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| REPORT OF: | DIRECTOR OF POLICY & COMMUNICATIONS |
| TO:        | POLICY COUNCIL                      |
| ON:        | 3 <sup>RD</sup> December 2009       |

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**SUBJECT: VISION 2030**

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**1. PURPOSE OF THE REPORT**

To appraise Members of the research and consultations so far undertaken to refresh the future Vision for Blackburn with Darwen and to invite Policy Council to offer views to inform the 2030 Vision development process.

**2. RECOMMENDATIONS**

That the council receive and comment on the emerging outline vision for 2030.

**3. BACKGROUND**

The Council and Local Strategic Partnership (LSP) are approaching the mid point of the journey towards their 2020 vision which provides the basis for the current Sustainable Community Strategy. The LSP commissioned work to review the 2020 vision to inform a refresh and projection of the vision to 2030. A draft outline vision has emerged out of the research and consultations so far undertaken (attached as appendix 1).

Policy Council will receive a presentation on the research and consultation so far undertaken (attached as appendix 2).

The LSP will consider the final results of the research and consultation in January 2010 to produce a vision for the borough for 2030. Following this the vision will be presented to a future meeting of the Council for approval.

**4. MATTERS TO CONSIDER**

Policy Council will move into workshop session to allow discussion of the draft outline vision for 2030.

## **5. CONSULTATION**

Refer to presentation.

## **6. FINANCIAL IMPLICATIONS**

None at this stage

## **7. LEGAL IMPLICATIONS**

None at this stage.

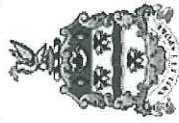
### **Chief Officer**

Contact Officer: Tom Stannard, Director of Policy & Communications

Date: 24<sup>th</sup> November 2009

Background Papers: Draft outline vision.  
Presentation on the 2030 vision research, consultation and development process.

STRATEGIC



BLACKBURN  
with  
DARWEN  
PARTNERSHIP

Blackburn with Darwen Strategic Partnership

# Vision 2030



**VISION2030**  
YOUR VISION: YOUR FUTURE

How we see it



### Vision 2030

Blackburn with Darwen Strategic Partnership has given serious thought to the long term future of the borough. Vision 2030 has been drawn up with involvement of residents, neighbourhoods and partners; we have considered history and development of the place, aspirations of residents, communities and business; and the global, national and local challenges. We understand that everyone has their own vision for the future and that these are many and diverse, but in this, the Vision 2030 for Blackburn with Darwen we aim to set out our vision with honesty and integrity.

We see safe neighbourhoods and town centres where communities and cultures feel **connected** and feel proud of the developing identity of Blackburn with Darwen

We see **prosperous** towns where residents aspire to achieve their dreams for education, learning and employment, with thriving businesses creating innovative products for local and world markets

We see **clean** and tidy neighbourhoods that make the best use of the worlds resources, with really good parks, sporting and public facilities that are used by all the community

We see healthy places for communities, where residents of all ages live **safe and healthy** lives at home and outdoors

We see the completion of major projects (to be identified through the Future Cities Game) which will transform the national and international reputation of Blackburn with Darwen, attracting investment and visitors and developing strong international trade and cultural links

We see local people involved in decisions about their neighbourhood.

### Challenges

We understand that there will be significant challenges in the recovery from recession and local impacts of global change:

**Economic** – There will be fundamental challenges for the Borough in coming through recovery from recession. Forecasts indicate that there will be little economic growth for the next 5-7 years and almost no growth in employment.

**Social** – Major social challenges that need to be overcome include addressing the long term housing needs for the Borough and considering the impacts of housing and deprivation on health.

**Environmental** – Three major global factors will impact on the local environment, with population growth resulting in increased demand for the worlds resources; reduction in oil production driving the demand for alternative fuel sources and ways of living and climate change sharpening the environmental challenge.

**Neighbourhood** – We are committed to the development and delivery of services at Neighbourhood level through the Neighbourhood Boards.

**Regional** – It will be important to continue partnership working with Pennine Lancashire through the Multi-Area Agreement to tackle the key challenges of the sub region in relation to the local economy and transport.

### Achieving the Vision

Many of the strategies that we will use to achieve Vision 2030 are already in place and will be reviewed over the coming years to ensure that they are delivering results. Vision 2030 and the required outcomes will form the basis for our new Local Area Agreement for 2011 to 2014. Key strategies will be: Children and Young People's Plan; Economic Development Strategy 2010-2015; Community Safety Strategy 2009 – 2012; NHS Strategic Plan 2008-2013; The Core Strategy

### Outcomes

In 2030 when we review Vision 2030 we will be looking for achievements for very part of the Vision.

**Connected** – increased participation in volunteering, other measures to be determined for cohesion and community identity

**Prosperous** – improved educational attainment for all ages, more private sector investment, narrowing of the gap in wages earned by residents, more businesses and employment in key sectors to be determined, other measures to be determined

**Clean** – Better street and environmental cleanliness, more adult participation in sport

**Safe and healthy** – increased life expectancy, reduced fear of crime

### Consultation

Our comprehensive programme of research, consultation and engagement has identified key common themes which we feel represent the fundamental aspirations and needs of communities, residents business and partners. Developing Vision 2030 has meant:


- o Reviewing needs assessments and analysis
- o Structured research: Citizens Panel Survey; 20 focus group discussions
- o Consultation website to promote discussion and debate
- o Questionnaire to all households in the borough with an opportunity for written and creative response
- o Discussion in schools; Survey of college enrollers
- o Exploratory Workshops for each of the eight Thematic Subgroups Blackburn with Darwen Strategic Partnership
- o Workshops for the five Neighbourhoods
- o The Future Cities Game for the LSP Executive and Board with the involvement of Business, neighborhood, resident, young people and interfaith expert panels, to develop creative ideas and project.

The table on the next page shows the consultation process.

## Blackburn with Darwen Strategic Partnership Vision for 2030 - Project Plan

| Activity                       | September |    |    |    | October |    |    |    | November |   |    |    | December |   |    |    | January |   |    |    | February |   |   |    |    |
|--------------------------------|-----------|----|----|----|---------|----|----|----|----------|---|----|----|----------|---|----|----|---------|---|----|----|----------|---|---|----|----|
|                                | 7         | 14 | 21 | 28 | 5       | 12 | 19 | 26 | 2        | 9 | 16 | 23 | 30       | 7 | 14 | 21 | 28      | 4 | 11 | 18 | 25       | 1 | 8 | 15 | 22 |
| Steering Group                 |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Design                         |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Launch                         |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Website                        |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Survey of Residents            |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| North West Survey              |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Focus Group                    |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Children and Young People      |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Neighbourhood Board Workshops  |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Community and Voluntary Groups |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Business                       |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| LSP Future Cities Game         |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| LSP Thematic Sub-groups        |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Vision Strategy Development    |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |
| Vision 2030 Conference         |           |    |    |    |         |    |    |    |          |   |    |    |          |   |    |    |         |   |    |    |          |   |   |    |    |








## Vision 2030 for Blackburn with Darwen

### Policy Council

3 December 2009






*"a place is more than a mere slogan or campaign;  
rather, it represents the totality of thoughts, feelings, associations and expectations that come to mind"*





### Vision 2030 Programme

| Activity                       | September |   |   |   | October |   |   |   | November |    |    |    | December |    |    |    | January |    |    |    | February |    |    |    |    |    |    |
|--------------------------------|-----------|---|---|---|---------|---|---|---|----------|----|----|----|----------|----|----|----|---------|----|----|----|----------|----|----|----|----|----|----|
|                                | 1         | 2 | 3 | 4 | 5       | 6 | 7 | 8 | 9        | 10 | 11 | 12 | 13       | 14 | 15 | 16 | 17      | 18 | 19 | 20 | 21       | 22 | 23 | 24 | 25 | 26 | 27 |
| Steering Group                 |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Design                         |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Launch                         |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Website                        |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Survey of Residents            |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| North West Survey              |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Focus Group                    |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Children and Young People      |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Neighbourhood Board Workshops  |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Community and Voluntary Groups |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Business                       |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| LIP & Future Cities            |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| LIP Thematic Groups            |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Vision Strategy Development    |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |
| Vision 2030 Conference         |           |   |   |   |         |   |   |   |          |    |    |    |          |    |    |    |         |    |    |    |          |    |    |    |    |    |    |


### Economic

- More than £150 million of investment since 2002
- Wages grew much faster than North West and UK - but remain 2% lower than the North West and 8% than the UK
- Key businesses leading the way in specialist technologies with a range and depth of manufacturing specialisms
- Major public and private sector capital investment underway in the Town Centres, Building Schools and College
- lowest employment rate in Pennine Lancashire and a significant shortfall of both entry level and higher level skills
- Self employment rates at 7.3% lag behind North West (8.1%) and UK levels (9.3%)
- 6,000 manufacturing jobs lost between 1995-2006, and manufacturing employment although significant (14,000 jobs) will be vulnerable to recession
- Transport connectivity is a significant barrier to economic growth and prosperity





### Environmental

- Compact urban areas set within countryside.
- Urban areas many surrounded by large areas of high density terraced housing, parts in poor condition
- Significant rural fringes with villages supporting basic services such as a primary school and shop - landscape shaped by farming and small-scale mining and quarrying
- property prices have increased faster than the regional and national averages but remain 25% lower than Lancashire
- significant concentrations of low value properties and a few higher end executive houses
- £48 million investment in Housing Market Renewal with more than 500 refurbishments and 600 unfit homes cleared
- waste per head is reducing against national trends - from 499.7 kg per head in 2004/05 to 475.9 kg per head in 2006/07
- net population outflow of people - low-level job opportunities and a "quality of place" does not attract new people or retain existing

### Social

- Significant poverty and deprivation - 17th most deprived Borough in the country - half children live in areas amongst the 10% most deprived in the country
- youngest population in the North West with one in three residents aged 0-19
- Culturally diverse population, with more than one in five residents coming from Asian Heritage ethnic groups
- High levels of separation between communities
- There has been a 5% reduction in crime, but crime per resident more than 10% higher than national rates
- 58% of our young people are now achieving 5 or more GCSEs grades A\*-C, compared with 36% in 1999
- life expectancy at birth for men was 74.2 years (76.6 England) and 79.2 for women years



## Cultural

- refresh jointly funded - £6 million investment to provide free sport and leisure activities for all
- Blackburn Museum and Art Gallery - nationally important collections - Lewis collection
- Sustainable future for Turton Tower
- Whalley Range - regional draw for textiles/food
- Blackburn Rovers Sports Arena officially opened in January 2008
- Libraries - valued and well used - 1 million annual visits
- Celebrate – a month festival of music, arts, food sports and fashion

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## Present - Local Trends

- **Unemployment** – JSA claimants increased January to June 2009 from 3,573 to 4,211 (+18%) - rate of increase has since slowed
  - short term claimants increased from 2,885 to 3,050 (+6%)
  - core working age group (25-49) claimants increased from 1,895 to 2,235 (+18%).
- **Redundancies** – declared redundancies running at 130 per month in 2009 compared with an average of 73 per month in 2008.
- **Job Losses** – estimated 1,300 job losses over the next year with Manufacturing (-860), Hotel and Catering (-157) and Financial Intermediation (-150) sectors most affected.
- **Businesses** – estimated 220 fewer businesses (-4%) in April 2009 compared with April 2008.
  - Percentage impact greatest for Financial Intermediation (-15%), Agriculture Hunting and Forestry (-11%), Real Estate (-8%) and Transport and Communications (-8%)
  - greatest number of businesses lost to Construction (25), Manufacturing (25) and Hotels and Restaurants (26).
- **Housing Market** – average house prices peaked at £98,000 in September 2007 and fell by 13% to £85,290. Sales volumes - fallen from 350 in September 2006 to 125 sales in June 2009.
- **Crime** – no evidence of changes to expected trends
- **Health** – no evidence of specific local impacts – general research indicates there may be long term impacts on mortality rates and short term impacts on healthy eating and mental health with a positive impact on smoking cessation.

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## Population Projections to 2030

• Overall increase of 20,000 (13%) from 143,600 to 162,200  
 • 15% more aged 5-14  
 • Almost 50% more aged 65+  
 • Almost 75% more aged 85+ (1,700 people)

Blackburn with Darwen Population Projections 2008-2030  
Working Age and Older People

Blackburn with Darwen Population Projections 2008-2030  
Young People

Source: ONS

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## Economic Projections

- GDP decline of 4.3% in 2009, modest growth for 2010 (+1.2%)
- Little economic growth for next 5-7 years and almost no employment growth
- Large variation in housing market forecasts; + or – 11% in 2010!!

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## Key Drivers of Global Change

- Population explosion
- Climate change
- Looming energy crisis
- Expanding globalisation
- Accelerating, exponential technology development
- Disease prevention and longevity

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## Structured Research

- **Survey of Residents**
  - 1,231 10 minute interviews with randomly selected residents
  - Quotas achieved for gender, ward and ethnic group
  - Data weighted by age and ward population to make it representative borough residents
- **Focus Groups**
  - 20 focus groups by neighbourhood and age group
  - Total of 100 people involved, low attendance for 16-24 year olds

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