



# THE EXCITING JOURNEY HAS BEGUN

THE MASTERPLAN

We are little more than 12 months into our 15-year plan. But looking at the photographs in this brochure will give you an indication of how far we have already travelled.

Our vision for the town is based on fact not fantasy. It's one thing to talk about it, another to achieve it but actions speak louder than words. And there's plenty of action going on in Blackpool with some projects completed, many ongoing and others scheduled for the future.

There are already many wonderful things for you to see during your visit and when you come back - which visitors always do - there will be even more.



# WHAT LIES AHEAD?

The work continues. During your stay you will inevitably see some evidence of this in progress. We hope this doesn't disappoint but rather fills you with excitement and anticipation about the future of the most famous seaside town in the country.

water slides; the Exploratorium - an interactive science and technology museum; a hotel comprising 1,000 family style suites, spa, shops and restaurants; more family entertainment and sky lasers, light towers and media canopies.

The Masterplan incorporates many new and exciting developments. During the next few months and years as you return to the town just a few of the new experiences you can expect to enjoy are a major new aquarium; a water theme park with artificial beach,



**BLACKPOOL'S RICH AND COLOURFUL HISTORY IS BEING RE-WRITTEN. THE NEXT CHAPTER IS ABOUT TO UNFOLD.**

**MAKE SURE YOU HAVE A STARRING ROLE...**



THE MASTERPLAN



# OUR VISION FOR BLACKPOOL THE PICTURE SO FAR...

THE MASTERPLAN



## WHAT IS OUR VISION?

Our vision for the future is of a regenerated seaside resort, driven by quality, shaped into a national and international destination, delivering benefits for both residents and visitors.

### IN SHORT: A BETTER, BRIGHTER, BOLDER, BRAVER BLACKPOOL



Most of you will have heard of our exciting plans to transform the town. Now during your visit you will have the opportunity to see how our exciting Masterplan is unfolding.

## HOW FAR HAVE WE COME?

Blackpool is unique. There is no other place quite like it. With the world-renowned tower at the physical and spiritual heart of the town and 10km of breathtaking sea-front views, Blackpool is steeped in history and proud of its rich heritage.

The largest coastal resort destination in the UK, Blackpool is the place to be - 11 million visitors each and every year can't be wrong.

**STYLE, ART, CULTURE, BEAUTY ARE NOT WORDS NORMALLY ASSOCIATED WITH BLACKPOOL - UNTIL NOW...**



## DISCOVER FOR YOURSELF

During your visit make sure you see all of our famous sites and landmarks but find time to discover for yourself the incredible changes that have taken place in the town.

Witness the dramatic and imaginative transformation that has already taken place between the Southern Gateway and the Central Corridor. An investment of £17 million has created an intriguing environment with beautiful walkways, landscaped gardens, projected terraces, stunning lighting, breathtaking sculptures and works of art.



**The finishing touches to the Wave Wall - our biggest single feature - were being made as this brochure was put together. But hopefully by now you'll be able to see that in all its magnificent glory too.**

**THE MASTERPLAN**