



**Blackpool Council**

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## **The Edge**

**A Destination Workspace for Growing Small Businesses  
in Blackpool Town Centre**

**Peter Legg, Head of Economic & Cultural Services**

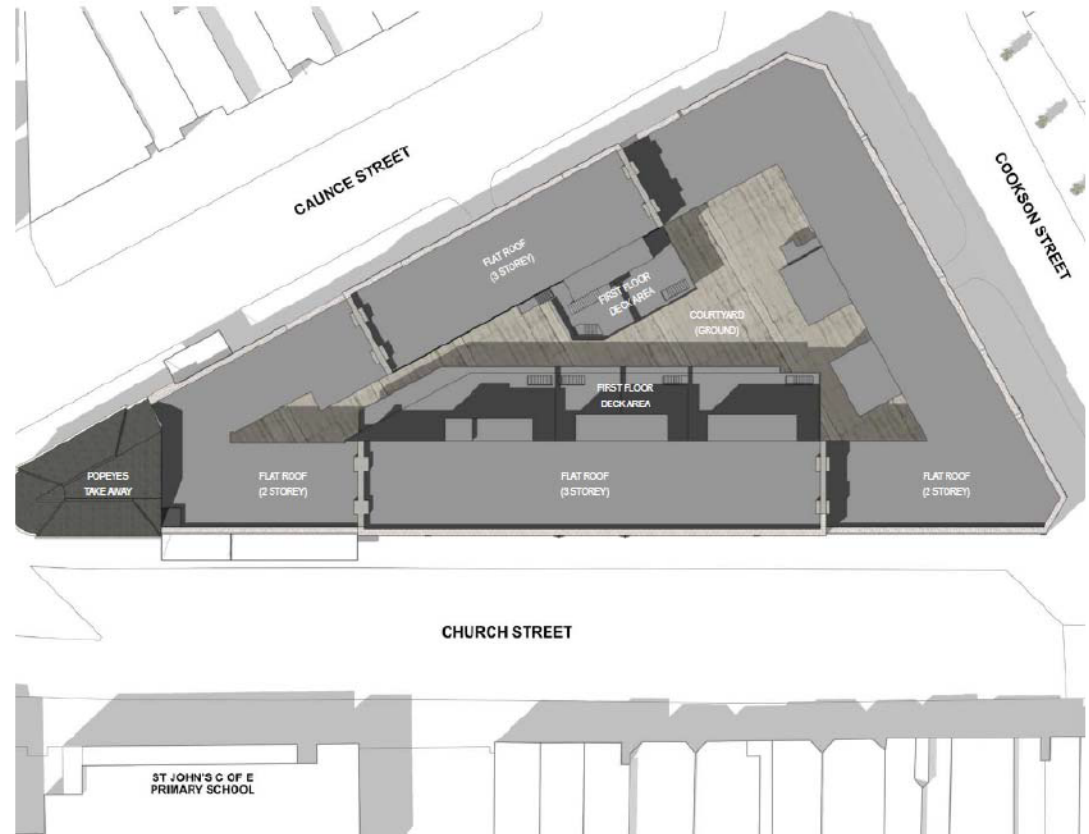
**David Slater, Business Growth Manager**

# Overview

- Stanley Buildings .....
  - Background, challenges and redevelopment plans
- The Edge concept
  - Business case development
  - Demand and needs analysis – initial findings ....
  - Next steps

## Stanley Buildings Location and History

- The site is located on a triangular plot situated between, Caunce, Church and Cookson Street.
- Built in 1935, Stanley Buildings replaced housing terraces. The former Midland Bank, a red brick corner building, was retained.
- The building contained 26 shops at ground floor level when it opened and housed Corporation Departments above known as the Stanley Chambers.



# Stanley Buildings (now)

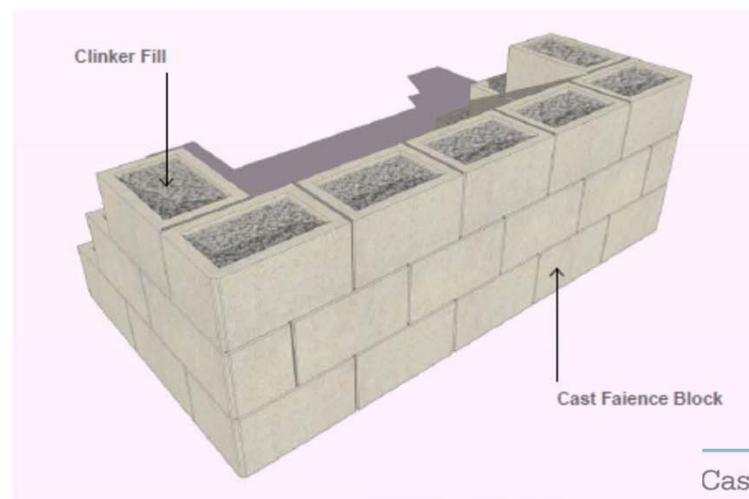


# Corporation Colours

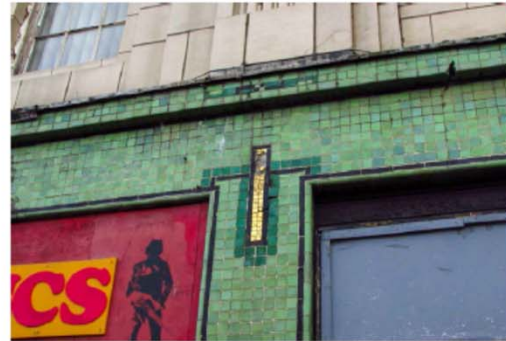


- The Blackpool Corporation Colours of Green and Cream were used throughout the town during the period of 1933 - 2001.
- This colour palette was used on public transportation as well as some of the art-deco style architecture of the time.

- The building is built off a structural steel frame with brick walls to the inner courtyard areas and faience cladding to the external elevations. The former bank building to King's Square is built of red brick.
- The faience cladding to the building is assumed to be, as traditionally used, a cast and glazed hollow block build up which is then filled with clinker fill concrete. See diagram below right.
- These blocks are tied back to the steel structure.



# Renewal Tipping Point...



- The building has evident signs of deterioration and failing to the façades.
- The building surveyors from Cassidy & Ashton have carried out a detailed building conditions survey of which the report will supplement this document.
- One of the main reasons for faience cladding to fail is due to the corrosion of the structural steelwork and wall ties.
- Corrosion of these can cause movement within the structure causing the faience cladding to crack and fail.
- It is possible to repair and replace this style of faience cladding as can be seen in the following precedents which also include modern examples of its use.

## The Edge Design

- Key features retained of this Locally Listed Building
- Restoration of faience tiling aligned with new features (anodised bronze windows and doors, restored mosaic tiles, new shop fronts with canopies reintroduced)



Following further discussion with the Head of Planning & Conservation at Blackpool Council, Carl Carrington, the elevation sketch image here implements the main points of the discussion which included:

- Combining the upper floor window bays with a 'tighter feel' to them.
- Removing the shop fronts recessed doors to provide a flat elevation to the street frontage.
- Retain and repair the mosaic tiles to the ground floor frontage.
- Introduce anodised bronze window and doors.



# The Edge Design – Before/After Church St



# The Edge Design – Before/After Caunce St



# The Edge Design – Before/After Cookson St



## The Edge Design

Converted bank building to a quality café-bistro to support The Edge, residents and visitors.



## The Edge Design

Feature roof terrace, linking upper floors of The Edge, Function Room  
(Phase 2)



## The Edge Design – courtyard concept...





- Aerial image showing the proposed roof terrace in situation with the Caunce street elevation



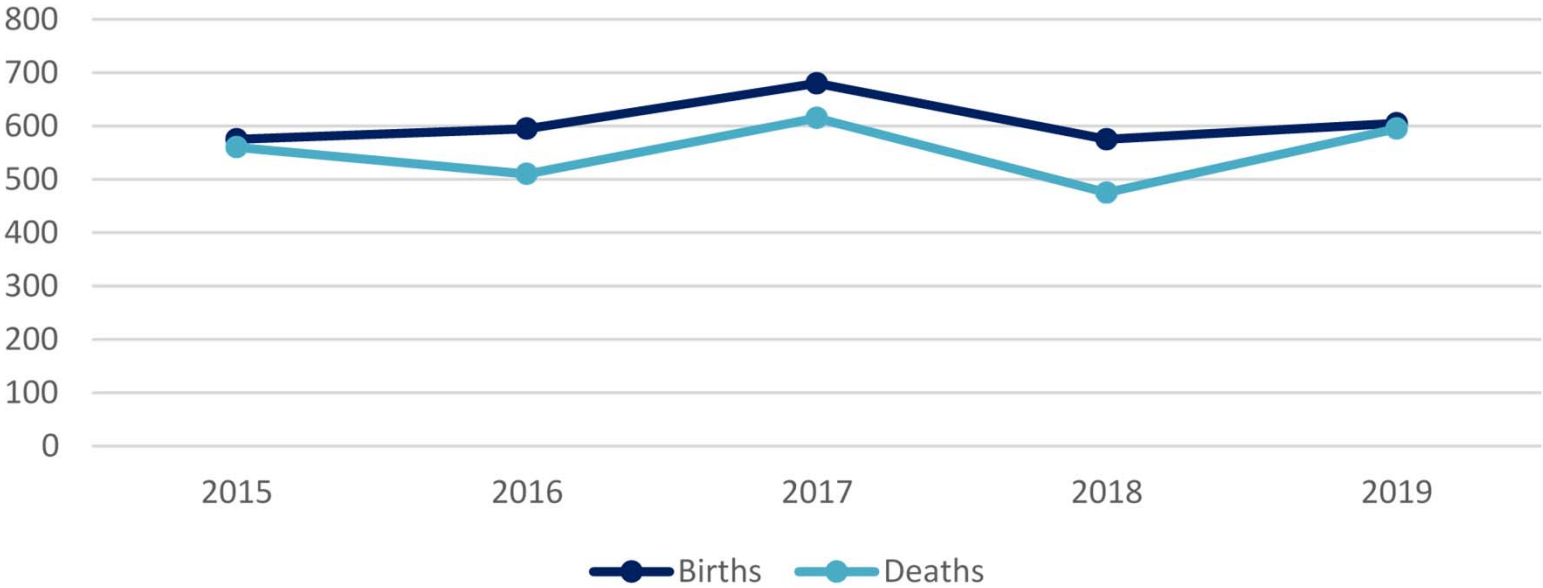
- Caunce street elevation - 2 & 3 storey



- King's Sq. and the former bank which is proposed as a cafe

# The Business Growth Challenge .....

Figure 1: Blackpool Business Births and Deaths (2015 – 2019), ONS





# The Edge - Overview

- A 21<sup>st</sup> Century Business Centre located in a sympathetically renovated and repurposed (locally) listed building
- Focal point for Blackpool's growing small businesses
- Opportunity ..
  - To meet unfulfilled demand for serviced office space for small businesses
  - To build a thriving business hub with a renewed focus on growth and bespoke business support
- £6.3m project (£4.5m Towns Fund, £1.8m match). Phase 1 (of a £11m scheme).

# The Edge - Numbers

Stage 1 delivers...

- 37 serviced offices (more subject to review)
  - Space for 114 people occupying offices
- 265m<sup>2</sup> co-working space (subject to review)
- 250 business people per year using the building
- 7 meeting and training rooms to hire
- Potentially 36 growth start-ups per year
- An integrated new café-bistro business opportunity
- A restored locally listed building – 25 year minimum new lease of life

# The Edge Design – 1st Floor



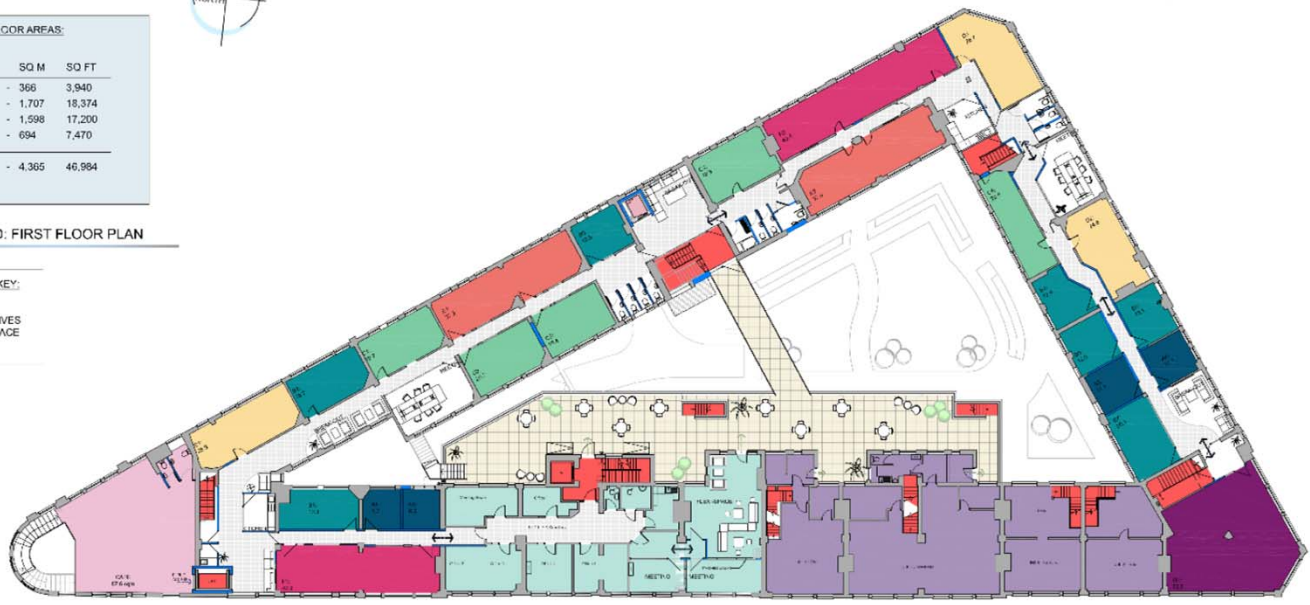
**OVERALL FLOOR AREAS:**

	SQ M	SQ FT
BASEMENT	366	3,940
GROUND	1,707	18,374
FIRST	1,598	17,200
SECOND	694	7,470
<b>TOTAL</b>	<b>4,365</b>	<b>46,984</b>

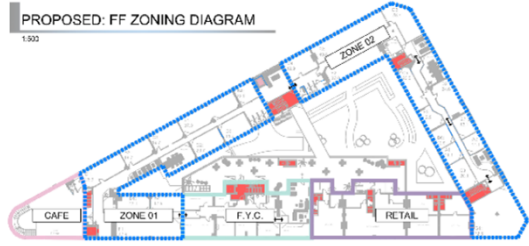
**PROPOSED: FIRST FLOOR PLAN**  
1:200

**GENERAL KEY:**

- CAFE
- F.Y.CREATIVES
- OFFICE SPACE
- RETAIL



**PROPOSED: FF ZONING DIAGRAM**  
1:500



**OVERALL OFFICE SPACE REQUIREMENTS:**

Office Type:	No:	1st Floor	2nd Floor	People Nos:	Office SqFt	Office SqM
A - 1 PERSON-	04	04	-	04	90	8.3
B - 2 PERSON-	10	07	03	20	135	12.5
C - 3 PERSON-	08	05	03	24	180	16.7
D - 4 PERSON-	03	03	-	12	250	23.2
E - 6 PERSON-	02	02	-	12	360	33.4
F - 8 PERSON-	02	02	-	16	500	46.4
G - 12 PERSON-	01	01	-	12	750	69.6
<b>Totals</b>	<b>30</b>	<b>24</b>	<b>06</b>	<b>100</b>	<b>6370</b>	<b>590.6</b>

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BLACKPOOL COUNCIL	
STANLEY BUILDINGS REDEVELOPMENT	
PROPOSED FIRST FLOOR PLAN	
DATE: 03/20	SCALE: 1:200
REF: 9310	REV: P04
Cassidy+Ashton	
Architects + Planning Surveying + Town Planning	
1 FINE GATE, PRESTON, LANCASHIRE, PR1 3JF 01773 285 336	
81-81/85 WALK, LONDON, SW8 5HT 020 754 322 939	

## The Edge - New Managed Workspace Facility

### Key Features:

- Full fibre broadband capability with high speed wifi networks
- Serviced Offices
- Co-working Space
- Meeting & Training Room Suite
- Concierge services
- Flexible leases – 24/7 access

## The Edge

### Demand & Needs Assessment Findings (Capita)

- Small / micro businesses have driven demand for small 1-2-person serviced office units
- There is no predominant industry sector in Blackpool
- The focus should be on high-value sectors with proven growth potential in terms of jobs and wealth
- The current post-Covid environment means there is strong demand for both flexible lettings and adaptable workspace
- Blackpool is experiencing market failure whereby high occupancy levels do not correlate with supply.
- The evidence in Blackpool suggests that public sector intervention is justified

## The Edge – Capita: Demand & Needs Assessment Findings

- General managed workspace is in demand and lets well.
- Amount of space planned for co-working may be too much
- The concentration of smaller units is appropriate, but some larger space should remain for expanding businesses to be accommodated.
- The latter should be capable of being adapted via partitioning to cope with changing demands
- The Council's current workspace provision is appreciated by tenants, specifically in terms of responsive management, synergy between centres, and facilitating business growth.

# The Edge – Next Steps

- Complete and seek approval for Green Book Business Case, required to secure £4.5m Town Deal Funding – August 2021
- Use independently developed financial plan to determine how a Council loan can provide £1.8m funding required to complete Stage 1 (£6.3m in total)
- Review funding opportunities (eg Shared Prosperity Fund, Levelling Up Fund 2 etc) to enable full scheme
- Apply for Planning Permission – Autumn 2021
- Construction Start Date - March 2022
- Building Opens – September 2023