

Holiday Accommodation

SUPPLEMENTARY PLANNING DOCUMENT

Adopted March 2011



Blackpool Council

BUILDING A BETTER COMMUNITY FOR ALL



INVESTOR IN PEOPLE

ADOPTED AND OPERATIVE MARCH 23rd 2011

A full copy of this SPD, the Consultation Statement and Adoption Statement can be viewed on the Council's website:

www.blackpool.gov.uk/holidayaccommodation

To ensure our services are accessible to all, documents prepared by Blackpool Council are available in large print, Braille, on audiocassette or computer disk upon request. We can also provide help for British Sign Language users and provide information in other languages.

Please ask for details or telephone 01253 477 477.

This version Published April 2011 by Blackpool Council.

Graphic design: **Blackpool Planning Department**

Front cover Photo: *Blackpool Planning Department*

2011 Blackpool Council. This publication, excluding logos, may be reproduced free of charge in any format or medium for research, private study or for internal circulation within an organisation. This is subject to it being reproduced accurately and not in a misleading context.

Printed by Blackpool Council on recycled paper.

Visit Blackpool Council at <http://www.blackpool.gov.uk/>



Holiday Accommodation Supplementary Planning Document

CONTENTS

1. Introduction	4
2. Fylde Coast Visitor Accommodation Study	5
3. Deciding on the Holiday Areas and their Boundaries	6
4. Promenade Holiday Accommodation Policy	8
5. Off Promenade Holiday Accommodation Policy	12
6. Supporting Council Policies	26
Appendices	
A. Blackpool Accommodation Policy (North and South) Summary Plans	28
B. Strategic Policy:	
• Blackpool Core Strategy Holiday Accommodation Policies	30
• Regional policies	31

1

Introduction

1.1 This Supplementary Planning Document provides further detailed guidance on the Council's future planning policy approach to direct and guide changes in the use of properties in Blackpool's holiday accommodation areas.

1.2 The wider strategic policy approach is set out in the Blackpool Core Strategy and (currently, 2011) in the North West Regional Spatial Strategy (see Appendix). This Supplementary Planning Document (SPD) provides more detail for implementation of the policy approach in determining planning applications, based on the detailed boundaries of the holiday areas set out in this document.

1.3 Detailed consultation on the Holiday Accommodation SPD and future planning policy for the holiday areas took place between May and July 2010. Following this, a number of changes were proposed for the holiday areas with further subsequent public consultation taking place between November and December 2010.

1.4 The Holiday Accommodation Supplementary Planning Document Consultation Statement (March 2011) sets out further details of the public consultation undertaken, and can be viewed, alongside all other documents relating to the SPD, at:

www.blackpool.gov.uk/holidayaccommodation

Key Aims

1.5 This Supplementary Planning Document has accordingly been produced to provide the required more detailed guidance, including the precise boundaries for the new Main Holiday

Accommodation Areas, with its key aims set out below:

- To support an improvement in quality and reduction in quantum of holiday accommodation which consolidates provision around the strongest clusters.
- To maintain the Promenade as the 'shop window' to the resort, offering a range of high quality visitor accommodation.
- To provide a focussed supporting high quality holiday accommodation offer in the six defined areas of the Cliffs, Lord Street, South Town Centre, Foxhall, South Beach and the Pleasure Beach.
- To encourage mixed neighbourhoods outside of the main holiday accommodation areas. Complementing this will be a *New Homes from Old Places* Supplementary Planning Document which provides guidance on residential conversions and sub-divisions and seeks to prevent hotels or guesthouses being used as Houses in Multiple Occupation (HMOs).
- To accordingly support policies for: "The Promenade", "Main Holiday Accommodation Areas" and "Mixed Neighbourhoods" of the Blackpool Core Strategy.

1.6 No separate Sustainability Appraisal (SA) or Habitat Regulations Assessment (HRA) is required for this document, as this is covered by the SA and HRA for the Core Strategy, which are available for inspection and can be viewed at

www.blackpool.gov.uk/corestrategy2010

2

Fylde Coast Visitor Accommodation Study

2.1 As the most popular UK holiday destination¹, Blackpool continues to attract visitors from far and wide, but increasing competition at home and abroad has led to a marked decline in the number of staying visitors over the last 20 years.

2.2 In 2009 the **Fylde Coast Visitor Accommodation Study** assessed the quantity, quality, and location of visitor accommodation and reviewed the current policy framework. The research, supported by the Council's survey and inspection work, confirmed that Blackpool offered more bedspaces than was currently or realistically required in the future, with an accommodation mix that no longer fully meets the requirements of today's staying visitors. This has had a detrimental effect and depressed tariffs, profitability and investment, resulting in pockets of decline in all the main holiday areas.

Key Findings

- 2.3 The Study's key findings show:
- 2001 2,342 accommodation premises
2008 1,770 accommodation (-24%).
 - The 24% decline in premises (2001-8) is matched by a lesser decline of 14% in bedspaces (from 69,725 to 59,933).
 - There is a substantially greater decline in the number of holiday flat premises.
 - To achieve average British hotel and guesthouse occupancy, based on a small increase in staying visitors as Blackpool's regeneration takes effect, there is an

over-supply of 14,000 bedspaces and around 400 holiday accommodation premises.

2.4 The Study concluded no future scenario for tourism in Blackpool will restore past visitor numbers, and that the quantum of holiday accommodation needs to be substantially below the existing level of provision.

2.5 The Study made recommendations based on retaining planning policy protection for major hotel areas on the Promenade, but reducing safeguarded areas or relaxing policy protection elsewhere, with the revised holiday areas each having their own distinctive rationale supporting their long term future.

2.6 Based on these findings, the future policy framework for the accommodation areas is set out in the Blackpool Core Strategy for "*The Promenade*", "*Main Holiday Accommodation Areas*" and "*Mixed Neighbourhoods*". The approach seeks to promote a vibrant modern Blackpool tourism accommodation sector, and facilitate the necessary reduction in accommodation.

2.7 A full copy of the Fylde Coast Visitor Accommodation Study undertaken by Humberts Leisure for Blackpool, Fylde and Wyre Councils is available to view online, and forms part of the technical evidence base supporting the Blackpool Core Strategy, at:

www.blackpool.gov.uk/corestrategy2010

2.8 The detailed boundaries and policy approach are set out in this document.

¹ Source: <http://www.visitblackpool.com>

3

Deciding on the Holiday Areas and their boundaries

3.1 This section explains how the boundaries of the holiday accommodation areas were decided, based on the recommendations of the Fylde Coast Visitor Accommodation Study, supported by a range of data and information, site visits and local knowledge.

3.2 Their varied locations and diverse character is such that the boundaries are as much about their perceived viability and attractiveness in terms of each providing a distinctive rationale for their long term future, as it is about the facts and figures of their current use, the property type and the accommodation provided.

3.3 The broad areas were initially identified within the Fylde Coast Visitor Accommodation Study. The SPD more detailed boundaries were subsequently determined and agreed by the Council following detailed public consultation.

3.4 Consultation on the draft Supplementary Planning Document provided opportunity for residents, holiday accommodation proprietors, local businesses and other interested parties to respond to and fully inform the eventual confirmed boundaries.

3.5 In determining the **Promenade** boundaries, the presumption was taken at the

outset that the existing quantum of seafront holiday accommodation must be retained as a main focus and attractive location for visitors. The identification of the main holiday areas on the Promenade generally reflects this approach, retaining the quantum of holiday accommodation along most of its length, whilst permitting flexibility for redevelopment to uplift the quality of the offer. The more specific key hotel policy relates to the intrinsic architectural character and appearance of a small number of promenade frontages, including some of the resort's longstanding and best known hotels.

3.6 **Off the Promenade**, the six main holiday accommodation area boundaries were determined in accordance with the general criteria outlined below.

3.7 The ten general criteria outlined below were used to determine the Main Holiday Accommodation Areas:

- Strategic Evidence (Criteria 1, 2 and 3)
- Neighbourhood Evidence (Criteria 4 and 5)
- Local Character (Criteria 6 and 7)
- The Future (Criteria 8, 9 and 10).

General Criteria	
Strategic Evidence	1. Quantum range of future bed space requirements set out in the Fylde Coast Visitor Accommodation Study, based on anticipated visitor numbers, occupancy and viability.
	2. The rationale for individual Promenade and holiday accommodation areas as informed by the Fylde Coast Visitor Accommodation Study.
	3. Strategic fit with emerging planning policy in the Blackpool Core Strategy, and neighbourhood plans.
Neighbourhood Evidence	4. Patterns of accreditation, and quality of premises in holiday accommodation use.
	5. Monitoring and Intervention in the Private Rented Sector (MIPS) and other survey data – in particular on business health, property use and condition.
Local Character	6. Current location, scale and appearance of properties which distinguish the character of individual Promenade and holiday accommodation areas.
	7. The incidence and completeness of holiday accommodation use of individual Promenade and holiday accommodation areas.
The Future	8. The perceived viability of individual streets and holiday accommodation areas.
	9. The anticipated market attractiveness to visitors and potential investors.
	10. The likelihood of securing an alternative future (primarily residential) for individual Promenade and holiday accommodation streets and areas.

3.8 The basic rationale and details of the boundaries is discussed in turn below in relation to the strategy, figures, character and future of each area. The two main focus areas of the new policy framework are **The Promenade and Off Promenade Holiday Accommodation Areas** outlined in **Sections 4 and 5**.

4

Promenade Holiday Accommodation Policy

4.1 The focus of policy on the Promenade set out in the Core Strategy recognises the Promenade is the 'shop window' to the resort, where a vital focus is to provide the essential range of accommodation facilities and services for resort visitors.

4.2 The Promenade policy comprises three key elements, with the areas to which each relates illustrated on the plans of north promenade and south promenade which follow below:

(i) Key Hotel Frontages

(circa 25 hotel premises, <1% of hotels)

4.3 To retain in holiday accommodation use and enhance the character and appearance of the following key hotels and frontages

considered vital to the long term future of the resort.

4.4 This specific approach is as much to do with retaining the intrinsic architectural character and value as well as the holiday accommodation use of certain key buildings whose positive contribution to the vitality of the Promenade must be safeguarded.

4.5 This policy applies to:

- Queens Promenade frontage (from Cabin to the Gynn Square)
- Imperial Hotel, North Promenade
- The Crescent (242 – 280 North Promenade),
- Metropole, North Promenade
- Talbot Square Travel Lodge (former Clifton Hotel)

Key Promenade Hotel Frontage

Queens Promenade to Talbot Square



Not to Scale. Based on the Ordnance Survey Mapping with permission of the Controller of Her Majesty's Stationery Office. © Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings. All rights reserved. Blackpool Borough Council 100019178, 2011

(ii) Main Holiday Accommodation Promenade Frontage

(circa 100 premises, 6%+ of hotels)

4.6 To promote and support a new or improved accommodation offer that contributes to resort regeneration elsewhere along the main holiday accommodation promenade frontage.

4.7 This approach seeks to retain the existing (floorspace) quantum of accommodation, but at the same time permit redevelopment and improvement proposals which provide a new high quality mixed use seafront holiday accommodation and residential offer.

4.8 This policy applies to:

- Norbreck Castle and Bispham Promenade holiday frontage.
- The North of Town Centre Promenade frontage from Warley Road to Cocker Square.
- Foxhall Central Promenade frontage.
- South Promenade frontage from Trafalgar Road to Station Road.

- Pleasure Beach Promenade frontage (includes Burlington Road West and north end of Clifton Drive).

(iii) Promenade Mixed Use Frontage

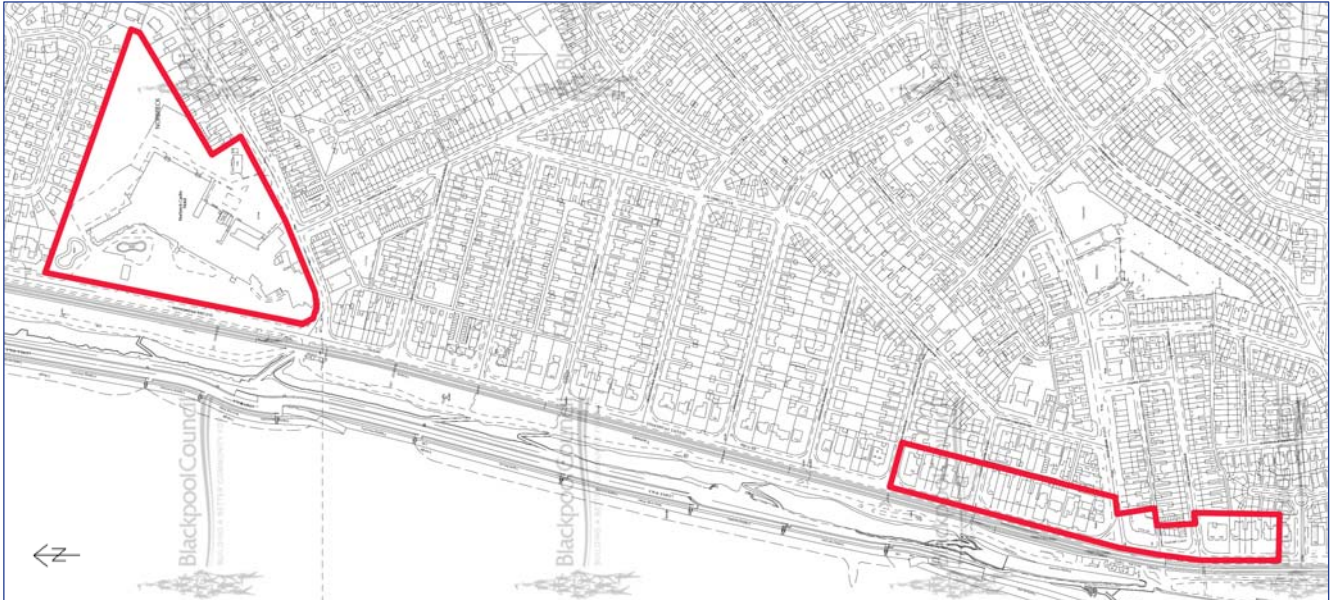
4.9 The focus of policy outside the above areas of the Promenade (see plans) is on a seafront residential offer, with no protection of any existing or future quantum of accommodation. This approach encompasses the quieter ends of the Promenade and some key frontages in need of improvement immediately north of the town centre and along central promenade.

4.10 This policy applies to:

- Other Promenade frontages north of the Cabin.
- North Shore Promenade between Gynn Square and Warley Road.
- Town Centre Promenade frontage from Cocker to Foxhall Square.
- Promenade frontage south of Solaris.

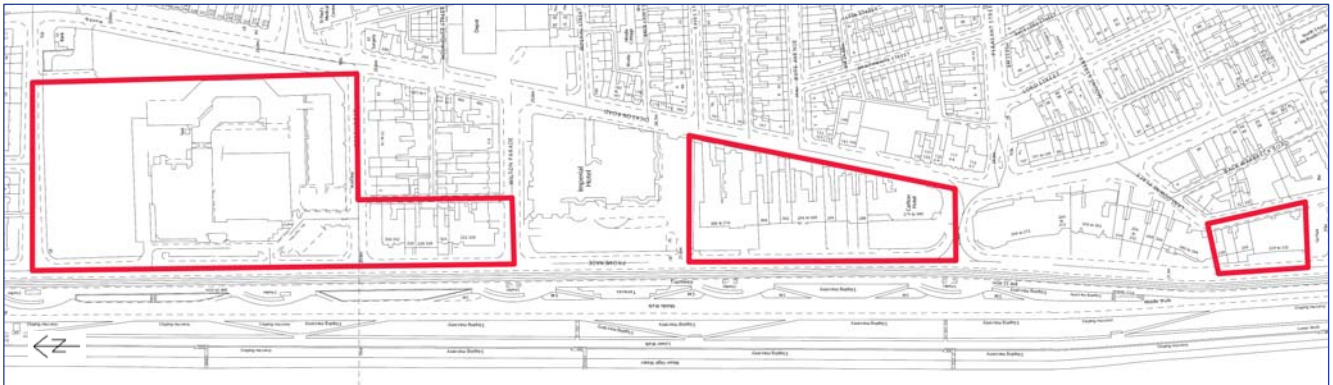
Main Holiday Accommodation Promenade Frontage

Norbreck Castle and Bispham



Not to Scale. © Crown Copyright. All rights reserved. Blackpool Borough Council 100019178, 2011

Gynn Square to Cocker Square



Not to Scale. © Crown Copyright. All rights reserved. Blackpool Borough Council 100019178, 2011

Foxhall and South Promenade Frontage



Not to Scale. © Crown Copyright. All rights reserved. Blackpool Borough Council 100019178, 2011

Pleasure Beach Promenade Frontage



Not to Scale. © Crown Copyright. All rights reserved. Blackpool Borough Council 100019178, 2011

5

Off Promenade Holiday Accommodation Policy

5.1 The policy seeks to ensure that those areas that are well situated to reap the benefit of wider resort investment are not eroded by incremental changes that can undermine the character and viability of surrounding businesses.

5.2 The approach reflects the changing character of the holiday areas and its market, with a two tier approach comprising **six main holiday accommodation areas**, with the emphasis elsewhere on managing change and restoring confidence through the creation of **mixed neighbourhoods**.

(a) Policy R19 Main Holiday Accommodation Areas

(circa 600 hotel premises, 40% of hotels)

5.4 In these areas the emphasis is on measures to support their long term future as holiday areas and the policy:

- permits new or improved visitor accommodation.
- promotes the replacement of low quality older holiday accommodation.
- continues to safeguard holiday accommodation use.

5.5 Change from holiday accommodation will only be permitted in very exceptional circumstances where properties fundamentally

differ in character and it would be without any detriment to the character of the holiday area, with an assessment required indicating that the building is not viable for future holiday use.

5.6 The policy applies to:

- **The Cliffs** (Empress Drive, King Edward Avenue and Gynn Avenue)
- **Lord Street area** (focused on parts Lord Street and Banks Street)
- **South Town Centre** (focused on Adelaide Street, Albert Road, Charnley Road, Hornby Road, Hull Road, Vance Road, Reads Avenue and Palatine Road)
- **Foxhall Village** (York and Bairstow Street)
- **South Beach** (focused on Barton Avenue, Wellington Road, Woodfield Road, St Chads Road and Alexandra Road)
- **Pleasure Beach North** (focused on Dean Street, Station Road, Withnell Road, Osborne Road and Balmoral Road), west of Bond Street; and South (focused on Burlington Road West and Clifton Drive)

5.7 The basic rationale and detailed boundaries for each of these areas is set out below (paragraphs 5.10 – 5.43).

(b) Policy R20 Mixed Neighbourhood (circa 800 hotel premises, 53% of hotels)

5.8 Outside the Main Holiday

Accommodation Areas the focus of policy is on managing change and restoring confidence via the remodelling of these areas to create balanced residential neighbourhoods. Existing holiday accommodation with or seeking accreditation will continue to be supported, but the main policy provides increased flexibility for owners to change from holiday accommodation to residential use should they wish to.

The policy approach:

- Continues to recognise the importance of remaining holiday properties, complementing a higher quality residential profile.
- Supports good quality new hotel development and the enhancement of existing holiday accommodation.
- Promotes and encourages a reduction in the supply of poor quality hotels and its replacement with good quality residential accommodation

5.9 This aspect of policy for change to residential use is informed in detail by new housing design guidance standards for residential conversions and sub-divisions in the *New Homes from Old Places* Supplementary Planning Document.

The Cliffs

5.10 The Cliffs Main Holiday Accommodation Area is located in the north of the resort located near Gynn Square. This area as a whole has a quieter, more family orientated offer than provision in central Blackpool, allowing visitors to enjoy Blackpool's main attractions but stay in a quieter resort area.

Strategic Evidence

5.11 The Cliffs has a very distinct appeal focussed on a quieter and more relaxed offer compared to the vibrant town centre locations, which is attractive to families and the seniors market. Along with quieter areas on the North Shore Promenade towards Bispham, it forms an important part of a diverse range of holiday accommodation provided in Blackpool visitor's requirements.

Neighbourhood Evidence

5.12 Holiday accommodation accounts for over 70% of all properties in the Cliffs main holiday accommodation area, with over half these properties achieving some level of accreditation. There is little proliferation of residential properties in this area.

Local Character

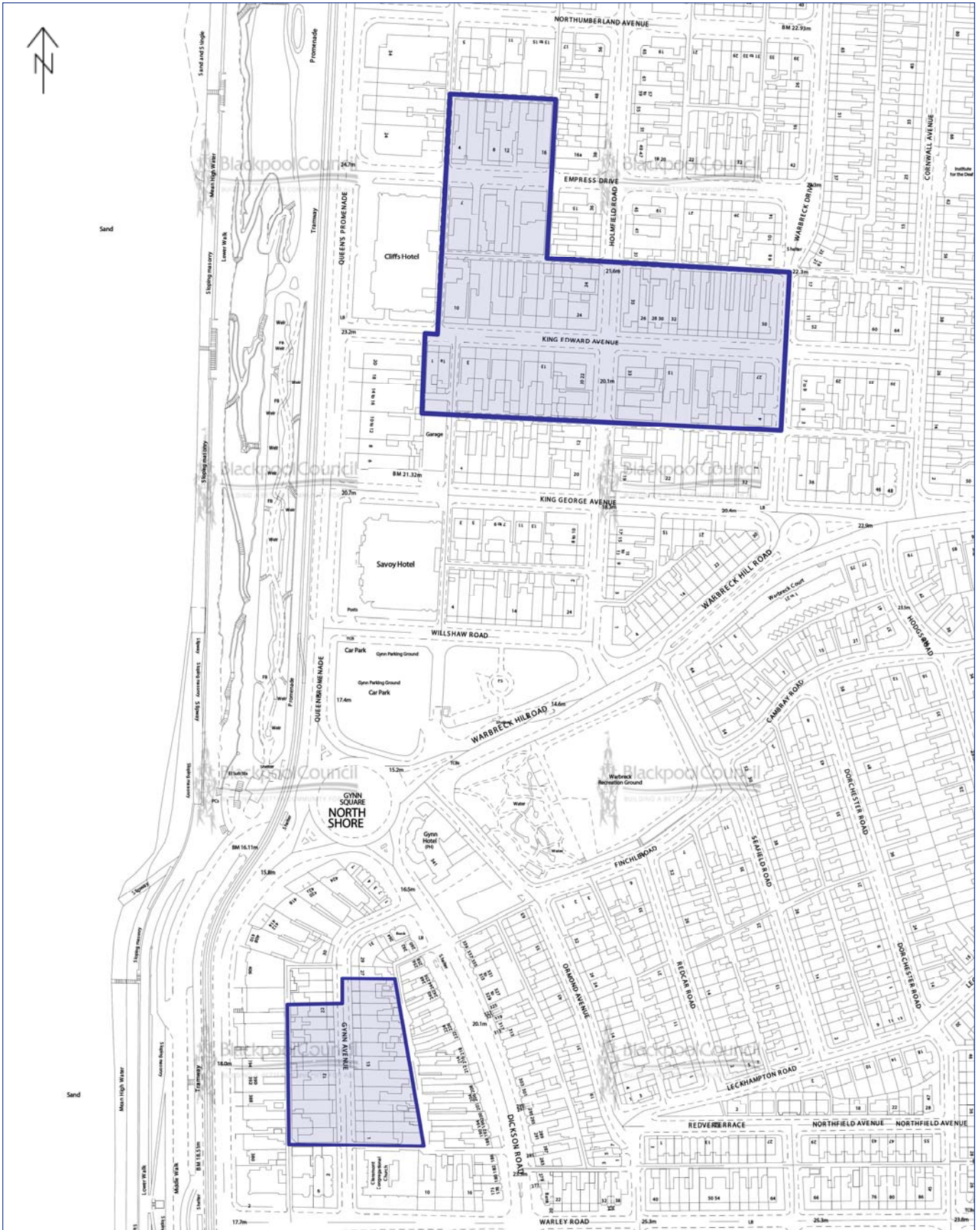
5.13 The high proportion of holiday accommodation properties in the area ensures The Cliffs retain a strong resort environment.

- It has a strong architectural style, with many of the hotels and guesthouses retaining many of their original features and character.
- Contains the highest proportion of accredited premises out of the six areas.
- The smaller scale of the hotels and guesthouses compared to holiday accommodation on the Promenade, such as the Cliffs and Savoy Hotel, provides a quieter, more family orientated offer.
- The area benefits from the appeal of the North Shore cliffs themselves, including the annual Blackpool illuminations with large tableaux focused on this section of the seafront.

The Future

5.14 It is considered the quieter appeal and ambience of this area will continue to appeal to its own distinctive market. King Edward Avenue, Empress Drive and Gynn Avenue contain good quality guest houses providing a counterpoint to the more vibrant areas of the central resort. Guesthouse proprietors have worked with the Council to achieve the highest levels of accreditation within the resort and there is a strong local desire for continued protection within this area.

The Cliffs (Main Holiday Accommodation Area)



Not to Scale © Crown Copyright. All rights reserved. Blackpool Borough Council 100019178, 2011

Lord Street

5.15 The Lord Street Main Holiday Accommodation Area is located to the north of the town centre, in close proximity to the main Blackpool North railway station and a number of leisure attractions.

Strategic Evidence

5.16 The area around the station has traditionally been one of the key hotel and guesthouse areas within Blackpool, however, with the decline in visitor numbers many businesses have converted to residential use over the last 20 years. Behind the Promenade, an exception to this picture has been the success of Lord Street, with its re-branding as an attractive location for both the gay community and wider visitors. There is also a strong cluster of holiday properties off the Promenade on Banks Street.

5.17 Extensive redevelopment of the adjoining area is to take place as part of the Talbot Gateway scheme, and is likely to benefit this area with an improved public transport interchange and an expanded retail and leisure offer.

Neighbourhood Evidence

5.18 Within the Lord Street area, two clusters of guesthouses and hotels exist on Lord Street separated by a section of largely residential properties, alongside this is a strong cluster of holiday properties on Banks Street. Holiday accommodation accounts for almost 80% of properties in the holiday area, with some level of accreditation with the potential for substantial improvement.

Local Character

5.19 Lord Street and the surrounding area has a prominent 'gay-friendly' identity, formed in part by the area's proximity to leisure attractions such as Funny Girls, which influences its character:

- The niche market strength of the area has grown, bucking recent more general decline in visitor numbers.
- Lord Street and the surrounding area is fairly vibrant, with a diverse range of holiday accommodation, residential, commercial and retail uses.
- Located adjacent to the Blackpool North railway station the area is easily accessed by public transport.
- Accreditation levels on Lord Street are low, with a need to encourage proprietors to seek accreditation.
- Banks Street provides seafront views in close proximity to the Promenade and North Pier, catering for a wide range of visitors.

The Future

5.20 The Lord Street area creates a niche market holiday accommodation area attractive for its visitors. Successful examples elsewhere show the huge potential success and vitality of such areas if properly improved and marketed to provide high quality accommodation.

Lord Street (Main Holiday Accommodation Area)



Not to Scale © Crown Copyright. All rights reserved. Blackpool Borough Council 100019178, 2011

South Town Centre

5.21 Immediately south of the town centre and directly adjoining the Winter Gardens, Houndshell Shopping Centre, Coral Island and the former Central Station site. It provides convenient and easy access for those wishing to visit the Tower, Winter Gardens, shops, cafes, restaurants, theatres and bars in the town centre.

Strategic Evidence

5.22 The provision of high quality holiday accommodation in this area remains a crucial component of the wider town centre offer. The future regeneration of the former Central Station site will potentially attract additional future visitors, as will the upgrading and refurbishment of the Winter Gardens and Tower following acquisition by the Council.

Neighbourhood Evidence

5.23 The South Town Centre main holiday accommodation area contains almost half of all the holiday accommodation provided within the six defined holiday areas. Within this area holiday accommodation remains the predominant use, with the levels of accredited premises in line with the average for Blackpool.

Local Character

5.24 Directly adjoining the town centre and including many of the resort's larger hotel properties other than on the Promenade itself, its facilities complement the town centre offer which forms a key part of its appeal:

- Well established holiday area benefiting from regular return visitors and its central location attracts new visitors.
- The higher concentration of holiday accommodation and incidence of in-

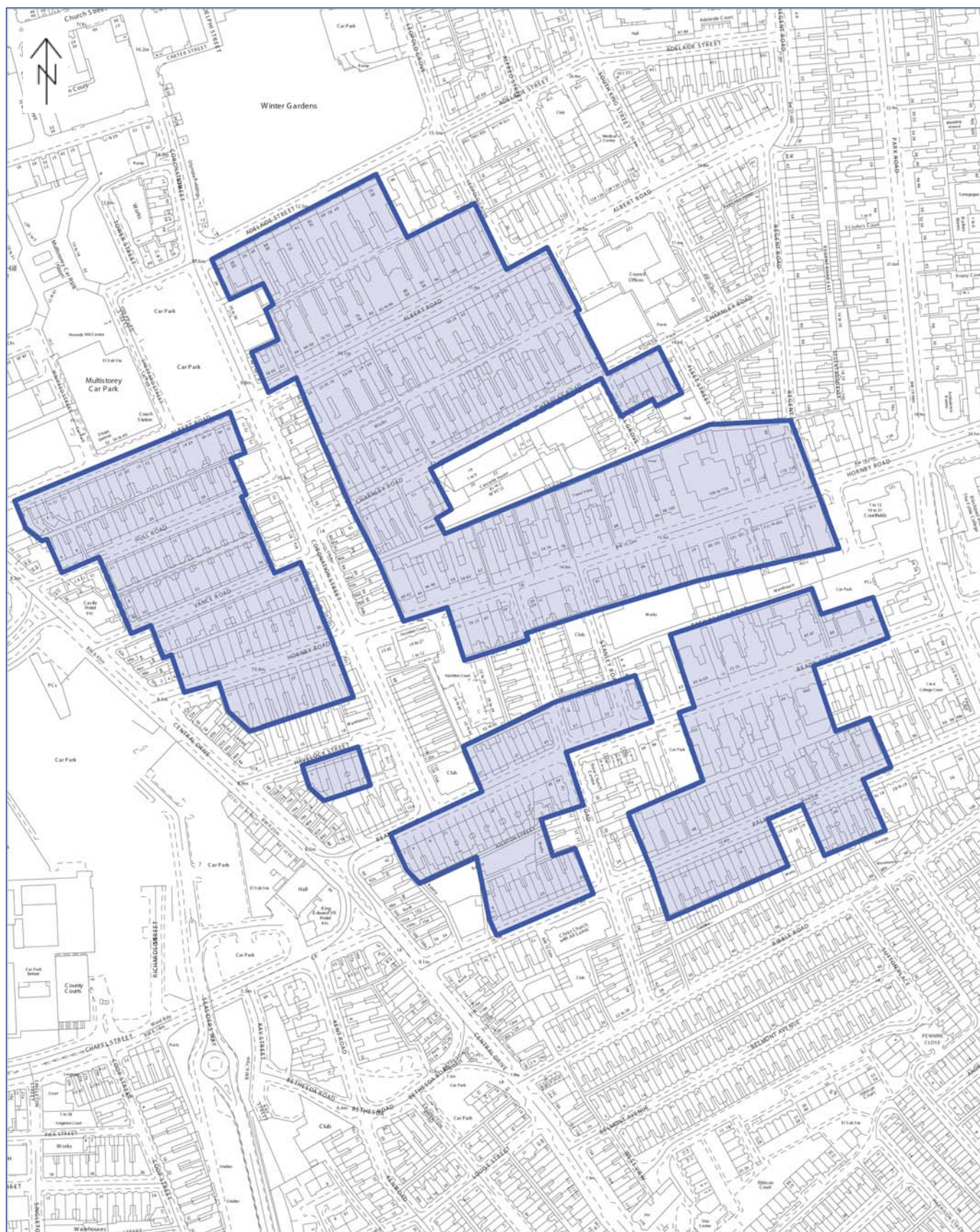
house bars, particularly closest to the town centre, provides an ideal location for a vibrant town centre accommodation offer.

- Streets retain a strong architectural character with many of the original architectural features still apparent.
- Many properties have been adapted and updated over the years to provide accommodation which largely meets the requirements of today's visitors.
- A contrasting smaller scale, character, and lower level of accreditation of premises between Coronation Street and Central Drive - although well located to benefit from any future redevelopment of the former Central Station site.
- A quieter contrasting offer to the south of the area towards Hornby Road, Reads Avenue and Palatine Road, with some more mixed incidence of residential use.

The Future

5.25 The highly marketable identity based around leisure and entertainment can be capitalised upon to attract further visitors and private sector investment. Major investment and uplift in attractions and facilities within the Town Centre will benefit the holiday area and has the potential to increase its market attractiveness. As the largest of the holiday areas, it differs in character from the smaller more niche areas of accommodation elsewhere across the resort and includes some increasing mixed incidence of residential use. The future focus of policy will be on continuing to safeguard holiday accommodation within these streets where it relates well to the strength of use, appearance and character of neighbouring properties.

South Town Centre (Main Holiday Accommodation Area)



Not to Scale © Crown Copyright. All rights reserved. Blackpool Borough Council 100019178, 2011

Foxhall

5.26 Foxhall, located to the south of the Town Centre, is the resort's oldest holiday area and provides a mix of leisure and entertainment facilities within a tight knit community.

Strategic Evidence

5.27 Evidence from neighbourhood planning consultation supports the vision for Foxhall to transform the area into a thriving mixed neighbourhood, combining its tourism heritage with an improved residential and commercial offer.

5.28 Foxhall has provided holiday accommodation for visitors to Blackpool for over a century but in the past thirty years visitor numbers have greatly reduced. The area contains many assets which if revitalised could again become an attractive location at the heart of Blackpool, having a very distinctive heritage character providing a traditional Blackpool bed and breakfast environment whilst offering an improved quality of accommodation.

Neighbourhood Evidence

5.29 Foxhall is the smallest area, comprising just two streets within which holiday accommodation accounts for the majority of properties, but contains very few accredited properties. The current low number of accredited properties is in part due to the size of properties in these streets, and improvements will be sought.

Local Character

5.30 The traditional guesthouses have retained a specific charm and historic character and their appearance has changed little over the years.

5.31 Foxhall offers:

- A strong architectural and heritage identity. The narrow streets and small terraced properties have largely remained intact and helped to foster a strong community spirit in the area.
- Holiday accommodation along York and Bairstow Street front straight onto the street with no amenity space or garden to the front of properties.
- As a consequence, buildings have largely retained their original features, with bay windows, colourful frontages, and a distinct lack of additions such as sun lounges which have occurred elsewhere.

The Future

5.32 The Foxhall area is to be a focus for regeneration. Guest houses and hotels will benefit from the uplift in the area and from any increase in visitor numbers as result of nearby redevelopment schemes on the Promenade and on the former Central Station site.

Foxhall (Main Holiday Accommodation Area)



Not to Scale © Crown Copyright. All rights reserved. Blackpool Borough Council 100019178, 2011

South Beach

5.33 South Beach, situated just off the main south Promenade, provides the second largest main holiday area between the seafront and Lytham Road, where there still remains a high concentration of accommodation.

Strategic Evidence

5.34 South Beach provides a generally smaller scale family orientated accommodation offer, away from the commercial heart but conveniently located midway between the twin main draws of the town centre and the Pleasure Beach. The proximity of the seafront and new headlands add to its appeal.

5.35 Evidence from neighbourhood planning consultation shows the wider area of South Beach faces a number of challenges to address the social and economic issues resulting from a decline in tourism, with the need to focus investment and regeneration in the area.

Neighbourhood Evidence

5.36 South Beach provides a large number of guesthouses and hotels clustered between the Promenade and Lytham Road, with over 70% of properties in the holiday area in holiday accommodation use, including a considerable number of accredited properties.

Local Character

5.37 South Beach comprises several traditional terraces of holiday accommodation properties:

- The guesthouses and hotels largely still retain their architectural integrity.
- The high proportion of operating guesthouses and hotels ensures that the area still has a very strong intrinsic resort character and is relatively viable.
- Many of the hotels and guesthouses are small in scale and offer a more intimate and traditional offer with a strong sense of community (compared to the larger seafront hotels) which is attractive to certain sectors of the family and seniors market.

The Future

5.38 The area has suffered as a result of the decline of tourism, but the strong reduced focus of guesthouses and hotels in the main holiday area remains ideally located to benefit from new town centre and promenade leisure attractions as well as from the regeneration of South Beach itself.

South Beach (Main Holiday Accommodation Area)



Not to Scale © Crown Copyright. All rights reserved. Blackpool Borough Council 100019178, 2011

Pleasure Beach

5.39 The Pleasure Beach main holiday accommodation area is concentrated in two clusters north and south of the Pleasure Beach itself, ideally located for visitors to one of Blackpool's most prominent and popular attractions.

Strategic Evidence

5.40 The proximity of the Pleasure Beach along with the Sandcastle and Promenade headlands are key to the area's appeal. The two areas either side of the Pleasure Beach offer a diverse mix and quality of accommodation, with the future need to focus on a higher quality accommodation offer. Viability will be enhanced by future redevelopment or further investment at the Pleasure Beach.

Neighbourhood Evidence

5.41 Holiday accommodation accounts for over 60% of properties in the Pleasure Beach main holiday accommodation area. The areas north and south of the Pleasure Beach contain a number of accredited properties, but there is major potential for improvement, with the viability and attractiveness of the area indicated by the recent development of two major hotels.

Local Character

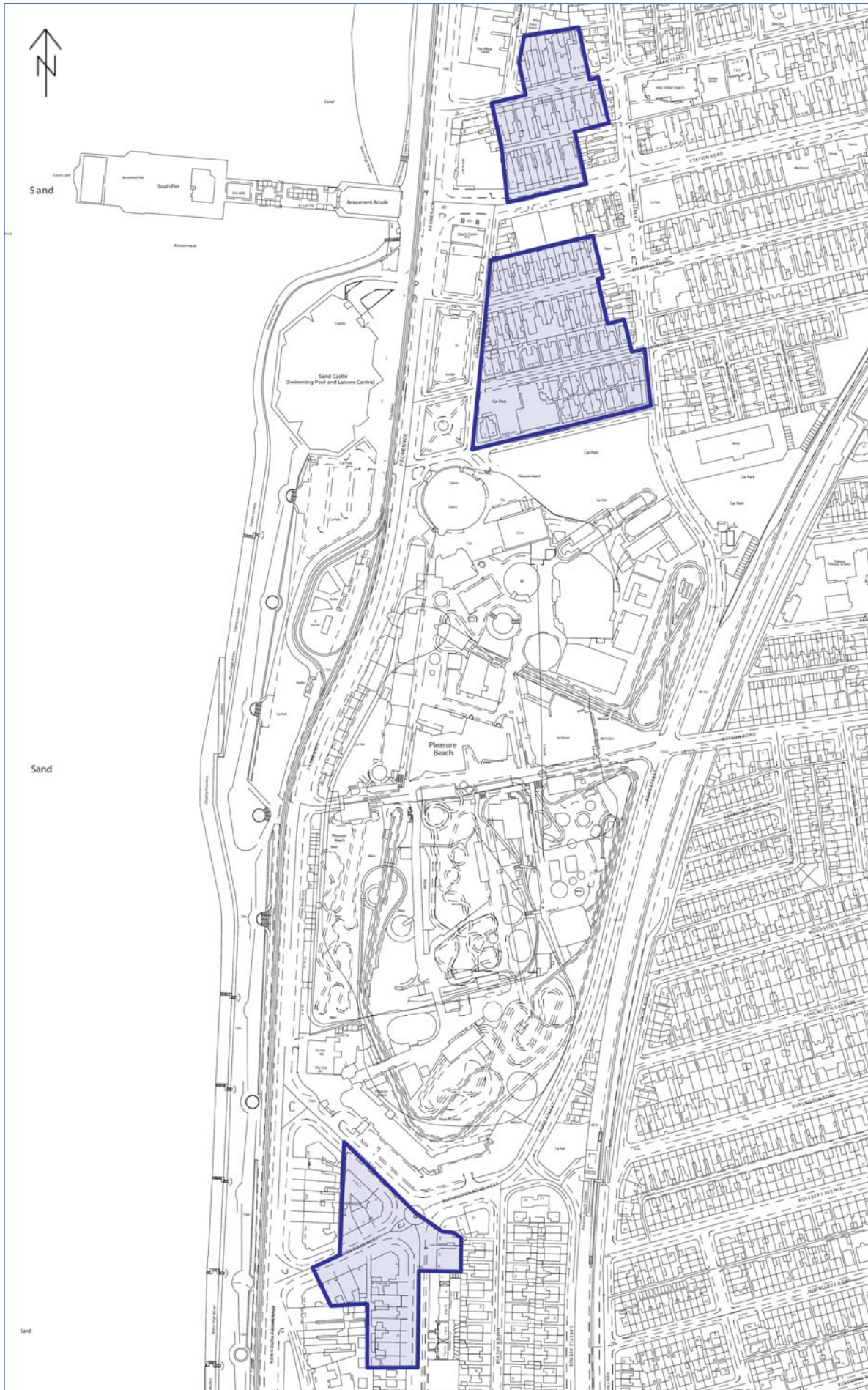
5.42 The Pleasure Beach area contains a variety of architectural styles with a varying scale in the size of hotels.

- The area provides a diverse mix of accommodation, including the Big Blue hotel and a Travel Lodge, along with more traditional terraced holiday premises.
- The Pleasure Beach creates a vibrant atmosphere, and the area retains an intrinsic holiday character and appeal.
- There is a marked contrast between the two clusters of accommodation, and a quieter ambience to the south, adjoining a largely residential area.

The Future

5.43 A cluster of good quality hotels and guesthouses around the Pleasure Beach will be vital to accommodate visitors to this area of Blackpool. Further investment in the Pleasure Beach, Promenade and tramway will potentially help ensure that visitor numbers are maintained or increased. Generally the focus is on improving existing holiday accommodation, but the potential has been shown in this area for new hotels to also be part of an improved holiday offer. Directly to its north, the Pleasure Beach owns a number of properties and has ambition to invest and uplift the holiday accommodation offer in this area.

Pleasure Beach (Main Holiday Accommodation Area)



6

Supporting Council Policies

6.1 To ensure the designated main holiday accommodation areas and the surrounding mixed neighbourhoods are successful the Council will take a number of steps to ensure the vitality and viability of the areas is enhanced and protected.

6.2 Policy is further informed by the review of the Council's supporting planning guidance – “*New Homes from Old Places*” which aims to:

- Raise the quality of residential conversions and sub-divisions by establishing modern space and amenity standards
- Encourage the highest design quality by promoting creativity and best practice
- Address the over-supply of small flats and poor quality dwellings, particularly in the inner area and resort neighbourhoods
- Encourage sustainable development during the design and construction phases
- Improve the character and quality of existing and emerging residential neighbourhoods

6.3 The Blackpool Council Monitoring and Intervention in the Private Rented Sector (MIPS) Team brings together Housing Enforcement, Planning Enforcement, Quality Standards and Fire Safety with a remit to ensure that properties are being used lawfully and safely. This includes ensuring that former holiday accommodation does not fall into HMO use.

6.4 The MIPS Team will actively monitor and enforce against holiday accommodation which unlawfully converts to HMOs. To convert a hotel or guesthouse which lies outside of the designated areas into a residential property a planning application **must** be submitted. Any conversion or subdivision of a hotel or guest house will have to adhere to specific design, space and quality standards as set out in *Supplementary Planning Document: New Homes from Old Places*.

6.5 If a conversion or subdivision takes place and planning permission has not been granted it is the role of Planning Enforcement aligned with the MIPS Team to take action. MIPS data on all properties in and surrounding the main holiday accommodation areas has been gathered to enable the active monitoring of hotels and guest houses and effectively prevent the emergence of new HMOs.

6.6 The Council wish to seek to ensure that a comprehensive approach is taken to support the long term future of the main holiday areas as well as continuing to promote the retention of quality accredited accommodation outside these areas and ensure the areas remain viable and attractive areas for visitors, residents and businesses. This includes aspects such as:

- Promoting grant schemes available to holiday accommodation providers
- The marketing of ‘niche’ holiday areas
- Improving rates of hotel accreditation
- Supporting Stay Blackpool and local guest house and hotel associations

across the resort, with accredited members.

- Investing in the improvement of streets, signage etc. in these areas.

6.7 Future grant schemes for holiday accommodation will be promoted. Marketing will enable the distinct identities of each of the six defined holiday areas and the areas around them to be capitalised upon, such as the family offer of The Cliffs and South Beach, the leisure and cultural offer provided by the Town Centre, the 'gay friendly' atmosphere of the Lord Street area, and the historic character and appeal of Foxhall village.

6.8 Increasing the level of accreditation is essential to promoting main holiday accommodation areas which are high quality and viable. In recent years, levels of accreditation have continued to rise, but to further improve the holiday accommodation offer it is essential the number of properties with accreditation continues to improve. Businesses are encouraged to work with Stay Blackpool, which adopts a membership policy permitting only accredited holiday accommodation premises.

6.9 Improvement to both holiday accommodation and the surrounding area is fundamental to improving the visitor offer and attracting new visitors and retaining day-trippers. Further investment in the main holiday accommodation areas and mixed neighbourhoods is required to improve the quality and appearance of aspects such as street layout, street signage, landscaping, seating, secure parking and lighting.

Appendix A: Blackpool Accommodation Policy (North and South) Summary Plans

North Summary Plan

Norbreck Castle

Gynn Square

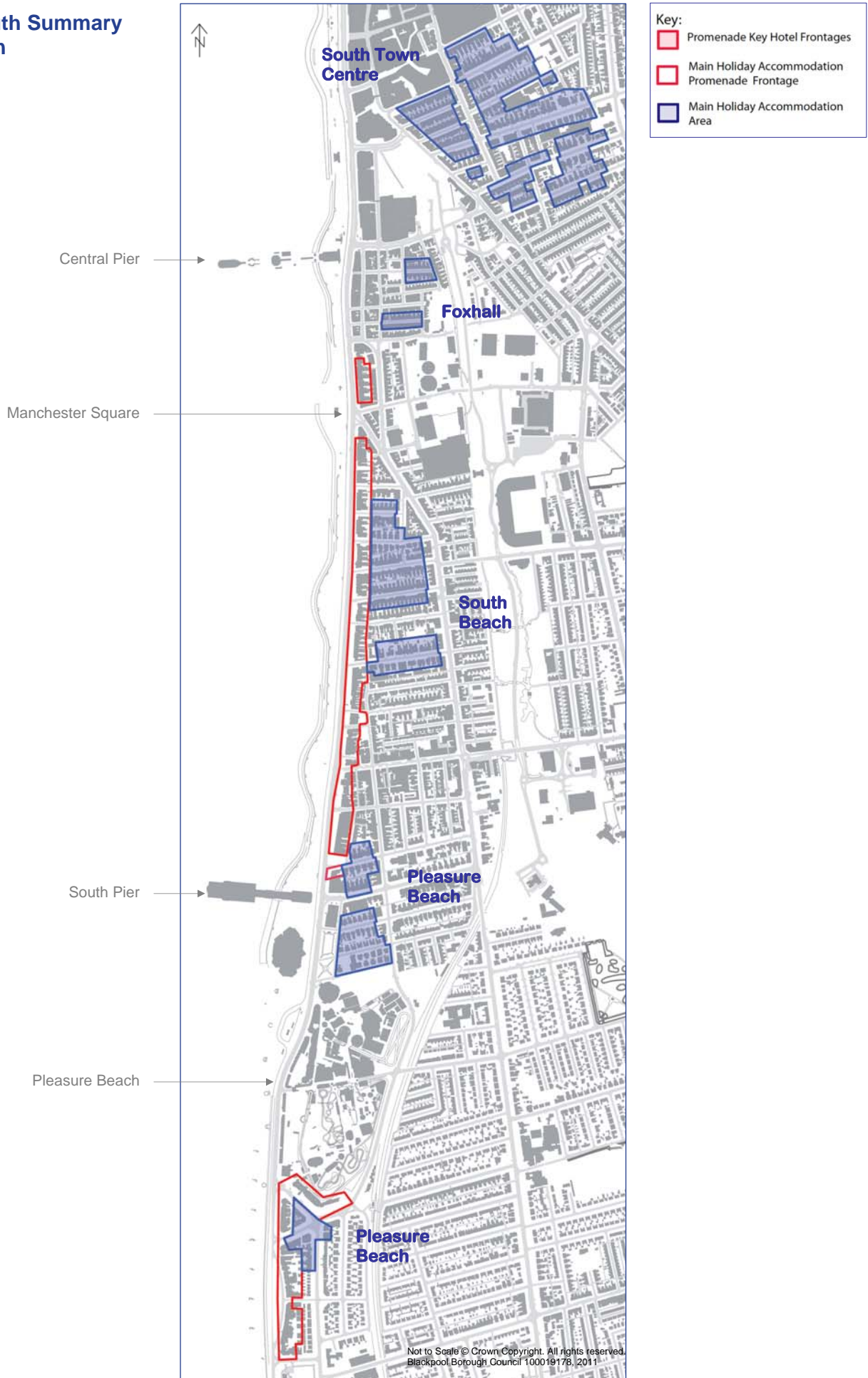
Cocker Square

North Pier



Not to Scale © Crown Copyright. All rights reserved.
Blackpool Borough Council 100019178, 2011.

South Summary Plan



Appendix B: Strategic Policy

(1) Core Strategy Preferred Option Policies (Approved March 2010)

The Promenade (R18)

The Council will promote and pursue proposals which recognise the crucial importance of the main promenade holiday accommodation, and will seek to drive up holiday accommodation standards, alongside developing a potential new seafront residential offer by:

- Safeguarding the holiday accommodation use of a small number of key promenade hotels and frontages considered vital to the long term future of the resort:
- Promoting new hotel development and the enhancement of existing holiday accommodation alongside a supporting new residential seafront offer along the remaining main holiday accommodation promenade frontage where new development and redevelopment proposals should:
 - Retain the existing quantum of holiday accommodation floorspace
 - Provide a new mixed use seafront holiday and residential offer
 - Deliver clear and substantial regeneration benefits,
 - Meet high standards of design
 - Provide high quality accredited accommodation
 - Relate well in use, scale and appearance to neighbouring properties.
- Permitting new residential development of areas outside the main holiday accommodation promenade frontage, with no requirement for safeguarding holiday accommodation.

Main Holiday Accommodation Areas (R19)

The Council's focus for the future marketing and development of holiday accommodation off the Promenade will be to enhance the holiday environment, and support the long term future of the following main holiday areas shown on the Core Strategy Key Diagram:

- The Cliffs
- Lord Street
- Town Centre
- Foxhall Village
- South Beach
- Pleasure Beach (north and south)

Within these areas the focus will be to safeguard and promote new or improved accommodation of a high standard that contributes to neighbourhood regeneration.

Mixed Neighbourhoods (R20)

To manage contraction and transition from holiday accommodation use to create more balanced mixed use residential neighbourhoods where people aspire to live. The Council's future strategy for these areas will:

- Encourage the reduction in the supply of poor quality holiday accommodation.
- Promote high quality single family homes and high quality apartments.
- Enable the retention of quality accredited holiday accommodation.
- Require residential proposals to comply with the Council's new housing standards, and relate well in use, scale and appearance to neighbouring properties.
- Combat unauthorised residential use.
- Promote wider community improvements.
- Create attractive streetscape and pleasant places to live.

(2) Regional Policies (February 2011)

The **North West Regional Spatial Strategy** forms part of Blackpool's Development Plan and sets out a range of policies which focus on the regeneration and further development of Blackpool as a major tourism destination, whilst recognising the importance of wider economic and social regeneration (Policies W6, W7, and RDF3).

The Regional Spatial Strategy will be cancelled when the evolving Localism Bill is approved by Government, which is expected in 2012.

(Note Adoption of the Blackpool Core Strategy is also expected in 2012).

The **Lancashire and Blackpool Visitor Economy Strategy** further focuses on the tourism assets and challenges of this key part of the region – with the transformation of the quality of the resort offer, including a rationalisation of existing holiday accommodation stock to provide a better balance of accommodation, identified as a priority.

✉ Planning Department
Blackpool Council
Municipal Buildings
Corporation Street
FY1 1LZ

📧 planning@blackpool.gov.uk

Visit Blackpool Council at

<http://www.blackpool.gov.uk>

Printed by Blackpool Council on recycled paper.

