

Blackpool Town Investment Plan - Community Engagement

Jeff Scales (Head of Services for North and Central Regions)



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#Mytown-Blackpool (94 comments)

- Resident needs over tourists
- Reconfigure housing market
- Modernise tourism offer
- Improve the street scene
- Improve transport
- Youth, mental health and most vulnerable
- Reinvigorate the town centre

Between 9th and 29th June 2020:

- 5409 visitors to Blackpool Commonplace and 973 individuals responding*
- 23 Resident Interviews
- 26 Stakeholder Interviews
- 26 young people (13-24) interviewed, 10 participating in a facilitated focus group, and submissions received from 3 organisations, which had undertaken engagement with young people
- 15 older people (65-95) interviewed
- 11 residents interviewed who were, or had recently, experienced significant disadvantage (including addiction, homelessness, offending, severe economic disadvantage)
- 447 identifying an interest in participating in future engagement

*Latest is 6603 visitors and 1119 individual responses

The Future of Blackpool - Have Your Say

Blackpool is one of 101 towns across the country in line for significant government investment through the £3.6 billion Town's Fund, aimed at strengthening the local economy and revitalising the town as we build for future recovery post Covid-19. This is your chance to have your say on how that money will be used.

[Have your say](#)

[Learn more about the project](#)

Theme 1: Place (including Housing)



491 comments

Comment on Blackpool as a place for people to live in and our ideas for improving Abingdon Street Market

[View details & comment](#)

Theme 2: Economy and Enterprise



322 comments

Comment on Blackpool as a place to work and develop a business in all sectors, including tourism

[View details & comment](#)

Theme 3: Skills and Education



228 comments

Comment on Blackpool as a place to develop the skills, experiences and qualifications for a successful career

[View details & comment](#)

Theme 4: Communities and Health



245 comments

Comment on Blackpool's health and community facilities, and the organisations and services that help us to remain happy and healthy

[View details & comment](#)

Theme 5: Infrastructure and the Environment

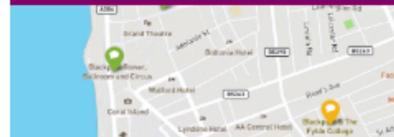


311 comments

Comment on Blackpool's transport and communications networks, and the look of our streets

[View details & comment](#)

Provide us with your views of Blackpool on this interactive map

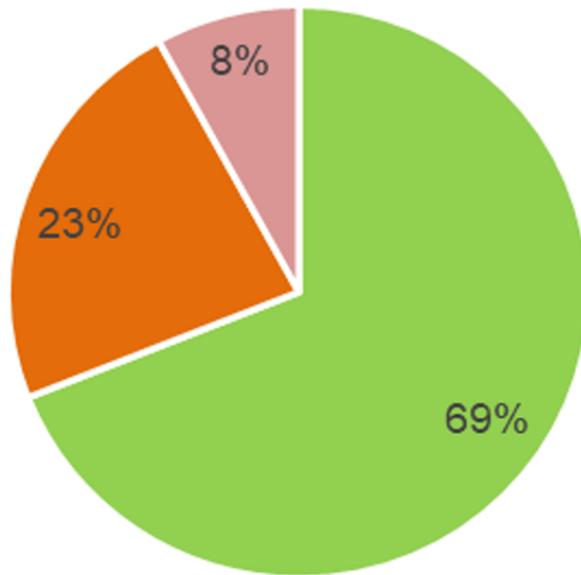


Access our interactive map which allows you to identify and make comments on areas of Blackpool which are important to you

[View details](#)

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Positivity



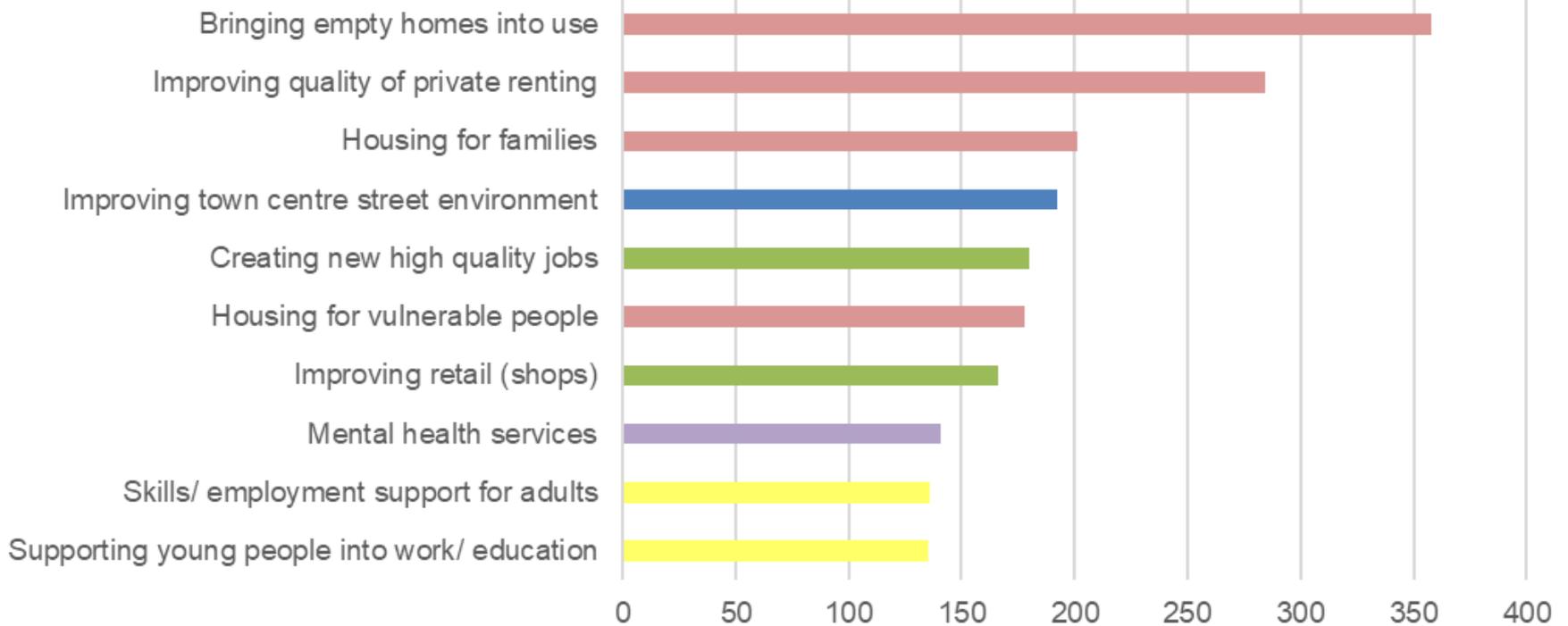
- Positive
- Neutral
- Negative

realistic
reasonable
sensible
relevant credible
practical
exciting

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Top 10 ideas and proposals



Key findings from all engagement methods

Strengths	Weaknesses	Priorities for Investment
Coastal location and coastal plain – attractive to live and work, supporting travel connectivity, development opportunities	Housing and the transitional population – high proportion of dilapidated HMO's, a draw for vulnerable people from other areas, housing benefit system perpetuating the problem	Housing Market – addressing proliferation of HMOs, potential for clearance and development of quality housing, question of whether the Towns Fund is the right money for this
Tourism – strong reputation and iconic attractions	Property dilapidation – need for investment in piers, Illuminations, hospitality industry and empty and dilapidated property on arterial routes into town centre	Strengthen and broaden the tourist offer - annual offer of events and attractions, which lend themselves to off-peak season tourism and investment in piers and Illuminations
The Council – willing to take risks, undertaking acquisitions and investing, action on the housing problems	Town centre – decline in physical condition and vibrancy, discount shops, empty units, poor quality appearance and public realm	Town centre regeneration – European style café and bar culture, quality town centre living, creating green public realm, independent stores, markets, emphasis on 52 week per year economy, regular deep cleaning including surrounding areas
Communications infrastructure – a potential attraction for tech and green businesses	Lack of economic diversity – perception as only a seasonal tourist town, limited choice of career opportunities	Attract new businesses, including technology business – to realise the Silicon Sands concept, and to retain and attract talent
Further education – strengths of institutions and the opportunity to connect to businesses	The brain-drain – high proportion going onto higher education do not return, perception that career opportunities are limited	Youth services – investment in youth facilities and services
Transport – pedestrianised walkways, the tram, direct London train	Transport – arterial road congestion, lack of connectivity across Fylde Coast, infrequency and quality of trains from Blackpool North	Transport – investing in rail and road infrastructure, transport gateways, improving connectivity across Fylde Coast, improving Blackpool North passenger experience, Promenade Cycle Lanes
Blackpool's Community – pride & passion, mutual support networks, the strength of local partnerships, VCFSE Sector, business community	Reputation for disadvantage – the top of the wrong league tables, undermining Blackpool's attractiveness as a place to live a build a business, "tacky party town" perception, concerns about safety	Mental health – high demand pressure on services exacerbated by Covid and high numbers of vulnerable people living in Blackpool
Blackpool's assets – Stanley Park, football club, beach, wide range of VCFSE community buildings assets	Isolated location – in comparison to locations around and connected to larger cities	Addressing homelessness – rehousing and providing support for complex needs
	Environmental problems – town centre, beach and promenade, litter	<p>Underpinning principles to guide decisions:</p> <ul style="list-style-type: none"> - Streamlining investment priorities and avoid diluting the investment across too many projects - Joining up the themes (e.g. directly connecting the education & skills offer to quality job opportunities) - Sustainability testing (investing for substantial long-term impact) - Lever further investment (turning the £25m into £100m)



Cross cutting themes

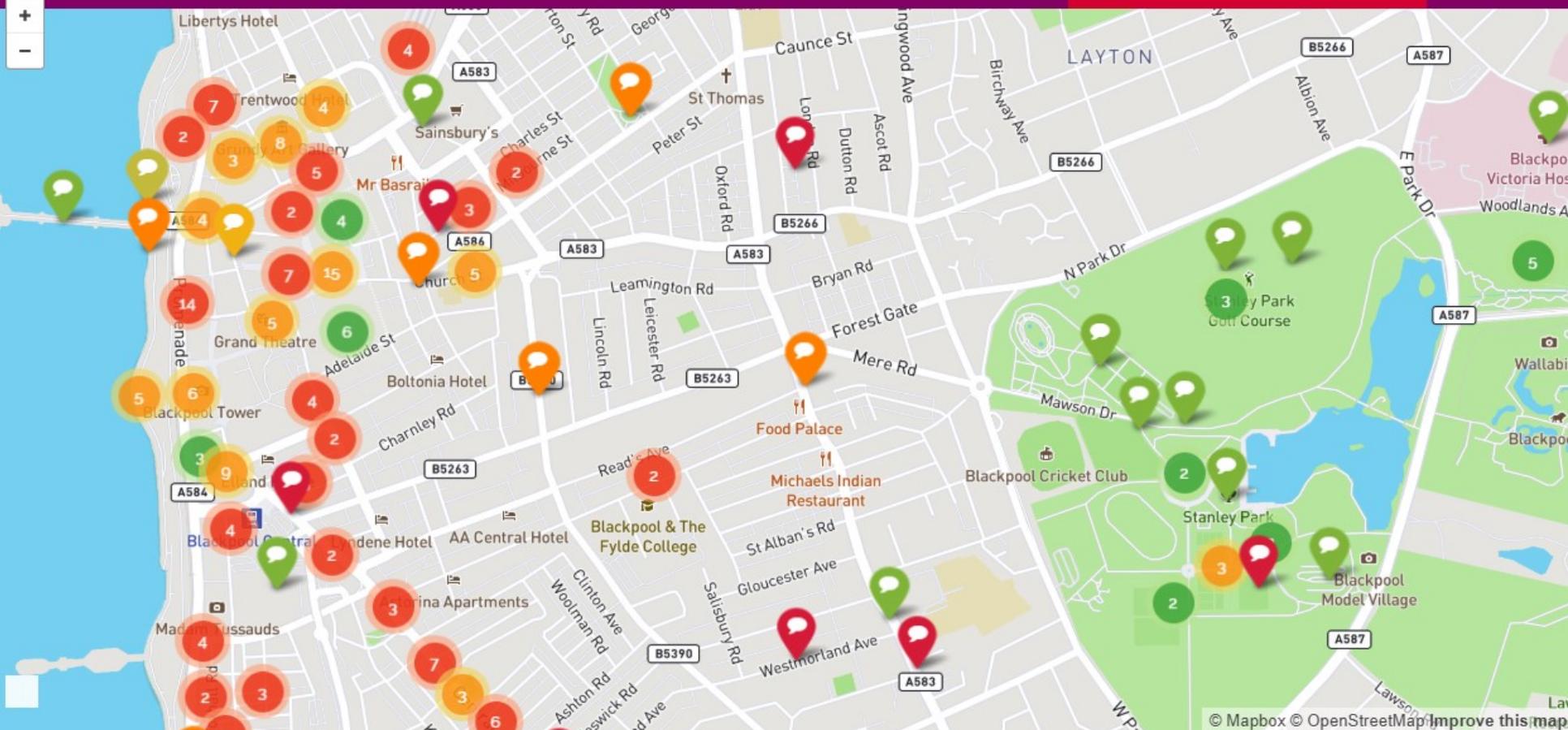
- Connecting the themes
- Avoiding dilution
- Sustainability
- Leverage

Potential gaps (Town's Fund Prospectus against engagement response)

- Addressing non-housing and non-town centre area based dilapidation
- Litter
- Youth services
- Mental health
- Homelessness

Next steps

- Blackpool Commonplace site to close mid-July
- Further analysis by Council Strategy Delivery Team
- Draft Engagement Plan for next stage to be produced
- Commonplace to re-open for further engagement on the detail of the Town Plan bid when required



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Questions

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