

1.0 INTRODUCTION



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1.1 Purpose of this Document

1.1.1 This document is a neighbourhood profile document. It sets out the current social, economic and physical position of the area referred to as 'South Beach', an area of some 59 hectares located adjacent to the seafront in Blackpool.

1.1.2 As information is gathered about the area this profile document will be updated as and when required. It is being compiled by Blackpool Council's Planning Policy Department. By pulling together key data and background information, the profile for the area is clearly explained and it is intended that this will assist those bodies, such as the Council and ReBlackpool, in drawing up their proposals for regeneration in the area. In each section information on key facts and emerging key issues are cited together with key references.

1.1.3 The document is divided into 12 sections as follows:

Section 1.0 Introduction

Section 2.0 Location and Spatial Context

Section 3.0 Community Profile

Section 4.0 Historic Development

Section 5.0 Townscape and Heritage

Section 6.0 Housing

Section 7.0 Tourism and the Economy

Section 8.0 Sustainability and the Environment

Section 9.0 Transport and Movement

Section 10.0 Community Infrastructure

Section 11.0 Policy and Regeneration Context

Section 12.0 Utilities and Physical Infrastructure

1.1.4 The document is not intended to be prescriptive but will provide a key source of information upon which future decisions can be taken. Additional information can be obtained through specific research, additional commissioned work and consultation.

1.1.5 Once complete and agreed the document each section will be given an issue number and date and as reviews are carried out and/or additional information is obtained clear referencing will show what has changed and when.

1.2 The Area

1.2.1 The South Beach area as defined in this profile has clearly defined boundaries for the purpose of consistency of information and analysis.

1.2.2 It was originally developed as a holiday accommodation area in the early 19th Century in support of Blackpool's booming tourist industry. The area was developed on a grid of straight and narrow streets bounded by tightly packed rows of Victorian terraced guest houses and dwellings. Shops and entertainment businesses expanded along the Promenade, Waterloo Road and Lytham Road in support of tens of thousands of tourists that annually visited the area.

1.2.3 Since the 1960's, reflecting a national shift away from holidaying in UK seaside resorts, Blackpool's tourist trade has declined with consequent impacts on the local South Beach resort area's economy and physical fabric.

1.2.4 Today the South 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 (AAP) 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.

1.2.5 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 on the way forward for the area. It does not prescribe an AAP at this stage, or the exact area, but sets out the evidence based on various sources, including 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, its economy and its 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.

