

NICOLA AVERY

Nic has worked for the Department for Work and Pensions for around 16 years, holding a variety of roles including site coach, where she trained over 200 staff, and team leader for Work Coaches. For the past two years, she has thrived in a Partnership role, collaborating with external stakeholders to support people in improving their lives—work that aligns closely with her values. Though not originally from Rossendale (she is a Darrener, linked through their shared MP), Nic has worked with Rawtenstall Jobcentre for several years and brings valuable insight from her experience supporting local customers to the town board. She is a proud mother to a 14-year-old daughter and maintains close relationships with her many nieces and nephews, who keep her grounded and up to date with the latest trends. A passionate music lover, Nic enjoys an eclectic range from Pink Floyd to Bob Marley, cherishing live performances and the way music brings her family together to create lasting memories.

