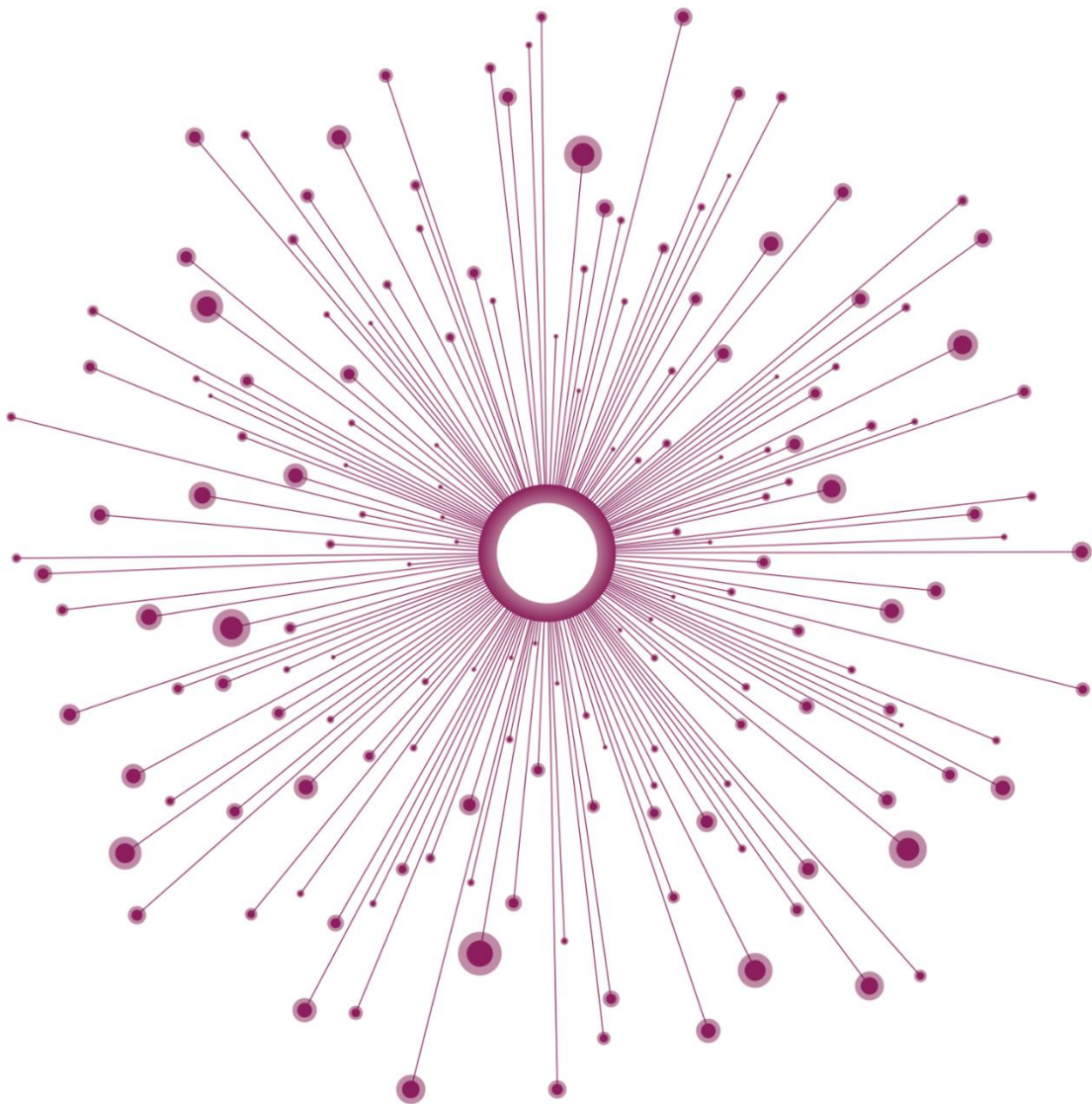




Funded by  
UK Government

# Blackpool Town Deal Programme (and Regeneration Projects) Community Engagement

December 2023



in:fusion

Blackpool Council

POWERED BY  
**LEVELLING  
UP**

## Contents

1. Executive summary .....	2
2. Responses and reactions to Town Deal and regeneration work .....	2
3. Who did we speak to?.....	2
4. How the information was gathered.....	3
5. Awareness of the Town Deal/ regeneration projects and future engagement.....	3
6. Growth & Prosperity team observations .....	3
7. Key findings .....	4
2.1 Town Deal topics.....	4
7.2 Wider regeneration/ Capital projects themes .....	5
2.3 Other themes .....	5
Appendix 1: Comments made by those engaged with .....	7
Appendix 2: Copy of the information leaflet handed out to the public .....	10
Appendix 3: Information posters used during the two day engagement exercise .....	12

## 1. Executive summary

A two day follow-up engagement exercise to the previous December 2022 Town Deal engagement week was undertaken by the Growth & Prosperity and Infusion teams' on 6<sup>th</sup> and 7<sup>th</sup> December 2023 at Abingdon Street Market.

The aim of the exercise was to raise awareness of progress on Blackpool's Town Deal projects and to capture resident (and visitor) opinions and views on the schemes and other current town centre regeneration work. It was also intended to gauge if resident awareness of Blackpool's Town Deal projects had increased since December 2022 when a similar exercise was carried out.

Members of the Council Programme Monitoring Office (PMO) were in attendance at all times with project managers, from each of the Town Deal projects, present on a rota basis to answer questions and provide information to the public. Members of the Infusion team handed out information leaflets, providing current information about the Town Deal projects and directed people to the project managers.

Further information was provided in the form of a looping presentation video on a wide screen TV. The video included drone footage and images of completed capital regeneration projects, projects that are currently underway, future projects and stated the number of jobs created/ expected to be created upon completion of the projects.

## 2. Responses and reactions to Town Deal and regeneration work

During the discussion held, there were 33 positive comments, 17 negative comments and 18 questions asked in regards to Blackpool Town Deal and regeneration.

## 3. Who did we speak to?

Data set 1: Age range of the people engaged with.

Age <sup>1</sup>	%
0-17 Years	0%
18-35 years	10%
36-55 years	25%
56-76 years	50%
77+years	10%
Not captured	6%

<sup>1</sup> The numbers in this report have been rounded to one decimal place. As a result some totals will not equal to 100%.

Data set 2: Ethnicity of the people engaged with.

Ethnicity	%
White	90%
Black	2%
Other	5%
Not captured	3%

Data set 3: Location of the people engaged with.

Location	%
Residents of Blackpool	64%
Visitors	30%
Not captured	6%

- 10 respondents said they are business owners.
- 43 respondents were Blackpool residents from the FY1-FY4 postcode area.

#### 4. How the information was gathered

Where possible opinions, questions and points raised during face-to-face discussions were written down with a **further 100** interactions taking place letting people know Blackpool Council representatives were there to answer questions, provide leaflets and website information if they didn't have time to stop and chat.

A total of 200 Town Deal information leaflets were handed out across the engagement period.

#### 5. Awareness of the Town Deal/ regeneration projects and future engagement

- The majority of people spoken to said they were aware of some of the Town Deal projects and regeneration work but not all.
- Any remaining Town Deal information leaflets will be handed out to residents and visitors in Blackpool Town Centre. Any feedback will be collated and provided at a later date.

#### 6. Growth & Prosperity team observations

- It was recognised that many residents seemed to be generally well aware of the main regeneration activity ongoing in the town and generally people were much more aware of what was going on than two years ago. Residents praised the social media updates.

- A considerable number thanked the Council for hosting the event, welcoming the visual content face to face approach.
- Whilst residents did not necessarily always agree on what funding was spent on initially, due to the contact, a small number of residents following explanation understood that certain funds can be used only on certain activities and if Blackpool Council did not apply for funds, they would simply go to other towns and cities.
- A general optimism that the town is on the up with one investor/ property developer in particular stating they were targeting Blackpool over other NW towns and cities.
- Whilst the Market was deemed a suitable location to hold the engagement exercise in terms of footfall and location, with hindsight a physical space where residents and visitors could walk freely past the information stands would be preferred. The location was in the corner of the market with no through route which was felt did discourage some people from “entering” the space and engaging.
- It was determined further to discussions with residents that any further such engagements sessions would be best placed again in the town centre where the majority of such large capital investments were ongoing. It was felt that hosting in outlying areas would lead to only more “localised” issues (e.g. vandalism, policing, housing) being raised which were outside the remit of the attending Council officers. A more general Council services event in these areas would be deemed more appropriate.

## 7. Key findings

Over the two days **105** residents and visitors engaged with Blackpool Council’s staff. Some key comments included the following topics:

### 7.1 Town Deal topics

Relocation of Blackpool Central Courts:

- Potential concern with road congestion (2).
- Distance between the new courts and Lancashire Police Headquarters (2).

Multiversity:

- Concern with road congestion (1).
- Future of Blackpool College Park Road campus (1).
- Consultation with the Blackpool Civic Trust (1).

Blackpool Airport Enterprise Zone:

- Concern with road congestion (1).
- The return of commercial flights (9).

Illuminations:

- Illumination energy consumption (1).

- More illuminations in South Shore area (1).

## 7.2 Wider regeneration/ Capital projects themes

Abingdon Street Market refurbishment:

- Questioning the sustainability of the businesses in the retail area (3).
- Prefer traditional market style offers (i.e. butcher, fishmonger, fruit and veg) (10).
- Market's ability to serve the community (2).

Department for Work and Pensions Hub:

- Increase in Town Centre activity and the creation of jobs (1).
- Physical impact on the landscape (1).

Blackpool North tram extension:

- Opening of the new tram extension (3).

Former Abingdon Street Post Office Building:

- Future of the building (1).

Blackpool Central Development:

- Closure of Bonny Street Market (1).

## 7.3 Other themes

In addition to the Town Deal projects and regeneration of the Town Centre schemes, residents also wished to comment on/ discuss the following:

Transport links/ infrastructure:

- A bus station in the town centre (2).
- Public transport (3).
- Pedestrianisation of St John's Square (1).
- Cycle lanes (1).
- Car parks (2).
- Renewable energy (1).

Regeneration:

- Regeneration of Bond Street and Queen Street (3).
- Boarded up properties (2).
- Town centre building vacancy levels (1).
- Impact of the development of large hotels on B&B's (1).

Deprivation and social issues:

- Homelessness (1).
- Drugs (3).
- Out of area placements/ other local authorities' relocation of residents to Blackpool (1).
- Ukrainian refugees (1).
- Central Drive (2).
- Health of people living in Grange Park (1).

Investment and local business activity:

- Blackpool's High Street/ retail offer (1).
- Airbnb's (1).
- Extended illuminations season (2).
- The promotion of Blackpool (2).
- Business enquiries (3).
- The need for a concert arena/ stadium (2).
- Investment in the town centre (3).

Comms and Publicity

- Pre-development consultation (1).
- Comms (4).

Blackpool Council

- Council spend (2).
- More facilities for children (1).
- Council services (1).

## Appendix 1: Comments made by those engaged with

The following includes a summary of the more relevant comments most of which are provided verbatim.

Town Deal schemes (general comments on the programme)

- Happy with all the regeneration projects and good to see investment in the town.
- Regeneration of Blackpool is positive
- Very good - magnificent (regeneration) what you're doing.
- Good to see regeneration, which is needed to bring jobs in.
- Blackpool's motto is progress and it needs to keep re-inventing itself.
- So much (regeneration work) has been done in Blackpool - really positive to see.
- Watched Regeneration video: Nice to see urban Blackpool from above
- Regeneration/ Town Deal very positive but locals' want to see the 'grotty' areas like Bond Street and Queen Street sorted out
- Watched Regeneration video. This is really good (engagement). You see these things happening but you don't understand how they fit together - the linkages between the Enterprise Zone and the training provided by the college.
- Two years ago I had deep scepticism as to whether this would all go ahead. Watched Regeneration video. Really good to see how everything links together in the development of the town.

Enterprise Zone:

- EZ's are a good idea and needed.
- Traffic has been bad around Squires Gate but good to see investment.
- Good to have new roads around the Enterprise Zone.

Blackpool Central and Courts Relocation:

- New location of Blackpool Courts is a long distance from Police Headquarters (Clifton Street).
- New Courts could add to the road congestion in the area.
- Pleased the courts are moving.
- Hurrah to the courts and police buildings moving.

Multiversity:

- Multiversity and relocation of DWP will help to increase activity within the Town Centre. Creation of more jobs within the Town Centre a good thing.
- Once the new College (Multiversity) is built, the junctions around the area could be busier.
- Need to get more young people in the town centre. I have seen this in Preston and it had a positive impact.
- Bringing the college into town will be a good thing for local businesses.



#### Illuminations:

- New illuminations are great but we need more in South Shore. From Manchester Square upwards the illuminations have been neglected.
- The extension of the season has led to an increase of work and customers for hoteliers, reducing the need to sign-on during the winter/ out of season months.
- New interactive illuminations are very good.

#### The Edge:

- Stanley Building: Please that is being done up. It's part of Blackpool's heritage.

#### The Platform:

- The results of those supported are excellent.

#### Revoe:

- Any investment that improves that area of town will be a bonus

#### Wider regeneration schemes (general comments):

- Regeneration is all good for the town, especially as this is a seaside town, and (Blackpool) will be amazing when it's all done.
- All regeneration of Blackpool is a positive. However, some of the new buildings are detracting from the skyline. New DWP building obscures the view of (Blackpool) tower for example.
- Blackpool Council do not do enough pre-development consultation.
- Need better shops and big names like 'Superdry'.
- Will Blackpool Airport ever run commercial flights again?
- More promotion of Blackpool is needed in the South (of the UK) and more investment is needed in Blackpool from local businesses - those that benefit from the illuminations.
- Holiday Inn looking good.
- New cinema will be a great addition.
- New DWP building has smartened King Street and is a chance to get rid of the "massage parlours" .
- Enquired about the former Abingdon Street Post Office building as thinking about opening a Noodle Bar business on Deansgate which will benefit from the trade.
- Blackpool Council need to do a leaflet drop of information to all Blackpool residents.
- There needs to be more cycling networks/ lanes.
- New DWP building in town looks like *an eyesore*.
- Regeneration work looks impressive.

#### Abingdon Street Market:

- Abingdon Street Market: Love it. Innovative, brilliant. Love coming here.
- Market nice but miss the old stalls.
- Refurb a good idea but it could do with a tidy / flooring updated



- Market is nice but not what I expected. Yes (to the food hall) but (retail) area not up too much
- Nice but needs more in the retail area - used to be a butcher and a fruit & veg stall
- Market was outdated. You either loved it or want (old) jumpers back. The refurbishment was long overdue.
- Market is (now) more for younger people.
- Abingdon Street Market is nice and modern.
- Abingdon Street Market is not for older people.



Appendix 2: Copy of the information leaflet handed out to the public



Funded by  
UK Government

**Blackpool Council**

---

# “Blackpool's Town Deal Programme”

A bold vision has been set out for Blackpool – a modern, buzzing and attractive town that residents are proud of, where business is thriving and there are exciting career opportunities for all. A 21st Century leisure destination that appeals to everyone, all year round. Blackpool Council has been awarded £39.5m from the Government’s Towns Fund, to deliver seven projects which will provide a huge boost to the town’s regeneration and post-COVID economic recovery.

### Blackpool Multiversity

Relocation of the Blackpool and the Fyde College’s Palatine Road campus to create a world-class university learning environment in the town centre. It will help to address local skills needs, working with local employers and in partnership with Lancaster University. The new Multiversity Campus has been designed to accommodate up to 3,000 students and staff.



### Blackpool Illuminations

The project is providing investment to upgrade the world famous Blackpool Illuminations to attract new visitors via new features and allowing them to shine for longer each year. A number of new centrepiece attractions have already been designed alongside new lighting infrastructure improvements and essential technical equipment needed to deliver the illuminations in a greener, more sustainable way.



### Blackpool Airport Enterprise Zone

Creating a new road to open up development sites to attract jobs and investment at the Blackpool Airport Enterprise Zone (EZ). Through the creation of new highways, the scheme will support business and jobs growth, opening up 10.5 hectares of previously inaccessible development land.



For more information on the projects, visit [www.blackpool.gov.uk/TownDeal](http://www.blackpool.gov.uk/TownDeal) or email [regeneration@blackpool.gov.uk](mailto:regeneration@blackpool.gov.uk)

POWERED BY  
**LEVELLING  
UP**



### Revoe Community Sports Village

This project will aid the regeneration of the Revoe area, creating new sports pitches and facilities for community wide use. It will create investment within the Blackpool FC Bloomfield Road ground and surrounding area. The overall project aim is to provide a sports village with leisure and education uses and attract further private investment to the area.

### Stanley Buildings (Project Edge)

Redevelopment of Stanley Buildings in the town centre to create a range of modern office space for start-ups and growing small firms; aligned with bespoke mentoring and advice. Project Edge will transform currently vacant floor space into a vibrant business hub offering flexible and affordable offices, meeting rooms and co-working space. Low carbon investment ensures the new office facility will be net zero, together with secure cycle storage and EV charging facilities.

### Blackpool Central Courts Relocation

Supporting the relocation of Blackpool's County and Magistrates' Courts by opening up space to support the £300m private sector investment at Blackpool Central. This will provide a brand new, world-class, visitor attraction, open all year-round providing a major boost to the visitor economy including major job creation.

### The Platform

Supporting young people in the town to access jobs and training and to make the transition from school or unemployment into work, or training smoother and easier. The Platform provides a 'one place base', offering quality advice for young jobseekers aged 16-24. The service is located in the town centre for easy access for young people, in premises it shares with DWP Work Coaches to promote partnership working and a shared goal.





For more information on the projects,  
visit [www.blackpool.gov.uk/TownDeal](http://www.blackpool.gov.uk/TownDeal)  
or email [regeneration@blackpool.gov.uk](mailto:regeneration@blackpool.gov.uk)

POWERED BY  
**LEVELLING  
UP**


Appendix 3: Information posters used during the two day engagement exercise

Poster: Blackpool Central Courts Relocation.

 Funded by  
UK Government

 Blackpool Council

## Blackpool Central Courts Relocation



### The project

Blackpool Central is a £300m regeneration scheme which is led by the private sector. The leisure development will create around 1,000 new jobs, bring an estimated 600,000 additional visitors each year, and boost annual spend in the town by around £75m once complete.

To build Blackpool Central development, a new location for the County and Magistrates Court on New Bonny Street is needed, to ensure the site is vacant for development by 2026.

### Town Deal

The project was awarded £6.95m from the Government's Town Deal to acquire the site and support the relocation of the courts into a new space.

### Progress so far

- Land purchased at Devonshire Road for new courts building
- Planning application for new court submitted

### What's next?

If planning is approved, construction could start with demolition of the old courts following soon after.

For more info, visit  
[www.blackpool.gov.uk/TownDeal](http://www.blackpool.gov.uk/TownDeal)

POWERED BY  
**LEVELLING  
UP**



Poster: Blackpool Airport Enterprise Zone.




Funded by  
UK Government

**Blackpool Council**

---

# Blackpool Airport Enterprise Zone



**The project**

Blackpool Airport Enterprise Zone is a 344-hectare site south of Squires Gate Lane. It incorporates Blackpool Airport and the main business park on Amy Johnson Way.

The site was awarded Enterprise Zone status to help it attract new businesses to Blackpool, increase economic growth and create new jobs for local people.

The masterplan for developing the site involves a series of different phases such as building a new community sports village, a new road to connect the business park with Common Edge Road and building a digital campus for high performance companies.

The Enterprise Zone is managed by Blackpool Council, which is investing around £90m on the project, with a view to creating a total of £300m of public and private sector investment in the site, and a £2bn of economic value to the town in the future.

**Town Deal**

The Enterprise Zone was awarded £7.5m as part of the Blackpool Town Deal in March 2022 to:

- Build a new road connecting Amy Johnson Way and Common Edge Road
- Build a road to the new Common Edge Community Sports Village
- Build an extra access road to Blackpool Airport

**Progress so far**

- Common Edge Community Sports Village now open with new access road
- Full planning permission for road connecting Amy Johnson Way and Common Edge Road
- Planning application submitted for new road for Blackpool Airport

**What's next?**


Construction of the new link road to Amy Johnson Way is expected to start in early 2024.

For more info, visit  
[www.blackpool.gov.uk/TownDeal](http://www.blackpool.gov.uk/TownDeal)

POWERED BY  
**LEVELLING UP**




Poster: Blackpool Illuminations.



Funded by  
UK Government

Blackpool Council

# Blackpool Illuminations



**The project**

Upgrading the world-famous Blackpool Illuminations to attract new visitors by developing new features and lighting technology.

A number of new centrepiece attractions will be designed alongside new lighting infrastructure improvements and essential technical equipment needed to deliver the Illuminations in a greener, more sustainable way.

**Town Deal**

The Illuminations was awarded £4.5m as part of the Blackpool Town Deal in March 2022 to create the new installations and improve the infrastructure.

**Progress so far**

- Odyssey Installation on Comedy Carpet from 2022
- Spitfire Island created at Gynn Square in 2023
- Manufacture of 2 large tableaux completed and installed
- 10 additional roadway illuminations featuring iconic images of Blackpool manufactured and installed
- Large scale Hollywood Style Blackpool Sign manufactured and installed
- Three apprentice roles created

**What's next?**

- Large scale immersive tableaux
- Large scale free standing feature
- The next tableaux in the series of 'light around the world'
- Upgrades to an existing road section
- One light art piece for the 2024 Lightpool festival

For more info, visit  
[www.blackpool.gov.uk/TownDeal](http://www.blackpool.gov.uk/TownDeal)

POWERED BY  
**LEVELLING UP**



Poster: Multiversity.



Funded by  
UK Government



Multiversity



**The project**

Relocation of the Blackpool and the Fylde College's Palatine Road campus to create a world class university learning environment in the town centre.

It will also bring more people into Blackpool town centre as part of the £350m Talbot Gateway development around Blackpool North train station, boosting the local economy and creating more jobs.

The new multiversity campus has been designed to accommodate up to 3,000 students and staff and is anticipated to start construction in 2024.

**Town Deal**

The Multiversity was awarded £9m as part of the Blackpool Town Deal in March 2022 to acquire properties on the land bound by Cookson Street, Milbourne Street, George Street and Grosvenor Street and clear the land ready to build the new campus.

**Progress so far**

- Negotiations taking place with property owners on the required land
- A compulsory purchase order will follow early 2024 for some remaining properties
- Support and advice offered to residents and tenants who have to move

**What's next?**

Outline planning application submitted with a more detailed application to follow in 2024. Property completions and site clearance expected later next year.


For more info, visit  
[www.blackpool.gov.uk/TownDeal](http://www.blackpool.gov.uk/TownDeal)

POWERED BY  
**LEVELLING UP**







Poster: Revoe Community Sports Village.



Funded by  
UK Government



# Revoe Community Sports Village



**The project**

Regeneration of Revoe and the area around Henry St and Central Drive. The Revoe community sports village would include a series of community pitches run by Blackpool FC and Blackpool FC Community Trust.

A second phase would also include the development of a new East Stand for Blackpool FC.

**Progress so far**

- Negotiations taking place with property owners on the required land
- Planning permission granted for phase one

**What's next?**

Property negotiations are ongoing and a compulsory purchase order could be applied for if needed. Work on the community sports pitches could start next year, with a planning application for the new East Stand to be submitted in the New Year.

**Town Deal**

The project was awarded £6.5m as part of the Blackpool Town Deal in March 2022 to acquire properties on the west side of Henry Street and clear the land ready to build the new sports pitches and stand.

For more info, visit  
[www.blackpool.gov.uk/TownDeal](http://www.blackpool.gov.uk/TownDeal)


POWERED BY  
**LEVELLING  
UP**



Poster: Stanley Building (The Edge).

Funded by  
UK Government

## Stanley Buildings (Project Edge)



**The project**

The Stanley Buildings are on the corner of Cookson Street and Church Street and would be redeveloped as a town centre business hub, creating modern office space for new start-ups and growing businesses, and providing business advice for growth-ambitious small businesses.

The development would bring into use large parts of the upper floors of the building to create a vibrant business hub with a choice of offices, meeting rooms, co-working and breakout spaces.

**Town Deal**

The project was awarded was awarded £4.5m as part of the Blackpool Town Deal in March 2022 to support funding the redevelopment.

**What's next?**

Construction works on converting the Stanley Buildings is set to start early next year.

**Progress so far**

- Planning approval granted for redevelopment
- Contractor chosen to start the redevelopment

For more info, visit  
[www.blackpool.gov.uk/TownDeal](http://www.blackpool.gov.uk/TownDeal)

POWERED BY  
**LEVELLING  
UP**



Poster: Stanley Building (The Edge).

Funded by  
UK Government

Blackpool Council

## The Platform

**The project**

The Platform is a new service for 16 to 24 year olds who are not in education, employment or training, to help them find a job, access training and education.

Based in the town centre, The Platform offers support with things like CV writing, interview techniques, confidence building, arranging work experience placements, education and training and linking in with local job opportunities.

**Town Deal**

The Platform was awarded £500,000 as part of the Blackpool Town Deal in March 2022 to develop, operate and staff the service.

**What's next?**

Continue to support young people to find work or training growing its network of partners including employers, support services and key agencies.

**Progress so far**

- Over 800 young people have received support, information, advice and guidance
- Over 200 young people supported into full or part time work

For more info, visit  
[www.blackpool.gov.uk/TownDeal](http://www.blackpool.gov.uk/TownDeal)

POWERED BY

**LEVELLING UP**