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Holiday accommodation

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Background

Holiday accommodation continues to be an important part of Blackpool's tourism offer and is vital to the resort's visitor economy. However, over the years tourism has changed. Whilst there has been an upturn in resort visitor numbers in recent years, Blackpool still has too many holiday accommodation bed spaces, with many businesses operating at marginal levels. This has resulted in a number of holiday accommodation businesses seeking alternative uses.

In order to allow the reduction of holiday bed spaces to reach an economically viable level that supports Blackpool's tourism economy, Blackpool's Core Strategy policy (CS23) enables more hotels and guest houses to change to residential use than before. This gives property owners more choice if they decide they no longer want to remain as holiday accommodation.

In order to safeguard the strongest clusters of holiday accommodation in sustainable locations, we define **Holiday Accommodation Areas** (HAAs) in the 2017 Supplementary Planning Document (SPD), where restrictions on change of use apply.

Where we allow change of use to residential, to make sure these provide good quality homes, we introduced new design guidance for residential conversions in 2011. This design guidance is called the [New Homes from Old Places](#) SPD.

Holiday accommodation SPD - Adopted November 2017

Documents available to view:

- [Holiday Accommodation SPD \(adopted November 2017\) \[PDF 15.96MB\]](#)
- [Viability template \[PDF 105KB\]](#)
- [Adoption statement \[PDF 117KB\]](#)

Individual maps of the main holiday accommodation areas can be downloaded from the links below:

- Map - [Norbreck and Bispham \[PDF 6.96MB\]](#)
- Map - [North Shore and Cliffs \[PDF 4.46MB\]](#)
- Map - [North Town Centre \[PDF 10.06MB\]](#)
- Map - [South Town Centre \[PDF 6.85MB\]](#)
- Map - [Central Promenade and Foxhall \[PDF 2.16MB\]](#)
- Map - [South Beach \[PDF 6.15MB\]](#)
- Map - [Pleasure Beach \[PDF 8.06MB\]](#)

Holiday Accommodation SPD Review 2016/2017 Background Information:

- [Holiday Accommodation SPD Review Stage 1 Report \[PDF 3.16MB\]](#)
- [Consultation Report \[PDF 2.13MB\]](#)
- [Newsletter June 2017 \[PDF 1.03MB\]](#)
- [2011 Holiday Accommodation SPD \[PDF 3.26MB\]](#)

Visitor economy update and visitor accommodation update and needs assessment

Blackpool Council is carrying out an important study to help shape future planning policies and decisions as part of the new local plan.

The visitor economy update and visitor accommodation update and needs assessment will:

- Update understanding of Blackpool’s tourism economy and future growth potential
- Review current visitor accommodation across the town and assess future needs
- Help identify future planning and policy priorities

Visitor accommodation is a key part of Blackpool’s tourism offer and local economy, so it is important that the study reflects the experiences and views of those working in the sector.

We are therefore keen to hear from accommodation providers, property owners and property professionals. Your feedback will help us understand current challenges, opportunities and market trends, and ensure future policies are realistic, evidence-based and support a successful and sustainable visitor economy

[Complete the survey](#)

The survey is being carried out independently on behalf of the council by Tomorrow’s Tourism Ltd.

All responses will be treated confidentially. Individual responses will not be published, and all results will be reported anonymously in summary form only.

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