

SEA Objectives <i>Su7b-Objectives</i>	Option 1: Urban Concentration / Intensification – Seeks to target growth as far as possible to the existing urban area, and maximise opportunities to re-utilise any vacant or underused land.		Option 2: Inner Area Regeneration – Looks to target more growth to Central Blackpool to assist the regeneration of the town centre and resort core and inner neighbourhoods.		Option 3: Suburban Expansion – Looks to develop remaining lands along its eastern boundary between Blackpool and Carleton, Blackpool and Staining and in south east Blackpool.		Option 4: Marton Moss Urban Extension – Similarly looks to what extent the town can meet its expansion needs beyond its existing urban area, but more singularly focusing growth on Marton Moss.		Option 5: Wider M55 Hub Growth Point – Looks (in conjunction with the choices set out in the Fylde Core Strategy Issues and Options Report) to what extent Blackpool and Fylde’s respective housing and employment needs could best be met by a wider focus for expansion around the M55 junction hub on the edge of Blackpool.		Option 6: Market Driven Approach – Informs wider consideration of all the options by assessing what would be likely to happen without a planning framework. (i.e. Do-Nothing Approach)	
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Key Assumptions for the Assessment	Option will include both housing and employment provisions, incorporating facilities, services and infrastructure where needed. There would be a focus on intensification of development in the urban area particularly on vacant/underused sites. As housing requirements would not fully be accommodated within the urban area, a significant suburban extension at Marton Moss and development in inner areas would also be necessary. It is assumed that the following ongoing regeneration development proposals will still proceed: Talbot Gateway, Foxhall, Second Gateway, The Village, South Beach, Conference and Leisure Quarter, Hounds Hill and Blackpool Business Park. Development is likely to be spread thinly across the urban area in available locations.		Option will include both housing and employment provisions, incorporating facilities, services and infrastructure where needed. It is assumed that this option includes a mix of redevelopment and improvements, to support existing tourism businesses and promote resort and community regeneration across the whole of the inner areas. As housing requirements would not fully be accommodated within the inner area, a significant suburban extension at Marton Moss would also be necessary. It is assumed that the following ongoing regeneration development proposals will still proceed: Talbot Gateway, Foxhall, Second Gateway, The Village, South Beach, Conference and Leisure Quarter, Hounds Hill and Blackpool Business Park. It is envisaged that this option will be implemented in conjunction with the ‘Second Gate’ key tourism site, in order to provide for a wider mix of uses.		Option will include both housing and employment provisions, incorporating facilities, services and infrastructure where needed. It is assumed that development would be across all specified areas, rather than focussing in a single location. As housing requirements would not fully be accommodated through suburban expansion, development within inner areas would also be necessary. It is assumed that the following ongoing regeneration development proposals will still proceed: Talbot Gateway, Foxhall, Second Gateway, The Village, South Beach, Conference and Leisure Quarter, Hounds Hill and Blackpool Business Park.		Option will include both housing and employment provisions, incorporating facilities, services and infrastructure where needed. It is assumed that development would be across all specified areas, rather than focussing in a single location. As housing requirements would not fully be accommodated through urban expansion at Marton Moss, development within inner areas may also be necessary. It is assumed that the following ongoing regeneration development proposals will still proceed: Talbot Gateway, Foxhall, Second Gateway, The Village, South Beach, Conference and Leisure Quarter, Hounds Hill and Blackpool Business Park.		Option will include both housing and employment provisions, incorporating facilities, services and infrastructure where needed. It is assumed that development would be across all specified areas, rather than focussing in a single location. As housing requirements would not fully be accommodated by wider M55 hub growth point, development within inner areas may also be necessary. This option is driven by ‘Growth Point’ development, which aims to deliver sustainable development in partnership with the Government. It is assumed that the following ongoing regeneration development proposals will still proceed: Talbot Gateway, Foxhall, Second Gateway, The Village, South Beach, Conference and Leisure Quarter, Hounds Hill and Blackpool Business Park.		Option will include both housing and employment provisions, incorporating facilities, services and infrastructure where needed. It is assumed that development would be spread across all specified locations, which includes Marton Moss suburb, the M55 hub, eastern areas of open space, and inner areas. It is assumed that the following ongoing regeneration development proposals will still proceed: Talbot Gateway, Foxhall, Second Gateway, The Village, South Beach, Conference and Leisure Quarter, Hounds Hill and Blackpool Business Park.	
To reduce crime, disorder and fear of crime <i>To reduce levels of crime</i> <i>To reduce the fear of crime</i> <i>To reduce alcohol and drug misuse</i> <i>To reduce levels of anti-social behaviour</i> <i>To encourage safety by design</i>	+	Crime rates within Blackpool have risen steadily over recent years, and the urban areas currently experience higher than average rates of violent crime and criminal damage which is often alcohol related. Regenerative benefits offered by new development could have a positive impact on crime in the long term, in the target and wider areas, through safety by design measures ¹ and an improved sense of community pride ² and ownership. Crime deprivation is highest in the inner wards, not all of which would be directly benefited by this option, although above average crime deprivation remains an issue across the wider urban area.	++	The inner wards, particularly Waterloo, Bloomfield, Talbot and Claremont, experience high levels of crime deprivation. Although crime is influenced by a suite of factors, regeneration of the environment within the inner areas is likely to contribute to a reduction in crime in the long term, through safety by design measures ¹ and an improved sense of community pride ² and ownership. Knock-on benefits within wider areas may be realised.	?	Crime levels are lower within the suburban and more rural areas of Blackpool. New development can stimulate regeneration which could have a positive impact upon crime in the long term, particularly if job opportunities are provided. Conversely, increased development would increase local population in previously unpopulated areas, which could contribute to an increase in crime. As it is assumed that development would be spread thinly over all specified areas, impacts upon crime would not be significant, although there are uncertainties regarding this. <i>All developments should be encouraged to consider safety by design.</i>	?	Crime levels are lower within the suburban and more rural areas of Blackpool. Regeneration benefits as a result of new development could contribute to a reduction in crime, through improved aspirations with local employment opportunities. However, a potential increased local population could generate increased crime levels in the long-term. Impacts are not likely to be significant, although there are uncertainties regarding this. <i>All developments should be encouraged to consider safety by design.</i>	?	Crime levels are lower in the outer areas of Blackpool. This option is unlikely to generate significant impacts upon crime, as development can be assumed to consider safety by design measures ¹ . New development could however contribute to a reduction in crime in neighbouring areas, through improved aspirations with local employment opportunities. Conversely, an increase in local population could generate higher crime levels in the long-term. There are however uncertainties regarding this. <i>All developments should be encouraged to consider safety by design.</i>	+	Impacts are uncertain. Potential positive impacts may occur in areas where new development is implemented, particularly in inner areas. Elsewhere. <i>All developments should be encouraged to consider safety by design.</i>
To improve levels of educational attainment and training for all age groups and all sectors of society <i>To improve access to lifelong learning opportunities and other adult education</i> <i>To increase levels of participation and attainment in education for all members of society</i> <i>To increase the percentage of young people who progress into further and higher education and work-based training</i>	?	Impacts are uncertain, depending upon whether new educational facilities would be provided or not. There may however be long-term indirect benefits if physical regeneration across the urban area results in improved aspirations amongst local residents and increased employment and investment offer which may result in employment and training opportunities.	+	Educational deprivation is high in the Bloomfield and Claremont wards. The Second Gate site in the Bloomfield ward is anticipated to include educational provision. Increased accessibility to such facilities could contribute to improved skills and educational attainment. Knock-on benefits could be realised in wider areas. In addition, long-term indirect benefits may be realised if regeneration leads to greater investment offer which could increase local aspirations and also employment and training opportunities.	?	Impacts are uncertain, depending upon whether new educational facilities would be provided or not.	?	Impacts are uncertain, depending upon whether new educational facilities would be provided or not.	?	Development is unlikely to significantly impact upon levels of educational attainment. Positive impacts could be generated in the long term through the provision of sustainable employment opportunities, which may offer education and training. However, close proximity to major transport links would enable increased accessibility to other educational facilities. Impacts are therefore uncertain.	?	Uncoordinated and piecemeal development is not likely to significantly influence educational attainment. Impacts are however uncertain.
To improve physical and mental health for all and reduce health	+/-	Health deprivation is currently high within Blackpool in comparison to regional and national levels,	+	Health deprivation is currently high within the inner area wards. Improved environmental quality	-	Health deprivation is currently high within the Inglethorpe and Stanley wards.	-	Health deprivation is currently high within the Stanley ward, which incorporates the Marton Moss area.	?	The creation of a sustainable community through growth point hub is likely to generate positive benefits in terms of health. It is	+/-	Impacts would be a combination of those anticipated as a result of the other options.

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<p>inequalities</p> <p><i>To improve access to health and social care services</i></p> <p><i>To reduce health inequalities amongst different groups in the community</i></p> <p><i>To promote healthy lifestyles</i></p> <p><i>To increase/improve access to greenspace</i></p>		<p>particularly in the inner wards.</p> <p>The option would not specifically provide health care services, although the improved physical environment expected as a result of the development has potential to have positive impacts for the health and wellbeing of communities^{III}.</p> <p>However, there may be increased traffic in the urban area causing stress, noise and air pollution and also the loss of areas of open space, which are already limited in Blackpool^{IV}. Such factors could adversely affect the ability to enjoy healthy lifestyles.</p> <p><i>It is recommended that the protection and enhancement of open space provision be considered an integral part of this option in order to reduce adverse effects.</i></p>		<p>could indirectly generate localised health benefits for the community, and potentially within wider areas.</p> <p>There are currently congestion issues within the inner areas. New development is likely to increase traffic generation, which could increase stress, noise and air pollution, thereby adversely impacting upon health.</p> <p><i>It is recommended that the protection and enhancement of open space provision be considered an integral part of this option in order to reduce adverse effects.</i></p>		<p>It is likely that increased development through suburban expansion would generate adverse impacts upon health and wellbeing, through the loss of Greenfield land, a reduction in air quality and increased noise.</p> <p><i>It is recommended that Greenfield land should be maintained and enhanced where possible. Any loss of open space should be replaced elsewhere.</i></p>		<p>Development into Greenfield land would generate adverse impacts upon health and wellbeing, through the loss of Greenfield land, a reduction in air quality and increased noise.</p> <p><i>It is recommended that Greenfield land should be maintained and enhanced where possible. Any loss of open space should be replaced elsewhere.</i></p>		<p>considered that the loss of Greenfield land would be mitigated for, and development would be of high quality. There is also potential for appropriate health care provision.</p>		<p>New development can contribute to an improved environment, and thereby generate associated health and wellbeing benefits. However, it is unlikely that development driven by the market would provide regeneration of areas most at need.</p> <p><i>It is recommended that Greenfield land should be maintained and enhanced where possible. Any loss of open space should be replaced elsewhere.</i></p>
<p>To ensure housing provision meets local needs</p> <p><i>To reduce the number of unfit homes</i></p> <p><i>To reduce multi-occupancy and improve the quality of rented accommodation</i></p> <p><i>To increase the availability of decent quality affordable housing for all</i></p> <p><i>To reduce levels of homelessness</i></p>	+	<p>Overall positive impacts would be realised through the provision of housing needs through new developments.</p> <p>Blackpool is one of the most overcrowded districts in England and Wales (based upon occupancy trends, Census 2001). Intensification of the already densely populated urban areas could make this worse.</p> <p>Affordability is a major issue and it is assumed that the option would provide for housing needs including affordable housing. It is not clear whether this option would provide sufficient new dwellings in the urban area and would require a larger suburban extension to achieve this.</p> <p>Effects on multi-occupancy and the condition of rented stock are not known. Problems exist associated with clustering of local authority rented accommodation (around the Brunswick, Clifton, Inglethorpe and Park wards).</p>	+	<p>Overall positive impacts would be realised through the provision of housing needs through new developments.</p> <p>Housing affordability and tenure are currently significant problems within Blackpool. In addition, the percentage of housing stock considered unfit for use was higher than national and regional averages in 2004.</p> <p>Over one third of the housing within the Waterloo, Bloomfield, Talbot and Claremont wards are privately rented. These issues can contribute to social problems and a high rate of turnover.</p> <p>The provision of housing within inner areas could help to address the above issues, assuming that residential developments will meet local needs. It is likely that a large suburban extension would be required to meet housing number requirements.</p>	+	<p>Overall positive impacts would be realised through the provision of housing needs through new developments.</p> <p>The Clifton, Inglethorpe and Park wards have large proportions of local authority rented accommodation. The provision of a mix of housing within these suburban areas could help to address tenure issues.</p> <p>It is likely that inner area development would be required to meet housing number requirements.</p>	+	<p>Overall positive impacts would be realised through the provision of housing needs through new developments.</p> <p>It is likely that this option would meet the majority of Blackpool's housing requirements. An extension of Marton Moss would prevent further overcrowding in the densely populated urban areas.</p> <p>It is assumed that the housing provision would include a mix that meets the requirements of the local community, e.g. including affordable housing and an appropriate mix of tenures.</p>	+	<p>Positive impacts through the provision of housing that meets local needs, e.g. including affordable housing, in order to achieve the development of sustainable communities.</p>	?	<p>Impacts are uncertain, however overall positive impacts would be realised through the provision of housing needs through new developments.</p> <p>Market led development is likely to be uncoordinated, therefore housing provision may not meet local requirements (e.g. in terms of affordable housing etc).</p> <p><i>It is essential that housing provision meets local requirements, e.g. in terms of affordable housing and a mix of tenures.</i></p>
<p>To protect and enhance community spirit and cohesion</p> <p><i>To improve relations between all social groups</i></p> <p><i>To develop opportunities for community involvement</i></p>	?	<p>Potential impacts as a result of this option are uncertain, depending upon how much development occurs and also the existing levels of community cohesion.</p> <p>Potential benefits upon community spirit could however be realised through an improved environment in the urban areas.</p>	+	<p>Positive impacts are likely to be realised through the complete regeneration of inner areas. The provision of housing and employment development, together with enhanced environmental quality, could improve community cohesion and instigate increased community involvement.</p>	-	<p>Negative impacts could be experienced in the suburban areas through the loss of open space, particularly in Marton Moss where open space is used currently for horticulture (glass houses) and horse grazing.</p> <p>Existing levels of community cohesion could be threatened by expansion of settlements^V. Impacts will however depend upon the level of development that occurs.</p>	-	<p>Negative impacts upon community spirit may be realised with the loss of open space used for horticulture (glass houses) and horse grazing.</p> <p>Existing levels of community cohesion could be threatened by expansion of settlements^V. Impacts will however depend upon the level of development that occurs.</p>	+	<p>The development of a sustainable, high quality community around the M55 hub, including cohesion with those in adjacent boroughs would positively influence community spirit with the development, and potentially increase community involvement.</p>	?	<p>Uncertain impacts, depending upon the scale and location of development, and also the existing levels of community cohesion.</p>
<p>To improve access to basic goods, services and amenities for all groups</p> <p><i>To improve access to cultural and recreational facilities</i></p>	++	<p>Positive impacts could be realised as housing development is likely include necessary facilities and services to meet the new needs of the community, if existing amenities do</p>	++	<p>The regeneration of inner areas is likely to include new facilities and services to meet the needs of the local community, if existing amenities do not meet the</p>	?	<p>Impacts are uncertain. Communities may benefit from increased development and associated service provision. However if development is spread thinly across all target areas,</p>	+	<p>It is considered that appropriate services and amenities would be provided in the extensions, to serve the new community.</p>	+	<p>Development would be located adjacent to major highway networks. It would consider the potential impact upon existing</p>	+	<p>It is assumed that all development, even if uncoordinated, would ensure that the provision of new infrastructure / facilities is provided where necessary. However, there</p>

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<i>To maintain and improve access to essential services and facilities</i>		not meet the requirements. In addition, as the existing urban areas are already well served by shops, schools, community facilities and supporting services, this option would reduce the requirement for new provisions and infrastructure.		requirements, particularly in association with new housing development. Educational development is anticipated in association with the Second Gate site. As the existing urban areas are already well served by shops, schools, community facilities and supporting services, this option would reduce the requirement for new provisions and infrastructure.		there may be no need for new facilities and infrastructure and therefore impacts may be negligible.				infrastructure, and would also provide new infrastructure and services to ensure it meets the needs of new and existing communities.		are uncertainties as the location and scale of developments is unknown. <i>New development should be accessible to existing facilities, or adequate facilities should be implemented in conjunction.</i>
<i>To encourage sustainable economic growth and business development across the Borough</i> <i>To increase levels of employment and to increase the range of local employment opportunities</i> <i>To encourage economic growth</i> <i>To encourage new business formation</i> <i>To strengthen Blackpool as a Sub-Regional Centre</i>	+	An increase in employment opportunities could be generated through the creation of employment land, thereby helping to strengthen Blackpool as a Sub-Regional Centre. This could generate indirect benefits to wider areas. The provision of employment and housing development would be near to existing infrastructure and jobs, which would help to support further economic growth. Utilisation of underused land may result in loss or relocation of some existing businesses, although losses are not likely to be significant. <i>The removal of businesses should be mitigated, e.g. through relocation targeting new employment at local people etc.</i>	+	Economic activity within Blackpool, and particularly in its inner areas, is dominated by the tourism industry. The provision of employment development in central areas (i.e. areas most at need), particularly associated with the tourism industry, would increase local employment opportunities and potential investment. This could generate knock-on economic growth in neighbouring communities. The provision of employment and housing development would be near to existing infrastructure, which would help to support further economic growth. In addition, redevelopment and improvements will aim to support existing tourism related businesses and promote resort regeneration.	+/-	Economic activity is generally higher in the areas along the eastern boundary of Blackpool, where residents are likely to commute into more central areas. However the wards of Inglethorpe, Park and Clifton experience high employment deprivation. An increase in employment opportunities would be generated through the provision of employment development, thereby encouraging economic growth. However, transport links are not as efficient in these outer areas, which could potentially inhibit future economic growth. <i>Employment development should be located within close proximity to adequate transport links, to ensure support for overall economic development across the borough.</i>	+	The Clifton ward, which lies adjacent to the area proposed for urban extension, currently experiences high employment deprivation. Overall, the provision of employment development will contribute to economic growth. Close proximity to Blackpool Airport, which could be a catalyst for future economic growth. However, economic development within the suburban areas may not fully achieve Blackpool's potential for economic growth, as the borough's economy relies upon the tourist industry which is located predominantly within the town centre and inner areas. In addition, the natural and the character of much of the area means that a substantial part could not realistically be developed for other uses than housing. <i>Employment development should be located within close proximity to adequate transport links, to ensure support for overall economic development across the borough.</i>	++	Optimal location at the M55 hub, which is already established as an employment area, would provide efficient transport links to support new investment and economic growth. Close proximity to Blackpool Airport, which could be a catalyst for future economic growth. Development would include sustainable business development and employment opportunities, together with housing, that support the local economy. Potential knock-on benefits upon nearby business parks etc. <i>It is essential that tourism related economic development is encouraged.</i>	+	The provision of employment development will contribute to economic growth. However, there are uncertainties as the location and scale of developments is unknown. <i>Employment development should be located within close proximity to adequate transport links, to ensure support for overall economic development across the borough.</i>
<i>To promote sustainable tourism</i> <i>To encourage sustainable tourism</i> <i>To support the preservation and or development of high quality built and natural environments within the Borough</i> <i>To modernise the tourism industry</i>	0	The local economy relies upon visitor numbers, which have declined in recent years as a result of competition from low cost holidays abroad. An improved quality of the built environment within the urban areas, could indirectly contribute to increased tourism numbers. Benefits may be realised through the provision of development near to existing infrastructure and tourist opportunities. However, the development would not be in the core resort areas, and would be small scale if thinly spread over the whole urban area. <i>It is essential that the tourism sector is developed sustainably, to ensure a high quality of visitor offer.</i>	++	Redevelopment and improvements within the inner areas will aim to promote resort and community regeneration in the long-term, and also support existing tourism businesses. Benefits would be realised through the provision of development near to existing infrastructure, including public transport links, and tourist opportunities. Regeneration of these areas, including new developments, will help to modernise tourist facilities / accommodation and thereby contribute to increased visitor numbers. <i>There should be an appropriate balance between residential and tourism development in the area.</i>	0	Blackpool's tourism industry is centred within the town centre and coastal locations. Although suburban extension is likely to include employment development relating to tourism, this option would not maximise Blackpool's potential for sustainable tourism. <i>It should be ensured that tourism related developments should be located within close proximity to the transport network, to enable efficient links to the central tourist attraction locations.</i>	0	Blackpool's tourism industry is centred within the town centre and coastal locations. Although urban extension is likely to include employment development relating to tourism, this option would not maximise Blackpool's potential for sustainable tourism. <i>It should be ensured that tourism related developments should be located within close proximity to the transport network, to enable efficient links to the central tourist attraction locations.</i>	0	Blackpool's tourism industry is centred within the town centre and coastal locations. Although urban extension is likely to include employment development relating to tourism, this option would not maximise Blackpool's potential for sustainable tourism. <i>It should be ensured that tourism related developments should be located within close proximity to the transport network, to enable efficient links to the central tourist attraction locations.</i>	?	Without a planning framework, development would be driven by potential planners and investors. Coordinated development to ensure sustainable tourism in the long term is therefore not likely to be realised. Some benefits would be realised through development within inner area sites. <i>It should be ensured that tourism related developments should be located within close proximity to the transport network, to enable efficient links to the central tourist attraction locations.</i>
<i>To promote economic inclusion</i> <i>To reduce levels of unemployment in areas most at need</i> <i>Improve household earnings</i>	+	Economic deprivation within Blackpool is high, particularly within its urban areas. Economic activity is low as a high percentage of employment is seasonally dependant upon the tourist industry.	++	Employment deprivation is particularly high within the Waterloo, Bloomfield, Talbot and Claremont inner wards. As employment follows the seasonal trends of the tourism industry, economic activity is	+	Economic activity is generally higher in the areas along the eastern boundary of Blackpool. However the wards of Inglethorpe, Park and Clifton experience high employment deprivation.	+	The Clifton ward, which lies adjacent to the area proposed for urban extension, currently experiences high employment deprivation. Employment development within	+	It is likely that sustainable business development within the target area would ensure that employment opportunities support the localised economy by ensuring local uptake.	+	Benefits would be realised through the provision of employment development. However, there are uncertainties as the location and scale of developments is unknown. <i>It should be ensured that</i>

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		The provision of employment development could contribute to a reduction in unemployment and promote economic inclusion in areas most at need. However, the potential removal or relocation of local businesses could occur through the re-use of underutilised land. Development in urban areas would bring more people and jobs closer together, with links to an existing efficient public transport system. <i>It should be ensured that employment development creates opportunities for local people, in order to ensure a reduction in economic inequalities.</i>		generally low. New employment development, together with redevelopment that supports existing tourism businesses, would ensure increased economic inclusion in areas most at need.		Employment development within these areas would therefore ensure increased job opportunities for the local communities, thereby ensuring economic inclusion.		these areas would therefore ensure increased job opportunities for the local communities, thereby ensuring economic inclusion. However, there would be a loss of local businesses associated with horticulture (glass houses) and horse grazing land uses. <i>It should be ensured that employment development creates opportunities for local people, in order to ensure a reduction in economic inequalities.</i>				<i>employment development creates opportunities for local people, in order to ensure a reduction in economic inequalities.</i>
To deliver urban renaissance ^{vi} <i>Improve vitality and vibrancy of town centres</i> <i>To improve access to public transport in urban areas</i>	+	Physical regeneration and environmental improvement, including housing and employment development, could positively contribute to urban renaissance, through improved economic links and social wellbeing. The location of new development within urban areas would benefit from existing public transport links, in order to ensure improved access to public transport.	++	The inner areas are integral to tourism within Blackpool with their central location adjacent to the promenade. Regeneration of these areas would contribute to the delivery of urban renaissance, with potential knock-on benefits to neighbouring communities. Regeneration and redevelopment would benefit from existing public transport links such as the tram along the promenade, in order to ensure adequate access to sustainable transport.	0	Suburban extension would not fully contribute to the delivery of urban renaissance. Benefits would be realised more so by town centre regeneration, in order to achieve improved vitality and vibrancy ^{vi} . <i>In order for some town centre benefits to be realised, suburban developments should be located within close proximity to public transport links to allow connectivity.</i>	0	Urban extension would not fully contribute to the delivery of urban renaissance. Benefits would be realised more so by town centre regeneration, in order to achieve improved vitality and vibrancy ^{vi} . <i>In order for some town centre benefits to be realised, suburban developments should be located within close proximity to public transport links to allow connectivity.</i>	0	Unlikely to generate urban renaissance, as development would be located away from the town centre areas which are in need of regeneration ^{vi} . <i>In order to generate knock-on benefits upon the town centre and inner areas, development should ensure adequate connectivity to public transport links etc..</i>	?	It is unlikely that coordinated urban renaissance would be delivered, as development driven by the market is likely to be focussed within Greenfield locations. However, localised benefits may be generated in some urban areas where development does occur. <i>In order for some town centre benefits to be realised, suburban developments should be located within close proximity to public transport links to allow connectivity.</i>
To develop and market the Borough as a place to live, work and do business <i>To support the preservation and or development of high quality built and natural environments within the Borough</i> <i>To promote the area as a destination for short and long term visitors and new residents</i> <i>To enhance the Borough’s image as an attractive place to do business</i>	+	Regeneration of the urban environment, through the re-use of vacant land and the provision of new housing and employment development, would help to meet this objective.	++	Regeneration of the inner areas, including housing and employment provision, would help to create a high quality environment, thereby potentially increasing investment offer and residents etc. Wider regeneration may be realised throughout wider urban areas. Redevelopment and improvements that support existing tourism businesses and also resort and community regeneration, would contribute to increased visitor numbers.	+/-	Positive impacts would be realised through the provision of employment and housing development. Development within green belt and Greenfield land would generate negative impacts upon the existing quality of the natural environment. The loss of open space could be a negative factor in marketing the area. <i>It is recommended that Greenfield land should be maintained and enhanced where possible. Any loss of open space should be replaced elsewhere.</i> <i>Employment development within suburban areas should be located within close proximity to transport infrastructure, in order maximise investment opportunities etc.</i>	+/-	Positive impacts would be realised through the provision of employment and housing development. The loss of open space could be a negative factor in marketing the area. <i>It is recommended that Greenfield land should be maintained and enhanced where possible. Any loss of open space should be replaced elsewhere.</i> <i>Employment development within suburban areas should be located within close proximity to transport infrastructure, in order maximise investment opportunities etc.</i>	+	Development of a sustainable community, incorporating the provision of sustainable housing and employment development close to efficient transport links, would help to promote the image of Blackpool as a place to live and work, and for future investment. It can be assumed that loss of Greenfield land would be mitigated, as growth point hubs seek to ensure environmental protection. Potential impacts upon Blackpool’s popularity for visitors are uncertain, but likely to be negligible.	+/-	Although new development would contribute to the promotion of Blackpool, uncoordinated development may generate negative impacts. Impacts would depend upon the scale, location and type of development.
To protect and enhance biodiversity <i>To protect and enhance designated sites of nature conservation importance</i> <i>To protect and enhance wildlife especially rare and endangered species</i> <i>To protect and enhance habitats and wildlife corridors</i> <i>To provide opportunities for people to access wildlife and open green</i>	- In target areas. + In wider Blackpool areas.	Benefits could be realised in the wider Blackpool areas through targeted development in urban / suburban areas only, i.e. away from protected and more sensitive sites. Although urban areas do not have high biodiversity value in general, Brownfield sites can be important for protected species etc. Re-use of vacant land could therefore generate adverse impacts upon biodiversity. <i>It is recommended that all development should consider the</i>	0 + In wider Blackpool areas.	As the inner areas are densely urban in nature, and therefore do not have high biodiversity value, impacts would be neutral. Benefits could be realised in the wider Blackpool areas through targeted development in inner areas only.	--	Development within green belt and greenfield would generate loss of areas with biodiversity value. In addition, knock-on adverse impacts may be generated upon the Marton Mere SSSI and LNR, which lies within close proximity to one of the target areas ^{vii} . <i>It is recommended that all areas with biodiversity potential, particularly important designated areas, are safeguarded and where possible enhanced. Any loss of open space</i>	-	Development within Greenfield land could generate loss of areas with biodiversity value. <i>It is recommended that all areas with biodiversity potential are safeguarded, and where possible enhanced. Any loss of open space should be replaced.</i> <i>Urban extensions should maximise opportunities for the creation of green corridors, providing connectivity between the more urban areas and open space.</i>	-	Development within Greenfield land could generate loss of areas with biodiversity value. However, Growth Point Hub development seeks to consider potential impacts upon the natural environment, and there would therefore be opportunities to implement relevant mitigation measures. <i>It is recommended that all areas with biodiversity potential are safeguarded, and where possible enhanced. Any loss of open space</i>	-	Potential negative impacts upon biodiversity, if development is uncoordinated. <i>It is recommended that all areas with biodiversity potential are safeguarded, and where possible enhanced. Any loss of open space should be replaced.</i> <i>Opportunities to create green corridors should be sought, providing connectivity between the more urban areas and open space</i>

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	Performance (spatially)	Commentary	Performance (spatially)	Commentary	Performance (spatially)	Commentary	Performance (spatially)	Commentary	Performance (spatially)	Commentary	Performance (spatially)	Commentary
spaces		potential for biodiversity in Brownfield sites, and implement appropriate mitigation measures where necessary. The urban areas of Blackpool lack open space, due to its densely populated nature. It is therefore essential that existing open space should be safeguarded, and development through this option provides for open space.				should be replaced. Suburban extensions should maximise opportunities for the creation of green corridors, providing connectivity between the more urban areas and open space.				should be replaced. Opportunities to create green corridors should be sought, providing connectivity between the more urban areas and open space.		
To protect and enhance the Borough's landscape and townscape character and quality <i>To protect and enhance landscape character and quality</i> <i>To protect and enhance townscape character and quality</i> <i>To promote sensitive design in development</i>	+/-	Potential positive impacts through regeneration of the urban image, including re-use of vacant land and provision of new buildings / infrastructure. Benefits could be realised in wider areas as development would be focussed away from higher quality landscapes. Negative impacts could be realised in the target areas through the likely loss of open space through intensification. <i>It is essential that the character, quality and setting of the Town Centre Conservation Area is protected and where possible enhanced.</i> <i>All developments should be encouraged to use high quality design that fits in with the existing character of the townscape.</i>	+	The regeneration of inner areas would positively impact upon the local townscape through an enhanced environmental and built quality. Benefits could be realised in wider areas as development would be focussed away from higher quality landscapes outside the urban area. <i>It is essential that the character, quality and setting of the Town Centre Conservation Area is protected and where possible enhanced.</i>	-	Suburban extension and potential settlement coalescence would generate negative impacts upon the surrounding landscape through development in the countryside. <i>It is essential that development associated with suburban extension is not located in greenbelt areas or 'countryside areas' of high quality.</i> <i>All development should be in-keeping with the existing character and quality of the townscape / landscape.</i> <i>It is essential that the character, quality and setting of the Stanley Park Conservation Area is protected and where possible enhanced.</i>	-	Urban extension into Greenfield land would generate negative impacts upon the surrounding landscape. However, it should be noted that this area does not represent the same character and quality of the more rural locations identified in other options. <i>It is essential that development associated with urban extension is not located in greenbelt areas or 'countryside areas' of high quality.</i> <i>All development should be in-keeping with the existing character and quality of the townscape / landscape.</i>	-	Although development would be within Greenfield land would therefore contribute to the expansion of the urban expansion, it is unlikely to significantly impact upon landscape, due to its proximity to the M55 hub. In addition, growth point development seeks to consider opportunities for high standards of design and the natural environment. <i>All development should be in-keeping with the existing character and quality of the townscape / landscape.</i>	+/-	Impacts are uncertain, without details of the scale and location of development. Without a planning framework, investors are likely to focus development in Greenfield areas which are more attractive and cheaper. As a result, negative impacts could be generated upon the surrounding landscape, and the townscape areas in need of regeneration neglected. Contrastingly, the regeneration of inner areas would positively impact upon the local townscape <i>It is essential that development associated with suburban extension is not located in greenbelt areas or 'countryside areas' of high quality.</i> <i>All development should be in-keeping with the existing character and quality of the townscape / landscape.</i> <i>It is essential that the character, quality and setting of the Stanley Park Conservation Area is protected and where possible enhanced.</i>
To protect and enhance the cultural heritage resource <i>To protect and enhance historic buildings and sites</i> <i>To protect and enhance historic landscape/townscape value</i>	+/-	Impacts upon the townscape could have knock-on effects upon cultural heritage features and their settings. Redevelopment and the provision of modern infrastructure could generate adverse impacts upon the historic character of the urban areas. Conversely, potential indirect improvements could be realised through enhanced settings as a result of environmental improvement and regeneration. <i>It is essential that the character, quality and setting of the Town Centre Conservation Area and other cultural heritage features are protected and where possible enhanced.</i>	+/-	Redevelopment and the provision of modern infrastructure could generate adverse impacts upon the historic character of the inner areas. Conversely, potential indirect improvements could be realised through enhanced settings as a result of environmental improvement and regeneration. <i>It is essential that the character, quality and setting of the Town Centre Conservation Area and other cultural heritage features are protected and where possible enhanced.</i>	?	Without details of the location of potential developments, impacts upon cultural heritage features and their settings are uncertain. <i>It is essential that the character, quality and setting of the Stanley Park Conservation Area is protected and where possible enhanced.</i>	0	Without details of the location of potential developments, impacts upon cultural heritage features and their settings are uncertain. However, as there are no cultural features of statutory importance within this area, impacts are likely to be neutral.	0	Without details of the location of potential developments, impacts upon cultural heritage features and their settings are uncertain. However, as there are no cultural features of statutory importance within this area, impacts are likely to be neutral.	?	Impacts are uncertain as they would depend upon the scale and location of development.
To protect and enhance the quality of water features and resources <i>To protect and enhance surface water quality</i> <i>To protect and enhance groundwater quality</i>	?	Without details of the location of potential developments, impacts upon the quality of water features and resources are uncertain. As the urban areas are already dense in nature, adverse impacts upon water quality are unlikely. However,	0	As the inner areas are already densely urban in nature, it is unlikely that regeneration and redevelopment would adversely impact upon coastal or surface water quality in the long-term. Although all new development	-	Development within Greenfield land could generate increased surface water runoff, which has the potential to contribute to the pollution of nearby water resources. Increased pressure upon water resources could be generated as a	-	Development within Greenfield land could generate increased surface water runoff, which has the potential to contribute to the pollution of nearby water resources. Increased pressure upon water resources could be generated as a	-	Development within Greenfield land could generate increased surface water runoff, which has the potential to contribute to the pollution of nearby water resources. However, there would be more opportunities to mitigate	-	Development within Greenfield land could generate increased surface water runoff, which has the potential to contribute to the pollution of nearby water resources. Increased pressure upon water resources could be generated as a

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<i>To protect and enhance coastal waters</i>		increased pressure upon water resources could be generated as a result of an increased population and demand for water supply.		increases the demand for water, as the area is already densely urban in nature, impacts are not likely to be significant.		result of an increased population. However, if development is spread thinly, this would not be significant.		result of an increased population.		such effects with this option. Growth point hub development seeks to create sustainable communities, which can assume to include water supply.		result of an increased population.
<i>To guard against land contamination and encourage the appropriate re-use of brownfield sites</i> <i>To reduce the amount of derelict, contaminated, and vacant land</i> <i>To encourage development of brownfield land where appropriate</i> <i>Maintain and enhance soil quality</i>	++	Positive impacts would be generated through the encouraged re-use of vacant land within the urban areas. There is potential for remediation of contaminated land where appropriate.	+	Redevelopment of inner areas would ensure prevention of land contamination in Greenfield areas, and the re-use of vacant and derelict Brownfield land. There is potential for remediation of contaminated land where appropriate	-	Development within Greenfield land has the potential to generate contaminated land. <i>The use of Brownfield land should be encouraged, and all developments need to consider the potential for contaminated land, and implement remediation measures if necessary.</i>	-	Development within Greenfield land has the potential to generate contaminated land. <i>The use of Brownfield land should be encouraged, and all developments need to consider the potential for contaminated land, and implement remediation measures if necessary.</i>	-	Development within Greenfield land has the potential to generate contaminated land. <i>The use of Brownfield land should be encouraged, and all developments need to consider the potential for contaminated land, and implement remediation measures if necessary.</i>	-	Potential negative impacts as development upon Brownfield land is likely to be less attractive to investors, due to the costs of contaminated land remediation. <i>The use of Brownfield land should be encouraged, and all developments need to consider the potential for contaminated land, and implement remediation measures if necessary.</i>
<i>To limit and adapt to climate change</i> <i>To reduce or manage flooding</i> <i>To reduce greenhouse gas emissions</i> <i>To encourage the inclusion of SuDS in new development</i>	+/-	Impacts are uncertain, as the location of development and likely traffic generation is unknown at this stage ^{viii} . However, benefits in terms of greenhouse gas emissions could be realised, as development would be located close to existing public transport links. As some of the urban areas are located within flood risk areas, this option could generate adverse impacts in terms of adaptability to climate change, if development is located in these areas. <i>New development should not result in the loss of floodplain or increased flood risk. It is recommended that a Strategic Flood Risk Assessment is undertaken to assist the assessment against this option.</i>	+/-	Some inner areas are located within flood risk zones. Development within these areas could generate adverse impacts in terms of adaptation to the effects of climate change. Impacts relating to potential traffic generation are unknown. However, benefits in terms of greenhouse gas emissions could be realised, as development would be located close to existing public transport links. <i>It is essential that new development does not result in the loss of floodplain or increased flood risk. It is recommended that a Strategic Flood Risk Assessment is undertaken to assist the assessment against this option.</i>	-	Some of the areas within the development focus are located within areas of potential flood risk. Increased surface run-off could add to this risk. Development within these areas could generate adverse impacts in terms of adaptation to the effects of climate change. There is a potential for increased use of private car due to further commutes. <i>It is essential that new development does not result in the loss of floodplain or increased flood risk. It is recommended that a Strategic Flood Risk Assessment is undertaken to assist the assessment against this option.</i> <i>Development should be accessible to public transport links.</i> <i>The implementation of SuDs should be encouraged.</i>	-	Some of the areas within the development focus are located within areas of potential flood risk. Increased surface run-off could add to this risk. Development within these areas could generate adverse impacts in terms of adaptation to the effects of climate change. If development does not meet all the needs of the community, e.g. in terms of employment etc, there is a potential for increased private car use. <i>It is essential that new development does not result in the loss of floodplain or increased flood risk. It is recommended that a Strategic Flood Risk Assessment is undertaken to assist the assessment against this option.</i> <i>Development should be accessible to public transport links.</i> <i>The implementation of SuDs should be encouraged.</i>	-	Some of the areas within the development focus are located within areas of potential flood risk. Increased surface run-off could add to this risk. Development within these areas could generate adverse impacts in terms of adaptation to the effects of climate change. Development adjacent to the M55 hub could encourage increased commuting by private car, thereby contributing to greenhouse gas emissions. <i>It is essential that new development does not result in the loss of floodplain or increased flood risk. It is recommended that a Strategic Flood Risk Assessment is undertaken to assist the assessment against this option.</i> <i>Development should be accessible to public transport links.</i> <i>The implementation of SuDs should be encouraged.</i>	+/-	If Greenfield land is selected for development in preference to Brownfield land, increased use of private cars could contribute to greater vehicular greenhouse gas emissions. However, if urban sites are targeted, the close proximity to existing public transport links could contribute to increased use of sustainable transport. It is likely that some development will be located within areas of flood risk, which could generate adverse impacts in terms of adaptation to the effects of climate change. <i>It is essential that new development does not result in the loss of floodplain or increased flood risk. It is recommended that a Strategic Flood Risk Assessment is undertaken to assist the assessment against this option.</i> <i>Development should be accessible to public transport links.</i>
<i>To protect and improve air quality</i> <i>To protect and improve local air quality</i>	+/-	Potential negative impacts upon local air quality, as an increase in residential and employment opportunities could contribute to further congestion and traffic volumes. However, as development would be located close to existing public transport links, the promotion of sustainable transport could contribute to a reduction in congestion thereby benefiting therefore air quality. <i>As Blackpool Council has designated an AQMA for NO₂ within the urban area, it is recommended that suitable traffic assessments, and air quality modelling if necessary, should be conducted when appropriate.</i>	+/-	The existing highway network within the inner areas, particularly the north to south routes, experiences heavy congestion especially in tourist seasons. A potential increase in population, through new employment and housing development, and visitor numbers could contribute to further congestion and traffic volumes. However, as development would be located close to existing public transport links, the promotion of sustainable transport could contribute to a reduction in congestion thereby benefiting therefore air quality. <i>As Blackpool Council has designated an AQMA for NO₂ within the inner urban area, it is recommended that suitable traffic assessments, and air quality</i>	-	There is a potential for increased use of private car, and therefore a reduction in local air quality, due to further commutes. <i>It is recommended that suitable traffic assessments, and air quality modelling if necessary, should be conducted when appropriate.</i> <i>Development should be accessible to public transport links.</i>	-	A potential increase in population, through new employment and housing development, and visitor numbers could generate increased congestion and traffic volumes, thereby potentially contributing to a reduction in local air quality. There is also a potential for increased use of private car due to further commutes. <i>It is recommended that suitable traffic assessments, and air quality modelling if necessary, should be conducted when appropriate.</i> <i>Development should be accessible to public transport links.</i>	-	Development adjacent to the M55 hub could encourage increased commuting by private car, thereby contributing to a reduction in local air quality. <i>It is recommended that suitable traffic assessments, and air quality modelling if necessary, should be conducted when appropriate.</i>	-	Development within Greenfield areas could encourage increased commuting, if development does not meet all the needs of the surrounding communities. An increased use of private cars could therefore contribute to a reduction in local air quality. Without details of the types and location of development, there are some uncertainties. As a result, there would be fewer opportunities to consider traffic generation and air quality strategically, prior to development. <i>It is recommended that suitable traffic assessments, and air quality modelling if necessary, should be conducted when appropriate.</i>

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				<i>modelling if necessary, should be conducted when appropriate.</i>								
To increase energy efficiency and require the use of renewable energy sources <i>To increase energy efficiency</i> <i>To increase the use of renewable energy</i> <i>To reduced the use of energy</i>	?	The uptake of renewable energy use etc in developments is uncertain. However, there are likely to be fewer opportunities for the uptake of innovative energy design, such as the use of Combined Heat and Power (CHP) etc. Intensification of the urban area could contribute to increased demand for energy, thereby reducing energy efficiency. <i>Energy efficiency and the use of renewables should be promoted in all developments. In addition new dwellings should be encouraged to incorporate the Code for Sustainable Homes Standard.</i>	?	The uptake of renewables etc in developments is uncertain. However, there are likely to be fewer opportunities for the uptake of innovative energy design, such as the use of Combined Heat and Power (CHP) etc. An increase in the local population, together with increased visitor numbers, could contribute to an increased energy demand. <i>Energy efficiency and the use of renewables should be promoted in all developments. In addition new dwellings should be encouraged to incorporate the Code for Sustainable Homes Standard.</i>	+/-	Although the uptake of renewables etc in developments is uncertain, there would be more opportunity to incorporate energy efficiency. However an increase in the local population could contribute to an increased energy demand. Potential increased use of private car would contribute to increased fossil fuel consumption. <i>Energy efficiency and the use of renewables should be promoted in all developments. In addition new dwellings should be encouraged to incorporate the Code for Sustainable Homes Standard.</i>	+/-	Although the uptake of renewables etc in developments is uncertain, there would be more opportunity to incorporate energy efficiency. However an increase in the local population could contribute to an increased energy demand. Potential increased use of private car would contribute to increased fossil fuel consumption. <i>Energy efficiency and the use of renewables should be promoted in all developments. In addition new dwellings should be encouraged to incorporate the Code for Sustainable Homes Standard.</i>	+	Development would be encouraged to consider the use of sustainable natural resources. This is assumed to include increased opportunities to provide energy efficient design and local power and gas (e.g. CPH), in order to fulfil sustainable requirements for growth point development.	?	The uptake of renewables etc in developments is uncertain. <i>Energy efficiency and the use of renewables should be promoted in all developments. In addition new dwellings should be encouraged to incorporate the Code for Sustainable Homes Standard.</i>
To ensure sustainable use of natural resources <i>To reduce the demand for raw materials</i> <i>To promote the use of recycled and secondary materials in construction</i>	-	The use of sustainable natural resources within developments is unknown. However, all new development is likely to increase the demand for natural resources. <i>The use of sustainable natural resources should be encouraged in all new developments, and standards such as the Code for Sustainable Homes should be considered.</i>	-	The use of sustainable natural resources within developments is unknown. However, all new development is likely to increase the demand for natural resources. <i>The use of sustainable natural resources should be encouraged in all new developments, and standards such as the Code for Sustainable Homes should be considered.</i>	-	The use of sustainable natural resources within developments is unknown. However, all new development is likely to increase the demand for natural resources. <i>The use of sustainable natural resources should be encouraged in all new developments, and standards such as the Code for Sustainable Homes should be considered.</i>	-	The use of sustainable natural resources within developments is unknown. However, all new development is likely to increase the demand for natural resources. <i>The use of sustainable natural resources should be encouraged in all new developments, and standards such as the Code for Sustainable Homes should be considered.</i>	+/-	There would be greater opportunities to use recycled materials and ensure prudent use of natural resources as growth point development aims to create sustainable communities. However, all new development is likely to increase the demand for natural resources. <i>The use of sustainable natural resources should be encouraged in all new developments, and standards such as the Code for Sustainable Homes should be considered.</i>	-	The use of sustainable natural resources within developments is unknown. However, all new development is likely to increase the demand for natural resources. <i>The use of sustainable natural resources should be encouraged in all new developments, and standards such as the Code for Sustainable Homes should be considered.</i>
To minimise waste, increase re-use and recycling <i>To increase the proportion of waste recycling and re-use</i> <i>To reduce the production of waste</i> <i>To reduce the proportion of waste landfilled</i>	+/-	The uptake of recycling and re-use schemes and sustainable waste management in developments is unknown. However development would be located closer to existing waste facilities etc, which could provide more opportunities for recycling and re-use. All new development would generate increased waste production. <i>It is essential that sustainable waste management is incorporated within all developments.</i>	+/-	The uptake of recycling and re-use schemes and sustainable waste management in developments is unknown. However development would be located closer to existing waste facilities etc, which could provide more opportunities for recycling and re-use. All new development would generate increased waste production. <i>It is essential that sustainable waste management is incorporated within all developments.</i>	-	The uptake of recycling and re-use schemes and sustainable waste management in developments is unknown. All new development would generate increased waste production. <i>It is essential that sustainable waste management is incorporated within all developments.</i>	-	The uptake of recycling and re-use schemes and sustainable waste management in developments is unknown. All new development would generate increased waste production. <i>It is essential that sustainable waste management is incorporated within all developments.</i>	+/-	The uptake of recycling and re-use schemes and sustainable waste management in developments is unknown. The creation of a sustainable community is likely to include the provision of sustainable waste management facilities. All new development would generate increased waste production. <i>It is essential that sustainable waste management is incorporated within all developments.</i>	?	The uptake of recycling and re-use schemes and sustainable waste management in developments is unknown. <i>It is essential that sustainable waste management is incorporated within all developments.</i>
To promote the use of more sustainable modes of transport <i>To reduce the use of private car</i> <i>To encourage walking, cycling and the use of public transport</i> <i>Encourage the uptake of ICT</i>	++	As the urban and suburban environment within Blackpool already has good public transport links, the provision of development in these areas could encourage increased use of sustainable transport and a reduction in the reliance on private car use by tourists.	++	The inner areas currently have good links to public transport facilities. The redevelopment and regeneration of these areas is therefore likely to encourage increased use of sustainable transport and a reduction in the reliance on private car use by tourists.	-	As public transport facilities are not as efficient in suburban areas, the provision of development in these areas could encourage increased private car use. <i>It should be ensured that new development is located near to public transport links / facilities where possible, in order to encourage sustainable transport modes. Developments should consider the promotion of sustainable travel, e.g. through implementation of Green Travel Plans etc.</i>	-	As public transport facilities are not as efficient in suburban areas, the provision of development in these areas could encourage increased private car use. <i>It should be ensured that new development is located near to public transport links / facilities where possible, in order to encourage sustainable transport modes. Developments should consider the promotion of sustainable travel, e.g. through implementation of Green Travel Plans etc.</i>	- -	Development within close proximity to the M55 hub and associated infrastructure could encourage use of private cars due to potentially increased commuting. However, growth point development seeks to ensure sustainable communities, therefore it is likely to encourage use of public transport. <i>It should be ensured that new development is located near to public transport links / facilities where possible, in order to encourage sustainable transport modes. Developments should consider the promotion of</i>	+/-	There could either be positive of negative impacts, depending upon the location and scale of development.

SEA Objectives <i>Su7b-Objectives</i>	Option 1: Urban Concentration / Intensification – Seeks to target growth as far as possible to the existing urban area, and maximise opportunities to re-utilise any vacant or underused land.		Option 2: Inner Area Regeneration – Looks to target more growth to Central Blackpool to assist the regeneration of the town centre and resort core and inner neighbourhoods.		Option 3: Suburban Expansion – Looks to develop remaining lands along its eastern boundary between Blackpool and Carleton, Blackpool and Staining and in south east Blackpool.		Option 4: Marton Moss Urban Extension – Similarly looks to what extent the town can meet its expansion needs beyond its existing urban area, but more singularly focusing growth on Marton Moss.		Option 5: Wider M55 Hub Growth Point – Looks (in conjunction with the choices set out in the Fylde Core Strategy Issues and Options Report) to what extent Blackpool and Fylde’s respective housing and employment needs could best be met by a wider focus for expansion around the M55 junction hub on the edge of Blackpool.		Option 6: Market Driven Approach – Informs wider consideration of all the options by assessing what would be likely to happen without a planning framework. (i.e. Do-Nothing Approach)	
	Performance (spatially)	Commentary	Performance (spatially)	Commentary	Performance (spatially)	Commentary	Performance (spatially)	Commentary	Performance (spatially)	Commentary	Performance (spatially)	Commentary
											<i>sustainable travel, e.g. through implementation of Green Travel Plans etc.</i>	
Supporting Development	<p><i>Inner area supporting development (see Option 2 for full impacts)</i></p> <p>Impacts as a result of additional housing development within the inner areas would be similar to those within the urban areas.</p> <p><i>Marton Moss supporting development (see Option 4 for full impacts)</i></p> <p>Key potential impacts as a result of housing provision via a suburban extension at Marton Moss include:</p> <ul style="list-style-type: none"> The loss of open space could generate negative impacts upon health and wellbeing, through a reduction in the ability to enjoy healthy lifestyles and participate in physical activity. Potential negative impacts upon community spirit and cohesion, through the loss of land used currently for horticulture (glass houses) and horse grazing. Potential negative impacts upon landscape and biodiversity through settlement expansion into Greenfield land. Potential generation of contaminated land. 		<p><i>Marton Moss supporting development (see Option 4 for full impacts)</i></p> <p>Key potential impacts as a result of additional housing provision via a suburban extension at Marton Moss include:</p> <ul style="list-style-type: none"> The loss of open space could generate negative impacts upon health and wellbeing, through a reduction in the ability to enjoy healthy lifestyles and participate in physical activity. Potential negative impacts upon community spirit and cohesion, through the loss of land used currently for horticulture (glass houses) and horse grazing. Potential negative impacts upon landscape and biodiversity through settlement expansion into Greenfield land. Potential generation of contaminated land. 		<p><i>Inner area supporting development (see Option 2 for full impacts)</i></p> <p>Key potential impacts as a result of additional housing provision in inner areas include:</p> <ul style="list-style-type: none"> Physical regeneration through new development may contribute to lower crime levels through safety by design measures and an improved sense of community pride and ownership. Long-term indirect benefits may be generated if physical regeneration results in improved aspirations and increased investment offer, thereby potentially employment and training opportunities. Improved environmental quality through new development could indirectly generate health benefits for the local community. Provision of new housing and associated environmental improvements could generate positive impacts upon community spirit and cohesion. Housing development and associated environmental improvements would help to promote the area as a place to live and work. New development within inner areas would contribute to enhanced environmental quality, thereby benefiting the townscape. 						<p>There is no supporting development in conjunction with this option, as it is unknown exactly what projects will be brought forward under a market driven approach.</p>	
Generic Recommendations	<p>All new developments should be encouraged to consider safety by design, e.g. security and lighting, in order to contribute to enhanced safety and potentially a reduction in crime incidents.</p> <p>It is essential that sufficient facilities / services etc are provided for the level of housing development / growth. In addition, adequate links to services in neighbouring areas should be provided where necessary.</p> <p>Blackpool experiences deprivation in terms of education, skills and training (IMD data 2007) with educational attainment currently below the national and regional averages. It is therefore essential that economic development is encouraged to implement employment charter training schemes where possible, with a focus on improving skills of the population, in order to contribute to improved educational attainment.</p> <p>Employment development should ensure job opportunities are created for the local community.</p> <p>It is recommended that all development should consider the potential for biodiversity in Brownfield sites, and implement appropriate mitigation measures where necessary.</p> <p>As urban areas within Blackpool lack open space it is essential that existing open space should be safeguarded. Where possible, this option should provide for open space development or green links to neighbouring Greenfield areas.</p> <p>All developments should be encouraged to use high quality design that fits in with the existing character of the townscape. The setting of cultural heritage features should be protected and where possible enhanced.</p> <p>The protection of water quality and resources should be considered within all developments. In addition, the implementation of SuDs should be encouraged.</p> <p>All developments need to consider the potential for contaminated land, and implement remediation measures if necessary.</p> <p>It should be ensured that new development is located near to public transport links / facilities where possible, in order to encourage sustainable transport use. In addition, where relevant, developments should consider the promotion of sustainable travel, e.g. through implementation of Green Travel Plans etc. Regeneration should incorporate measures to encourage increased walking and cycling, e.g. enhanced lighting and networks etc.</p>											

ⁱSafety by design can be incorporated in new development through measures such as improved permeability and natural surveillance, lighting, CCTV etc, in order to contribute to enhanced safety and potentially a reduction in crime incidents.

ⁱⁱThere is a growing body of research that establishes the relationships between local environmental quality, crime levels and people’s fear of crime. Higher quality living environments can be a big factor in attracting investment, visitors and creating a virtuous cycle of regeneration and community ownership.

ⁱⁱⁱThere is a strong relationship between levels of health deprivation in an area and the condition of the local environment. This option may include the redevelopment of derelict sites or run-down areas in poor condition. Health can be benefited by a reduction in crime levels which may occur as a result of such regeneration. Existing poor environments can discourage people from walking to school or shops or taking exercise which can have adverse health effects, usually within particular demographic groups – children, the young and elderly.

^{iv}High quality green spaces go a long way to encouraging people to pursue healthier lifestyles through exercise such as walking, cycling and active children’s play. The loss of such areas could have significant adverse effects on health, particularly for more vulnerable demographic groups.

^vExpansion of settlements would contribute to an influx in population, which could detract from the existing close-knit community spirit.

^{vi}Urban renaissance relates to a number of factors including design excellence, economic strength, environmental responsibility, good governance and social well-being (Source: Department of Communities and Local Government)

^{vii}Knock-on adverse impacts may include visual intrusion, noise, and possibly air and water pollution depending upon the scale and location of development.

^{viii} Vehicular greenhouse gas emissions contribute to climate change and global warming.