

2. Introduction



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Purpose of this Document

- 2.1 This report provides a detailed neighbourhood profile for the area within Blackpool frequently referred to as 'North Beach'. It has been prepared by Blackpool Council's Planning Policy Team and has been prepared on the basis of published information and strategies, discussions with key stakeholders and further bespoke research and site survey.
- 2.2 Principally, this document sets out the current social, economic and physical position of the North Beach neighbourhood, which will inform and guide future regeneration in the area over the medium to long term. It provides the main evidence base that will inform the preparation of an Area Action Plan (AAP) for North Beach, including the core baseline conditions, context and key issues.
- 2.3 The neighborhood profile is not intended to be a static document, but one which will be altered and updated as and when required. The AAP process will be progressed on the basis of a collaborative approach engaging with key stakeholders and partners to ensure that it informs, facilitates and reflects their proposals for regeneration in the area.

Report Structure

- 2.4 The document is structured into 13 sections as follows:

- Section 1.0 - Executive Summary
- Section 2.0 - Introduction
- Section 3.0 - Location and Spatial Context
- Section 4.0 - Community Profile
- Section 5.0 - Historic Development
- Section 6.0 - Townscape and Heritage
- Section 7.0 - Housing
- Section 8.0 - Local Market Assessment
- Section 9.0 - Sustainability and the Environment
- Section 10.0 - Transport and Movement
- Section 11.0 - Community Infrastructure
- Section 12.0 - Policy and Regeneration Context
- Section 13.0 - Utilities and Physical Infrastructure

- 2.5 Although this document provides a comprehensive understanding of the North Beach area, in considering the overall neighbourhood profile, reference should where necessary be made to the individual documents, strategies and data sources that are identified throughout this document.

The 'North Beach' Neighbourhood Area

- 2.6 For the purposes of consistency and analysis the North Beach area as defined in this profile has clearly defined boundaries.
- 2.7 North Beach is defined as an area that lies to the north of the town centre, bounded by Pleasant Street to the north and Springfield Road to the South. The western edge is marked by the Promenade, with its eastern boundary extending further inland as far back as High Street.
- 2.8 North Beach is a resort neighbourhood that comprises a number of large Victorian seafront hotels on the Promenade, with the streets behind mostly comprised of tight knit terraced properties. Although most were originally built for residential use, many have since been converted into small premises offering holiday accommodation of various types. There are a number of small retailers and community facilities, plus a scattering of industrial premises.
- 2.9 The decline in popularity of Blackpool as a holiday resort in recent years has hit North Beach particularly hard. Many hotels, guest houses and other forms of holiday accommodation now struggle to generate enough business for them to be viable. As a result, the quality of accommodation has declined, and many premises have been converted into poor quality Houses in Multiple Occupation (HMOs). This has led to the area being known to Blackpool's residents as 'bed-sit land'.
- 2.10 As the tourism sector provides a large proportion of jobs in the area, North Beach's residents have been subject to increasing levels of poverty caused by unemployment. The area is also stricken by a number of other serious social problems that are detailed in this report, including high levels of crime, poor health and migration.
- 2.11 Today the North Beach area is in obvious decline with significant physical, economic and social issues. Responding to the need to tackle and reverse this decline Blackpool Council has put forward in its Local Development Scheme (LDS) a proposal for an Area Action Plan with the intention of developing a new vision and role for the area and to direct public and private sector investment to create new sustainable neighbourhoods over a ten to fifteen year period.
- 2.12 As part of any planning process for a specific area a comprehensive evidence base must be established. This profile document serves to provide sufficient evidence such that the Council can make the necessary decisions to guide future development in the area. It does not prescribe an APP at this stage, or the exact area, but sets out the evidence based on various sources including the 2001 Census and borough wide and area specific technical studies. It seeks to present as accurate a position as possible of the area, its people, economy and physical fabric as the basis for:
- [Understanding current issues;](#)
 - [Appreciating the potential of the area; and](#)

- Developing viable and sustainable regeneration proposals for the future.