



Blackpool Town Deal Board meeting 15

Agenda Item 5 (paper 5.1)

Report to: Blackpool Town Deal Board

Subject: Revoe Community Sports Village business case review and recommendation

Relevant Officer: Nick Gerrard, Growth and Prosperity Programme Director

Date of Meeting: 12 November 2021

1. Revoe Community Sports Village (project background)

1.1 Project description

The Revoe Community Sports Village project has been designed to respond to need identified in the local community, and to leverage and enable investment within the Blackpool FC Bloomfield Road ground and surrounding environment. Without a comprehensive and joined-up approach to the design and delivery of this project, investment could result in greater severance of the existing Revoe community, and undermine the potential to deliver community facilities that will benefit local people for years to come.

The overall project aim is to establish a sports village with leisure, education, and residential uses.

The proposed project boundary currently comprises:

- Blackpool FC Bloomfield Road Football Ground plus associated uses including hard standing, surface level car parking, and groundsman's area.
- Land in and around Blackpool Football Club, including part of the former allocated housing site.

The project objectives as agreed with stakeholders are:

- Deliver development and regeneration in a deprived area of Blackpool.
- Ensure the longevity of Bloomfield Road as a top-class sporting facility.



- Delivery of new community sporting infrastructure to enhance existing facilities within the town.

To achieve these objectives, the project will include the direct delivery of the following within a coherent Sports Village:

Direct delivery of:

- One under 16 (years) 3G pitch – together with a number of smaller community pitches.
- 4,600 seat new east stand with associated within-stand concourse to support match day activity.
- New club shop, club bar and ticket office to North Stand frontage.
- 7,332 square metres public realm delivery to include creation of new north stand public realm.
- 139 re-provided car parking spaces.

Enabled and safeguarded delivery of:

- 7,410 square metres brownfield land for the purposes of future development to Central Drive frontage.
- 6,709 square metres brownfield land for the purposes of additional sports infrastructure delivery.
- Health benefits to the local community.

1.2 Rationale and need for scheme

Community Deprivation and Need: Deprivation in Blackpool is significant and increasing with the most recent Index of Multiple Deprivation (IMD 2019) indicating that Blackpool is currently the most deprived in the Country, and six of the seven measures within the index have deteriorated since 2015. Closer analysis of the IMD domains and data from other sources highlights the complexity of issues within the area including high levels of unemployment, poor physical and mental health (which includes high rates of lung disease and cancer from high rates of smoking, drug and alcohol deaths and higher suicide rates), higher levels of crime and higher levels of fuel poverty.



From a health deprivation perspective, insufficient investment has been made in sport and physical activity to date; to lift participation rates in Blackpool which remain stubbornly low. 30.3% of the population are “inactive”, well above the North West (25.8%) and England (24.6%) levels, whilst levels of participation in the top 5 sports are all significantly below regional and national levels.

Life expectancy for males is 5 years below the national average and 4 years below the average for Lancashire as a whole. Whilst the gap is smaller for women there is still a significant reduction compared to national and regional life expectancy. Similarly preventable mortality rate is drastically higher than all comparable locations, further highlighting the drastic need for health-related interventions in the Blackpool Community.

Beyond considering deprivation across Blackpool generally, it is important to drive down even further into the Revoe area itself. Indices of Multiple Deprivation data shows that Revoe has the second most deprived LSOA (Lower Super Output Area's) in the country (Blackpool 010A).

Blackpool 013C which is to the south of Blackpool 010A and is the area where the football ground and proposals are located does not fare much better as the 12th most deprived lower LSOA (Lower Super Output Area's) in the country. This LSOA (Lower Super Output Area's) scores in the lowest decile for all indices except for Barriers to Housing and Services indicating the material challenges facing the community in this location and the drastic need for investment.

As well as IMD (Index of multiple deprivation), Revoe's challenges are also visible in other socio-demographic datasets:

- 24% of people aged 16 to 74 are in full-time employment in Blackpool Revoe compared with 37% across the North West.
- 43% of people have no qualifications in Blackpool Revoe compared with 25% across the North West.
- Average incomes in Revoe (£25,280), 30% less than the North West average (£36,361).
- 36% of working age population in Revoe claiming DWP Benefits.
- 42.7% of Revoe's working age population has no qualifications, compared to 7.6% of the English population.

Local health deprivation can also not be ignored. Over 26% of residents aged 16 to 64 have a limiting long-term illness, considerably higher than the regional average of 15.5%. Additionally, the percentage of residents assessing themselves as being in 'bad or very bad' health stands at 13.2%, just under three times the national average of 5.6% evidenced in the 2011 Census.



Revoe also has a young population with 25% aged between 0 and 15, greater than the regional average of 19%. This demographic will benefit greatly from proposed sporting investment and can create a greater culture of health and engagement through these proposals.

Sports and Playing Pitch Need: The Blackpool FC Community Trust has been working with the local community over a sustained period of time to provide support and opportunities for football and sports related programmes across a number of age groups. In the current area, which includes three local schools, no current facilities exist and chance to engage in such activity is very difficult. Revoe Park includes a small concrete MUGA area, which is regularly out of use due to dark and wet conditions. The two neighbouring primary schools also have no outdoor sports spaces and the BFC School and Sports College have no onsite facilities to utilise, meaning all need to travel for such opportunity.

Blackpool FC East Stand and Ground Issues: The East Stand of Bloomfield Road is a temporary structure, currently used for visiting supporters. Operating under a temporary planning permission, the stand requires material investment to enable it to continue to operate. Ongoing investment of this nature is not commercially sustainable, and it is unlikely that the stand will secure planning permission for ongoing temporary use in its current form. Closure of the stand would have a material impact on the local economy, reducing capacity, with associated knock-on effect in terms of local spend and uplift from visitors to the area.



1.3 Project deliverables

Key performance indicators	Outputs	Timescales	Responsibility/ reporting Lead
New stand capacity (4,600)	1	By September 2025	Blackpool Football Club
Public realm improvements	7,332 square metres	By September 2025	Blackpool Football Club/ Blackpool Council
Car parking spaces	139	By October 2024	Blackpool Football Club/ Blackpool Council
Jobs created (Part time employment opportunities)	32	By October 2024	Blackpool Football Club
New sports facilities (3G pitch)	1	By April 2025	Blackpool Football Club/ Blackpool Football Club Community Trust CCO
Health and wellbeing (sports participants on the community pitches per annum)	1,719	From April 2025	Blackpool Football Club Community Trust CCO
Brownfield land brought into positive use/ Future development zone	7,410 square metres	By end of 2026	Blackpool Council
Brownfield land brought forward for additional sports infrastructure	6,709 square metres	By April 2025	Blackpool Council



1.4 Funding profile

	2021/ 2022	2022/ 2023	2023/ 2024	2024/ 2025	2025/ 2026	Total
Capital						
Town Deal	£288,889	£1,339,306	£1,523,056	£3,318,644	£75,924	£6,545,818
Other (Public)	N/ A	N/ A	N/ A	N/ A	N/ A	N/ A
Other (Private)	£156,978	£470,933	£470,933	£9,566,040	£7,022,798	£17,687,682
Total Capital	£445,867	£1,810,239	£1,993,989	£12,884,683	£7,098,722	£24,233,500
Total	£445,867	£1,810,239	£1,993,989	£12,884,683	£7,098,722	£24,233,500

2. Annexes

There are three documents annexed to this report which provide further detail:

1. Annex Paper 5.1A: The TDIP report including the independent Appraisers summary of the project business case provided to the TDIP panel on 27 October 2021. This provides:
 - A summary review of the 5 business case elements within the project Business Case highlighting strong performing areas and also any areas that would benefit from further attention or discussion.
 - A series of overarching recommendations provided to the TDIP Panel for initial review and consideration and the TDIP Panel's recommendations to the Town Deal Board.
1. Annex Paper 5.1B: The full Arcadis appraisal scheme report.
2. Annex Paper 5.2: The full project business case (without appendices).



3. Recommendation

That the Board confirm that they are satisfied that the business case assessment process was thorough and robust and approve the Revue Community Sports Village Business Case for sign off by Blackpool Council and Chair of the Town Deal Board, for onward submission to DLUHC (Department for Levelling Up Housing and Communities).