centre. Drivers should pay to park and the profits go into the town.

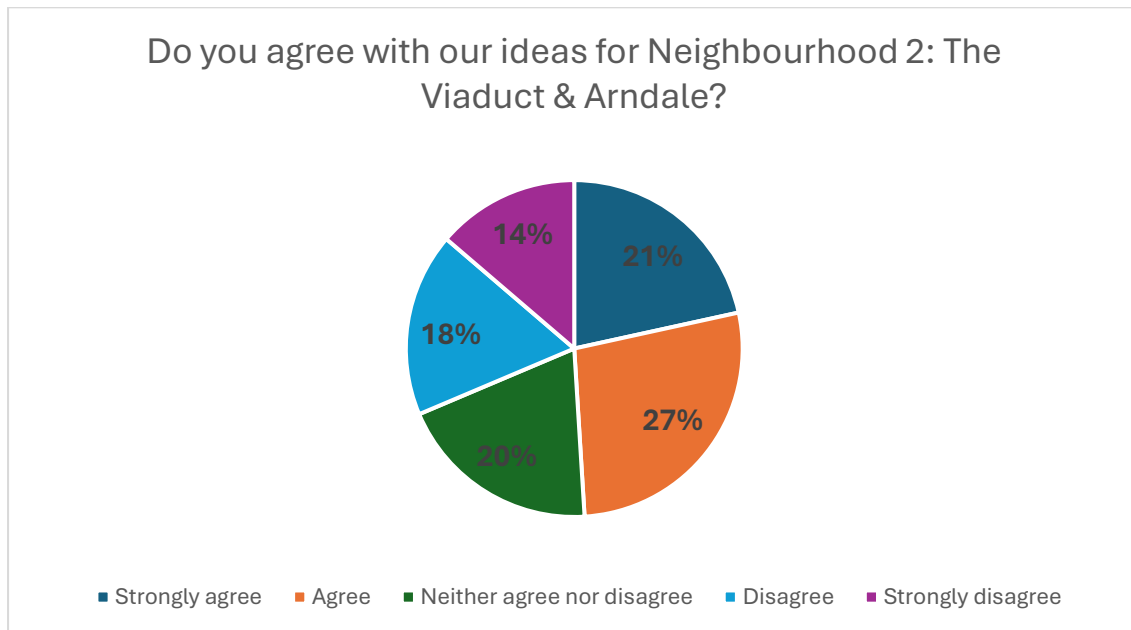
- While pedestrianisation can enhance the appeal of a town centre, excessive implementation risks reducing its accessibility and convenience, potentially driving people to out-of-town retail parks and supermarkets where free and ample parking is readily available. A balanced approach is essential to ensure the town remains an attractive destination for shoppers, particularly for those who rely on easy access to parking, such as families, the elderly, and individuals with limited mobility.
- Improve parking and add extra bus stops around the town hall area.
- Like bringing more residential places into town centre but where would they park?
- I like the pedestrian elements, as I do not have a car, but do want to see more car parking around Peel Street, or people won't be able to come into the town centre easily.

The mix of uses was raised by various respondents, especially the need to support retail:

- Expand the foot print of the market. We are a market town. Moving stalls outside the front of the town hall has worked really well. Let's have some on Broadway also. Turn the market hall into the focal point but encourage travel around town by siting some permanent market stalls around the town centre. Connect the market to the Arndale. This will help to cement us as a market town and improve footfall to all areas, encouraging larger retailers to return.
- The plan doesn't say much about retail, and how to get more businesses and traders into the town.
- We don't need houses we need shops!!
- I think that an opportunity has been missed by not including a sports centre facility.
- Online shopping has killed most town centres and the rise of the supermarket has killed most outdoor/indoor markets. Town centres need more accommodation and entertainment offering to keep people in the centre until the late evening.
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- Online shopping has killed most town centres and the rise of the supermarket has killed most outdoor/indoor markets. Town centres need more accommodation and entertainment offering to keep people in the centre until the late evening.
- As for expanding the town hall, this should somehow include the town hall chambers as in a devolution deal, it is likely that the full council for an East Lancs unitary would need to take place in Accrington. There would need to be a larger public gallery and more spaces for more councillors.
- This is the area I use most frequently for church (Peel Street Baptist) & shopping. I am excited for it to be redeveloped. I particularly would like to see more outdoor covered cafe spaces (as in parts of Europe), perhaps alongside the market hall, so that people can buy and eat food there. Food and drink festival is great in Accrington, so it would be good to have more of that.

Question 6

Do you agree with our ideas for Neighbourhood 2: The Viaduct & Arndale?



48% of people agreed or strongly agreed or with the plans for the Viaduct and Arndale, with 32% stating that they disagreed or strongly disagreed.

A number of respondents were supportive of the plans for the Viaduct:

- Like the green space under viaduct and revealing the river in places.
- This area has amazing potential to look great with the viaduct, again malt Street and argyle Street should be cobbles there's a lot of vehicles using the roads for Aldi and industrial estates b and m and the dentist. These roads are terrible.. but cobbles would look amazing.
- Excellent, the viaduct should have been more open long ago. It's one of the great landmarks of Accrington.
- Uncovering the river is a great idea.

However, some respondents raised concerns including about the impact on cars accessing the town centre:

- If you get this wrong you will gridlock the roads. The bus station will be pointless if you road network grinds to a halt.
- Definitely disagree. You have a 1 way system around the viaduct which works very well and keeps the traffic moving, changing it size in 1/2 and making it 2 way will cause bottlenecks and not allow free movement, especially incorporating 2 mini roundabouts. No need for a viaduct park - total waste of money.
- Altering the existing road roundabout beneath the viaduct could lead to significant disruptions to traffic flow, causing inconvenience to commuters and deterring visitors from accessing the town centre...Local businesses are likely to suffer reduced footfall and income during this period, with some potentially struggling to recover....A more measured approach to road planning would help preserve accessibility and minimise disruption to daily life and the local economy.

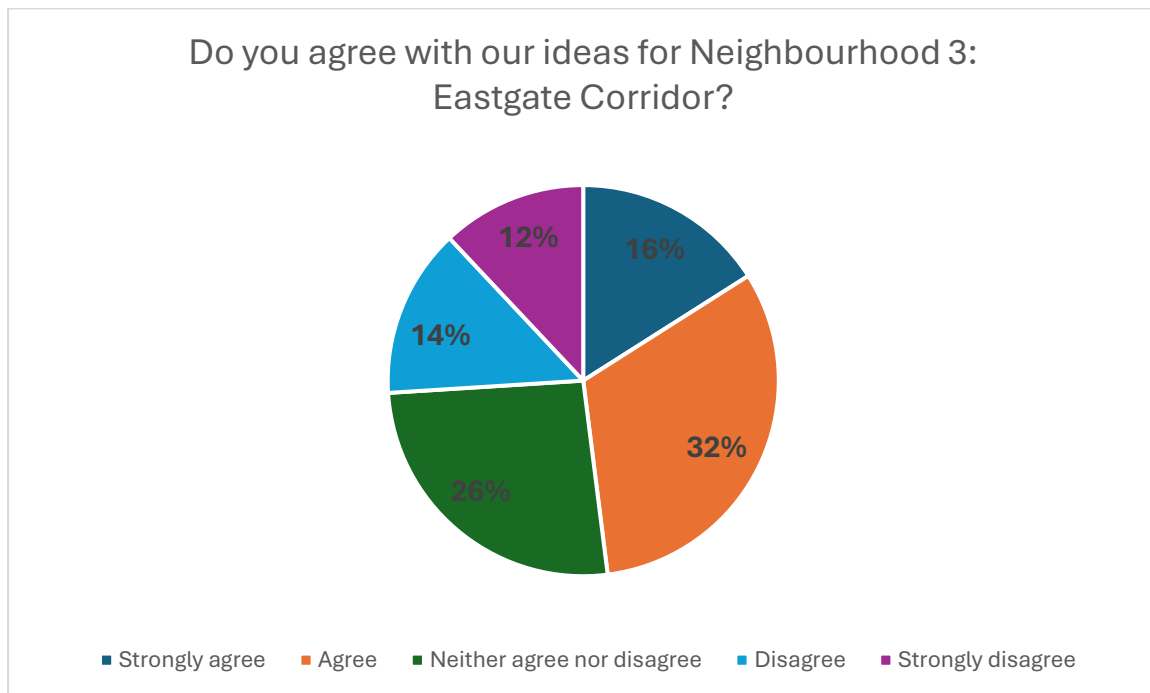
- I like the idea of creating more green space and pedestrianised areas but I do not want the route cut off for cars travelling from Hyndburn Road towards Blackburn Road and Eagle Street, especially when these plans also include reducing the size of the road on Eastgate and giving pedestrian priority. I think it will lead to traffic chaos and a headache for local people who live close to the town centre but not in it.
- I am more sceptical of this as a plan though I am willing to consider it. I like the idea of a park, though I wonder if the Viaduct is the best place to put it. It will disrupt the way into town for me and my friends, and as long as there are roads and buses here, there will be car fumes that make a park feel less attractive for families. However, I am willing to reconsider as the idea of a town centre park is a good one, as Gatty Park is too far away.

The majority of respondents agreed with the proposals to redevelop the Arndale, however there were mixed views on what the space could be used for:

- Arndale being knocked down? Opportunity for more larger drive in retailers linked to town centre rather than going to Whitebirk?
- Knock the white elephant down & give us a shopping centre, outlet, village, retail park. We need big chains, proper shops & stores not betting shops, vape shops & charity shops.
- I don't think office and apartment space is appropriate for the Arndale. Pop up shops for artists/ crafters could be fantastic alternative.
- Agree with Arndale. Not so sure about Viaduct plans. The businesses left in the Arndale could be moved into the numerous empty shops on Whalley Road towards Eastgate or Broadway or Blackburn Road, Proby Street and Spinny Gardens. Especially if the streets are going to be linked by better pedestrian access and traffic free. The roads into Accrington are not welcoming with empty shops boarded up etc.
- This project can make spaces as green and pretty as we want but without any reason to keep people within them they will just attract the wrong type of people. With the level of policing as it is then these spaces will just become rife with ASB. I appreciate that the Arndale is built on a flood plain and therefore anything to replace it would be hard to build but the Arndale need flattening and a proper outdoor space that can provide a covered space for mixed retail and entertainment.

Question 7

Do you agree with our ideas for Neighbourhood 3: Eastgate Corridor?



48% of respondents strongly agreed or agreed with the plans for Eastgate Corridor with 26% of people disagreeing or strongly disagreeing.

There were a mix of views around the plans for access and transport:

- No change from current car parks. Must not narrow the main Eastgate corridor as its the main route around Accrington. Whalley/Abbey streets are narrow enough now, shouldn't be narrowed more just greenery.
- Very busy arterial route, will force traffic down other routes.
- Keep cars on the outside.
- I like the cycle routes and the additional trees. I would like a cycle path that extends up Avenue Parade & Plantation Street and into town, linking residents to the town centre and the town centre to Arden Hall & The Coppice.
- Like the cycle lane and improved pedestrian crossing however must be careful to all vehicles particularly buses a fast journey.
- Be careful about making too much pedestrianised - better links to the sites etc - thought there were calls to re-open more roads instead of driving round the centre. I know the plan said keep existing peripheral car parks but don't cut businesses off from cars e.g. Warner Street where plan is widening pavements etc.
- Only consideration here is keeping the traffic levels acceptable at peak times.
- We need better transport links. I appreciate this is out of this masterplan's remit but unless better transport is provided then restricting car movement is going to have a harmful impact on visitors.

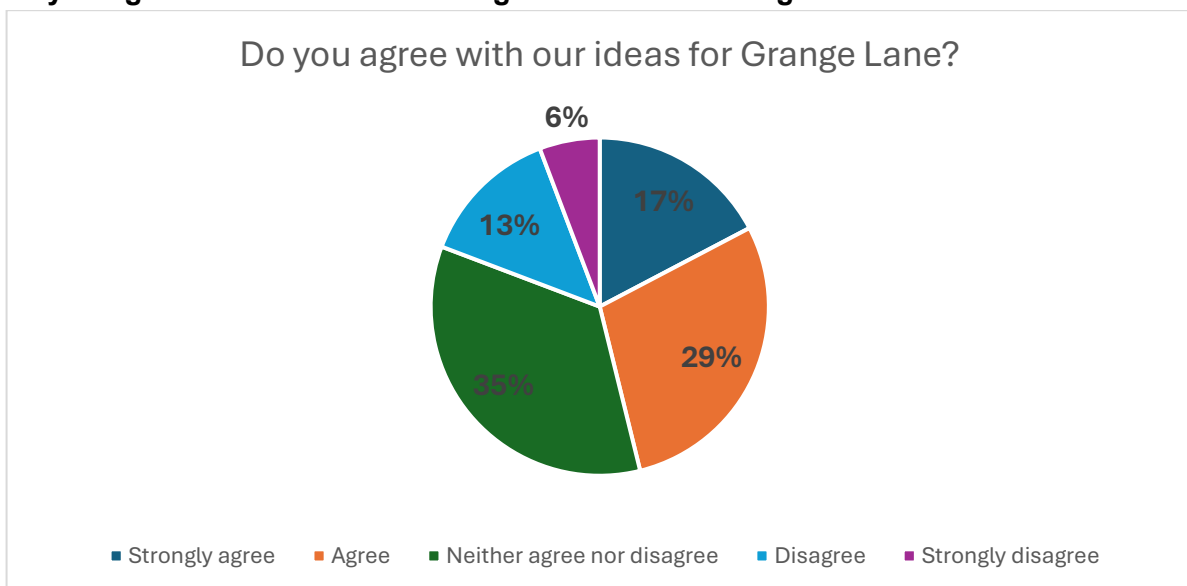
- Cycle lane should go through the town centre and not by reducing the dual carriageway.
- Integrating the cycle lane on Whalley Road and Abbey Street, rather than the main ring road at Eastgate, offers a more practical solution for balancing the needs of cyclists, drivers, and local businesses. Whalley Road and Abbey Street provide a safer and more community-focused route for cyclists, away from the heavier traffic of the ring road, encouraging active travel without disrupting major traffic flow. Reopening these roads to two-way vehicle access would improve connectivity, reduce congestion on alternative routes, and support businesses by increasing accessibility. This approach creates a more harmonious balance between sustainable transport initiatives and maintaining efficient vehicle movement in the town.

Other comments included:

- Needs more trees, but Eastgate should be like a long Parisian Boulevard.
- Eastgate provides a definite barrier to people wanting to access the town centre. No signage, no obvious access points into the town. Good car park but again no welcoming access points.
- I think moving cars and making this a walking, cycling and link to other green spaces is good. I would like the old dairy land to be used, at the back of home bargains. I believe it's private retail, and applications go in but nothing built for over ten years. That land could be houses, apartments and retail, as well as a small play park.

Question 8

Do you agree with our ideas for Neighbourhood 4: Grange Lane?



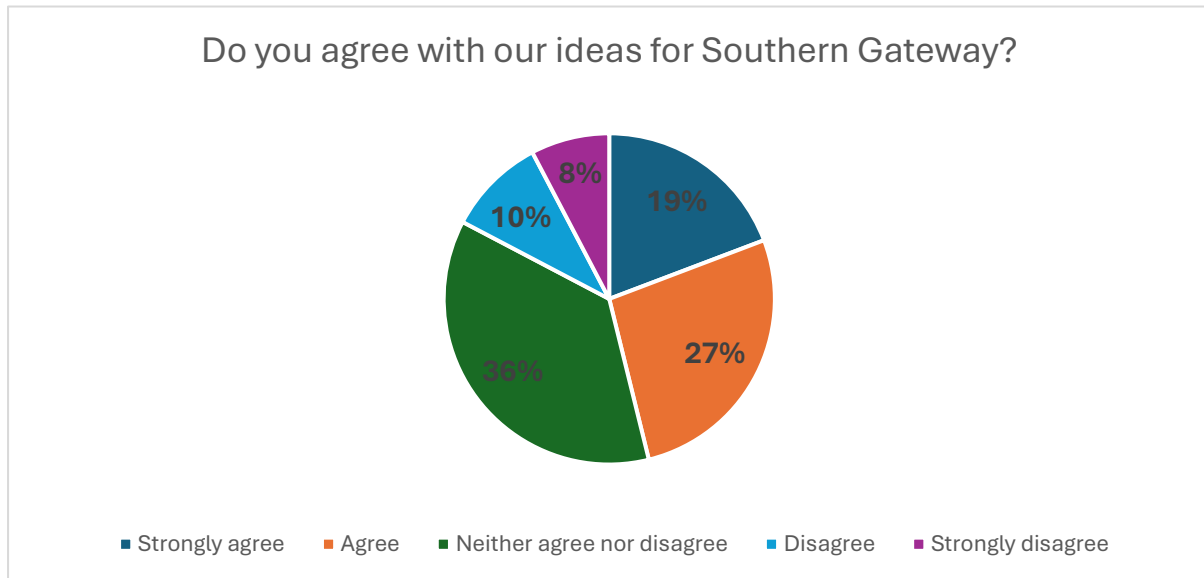
46% of respondents agreed or strongly agreed with the plans for Grange Lane. 35% stayed neutral with only 19% disagreeing. Comments included:

- Improvements needed to make Grange Lane and Black Abby Street more attractive - safer and greener.

- Why on earth you are concentrating on greening these areas are non-sensical, people who come into town to work have no need of these green areas, and not enough general public to make use of them.
- An area long in need of development and preserving old and industrial buildings is always good if done in the right way.
- There needs to be a covered street that allows shops/businesses to be able to operate when the weather may be warm but wet. A fine example of this is in Westgate Arcade in Halifax. this provides an outdoor space that can be used despite the typical weather in the North. It rains in Accrington a lot. Great for all the green spaces but not good for visitor numbers. There needs to be areas like the Arndale and Victorian Arcade elsewhere around the town. The Arndale if fixed and repaired could also be used for this.
- Removing the Grange Lane car park would significantly reduce accessible parking options for residents and visitors, potentially deterring them from visiting nearby attractions and businesses, including the two popular local pubs. This car park plays a crucial role in supporting the town's vibrant social scene and ensuring convenience for patrons.
- The proposal to introduce new housing in Area 6 is problematic due to its proximity to these pubs, where vibrant nightlife could lead to noise complaints and conflicts between residents and businesses. Retaining the current use of the area for the car hire company, or similar commercial activities, aligns better with the existing character of the neighbourhood, minimising disruption while complementing the lively atmosphere.
- Spending money on the peripheral of town is a waste. The problems lie in the centre.
- This is an area that I use less frequently, but can see the potential for development. Particularly like the idea of the cafe spill out area and Grange Park. Warner Street is one of our nicest streets and deserves to be celebrated. However, can we have more love for the Arcade? It's a beautiful and useful space that is currently not being used to its full potential.
- Bold idea - I know it's a ten year plan but I don't think it will be achieved.

Question 9

Do you agree with our ideas for Neighbourhood 5: Southern Gateway?



Again, a lot of respondents stayed neutral 36%, with more agreeing (46%) than disagreeing (18%) with the plans for Southern Gateway.

A number of respondents welcomed the plans for Platts Lodge, although some people disagreed:

- Agree with using Platts Lodge for watersports. Better walking routes/green spaces.
- This is Accrington not the English Riviera. No need for a swimming, sailing area especially in the weather we get, and again planting and pedestrianisation is unneeded.
- Upgraded housing with pleasing green spaces will attract families.
- One of the best plan areas - the development of the lodge is a great idea.
- Brockhalls nature reserve is an example of how this can be a good thing. I know Platts Lodge isn't a worldwide nature hotspot but with the right management then this could be a good nature conservation opportunity.
- There are areas of Woodnook that are adjunct to Platt's Lodge and Woodnook Vale that have still not been given proper access paths to and from the lodge without dodging fly tipping, mud, or very deep puddles. Sometimes impassable from Cotton Street/Lower Belfield Road as there is not a reasonable path surface to walk and cycle on. Just behind where there is a proposal for leisure space and cafe at Platt's Lodge. Older infrastructure is being ignored, once again, and with that, perhaps the environment of resilient, long-term inhabitants of Accrington. Once again we feel ignored by another proposal 15 years later.
- This is my favourite part of the plan. I really enjoy Platt's Lodge, but think there's things that could be done to make it more friendly for wildlife, and more pleasant for residents. At the moment, it is partially hidden, filled with rubbish & rats, and feels depressed.

- Like improved cycle route into town centre and Platts lake and cafe idea. Maybe need to ensure the southern link road around the town centre is kept useable for quick vehicle travel times.

One respondent questioned whether the conservative club could be brought back into use and the need to respect local heritage:

- The former Grade II conservative club that was left to be destroyed by the elements / vandals and arson was one of Accrington's finest buildings. Part of it remains - is this to be rebuilt? The proposal for apartments should be in keeping with historical local architecture - + consideration needs to be given to the apartments which are not displayed / presented in the proposal document as the current Tesco superstore lighting at night is bright and could impact the people living there.

Question 10

Any other comments

There were a variety of other suggestions for the Framework Masterplan including:

- Something in town centre for children. Some seating that dries after rain. Marble seats hold water for ages.
- Would welcome increase in green spaces and joined up cycling/walking routes which are open, well-lit and well-used so they feel like a safe space.
- Whoever thought up these plans want to really look at Accrington. To make the area more profitable, we need lower rates for shops to bring big names back we've lost recently: Samuels, Boots, M&S, Smiths, Shoezone to name just a few. Trees and pedestrianised areas are not going to entice businesses back, and the public aren't going to come into a town where these trees & seats but no shops. These plans are an absolute waste of money. Look at what Accrington needs!
- Excellent piece of work. Well done to the team.
- Please look at Bury market and Arndale and see if this could work in Accrington. At the moment it is becoming a "No Go Area" after 4pm, and very little if anything to encourage shoppers.
- Scrap all parking restrictions and charges and open up the town to cars passing trade look at successful small towns example Rawtenstall.
- Please be careful about Warner Street.
- The right areas to develop, more open spaces, building on Accrington's strengths, preserving what we have, more trees, just what Accrington needs. As long as historic buildings are preserved or enhanced and not removed (such as the statues on the Market Hall), then it may be too good to be true. Unfortunately, I don't think this will happen.
- Improving conditions for businesses to thrive should be a key priority but also limiting the types of businesses that can enter the town should be carefully addressed. We don't need any more charity, betting, discount shops and certainly don't need any more barbers or takeaways that are seemingly empty but seem to make loads of money (suspicious).

4.2 E-mails

A total of five comments on the project were received via email from local residents and United Utilities. These covered a variety of topics including: expressing support for the Framework; expressing objection to the Framework; providing ideas about certain aspects, specifically the Arcade, Arndale and Peel Street.

5. Response

There were a number of recurring themes that came through from the feedback.

Theme	Summary	Response
Shops, market and retail	There was a lot of support for enhancing retail provision in the town, especially independent retail and markets.	<p>Existing retail uses and businesses, including independents will be supported through the proposed provision of new, high-quality ground floor units (suitable for a wide-range of town centre uses) within the retail core (repurposed Arndale shopping centre development proposal).</p> <p>The ambitions are to reinforce the new Market Hall proposal (which Hyndburn Council are leading on through the existing Levelling Up Project), with the creation of a new market square, providing spill-out space for people and traders.</p>
Arndale	There was overwhelming support for redeveloping the Arndale, although some mixed views on what could replace it.	<p>The proposals are to redevelop the existing Arndale shopping centre and to replace this with a comprehensive mixed-use scheme which includes ground floor retail/leisure/food & beverage uses, the opportunity to provide some community/health uses, a potential new hotel, co-working office space and importantly, creating a high-quality new town centre housing offer for Accrington.</p> <p>The masterplan is flexible and will respond to market changes for the shopping centre in conjunction with the existing landowner.</p>
Housing	There were mixed views on housing with some welcoming the plans as it will make the town busier with more footfall and customers. Others raised concerns that it would take away space from retailers.	The proposed masterplan has been careful to put forward a balanced mix of uses within the town centre. An existing challenge is that Accrington has a current over-supply of retail premises which are no longer fit-for-purpose

		<p>for modern retailers’ needs. This is evidenced given the high number of vacancies and voids in the town centre.</p> <p>By having a smaller concentration of retail units, but for those uses to be better suited to retailer requirements, will mean that the retail core becomes more vibrant and sustainable for the longer-term. The masterplan also encourages a broader mix of uses, beyond retail for the town centre. Units will be designed to cater for food & beverage-type uses (cafes/ coffee shops/ restaurants) as well as traditional retail.</p> <p>The type of housing proposed within the town centre will be carefully considered – providing the right mix of housing types (including exploring more senior living) and tenures, reflecting on affordability, but also high quality housing to appeal to a broader audience of prospective renters and purchasers.</p>
<p>Parking</p>	<p>There were a number of concerns raised about the reduction in parking in the town.</p>	<p>Parking surveys were conducted between Thursday 22nd August to Saturday 31st August and Saturday 7th September 2024 at 13 off-street car parks in Accrington town centre. Analysis of these surveys has shown that on a typical Thursday, only 56% of the 1,000 spaces surveyed are occupied, with this figure reducing to 35% occupation on Saturday.</p> <p>In the proposed masterplan, 110 off-street spaces out of the 1,000 within the town centre will not be retained. However, even with this loss, there will remain</p>

		<p>approximately 310 spaces that are surplus to the existing demand.</p> <p>Approximately 131 on-street car parking spaces will be lost as a result of the proposed masterplan. However, those who wish to park in Accrington town centre will still have ample capability to do so. The 131 lost on-street spaces can be accommodated in the available 310 off-street car parking spaces. This will leave a remaining surplus of 179 parking spaces within the town centre.</p>
<p>Pedestrianisation</p>	<p>There were mixed views on the plans to pedestrianise areas of the town centre with some people welcoming it but others raising concerns that it would make it difficult for cars to access the town centre.</p>	<p>Initial transport modelling has been undertaken to inform the masterplan work. This includes for the proposals to create a new Viaduct Park and the changes to Eastgate.</p> <p>To make the town centre more appealing for walking and cycling, the masterplan explores the opportunity to discourage private vehicles from moving along some of the shopping streets. There would still be opportunities for taxis and business owners to access their premises for loading/unloading. Likewise, it will be important for public transport and buses to be able to access the town centre core.</p> <p>A more detailed review of car parking will also be undertaken, suggesting the key locations for a central, accessible car park, from which people can easily access town centre shops and services.</p> <p>Meanwhile interventions may be introduced to 'test' the proposals to re-design several shopping streets.</p>

		<p>These temporary interventions will seek to explore the impact of restricting vehicle movement in the interest of improving the pedestrian and visitor experience and improving the quality of the public realm.</p> <p>The wider masterplan proposals seek to strike a balance between maintaining efficient vehicle movement into and around the town centre, whilst maximising the pedestrian and cycle movement experience. The proposals will create a high-quality public realm environment through new street greening and seating, wider pavements, and improved materiality. The aim is to create healthy, safe, and green streets, encouraging greater footfall and pedestrian and cycle movement through the town.</p> <p>The masterplan proposals retain accessible on-street car park/ blue badge parking throughout the town centre. Similarly, proposals will work with taxi operators to deliver new taxi drop-offs integrated with other modes of transport and closely connected to key destinations.</p>
<p>Traffic and congestion</p>	<p>There were concerns that proposed changes would lead to increased traffic and congestion in the town centre.</p>	<p>Initial transport modelling has been undertaken which has confirmed that the principle of creating a new Viaduct Park and a linear park for Eastgate is acceptable in highway-terms. As detailed designs are worked-up, more extensive modelling will be required to ensure that there is no adverse impact for existing car users.</p>

<p>Transport and connectivity</p>	<p>Links between the bus station and train station, bus routes into town, the number of bus stops and the parking near to bus stops all came up.</p>	<p>Consultation with bus providers will help inform the emergence of detailed proposals, ensuring an ease of connectivity into and out of the town, encouraging residents and visitors to access the town centre.</p> <p>The masterplan proposes a considered approach to wayfinding and signposting throughout the town. This should start at the key arrival points of the railway and bus stations, creating welcoming arrival spaces with a legible approach to guiding onward connections.</p> <p>The masterplan proposes a new arrival square to be delivered at the bus station, creating a vibrant new arrival space integrated into the heart of the town.</p>
<p>Green spaces</p>	<p>There was lots of support for more greenery in the town, and improvements to parks.</p>	<p>The masterplan includes creating new and improved destination green spaces, amplifying nature while creating vibrant play, leisure and social spaces, including around a new Viaduct Park.</p>
<p>Viaduct</p>	<p>There was general support for the plans for opening up the Viaduct. However, some respondents raised concerns about the impact on cars accessing the town centre and the potential for congestion.</p>	<p>See the response to pedestrianisation above.</p>
<p>Need for a nighttime economy</p>	<p>Several people commented on the need to create a nighttime economy that revolves around places to sit and eat. Presently much of the food offering is take out and fast food.</p>	<p>It is recognised that Accrington town centre experiences a drop-off in footfall and activity after 3pm, with many business owners/shops closing at the time due to the lack of footfall. By providing a broader and more mixed offer of different uses, including the opportunity to create more social spaces and restaurants, there is the potential to create more vibrancy after 5pm.</p>

Heritage	There was support for preserving historic buildings and the statues near to the market in the town.	A key vision aim for the masterplan is to respect and reinforce Accrington's unique identity. The proposals look to encourage the sensitive re-use of existing heritage buildings and create an improved public realm and environment, including the potential for street art, which reinforces Accrington's existing assets.
Deliverability	A small number of respondents raised concerns that the plans were too ambitious and not deliverable.	<p>The regeneration of any town centre takes a long time to be delivered. The proposals have a 15-year vision, acknowledging that some of the larger-scale opportunities and projects (such as the redevelopment of the Arndale shopping centre) will take time to come forward. The delivery and implementation section of the masterplan sets out the short, medium and long-term actions to realise the overarching vision. The Councils will work alongside existing landowners and key stakeholders in the town to bring in the necessary investment and developer expertise to help ensure that the vision is achieved.</p> <p>The masterplan is also flexible to be able to change to market and economic conditions, as well as policy changes over the lifetime of the document.</p>

6. Conclusion and next steps

Hyndburn Borough Council and Lancashire County Council undertook a comprehensive two-stage consultation process to raise awareness of the Masterplan Framework and seek feedback. All the feedback has been taken into account in the development of the Masterplan Framework and the issues raised responded to above.

There are a number of ways in which feedback from the consultation has influenced or is aligned to the Masterplan Framework.

- Arndale shopping centre redevelopment – feedback from residents and local business owners has informed the approach to land uses and the size of units to be delivered by this transformative regeneration of the existing Arndale centre. Feedback clearly indicated a desire to attract larger, quality high street retailers, whilst also offering opportunities for smaller, independent retailers and community spaces in the heart of the town. The proposals appropriately responded by introducing a mix of unit sizes.
- Sense of arrival – numerous complaints from residents relating to the poor arrival experience from the current bus station led the team to introduce a new arrival square. This open and active square offers a convenient and uplifting orientation space when arriving into the town. The integrated public realm extends the high-quality surfacing of surrounding pedestrian streets into the space, creating a sense of connection and integration with the life of the town’s heart.
- Car parking – following multiple concerns relating to reduced car parking, impaired access to the town centre, and altering the town’s free parking, the team have carefully analysing the current and potential future provision of parking across the town centre. Future proposals will need to address this, exploring options for a phased approach to delivery, with a review of parking provision and restrictions as schemes come forward, ensuring the town continues to best serve residents and visitors.

The Council will formally endorse the Town Centre Masterplan Framework at a future Cabinet date. Upon endorsement, the Masterplan will then be a material consideration for any planning applications coming forward within the town centre boundary. The ambition is that the masterplan will also be used as a tool to have conversations with investors and developers interested in working with the Council to bring forward new high-quality development in the town centre.

The regeneration of any town centre takes a long time to be delivered. Our proposals have a 15-year vision, acknowledging that some of the larger-scale opportunities and projects (such as the redevelopment of the Arndale shopping centre) will take time to come forward. The delivery and implementation section of the masterplan sets out the short, medium and long-term actions to realise the overarching vision. The Councils will work alongside existing landowners and key stakeholders in the town to bring in the necessary investment and developer expertise to help ensure that the vision is achieved.

The masterplan is also flexible to be able to change to market and economic conditions, as well as policy changes over the lifetime of the document.

7. Appendices

Appendix 1 – Leaflet



Funded by
UK Government

Consultation on Accrington Town Centre Masterplan Framework



Masterplan Framework

Hyndburn Borough Council and Lancashire County Council are creating a new vision for Accrington Town Centre to drive its regeneration.

The Accrington Town Centre Investment Plan (TCIP) 2022-2032 sets out an aspiration to create a vibrant, bustling and proud market town steeped in industrial, cultural and architectural heritage. It outlines up to £70m of potential investments set to radically transform Accrington's prospects for the future and improve the lives and opportunities of local residents.

The next stage of delivering this vision is creating an Accrington Town Centre masterplan framework. This will build on the work already happening to transform the area around the Town Square into the town's central market shopping, enhanced food and drink offering, co-work/office space and leisure destination.

The masterplan framework will provide a 10-year roadmap for regeneration that will be used to guide future growth and development and will evolve over time.

Have Your Say

We want to hear what you'd like to see in a re-imagined Accrington. We've developed some initial ideas of what the masterplan framework could include following early engagement with local groups, stakeholders and businesses.

To view the masterplan framework and have your say:

– Scan the QR code or visit:

www.accringtontownsquare.com/town-centre-masterplan/ where you can fill in a questionnaire.

– Attend our drop-in sessions at:

Market Chambers information point, Accrington Town Square, BB5 1JJ

• 3pm–7pm, 12 December 2024

• 3pm–7pm, 9 January 2025

Raza Masjid Community Lin, 38 Lower Antley Street, BB5 0BA (date in early January 25 TBC)

– In between the drop-ins you'll also be able to view information boards at:

Accrington Library, St James' St, BB5 1NQ

Make sure to get your comments in by 12 January 2025 when the consultation closes.

Your feedback will help us to shape the masterplan framework and once finalised it will be adopted by Hyndburn Council as planning policy.

The Vision for Accrington

We have identified a series of vision aims for the masterplan framework to achieve over the next 10 years.



Celebrate Accrington's Unique Identity

Accrington has a large number of listed buildings with striking architecture in the heart of the town. Our vision will celebrate these key heritage features to tell the story of the place, and celebrate the unique character of Accrington.



Encourage Enterprise & Economic Growth

We want to champion and encourage local independent businesses and start-ups to help fill empty properties within the town. Our vision will aim to improve education and training opportunities for residents, particularly young people, to support a diverse workforce and improve the town's prosperity.



Green the Town Centre

Accrington is surrounded by the Pennine landscape and has a number of attractive green spaces. Our vision aims to build on these natural features to introduce new street trees, planting, and play features to the town centre creating an improved walking and cycling experience.



Connect Communities

We will strengthen connections with the wider community by making busy roads easier to cross and more pedestrian friendly. This will encourage more people to walk and cycle into town rather than drive, leading to a more pleasant and healthier environment in and around the town centre and improved health outcomes for local people.



Repopulate the Town Centre

Introducing a mix of uses into the town centre, including housing, leisure, play areas, community and cultural spaces, and workspaces that will reduce reliance on retail. Bringing more people to live and spend time in the town centre will improve the feeling of safety for residents and visitors and help combat existing anti-social behaviour.

Call 0800 689 1095
(Mon-Fri, 9am-5.30pm)
Email: accrington@fontcomms.com



Appendix 2 - Questionnaire

**Accrington Town Centre Masterplan
Framework Questionnaire**

Before completing this consultation questionnaire, please take a look at the information boards to help inform your comments.

You can either leave this form with us today or you can complete it online at www.accringtontownsquare.com/town-centre-masterplan/

Please ensure to submit your response by **12th January 2025** when the consultation closes.

1. Do you currently use the town centre? If so, what do you use it for?

- | | |
|--|--|
| <input type="checkbox"/> Living | <input type="checkbox"/> Leisure |
| <input type="checkbox"/> Working | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> I don't currently use the town centre | <input type="checkbox"/> Other....please state |

2. How often do you currently visit the town centre?

- Once a week
- 1-2 times a month
- Less than once a month
- Never

3. What do you think about our emerging masterplan?

Accrington Town Centre Masterplan Framework Questionnaire

4. Do you agree with the choice of neighbourhoods we've focused on?

- | | | | |
|--------------------------|----------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | Strongly agree | <input type="checkbox"/> | Disagree |
| <input type="checkbox"/> | Agree | <input type="checkbox"/> | Strongly disagree |
| <input type="checkbox"/> | Neither agree nor disagree | | |

5. Do you agree with our ideas for Neighbourhood 1: Heart of the Town Centre?

- | | | | |
|--------------------------|----------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | Strongly agree | <input type="checkbox"/> | Disagree |
| <input type="checkbox"/> | Agree | <input type="checkbox"/> | Strongly disagree |
| <input type="checkbox"/> | Neither agree nor disagree | | |

6. Do you agree with our ideas for Neighbourhood 2: The Viaduct & Arndale?

- | | | | |
|--------------------------|----------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | Strongly agree | <input type="checkbox"/> | Disagree |
| <input type="checkbox"/> | Agree | <input type="checkbox"/> | Strongly disagree |
| <input type="checkbox"/> | Neither agree nor disagree | | |

Accrington Town Centre Masterplan Framework Questionnaire

7. Do you agree with our ideas for Neighbourhood 3: Eastgate Corridor?

- | | | | |
|--------------------------|----------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | Strongly agree | <input type="checkbox"/> | Disagree |
| <input type="checkbox"/> | Agree | <input type="checkbox"/> | Strongly disagree |
| <input type="checkbox"/> | Neither agree nor disagree | | |

8. Do you agree with our ideas for Neighbourhood 4: Grange Lane?

- | | | | |
|--------------------------|----------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | Strongly agree | <input type="checkbox"/> | Disagree |
| <input type="checkbox"/> | Agree | <input type="checkbox"/> | Strongly disagree |
| <input type="checkbox"/> | Neither agree nor disagree | | |

9. Do you agree with our ideas for Neighbourhood 5: Southern Gateway?

- | | | | |
|--------------------------|----------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | Strongly agree | <input type="checkbox"/> | Disagree |
| <input type="checkbox"/> | Agree | <input type="checkbox"/> | Strongly disagree |
| <input type="checkbox"/> | Neither agree nor disagree | | |

Accrington Town Centre Masterplan Framework Questionnaire

10. Please use this space for any further comments

About You

Name

Postcode

Age

Ethnicity

Would you like to be kept updated? Yes/No.

If yes, please provide your email address:

This information is optional but will help us to analyse the information you have provided more effectively and enable us to keep you updated on the project in the future.

Disclaimer: Providing your contact details allows Font Communications Ltd, on behalf of Hyndburn Borough Council, to assess the reach of the consultation and log responses. Should you select to be kept informed, your email address and telephone number will allow Font to keep you updated on plans for Accrington only. Copies of the feedback received will be made available, in due course, to Hyndburn Council and Lancashire County Council. We will, however, request that your personal details are not placed on the public record. Your personal details will be held securely by Font Communications Ltd in accordance with the Data Protection Act 2018 and will not be passed to any additional third parties.

Appendix 3 – Website

The screenshot shows the website's navigation menu with links for Home, Town Centre Projects, Latest News, Upcoming Events, Our Community, Get Involved, FAQs, Funding & Documents, and Long-Term Plans for Towns. The main content area is titled "Consultation on Accrington Town Centre Masterplan Framework" and contains several paragraphs of text. Below the text is a "Have your say" section with a list of actions and dates. At the bottom, there is a "What happens next?" section and a "Get in touch" section. A gallery of three images is displayed at the bottom of the page, each with a circular icon above it: a coffee cup for "Warner Street Independent Shops", a group of people for "Accrington Food & Drink Festival", and a landscape for "Woodnook Vale Nature Reserve".

Home Town Centre Projects Latest News **Upcoming Events** Our Community Get Involved FAQs Funding & Documents Long-Term Plans for Towns

Consultation on Accrington Town Centre Masterplan Framework

Hyndburn Borough Council and Lancashire County Council have created a new vision for Accrington Town Centre to drive its regeneration.

The Accrington Town Centre Investment Plan (TCIP) 2022-2032 sets out an aspiration to create a vibrant, bustling and proud market town steeped in industrial, cultural and architectural heritage.

It outlines up to £70m of potential investments set to radically transform Accrington's prospects for the future and improve the lives and opportunities of local residents.

The next stage of delivering this vision is creating an Accrington Town Centre framework masterplan. This will build on the work already happening to transform the area around the Town Square into the town's central food, drink, shopping, workspace and leisure destination.

The masterplan framework will provide a 10-year roadmap for regeneration that will be used to guide future growth and development and will evolve over time.

Have your say

We want to hear what you'd like to see in a re-imagined Accrington. We've developed some initial ideas of what the masterplan framework could include following early engagement with local groups, stakeholders and businesses.

You can view the information about the masterplan framework at the end of this page.

To have your say:

- **Fill in a questionnaire here**
- Attend our drop-in sessions at:
 - Accrington Market Chambers 3pm-7pm, 12 December 2024 and 3pm-7pm, 9 January 2025
 - Raza Masjid Community Lin, 39 Lower Antley Street, BB5 0BA (date in early January 25 TBC)




In between the drop-ins you'll also be able to view information boards at Accrington Library, St James' St, BB5 1NQ.

Make sure to get your comments in by 12 January 2025 when the consultation closes.

What happens next?

Your feedback will help us to shape the Masterplan Framework and once finalised it will be adopted by Hyndburn Council as a material planning consideration. This means that it will be taken into account when determining future planning applications for the town centre. A report outlining the feedback received and how we have responded will accompany the Masterplan Framework.

Get in touch You can get in touch with the team on accrington@fontcomms.com or by calling 0800 689 1095 (Monday – Friday, 9:00am to 5:30pm).



Warner Street Independent Shops Accrington Food & Drink Festival Woodnook Vale Nature Reserve

Appendix 4 – Press Release

Hyndburn Borough Council and Lancashire County Council Seek Community Views for Accrington Town Centre Regeneration

Hyndburn Borough Council and Lancashire County Council are excited to announce a new vision for Accrington Town Centre aimed at driving its regeneration. The Accrington Town Centre Investment Plan (TCIP) 2022-2032 aspires to create a vibrant, bustling, and proud market town steeped in industrial, cultural, and architectural heritage. This plan outlines up to £70 million of potential investments set to radically transform Accrington's prospects for the future.

The next stage in delivering this vision involves creating an Accrington Town Centre masterplan framework. This framework will build on the ongoing work to transform the area around the Town Square into the town's central market shopping, enhanced food and drink offering, co-working space, and leisure destination. The masterplan framework will provide a 10-year roadmap for regeneration, guiding future growth and development while evolving over time.

Councillor Noordad Aziz, Portfolio Holder for Transformation, Education and Skills said:

"We are committed to revitalising Accrington Town Centre and making it a place where people want to live, work, and visit, The masterplan framework is an important step in achieving our vision and we are eager to hear feedback and ideas from our community."

The councils have developed initial ideas for the masterplan framework following early engagement with local groups, stakeholders, and businesses. Residents are encouraged to view the masterplan framework and share their thoughts by visiting <https://accringtontownsquare.com/town-centre-masterplan/> to fill in a questionnaire.

Additionally, drop-in sessions will be held at Market Chambers on the 12th December and 9th January from 3pm-7pm, and at Raza Masjid Community Lin, 39 Lower Antley Street (date to be confirmed). Information boards will also be available for viewing at Accrington Library from 13th December until the end of the consultation on 12th January 2025.

Insert LCC Quote

The masterplan framework aims to champion and encourage local independent businesses and start-ups, improve education and training opportunities for residents, particularly young people, and support a diverse workforce to enhance the town's prosperity. It also seeks to strengthen connections with the wider community by making busy roads easier to cross and more pedestrian-friendly, encouraging walking and cycling, and leading to a healthier environment and improved health outcomes for local people.

Introducing a mix of uses into the town centre, including housing, leisure, play areas, community and cultural spaces, and workspaces, will reduce reliance on retail. Bringing more people to live and spend time in the town centre will improve the feeling of safety for residents and visitors and help combat existing anti-social behaviour.

For more information and to participate in shaping the future of Accrington Town Centre, please visit <https://accringtontownsquare.com/town-centre-masterplan/>

Accrington Town Square's transformational projects have been made possible through funding by the UK Government. For further information about the Accrington Town Square

transformation and to find out how to get involved in the various upcoming projects, head to [Home – Accrington Town Square](#).

ENDS

Appendix 5 – Stakeholder Workshop Reports

See attached reports.

Appendix 6 – Consultation Responses

See attached spreadsheet.