

YOUR **BLACKPOOL**, YOUR **FUTURE**

A photograph of several people silhouetted against a bright sunset. They have their arms raised in a gesture of celebration or joy. The sun is low on the horizon, creating a strong lens flare and casting long shadows on the ground. The background shows a distant cityscape or coastline.

**Sustainable
Community Strategy**
for 2008 – 2028



Blackpool's Sustainable Community Strategy

This is a summary of the Blackpool Sustainable Community Strategy.

The Strategy is about improving the quality of life for everyone who works, lives, studies in and visits Blackpool. These are exciting times as Blackpool embarks on its massive regeneration programme with over £750 million of public and private investment coming to the resort over the next 3 to 5 years.

The full document can be accessed on-line at www.blackpool.gov.uk/bsp

In developing this Strategy we talked to residents, local businesses, voluntary, community and faith groups and partners to understand what local people want for the future of the town.

Here's what you said...

- Improve Blackpool's image and make the resort more family friendly
- Hold more events and improve the illuminations
- Provide more support for Hoteliers, Guest Houses and B & B's
- Create more job opportunities
- Improve access and parking within and around the town centre
- Improve the tramway and provide more trams during the season
- More flights from Blackpool



International Airport

young people

- Re-develop Blackpool's most deprived neighbourhoods
- Increase police visibility and enforce high standards across the town centre
- Provide more activities for our
- Keep our streets and neighbourhoods litter free
- Improve open green spaces and provide more safe play areas for our kids
- Improve educational attainment

OUR VISION

Together... we can make Blackpool

a great place to visit, an even better place to live

The vision will be realised by achieving four goals:

- Goal 1: 'IMPROVE BLACKPOOL'S ECONOMIC PROSPERITY by creating jobs and opportunities for local people!..
- Goal 2: 'DEVELOP A SAFE, CLEAN AND PLEASANT PLACE TO LIVE, WORK AND VISIT!..
- Goal 3: 'IMPROVE SKILL LEVELS AND EDUCATIONAL ACHIEVEMENT!..
- Goal 4: 'IMPROVE THE HEALTH AND WELL-BEING OF THE POPULATION!..

See overleaf for some of the projects that will transform Blackpool.
I hope you will play your part.



Goal 1: IMPROVE BLACKPOOL'S ECONOMIC PROSPERITY

- creating jobs and opportunities for local people...

1

Some of the Projects...

- You will have an improved town centre through the **Talbot Gateway development** which will include civic offices, a new supermarket, residential areas, a library and learning centre, leisure facilities, shops and a major transport interchange
- You will have a modern **tramway** system
- The **promenade** will become a key attraction as we transform the sea wall and Tower Headland;
- **St Johns Square** and **Cedar Square** will become a vibrant pedestrian area with contemporary pavement cafes and markets
- You will have a more welcoming approach into Blackpool as work begins around Lonsdale car park, adjacent to the Blackpool Football Club stadium
- You will be able to **cycle safely** around Blackpool as more dedicated cycle lanes are created and bike parking provision is increased in the town centre.
- We will **grow** the tourist economy and create new **business opportunities** in other under performing sectors such as creative industries and renewable energy.

You can help by:

- Supporting and buying from businesses in Blackpool
- Leaving your car at home for short journeys. See www.blackpooltransport.com
- Getting involved and having your say on key regeneration projects. See www.reblackpool.com
- Booking cycling training for you and your family. See www.blackpool.gov.uk or e-mail cycling@blackpool.gov.uk



Goal 2: DEVELOP A SAFE, CLEAN AND PLEASANT PLACE TO LIVE, WORK AND VISIT

2

Some of the Projects...

- The **housing market** in inner Blackpool will be reshaped to ensure houses and neighbourhoods are of the highest quality
- Foxhall, South Beach and Claremont will be transformed as **Area Action Plans** are developed which set out plans for change in each area
- All **social housing** will be refurbished either internally and/or externally ensuring homes meet the government Decent Homes Standards
- The town centre will have a **multi-agency team** to enforce standards by tackling anti-social behaviour
- You will have improved **children's play areas** within local parks

You can help by:

- If you live in Foxhall, South Beach and Claremont get involved with the development of plans for these areas. See www.blackpool.gov.uk
- Report any incidents of anti-social behaviour or crime in your neighbourhood. See www.bsafelblackpool.com for further information
- Visit your local park;
- Join the BIG CAT Challenge and help Blackpool become clean and tidy. See www.blackpool.gov.uk/bigcat



Goal 3: IMPROVING SKILL LEVELS AND EDUCATIONAL ACHIEVEMENT

3

Some of the Projects...

Blackpool's educational facilities will be transformed to provide high quality academic and vocational learning by providing:

- new/or refurbished **secondary and primary school buildings**
- a modernised **Higher Education Campus**
- a new **Further Education Campus** at a more central location within the town centre
- a modernised **Blackpool Sixth Form College**
- a **Studio School** to deliver on vocational learning
- Pupils will have access to a **town-wide wireless broadband network**

You can help by:

- Getting involved with shaping your schools future
- Encouraging your children to work hard at school and be ambitious for them
- Making sure your kids get good career advice
- Learning a new skill
- If you have a local business, encourage and support your employees to gain further qualifications



Goal 4: IMPROVING THE HEALTH AND WELL-BEING OF THE POPULATION

4

Some of the projects...

- You will have 3 brand new **Primary Care Health Centres** that will provide GP services, outpatient appointments, X-Ray and other treatment services
- You will have **more GP's** in 3 new practices
- We will establish a **dental training school** training 8 students a year providing you with more local NHS dentists
- You will have access to support services if you wish to **give up**
- You will be able to take part in programmes that help you live a **healthier lifestyle**
- We will give young people the knowledge and support to make the right decisions about **sex and relationships**.

You can help by:

- Giving up smoking and encouraging family members to do so
- Drinking alcohol sensibly and talking to your kids about the dangers of binge drinking
- Eating sensibly and eating 5 portions of fruit and vegetables a day
- Taking 30 minutes of exercise three times a week
- Making sure your kids have healthy food and take part in physical activity
- Teaching your children how to brush their teeth properly

Taking it forward – how we will deliver

This Strategy will be delivered by the Blackpool Strategic Partnership which brings together a wide range of organisations from the public, private, voluntary and community sectors, pooling resources and expertise to work together to improve the town as a place to live, work, play, visit and invest in.



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