

BLACKPOOL

TOWN PROSPECTUS

2030 AGENDA

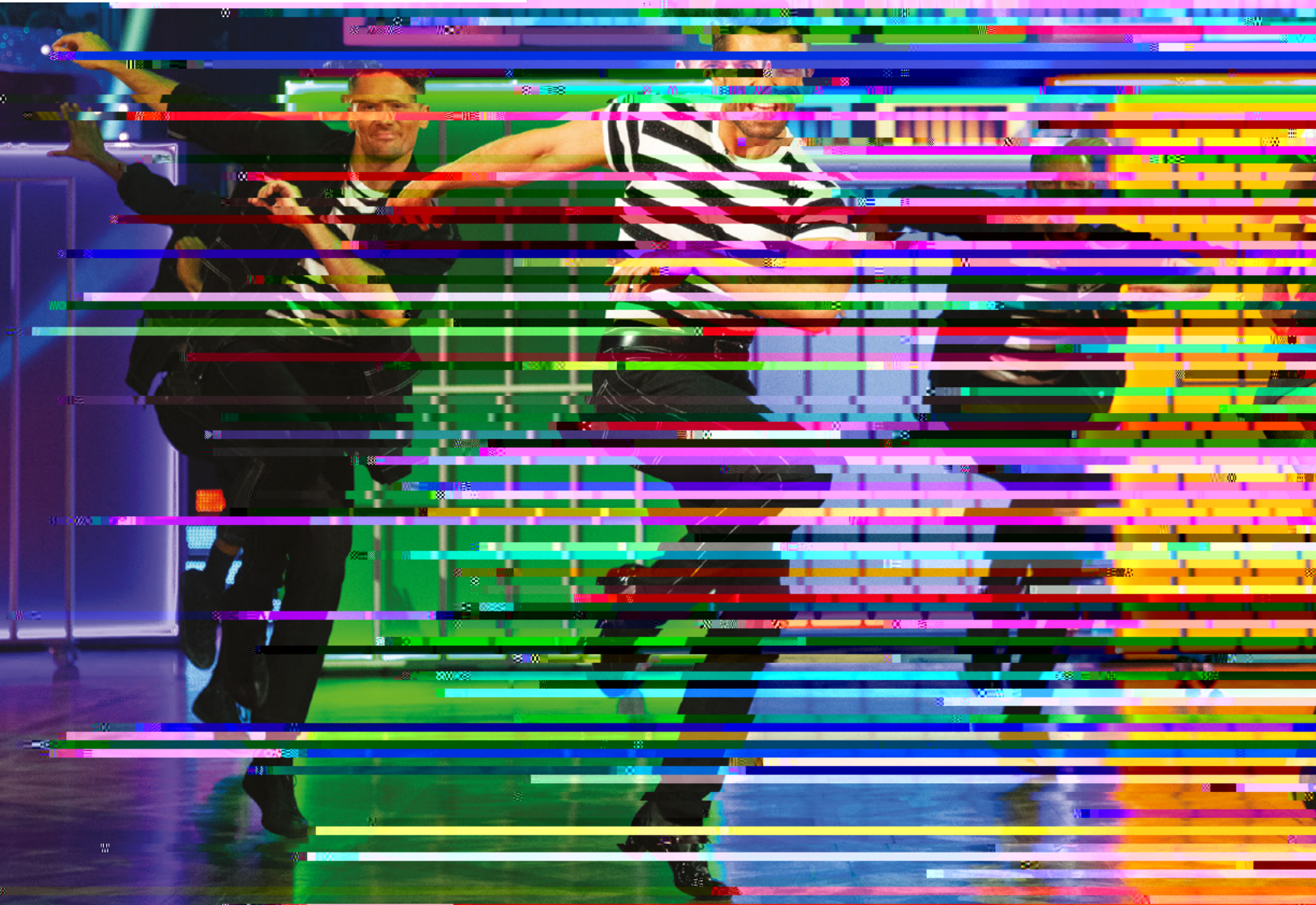
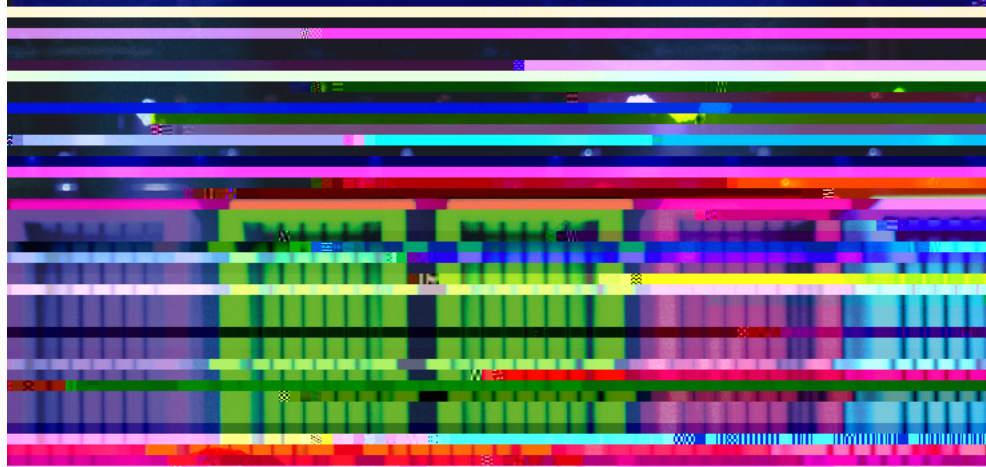
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PRIMARY ASK

Our success has been based on bringing together the local public, voluntary and business sectors in a unique model of partnership collaboration. We now need to broaden that partnership to include central Government, to help realise the full benefits of the different programmes that support Blackpool's turnaround.

The Government has allocated departmental civil servants to Blackpool to support individual programmes such as the Town Deal and Opportunity Area and they have played key roles in creating specific successes. We ask the Government to build on this approach and help reinforce the over-arching Pride of Place Partnership by appointing a single senior officer to lead the partnership. We also ask the Government to support the partnership by providing additional resources and expertise.



The Fylde Coast has a population of around 350,000 residents, with each distinct community are

Arts, Sports and Culture are an important element of transformation and regeneration. Blackpool has a rich entertainment history from The Opera House in the Winter Gardens complex to the Grand Theatre, which is the UK's National Theatre of Variety.

The HIVE café survived the pandemic and transformed itself into an Urban Farm and Coffee Shop. It continues to support the creative community which now styles itself as HIVE arts with the Coffee and Farm Shop on the ground floor and two floors of exhibition space above, which hosts events and major exhibitions.

Football Clubs are the heartbeat of many towns and cities and Blackpool is no different. Life-long fan Simon Sadler bought the club in 2019 and continues to invest, restoring pride in the local football club, which is an essential part of Place. Blackpool Football Club has a strong heritage that leads to

PLACE

THE CHALLENGES

However, Blackpool's profile comes with significant social and economic costs. Shorter stay visits have created pressure on the sector to keep costs and wages low and jobs seasonal - disincentivising long-term investment.

Former B&B's are the biggest contributor to Blackpool's mass of thousands of Houses of Multiple Occupation (HMO), three quarters of which are occupied by transient renters. Significant numbers of often absentee landlords have a poor track record of maintaining these properties, profiteering from artificially high housing benefit levels, whilst enabling the spread of a morass of social and health problems. The result is the greatest concentration of deprivation in England, with high numbers of incoming low-income and vulnerable people with poor social networks from other towns. Such is the poor quality of this accommodation that those who find a way of improving their lives move away from the resort, creating a continuous cycle for landlords to fill with those who are less fortunate. This is a core intractable problem and one that leads to extreme pressure on local public services.

The statistics are stark. Low wages, low employment rates, high levels of benefit claimants, poor health and high exclusion rates from school mean that child poverty is unacceptably prevalent in the town. In inner Blackpool, 50% of households live in private rented accommodation, further de-stabilising the permanency of communities. Together, this has led to an economic malaise that is further exacerbated by a high proportion of residents with long term debilitating illnesses and some of the poorest mental and physical health outcomes in the country. With young people under-performing at GCSE level, aspirations in the town are frequently low. The corresponding low skills levels and low numbers of graduates remaining or returning to the town, provides little incentive for employers with professional or technical careers to choose Blackpool as a place for growth.

THE OPPORTUNITIES

For most of this story...

but Blackpool...

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Fantastic progress has been made over the last three years, with The

PLACE

Blackpool will be a buzzing, vibrant and attractive town of which residents will be rightfully proud, where businesses thrive and there are career opportunities

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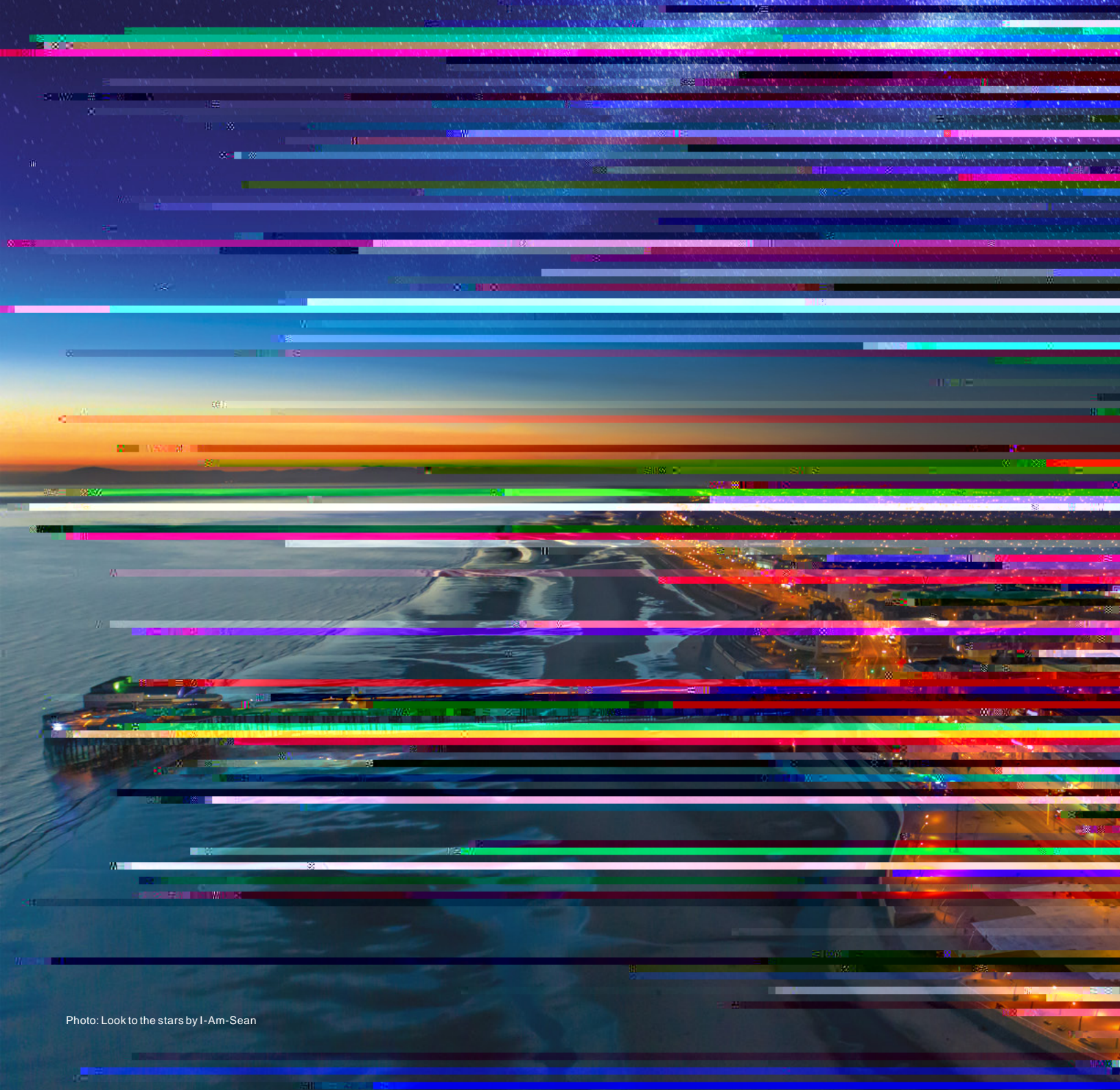


Photo: Look to the stars by I-Am-Sean

HOUSING

Inner Blackpool is home to the most intense concentration of deprivation in England, with 8 of the 10 most deprived neighbourhoods in the country in inner Blackpool alone. This is linked to very poor-quality private rented housing and the way the housing market operates. Thousands of people move to the town every year, often running away from problems for a new start at the seaside but find themselves housed in dense, poorly converted small flats, which compounds their personal issues.

Like many coastal towns, Blackpool has a core of holiday accommodation built with little means to support community infrastructure, given it was established to serve a visiting, rather than residential, population such that a fall in the number of staying visitors has led to reduced need for

To deliver a balanced housing market, in particular via

- Plans have been worked up by the local communities of Claremont and Revoe with Blackpool Council through Homes England's Community Housing Fund. Led by young people from Claremont's Magic Club, and through The Revoelution in Revoe, they have created innovative community led masterplans to enhance and transform their communities. There are plans for the South Shore area around Waterloo to develop a community lead masterplan
- Blackpool Council is in the process of building hundreds of quality new Council homes for aordable rent. The rst hand-overs have happened at Troutbeck on Mereside, and

To harness the opportunity offered by the Fylde Coast Place Based Partnership to work collaboratively to tackle the underlying causes of health inequality in Blackpool, while continuing to support innovative initiatives to reduce drug misuse and its social consequences.

STRATEGY

Government plans for Integrated Care Systems and local place-based partnerships bring a statutory duty for health and care organisations to collaborate, plan and deliver joined-up services and to improve the health and wellbeing of people who live and work in those areas. Healthier Fylde Coast, Blackpool's place-based partnership, is chaired by the recently appointed chair of Blackpool Teaching Hospitals NHS Foundation Trust. Governance of the Integrated Care System must deliver tangible devolution to the Healthier Fylde Coast partnership so place-based health care can integrate seamlessly with the existing array of complementary social support services to tackle the social

challenges in Blackpool.

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EDUCATION, SKILLS AND EMPLOYMENT

The Blackpool Children and Families Strategic Partnership Board drives the town-wide strategies to improve outcomes for children and families. It engages wider expertise, provides external support and challenge, and builds on existing strengths in partnership working to help create better life chances and stabilise communities. The Blackpool Education Improvement Board (BEIB) reports directly into this board and is responsible for setting the strategic direction for improvements in education, recently articulated in the ten-year 2020-2030 Education Strategy. This is supported by a number of key groups including the Opportunity Area (OA) Partnership. Primary School standards have never been higher, with 94% of Primary Schools rated as Good or better by Ofsted. Sixth Form provision is outstanding, as is the Special School sector. The Pupil Referral Unit has been a Good school for a number of Ofsted cycles, with realistic aspirations to be Outstanding. Post-16 provision is some of the best in the country, with Blackpool and the Fylde College and Blackpool 6th Form College achieving Ofsted Outstanding status.

50% of Blackpool Secondary Schools are rated as Good, with a realistic ambition for them all to be Good or better by 2023. Currently, around 29% of Blackpool children, educated in Blackpool attend secondary schools which 'require improvement' compared to 10% nationally. This has previously been reflected in attainment figures, with the second lowest rate of pupil progress in England, and only 48% achieving grades 9-4 in English and Maths at GCSE (2018-2019 figures). A significant proportion of these children also did not go on to sustained education, employment or training, despite the town benefiting from two 'outstanding'-rated tertiary colleges. 16/17-year-old NEET and destination unknown figures are double the national average. There have been progressive improvements within recent years, with Opportunity Area (OA) projects resulting in a marked decrease in exclusions and at Key Stage 3 a significant reduction in the gap between actual and expected reading age facilitating increased access to the curriculum which is beginning to translate into improved attainment outcomes at Key Stage 4.

The Careers have gained Blackpool Outstanding Performance significantly across other schools, including engaged in

OUR TARGETS

Attendance

Attendance across all phases to be at least at the national average.

Exclusion

Permanent exclusion rates in the secondary phase to be at or below the national average.

Primary schools

All primary schools rated as good or better by Ofsted.

SEND

Reduce the numbers of pupils in our special school and increase the number of pupils with an EHCP in our mainstream schools.

NEET

The percentage of young people in education, employment or training to be at or below the national average.

The Education Strategy identifies two key priorities for collaborative endeavour: Improving outcomes

HeadStart supports young people's transition into secondary school. It takes a universal approach to building mental health resilience, supplemented by targeted initiatives (such as providing resilience coaches for pupils across transition years 6 and 7), to help those with greater needs.

DIGITAL

Blackpool aims to be a 'Smart Resort' using the latest digital technology to add value for residents and visitors alike. Digital transformation is fundamental to the continued revival of the town, that will create an enhancing experience for residents, visitors and businesses.

Internationally, Blackpool is at the centre of the North Atlantic ultra-high-speed data cable, connecting New York, the U.K. and Northern Europe. Landing at Blackpool Airport Enterprise Zone, the network is designed to support the needs of cloud-based networks, internet service providers and global media. The Cable presents an ideal opportunity for businesses to relocate to Blackpool, who need access to high speed, low latency connectivity, including data centres, ntech, electronic gaming and shared business services.

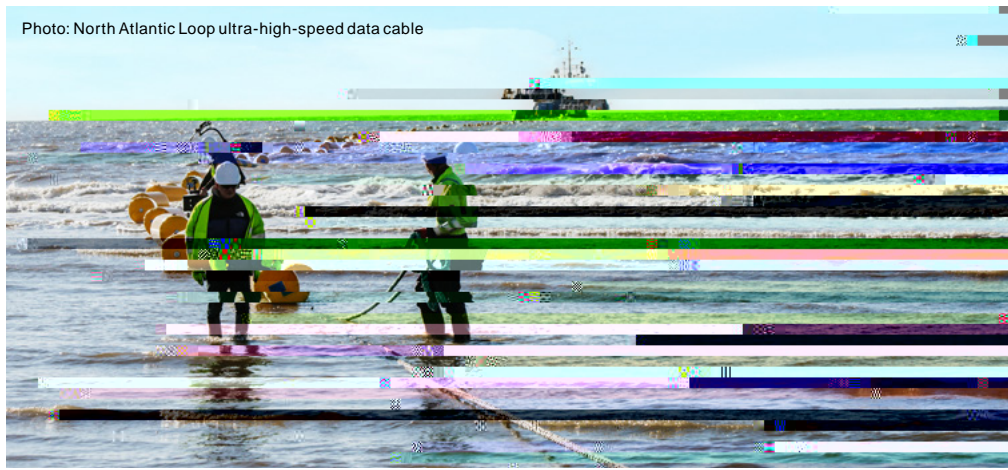
Locally, Blackpool has led the UK roll out of Local Full Fibre Network (LFFN) programmes. Through a £3.1m investment from the Department of Culture Media and Sport (DCMS), it has laid bre optic cables that run the length of the promenade, which also provides free public Wi-Fi at all tram stops, libraries, council buildings, uencited gt alhe pinter c, ues fs le2-1.8 (n)0.8 (en)2.8 3erenese2-12.4 (t)-12.3 (r211.4 (e) locaobeartii76.9 (es)-17brestwork9(rovides fh al o linee pt cess5to high st(N)-15 (1(s serp)-5.9 (e)-4.4 (e)-4.3 (d)-6 5

VISION

Blackpool's Digital Vision, brought to life through a Rich Picture, sets an ambitious plan for the next nine years, which aligns to the 2030 Town Prospectus, as part of Blackpool's regeneration ambitions to be a thriving coastal community by 2030.

In a world where digital is a key enabler, the town's stakeholders have created this vision to support Blackpool to become the smartest and best-connected town in the UK. This plan will help Blackpool build for the digital economy and improve the socio-economic outcomes for its citizens.

The Vision builds on Blackpool's key digital infrastructure so it becomes a catalyst for transformation, one that develops, nurtures, and attracts employment and industry to strengthen economic growth.



Blackpool is creating a thriving digital business community, with an eco-system for tech skills and a pipeline of talent that encourages investors. Through all phases of education all children and young people will be equipped with the right digital skills to prosper. The aim is for employers to have one of the highest digitally skilled workforces in the north of England and access to a pipeline of highly skilled digital

professionals, ending the digital brain drain from the town as ambitious professionals choose to remain, and return, to work and build their businesses.

Investment in digital skills training will lead to a technology savvy employee base, creating a digital mindset so that enterprises lead the way in utilising technology to capture business opportunity.

2030 VISION

RIDING THE

TO ECONOMIC & SOCIAL PROSPERITY

NEW YORK

BLACKPOOL



YOUTH ENGAGE

COMMUNITIES

DIGITAL TOYENRY & INEQUALITY

ASKS OF GOVERNMENT

- Work with Blacki

COMMUNITIES

Blackpool has the highest concentration of deprivation in England, with 82.3

To improve the quality of life in the communities of Blackpool by lifting

Community intervention in Claremont

SITUATION

Claremont ward forms around a quarter of Blackpool's inner area and suffers from intense deprivation, facing challenges of high rates of unemployment and crime combined with poor health outcomes and low average household incomes. Its townscape is mainly densely packed streets of poor quality privately rented houses, many of which are of multiple occupancy. Led by the Pride of Place Partnership, The Claremont Project is an intensive neighbourhood approach in a Ward of Blackpool, which corridors public service interventions and ensures that lessons learned can be rolled out more widely.

The last three years have seen The Claremont Project develop a strong team of community, public service agencies, business leaders, civil society organisations, young people and Council representatives meeting regularly to tackle issues. It has concentrated on three themes: health, housing, and young people, all led by a prominent business leader from within the town. In the past year this project has been supplemented by an Opportunity Area (OA) pilot project aimed at early identification of need, followed by very early intervention with the aim of preventing the endless stream of issues facing the Claremont Project.

VISION

By 2030, Claremont will have risen, and the pressure on public services will lessen as a community-friendly public realm flourishes. Anti-social behaviour will reduce, with fewer young people not in education, employment or training (NEET's), there will be less transience, and people in Claremont will feel proud to belong to their community.

Many more young people in Claremont will be safe, skilled, supported and helped into work, with improved resilience, self-sufficiency and aspiration. Continual support for young people's leadership in tackling social isolation, improving health and accessing employment opportunities will continue to drive the vision of the Claremont team.

STRATEGY

An orchestrated campaign, supporting and encouraging coordinated community intervention from the public, private and voluntary sectors supplemented by collaborative preventative action to stem the volume of need.

Aligning the OA pilot project with the ongoing Claremont Project will create a co-ordinated approach dealing with the causes of the social issues as well as the ongoing effects.



- An OA funded pilot project comprising an innovative and long-term preventative programme implemented initially by education, police, and Council partners with the intention of adding other key delivery partners as need is identified by the community. In 2021/22 the OA is funding additional family support workers based in the community, building on the Council's vision for community-based services and linking to the emerging Young People Employment and Skills Strategy
- The Claremont team has developed joint working relationships with key public service providers within Claremont. Working in collaboration with the GP practice, social prescribers and Public Health England has ensured that the health professionals are working more closely with the community and other connected organisations such as housing providers
- The housing group continues to develop training for landlords and tenants, undertaking street walks around the neighbourhood to identify properties of disrepair and any environmental issues. Working with local councillors the team has supported rubbish amnesties to improve the environment

ASKS OF GOVERNMENT

- Back the Claremont and Revoe plans submitted to Homes England, which advocates a wider approach to the regeneration of the area, such as greening and pocket parks, reducing the density of urban development, improving connectivity to the rest of Blackpool, focusing on the conversion of existing units as well as some demolition of derelict sites to provide new affordable housing units, reducing single occupancy and creating safe space for children and families
- Help to facilitate the sharing of data across Government departments to allow a common evidence base to be created, which can be used to develop evidence-driven collaboration
- Fund the aspiration to create a body of evidence through the combined Claremont project and the OA pilot project that will be rolled out across other wards in Blackpool and beyond, and used to inform future Government policy
- Support investment to the OA and other funding to build capacity in Claremont to develop, manage and co-ordinate operational activity that reflects the agreed strategy
- Support for creation of a Public Service Partnership Board to drive the pooling of budgets over a 5-year period to tackle prevention/early intervention
-

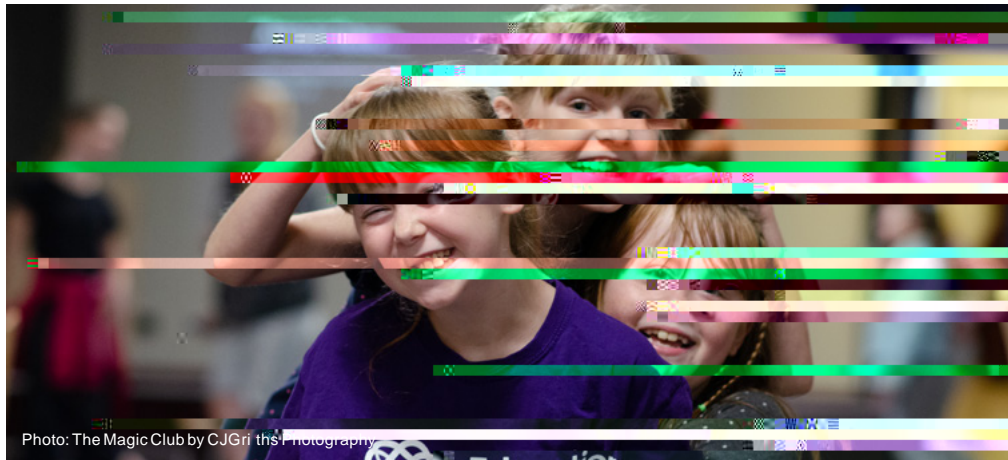
The Grange

IMPACT STORIES

The Magic Club

The work of the Magic club is the key to the development of, and engagement with, the young people of Claremont. Established in 2018 it has seen its numbers grow to over 200 members offering trips, residentials, The Duke of Edinburgh programme and project work including entrepreneur skills, arts and drama. These are all provided free of charge.

Holiday schemes are now in place supported by the Blackpool Opportunity Area, and the Magic Club is continuing to support the wider community, developing volunteering and training opportunities and increasing the number of young people who can access exciting opportunities that they may not otherwise have access to and developing partnerships to improve outcomes for members.



The Magic Club works with 7 to 16-year-olds at four youth club sessions a week

Over 200 members and welcoming 110 young people to the club each week

Sharp decline in youth Anti-Social Behaviour reported by the police since opening in Claremont

Blackpool has embarked on a transformational £1 billion Growth and Prosperity Programme with long awaited private sector interest in all areas of the economy beginning to emerge. This is particularly relevant to leisure, retail and hospitality, with investment planned to reach £500m over the next 5 years. Plans to reinvigorate Blackpool as the leading retail and office destination on the Fylde Coast began with Blackpool Council bringing 1,000 office workers into the centre of the town. This has borne fruit with several hundred private sector office jobs relocating there, bringing a noticeable difference to the year-round viability of restaurants, shops and attractions in the town centre.

Two projects using the Government's Getting Building Funding are now underway; The Houndshill Shopping Centre now owned by Blackpool Council, is being extended to include a 9 screen IMAX-ready cinema, a relocated Wilko and restaurants; and a revitalised Abingdon Street market to provide a food court and high-quality retail, food and beverage offerings is underway.

Office accommodation will continue to be built in the Talbot Gateway Central Business District, enabling the creation of a Civil Service Hub to relocate 2,800 Civil Servants from DWP's Warbreck House into central Blackpool, providing additional economic stimulus to the Town Centre. Work has already commenced on demolition and the main build will be complete in 2024.

Blackpool was reliant on the fortunes of its constituent companies to expand and create job opportunities. With declining business start-up rates, low growth rates and no significant direct foreign investment, the engine of non-tourism related job creation needed fuel. Blackpool Airport Enterprise Zone provides a fabulous opportunity to attract new and existing growth-oriented companies with a delivery plan now focused on establishing this as a premier business location, with the potential to host in excess of 5,000 jobs by 2040. It has already delivered 1,600 new jobs by attracting 73 new companies. In terms of revitalised A

In 2019, Blackpool Council declared a climate emergency and committed to making the Council's carbon emissions net zero and using 100% clean energy across the Council's services by 2030. In recognition that they are responsible for 3% of the total carbon emissions in Blackpool, the Council has established a Climate Action Partnership (CAP) to work with residents and partners across the town to make a real change. The CAP has developed a plan to achieve the Council's aspirations and will lead the work towards achieving the same across the whole town, while reflecting the opportunities these changes can create in Blackpool such as encouraging "green" businesses and exploiting digital skills and connectivity.

The plan is based on some simple rules to help work towards the goal:

- Reducing emissions, not compensating for them
- Working with residents as part of a Climate Assembly
- Leading by example and working out what we need to do and by when
- A "just" transition to consider local people's economic and social situations
- Focus on positives so we make the

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The Fylde Coast is a peninsula with limited maritime services since the end of freight and passenger services from Fleetwood, leaving trade and access reliant on major road and rail links running eastwards. Whilst Blackpool has recently benefited from the £255m electrification of the main line to Manchester making the line faster and more reliable, there remain weak rail links to the south (a single-track railway) and the north (the redundant Fleetwood/Poulton line) of the Fylde Coast despite regular direct trains between London Euston and Blackpool North Station.

A feasibility study to reopen the Poulton to Fleetwood railway was submitted by Lancashire County Council to the Department for Transport in June 2021 for consideration within the Government's 'Restoring Yanceilway w13.1 (l)-1.8'9 (a4-5.8 (9-4.4 (o)-2.8 (l)-1.4 (an)-1.6m(a)4.5 (en)-2.4))-13..

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TOURISM

Blackpool's brand is instantly recognisable for tourism, its primary industry. The loyalty of the Northern and Scottish visitors to Blackpool is extraordinary but the deprivation and social issues that uncomfortably sit alongside the visitor economy hinder attempts to attract new business investment. This underinvestment for decades prior to 2010 resulted in a decline in visitor numbers year-on-year.

18.2 million visits per year, with an economic impact of £1.58bn, supporting 25,387 jobs.

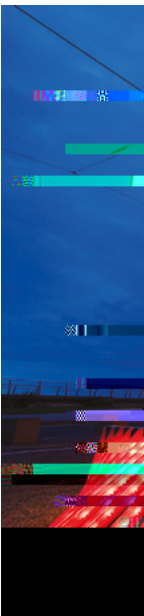
Merlin Entertainments plays a key role in Blackpool, operating the largest cluster of Merlin attractions globally and the only UK Madame Tussauds outside London. They have a clear vision to increase the number of businesses they operate in the Resort, driving up the demand for overnight accommodation, further enhancing the appeal of the UK's most popular seaside town with the use of world-famous IP's combined with world class guest experiences.

Merlin Entertainments together with Blackpool Council created a Destination Marketing Campaign to position Blackpool at the top of the agenda for families holidaying in the UK. Now in its eighth year, the campaign continues to raise awareness and remind the British public of the exceptional attractions and amazing experiences to be had in the UK's favourite Resort.

Tourism declined as a result of competition from overseas package holidays in the late 20th century and around 22 million people are 'lapsed' visitors, citing preferred options elsewhere or travel to Blackpool as issues. Nevertheless, the town has recently seen a revival with visitor numbers back to around 18.2m. However, these visitors are less likely to stay overnight and their average spend is low. There has been a recent upturn in the number of overnight stays and the construction of new quality 4-star and 5-star hotels, with 1,000 bed places providing top quality accommodation choices for business and leisure visitors.

One of the most famous attractions is Blackpool Pleasure Beach, which is the UK's most iconic theme park and home to the legendary Big One and Icon.

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- Known as Blackpool Central this £300million private sector development will bring 1,000 new jobs and £75m pa visitor spend. A £7m investment of Towns Fund will assist with the relocation of the Courts' service and the demolition of the building to enable the later phases of the development to proceed, and contribute towards the c£40m relocation of the Courts' Service
- Other planned Town Deal investments include a Youth

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@TheGrange

A community hub for the Grange Park area of Blackpool

Better Start

An NSPCC-led partnership funded by National Lottery Community Fund, working closely with the police on the prevention, protection and development of 0-3-year olds

Blackpool Housing Company

Owned by Blackpool Council, refurbishing flats and providing a tailored service to support tenants

Born and Bred Network

A network of alumni for Blackpool and the Fylde Coast to influence nationally and drive activity locally

Careers and Enterprise Company

An organisation providing a range of services to support local businesses and entrepreneurs

Alan Cavill Director, Communication and Regeneration, Blackpool Council

Andrew Darron Chief Executive Officer, Groundwork

Andy Anderson Head of Research and Development, Victrex

Andy Charles Blackpool Pride of Place Lead, Business in the Community

Antony Lockley Director of Strategy and Assistant Chief Executive, Blackpool Council

Anna Blackburn0 (Pr)-4.9 (id)-1 (e)10 (o)5.6 (f)10 (Pl)3.4 (a)0.5 (c)9 (e)10 1.8 (l.5 (c)-8(C)-317t (l)-6e)-13.5 (f 9 0 0 2cN1 (c)-8.7(c)-8.7 10 g 7 (r)1

