

News from...

Blackpool Council

Central Promenade Investment



www.blackpool.gov.uk

£62 Million + Blackpool Promenade Investment

Work begins summer 2005 on the dynamic regeneration of Blackpool's central seafront and promenade. The 4-year project will be the centrepiece of the resort's ambitious Masterplan stretching 3.2km from the Sandcastle to North Pier.



BENEFITS TO BLACKPOOL



This picture was taken on August Bank Holiday Monday 1998 and illustrates the need for new Coastal Protection in Blackpool

- › Vital coast protection that will end the risk of flood for 1500 business and residential properties and stop coastal erosion
- › Increasing the width of the pedestrian promenade to create an additional 5 hectares of high quality, open space for visitors and residents to enjoy
- › Creating five new headlands offering unique attractions celebrating all the fun of the seaside
- › Better access to the beach and promenade for all
- › Creating a unique seafront that can't be found anywhere else in the world.

Apologies if you're inconvenienced in any way and please be assured that disruption will be kept to a minimum with a strict tidy site policy and the suspension of work at weekends.

Working Hours:

Construction on the Promenade is planned for 8.00 am to 6.00 pm Monday to Friday but work on the beach has to be phased to suit the tides.

Working times will therefore vary and will sometimes include an element of early and late shifts to avoid high tides.

“Its going to be a very big job taking four years. Essentially Blackpool’s seawall has reached the end of its shelf-life. We have to renew our coastal defences and put an end to debris thrown from the sea onto the tram tracks and sand bags being used in an attempt to protect properties. The work is a crucial part of the Council’s Shoreline Strategy Plan but it also gives us a great opportunity to create something really special and exciting in Blackpool.”

Cllr Fred Jackson, Blackpool Council’s Portfolio Holder for the Urban Environment



Blackpool Council

BUILDING A BETTER COMMUNITY FOR ALL

PROJECT TEAM

Project Manager – Blackpool Council
– Technical Services

Main Contractor – Birse Civils Limited

Consultant Engineer – Halcrow

Landscape Architect – EDAW

BEFORE



AFTER



Blackpool has already completed work on coastal defences in the north and south of the resort. These photographs show the dramatic transformation of South Promenade.

Residents, visitors and local businesses all agree that Blackpool’s seafront needs to provide a robust defence from the sea. So does the Government because DEFRA (Department for Environment, Food & Rural Affairs) is funding the coastal protection which Blackpool Council is driving forward. The Council is also determined to create high quality open spaces in a contemporary seafront setting.

‘I am delighted that we are able to fund this project and protect such a large number of households and businesses in Blackpool from the potential damage caused by sea flooding. This scheme not only protects lives and property but also enhances the seafront and will help with Blackpool’s regeneration’.

Elliot Morley, Minister of State for Climate Change and the Environment

For more information telephone 01253 477477
or visit the council website www.blackpool.gov.uk