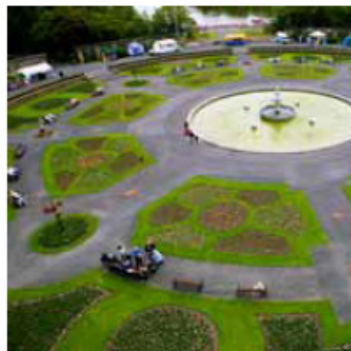
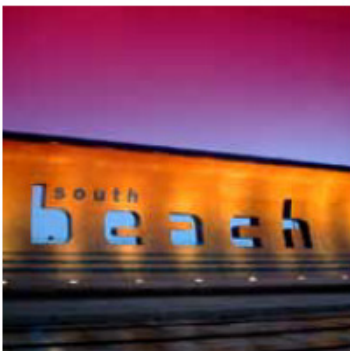
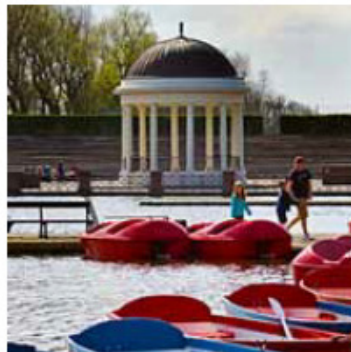


# Blackpool Employment Land Study 2013

Final Version Issued June 2014



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# EXECUTIVE SUMMARY

## Introduction

1. This document is the **Blackpool Employment Land Study**. It forms part of the evidence base for Blackpool's Local Plan and analyses employment land<sup>1</sup> supply, need and demand over the plan period to 2027. As part of the local plan process, the Council is required to review and assess the level and quality of its existing employment sites and premises to help ensure an adequate supply of appropriate sites has been identified over the plan period.
2. The Study comprises the following main elements:
  - An assessment of Blackpool's economy and property market that informs the amount, location and type of employment land and premises required to facilitate development and growth
  - A review of the current portfolio of employment land and premises
  - An assessment of additional employment land required to 2027
  - Identification of the approach to meeting Blackpool's employment land requirement over the plan period
3. This document reviews and updates the previous Blackpool Employment Land Review undertaken in 2007 as well as subsequent updates on land supply in 2009 and 2010.

## Methodology

4. A number of research methods have been used. Desktop analysis has been undertaken to review existing strategies, reports, planning policies and the planning history of sites; views have been sought from various land agents and stakeholders on the current property market in relation to business/industrial land and premises; and site visits have been undertaken to inform the assessment of current allocated employment sites, including the existing employment land supply and the status of undeveloped sites.
5. This research is used to inform overall findings on the scale and nature of likely demand for employment land over the plan period and the level of available supply. This in turn informs the final stage on Blackpool's approach to meeting its employment land requirements.
6. The methodology used follows the Government's Employment Land Review Guidance Note (2004) which was in place when the analysis was undertaken.

## Employment Land Supply/Future Requirements

7. There are 13 main employment areas in Blackpool safeguarded for business/industrial use in the current Blackpool Local Plan (2006). Collectively these amount to 182.1 hectares (ha) of allocated employment land. A qualitative assessment of these 13 areas concludes that they each make an important contribution to Blackpool's employment offer and the local economy and they are all considered suitable to retain as safeguarded employment land.
8. The Borough also has two mixed use improvement zones and other smaller, non-allocated employment sites which provide an important source of employment. However, these are small

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<sup>1</sup> Class B uses (B1: Business, B2: General Industry and B8: Storage or Distribution)

scale sites, often occupied by older premises that can cause conflict with surrounding uses and the wider community. Therefore, whilst it remains appropriate to ensure local employment opportunities are retained on these sites, this must be balanced against the opportunity for redevelopment to secure qualitative improvements and wider community benefits, and support the delivery of wider housing and regeneration strategies. For this reason, these sites are not included as identified employment land within this strategic review.

9. At July 2012, Blackpool had a baseline supply of 21.6ha of available employment land made up of 19 sites distributed across the Borough. A qualitative assessment of these sites concludes that 11ha is considered to be high quality; 8ha is considered medium quality and 2.6ha low quality. Whilst these sites have been formally identified as employment land for at least ten years and have not been developed to date, many have been subject to firm developer interest, with the economic downturn preventing them from being developed wholly or in part. Most could be brought forward in the short to medium term subject to improving market conditions. With the exception of the Preston New Road (NS&I) site there is no evidence to suggest they would not be viable to develop.

10. Given Blackpool's limited land supply and lack of future development lands, there is no justification to remove any of these sites from the land supply. However, in considering an alternative scenario of available land which excludes vacant land on the NS&I site (this land is likely to come forward for an alternative use as enabling development to facilitate redevelopment of the wider site) then a more realistic or 'worst case' scenario is 17.8ha.

11. In assessing how much employment land is needed in the future, the report considers various forecast methods.

12. Analysing long-term historical take-up rates per annum since 1991 (1.6ha) and 2001 (1.9ha) and projecting them forward over the fifteen year plan period suggests a range between 24ha and 28.5ha. Using the mid point of 26.25ha and providing a 20% buffer for flexibility and market choice suggests 31.5ha of employment land is required to 2027.

13. In considering two alternative methods (policy-off employment based and labour supply forecast methods), these suggest the Borough needs significantly less employment land in comparison and so as a result the available supply is surplus to requirements. However, whilst these alternative forecast methods provide helpful comparisons, their limitations mean they are discounted in favour of using long-term take-up rates to calculate future requirements. This preferred method is based on local factors and evidence of past trends, and supports opportunities to achieve the economic and housing objectives for the Borough.

### **Approach to Meeting the Requirements**

14. After confirming that Blackpool's requirement is for 31.5ha of additional employment land and having regard to the need to encourage a strengthened local economy, this report identifies how the Council will meet its requirements over the plan period (to 2027).

15. The 13 main business/industrial areas (providing around 182 hectares of employment land in total) will continue to play an important role in meeting Blackpool's strategic employment land supply and are therefore required to remain safeguarded for employment uses.

16. To capitalise more on the existing assets, it is recognised that some of these main business/industrial areas present redevelopment opportunities for new employment development. This will strengthen Blackpool's employment offer by helping to retain existing occupiers and attract new businesses. This redevelopment will be an important element of supply going forward by creating

more attractive sites and helping to secure their future use for employment over the plan period. It will also make the remaining land available within these areas more attractive to develop.

17. Specific opportunities for redevelopment are identified in the Study, which includes a number of employment estates within South Blackpool that are currently under-occupied and in need of comprehensive improvement. To facilitate regeneration, redevelopment opportunities which introduce a suitable mixed-use development, including housing, will be considered in exceptional circumstances on a small minority of sites where this would secure the future business/industrial use of the site. Any enabling development will need to be robustly justified and should not conflict with wider local plan objectives.

18. The Council will continue to allocate the remaining 21.6ha of available employment land. Whilst this represents a reasonable level of provision against Blackpool's future land requirement (an additional 31.5 ha over the plan period) only 17.8ha of this land is likely to come forward for employment development. This suggests that an additional 14ha of employment land is required to be identified to 2027.

19. Blackpool's tightly drawn boundary and limited development land is a significant constraint to meeting this future need within the Borough boundary. Fylde Borough Council have therefore agreed, through the Duty to Co-operate, to allocate around 14 hectares of employment land (in addition to their own requirement for 34ha) to help meet Blackpool's requirement.

20. Blackpool Town Centre is another key asset to support a strengthened economy. The Council will continue to promote the town centre with the aim of developing a more prosperous commercial and business sector. Historically there has been little office activity or quality office accommodation, with much of this dispersed to locations around the town. However, the Central Business District forms a key component in providing new, high quality office space which will help to improve the employment offer in the town centre and provide a crucial economic driver for Blackpool.

21. In recognition that the Fylde Coast sub-region functions as an integrated employment market and travel to work area, and the important role of the sub-region in supporting Blackpool's economy, the Council also continues to support the wider Fylde Coast strategic employment sites which play a vital role in supporting the Fylde Coast economy. These are identified through the Duty-to-Co-operate and are:

- Lands around Junction 4 of the M55 and Blackpool Airport Corridor (on the Fylde/Blackpool boundary)
- BAE Systems Enterprise Zone (Warton)
- Hillhouse (Thornton)
- Fleetwood Port

22. With the exception of Fleetwood Port, the sites are identified as key spatial priorities for future economic development in the Fylde Coast Duty to Co-operate '*Memorandum of Understanding*' in addition to the A6 corridor and Blackpool's Central Business District.

### **Monitoring and Review**

23. The Council will regularly review and monitor employment land provision through the Authority Monitoring Report (AMR) and undertake a review/update of this study as appropriate.



# 1 Introduction

1.1 This document is the **Blackpool Employment Land Study**. It forms part of the evidence base for the Local Plan and analyses employment land<sup>2</sup> supply, need and demand over the plan period to 2027.

1.2 The Study comprises the following main elements:

- An assessment of Blackpool's economy and property market that informs the amount, location and type of employment land and premises required to facilitate development and growth
- A review of the current portfolio of employment land and premises
- An assessment of additional employment land required to 2027
- Identification of the approach to meeting Blackpool's future land requirements over the plan period

1.3 A glossary of terms used in this study is included at Appendix A.

## Background

1.4 This ELS forms part of the evidence base for policies and proposals in the Blackpool Local Plan Part 1: Core Strategy. As part of the plan preparation process, the Council is required to review and assess the level and quality of its existing employment sites and premises to ensure an adequate supply of employment land has been identified over the plan period.

1.5 Land and premises need to reflect the changing requirements of businesses and local economies. The Study will therefore assess the suitability of sites, indicating which sites might be best safeguarded for employment uses, any sites that appear no longer suitable for employment uses and any need for new allocations. Planning policies are required to strike an appropriate balance between securing sustainable employment development and the realism of the operation and vitality of the market.

1.6 This study relates to all industrial, warehousing and distribution uses and offices. It does not relate to all uses that provide jobs but to the group of uses set out below that share certain locational and physical characteristics. The Study primarily relates to Class B uses (identified in the Use Classes Order 1987 (as amended)) which are;

- B1(a) - Offices
- B1(b) - Research and development
- B1(c) - Light industrial
- B2 - General Industry
- B8 - Storage, Warehousing and Distribution

## Study Area

1.7 Blackpool Borough is situated in North West England, covers 35 square kilometres and has a population of 140,000.

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<sup>2</sup> Class B uses (B1: Business, B2: General Industry and B8: Storage or Distribution)

1.8 Blackpool is England's largest and most popular seaside resort attracting more than 10 million visitors per year. It is also the main retail, public administration, cultural and service centre for the wider Fylde Coast. Intensely urban and compact in form, it is characterised at its heart by the Resort Core and Town Centre. Elsewhere, Blackpool is predominantly residential in character, largely built up to its boundaries, with the few remaining areas of open land in the south and east of the Borough.

Figure 1: Blackpool Borough



1.9 The town has a workforce of around 64,000 people with an economy that is underpinned by the tourism and service sector. There is also a high proportion of public sector employment along with a small manufacturing sector that includes local specialism in food and drink; plastics and engineering.

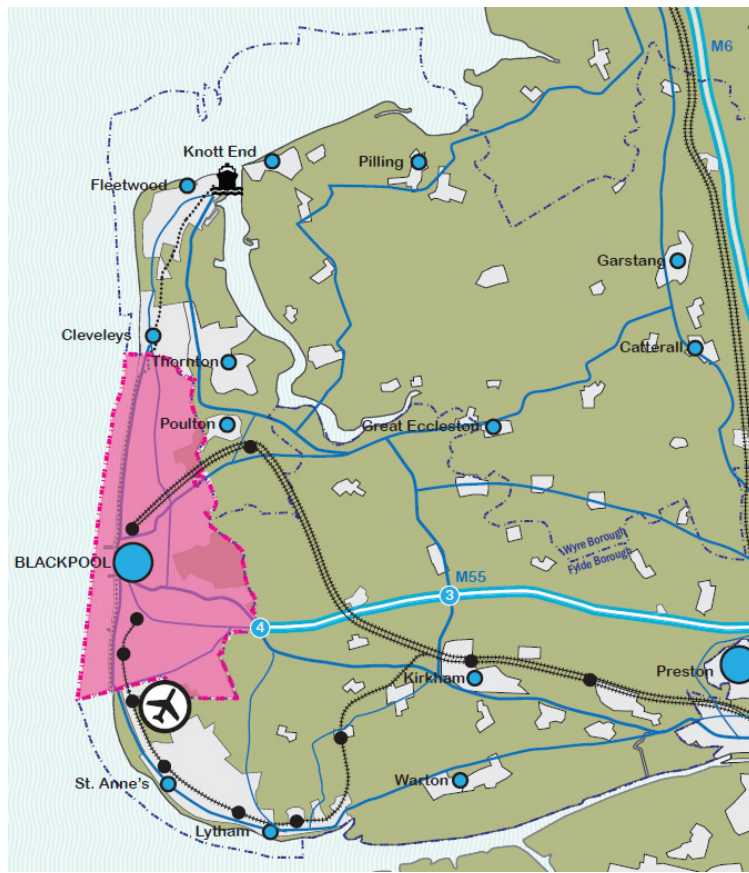
1.10 Blackpool has good strategic transport links, including direct connections to the national motorway and rail networks. Blackpool International Airport is located on Blackpool's southern boundary within Fylde.

### Fylde Coast Sub-Region

1.11 Blackpool, along with the neighbouring local authority areas of Fylde and Wyre Boroughs, form a defined sub-region known as the Fylde Coast.

1.12 The sub-region experiences strong travel to work patterns and has a shared housing market, tourism and cultural offer. It is also home to regionally and nationally significant advanced manufacturing such as BAE Systems at Warton and nuclear processing at Westinghouse, Springfields. It also has a shared infrastructure including Blackpool International Airport, coastal tramway and strategic highway and rail networks.

Figure 2: Fylde Coast Sub-Region



1.13 A Memorandum of Understanding has been prepared jointly by the three Fylde Coast Authorities and Lancashire County Council to agree the strategic issues and priorities which require cross boundary co-operation and collaboration to ensure the requirements of the Government's 'Duty to Co-operate' are met. These issues and priorities include employment land, transport, retail and housing matters.

## Methodology

### Employment Land Review Guidance Note (ODPM 2004)

1.14 The Government's Employment Land Review Guidance Note (2004) promotes a three-stage process and provides the methodology framework for this study. This guidance was in place when the analysis was undertaken<sup>3</sup> and was the most relevant national guidance document for the production of employment land studies at that time.

1.15 The Guidance sets out a robust, three stage approach to employment land reviews:

- Stage 1 - take stock of the existing situation, including an initial assessment of 'fitness for purpose' of existing allocated employment sites. The objective is to identify the best employment sites to be protected. The outcome of this stage is to understand key employment land supply issues and generate a portfolio of potential employment sites to take forward for a more detailed review.

<sup>3</sup> The analysis was undertaken during 2012-13 prior to publication of the National Planning Policy Guidance.



- Stage 2 - assess, by a variety of means (i.e. economic forecasting, consideration of recent trends and/or assessment of local property market circumstances) the scale and nature of likely demand for employment land and the available supply in quantitative terms. The outcome of this stage is to provide broad quantitative employment land requirements across the principal market segments over the plan period and an analysis of the likely gaps that need to be filled.
- Stage 3 - undertake a more detailed review of site supply and quality and identify and designate specific new employment sites in order to create a balanced local employment land portfolio.

1.16 Research methods used include desk top analysis, site visits, questionnaires to local and regional estate agents and discussions with internal and external stakeholders.

### Structure of the Report

1.17 The Report is structured as follows:

**Section 2** discusses the national, regional, sub-regional and local policies and strategies that are relevant to the allocation of employment land and premises and provides a strategic overview of the position in Blackpool and the wider Fylde Coast sub-region.

**Section 3** provides an analysis of the local economy in Blackpool, considering the wider context impacting on economic performance, such as demographics, economic linkages with the wider sub-regional economy and key strategic transport assets.

**Section 4** reviews the supply of premises in the Borough along with information on general national property and business trends. It is important to understand the supply and demand for property, as this is the key driver affecting the market for employment land.

**Section 5** reviews the characteristics of existing employment land in Blackpool and analyses their suitability to meet future employment development needs. Understanding the quantity and quality of existing provision will inform later sections of the study on how much additional land is needed in the future.

**Section 6** considers the property market of the wider Fylde Coast sub-region. Understanding supply and demand of employment land and premises in neighbouring authorities is important in assessing whether they have an impact on Blackpool's land and property market.

**Section 7** provides an assessment of how much additional employment land is required during the plan period to 2027.

**Section 8** sets out how we intend to meet these requirements. It also discusses how employment land provision will be monitored over the plan period through the Council's Authority Monitoring Report (AMR).

## 2 Policy and Strategy Context

2.1 This section provides an overview of national, regional, sub-regional and local policies and strategies that are relevant to the allocation of employment land and premises in Blackpool and the wider Fylde Coast sub-region.

### National

#### National Planning Policy Framework – DCLG (2012)

2.2 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England to help achieve sustainable development. It replaces all the previous Planning Policy Statements and Guidance Notes and must be taken into account in the preparation of local and neighbourhood plans, and in the determination of planning applications.

2.3 The Government is committed to ensuring that the planning system does everything it can to support sustainable economic growth in order to create jobs and prosperity. To achieve this, local planning authorities should plan proactively to meet the development needs of business and support an economy fit for the 21<sup>st</sup> century.

2.4 The NPPF states that investment in business should not be over-burdened by the combined requirements of planning policy expectations. Planning policies should recognise and seek to address potential barriers to investment, including poor environment or any lack of infrastructure, services or housing. Local planning authorities should:

- set out a clear economic vision and strategy for their area which positively and proactively encourages sustainable economic growth;
- set criteria, or identify strategic sites, for local and inward investment to match the strategy and to meet anticipated requirements over the plan period;
- support existing business sectors, taking account of whether they are expanding or contracting and, where possible, identify and plan for new or emerging sectors likely to locate in their area. Policies should be flexible enough to accommodate requirements not anticipated in the plan and to allow a rapid response to changes in economic circumstances;
- plan positively for the location, promotion and expansion of clusters or networks of knowledge driven, creative or high technology industries;
- identify priority areas for economic regeneration, infrastructure provision and environmental enhancement; and
- facilitate flexible working practises such as the integration of residential and commercial uses within the same unit.

2.5 Planning policies should avoid the long term protection of sites allocated for employment use where there is no reasonable prospect of a site being used for that purpose, with land allocations being regularly reviewed. Where there is no reasonable prospect of a site being used for the allocated employment use, applications for alternative uses of land or buildings should be treated on their merits having regard to market signals and the relative need for different land uses to support sustainable local communities.

2.6 The NPPF also proposes the re-introduction of district-wide local plans, replacing the present Local Development Framework system. This should be a single strategic document, with supplementary planning documents only created if they can help to bring forward sustainable development at an accelerated rate.

2.7 It is proposed that Local Plans will address the spatial implications of economic, social and environmental change, setting out the opportunities for development and providing clear guidance on what will, or will not, be permitted and where. The Local Plan should outline the Local Planning Authority's strategic priorities. This should include strategic policies to deliver new homes and jobs needed in the area as well as the provision of retail, leisure and other commercial development.

2.8 Local Plans should:

- Plan positively for the development and infrastructure required in the area to meet the objectives, principles and policies of this Framework;
- Be drawn up over an appropriate time scale, preferably a 15 year time horizon, take account of longer term requirements, and be kept up to date;
- Be based on cooperation with neighbouring authorities, public, voluntary and private sector organisations;
- Indicate broad locations for strategic development on a key diagram and land use designations on a proposals map;
- Allocate sites to promote development and flexible use of land, bringing forward new land where necessary, and provide detail on form, scale, access and quantum of development where appropriate;
- Identify areas where it may be necessary to limit freedom to change the uses of buildings, and support such restrictions with a clear explanation;
- Identify land where development would be inappropriate, for instance because of its environmental or historic value; and
- Contain a clear strategy for enhancing the natural, built and historic environment, and supporting Nature Improvement Areas where they have been identified.

2.9 Local planning authorities need to prepare and maintain a robust evidence base to understand business need within their area. This can be achieved by working with neighbouring authorities, Local Enterprise Partnerships (LEPs) and the local business community. This evidence base should be used to assess:

- the needs for land or floorspace for economic development, including both the quantitative and qualitative need for all foreseeable types of economic activity over the plan period;
- the existing and future supply of land available for economic development and its sufficiency and suitability to meet the identified needs. Reviews of land available for economic development should be undertaken at the same time, or combined with Strategic Housing Land Availability Assessments and should include a reappraisal of the suitability of previously allocated land;
- the role and function of town centres and the relationship between them, including any trends in the performance of centres;
- the capacity of existing centres to accommodate new town centre development;
- locations of deprivation which may benefit from planned remedial action; and
- the needs of the food production industry and any barriers to investment that planning can resolve.

## Regional

### North West Regional Spatial Strategy to 2021 (NWRA 2008)

2.10 The North West Regional Spatial Strategy (NWRSS) was published in September 2008. It provided a framework for development and investment in the North West over a 15-20 year period.

However, in May 2010 the new Coalition Government announced the commitment that all Regional Spatial Strategies were to be abolished. The consequence of this is that local authorities are now responsible for their own strategic planning. The North West RSS was formally revoked in May 2013.

2.11 Notwithstanding the revocation of the RSS, there is some context that remains relevant to the study.

2.12 The RSS acknowledged that the strength of the regional economy was vital to the prosperity and quality of life of its residents. The following key objectives were identified:

- Build on the region's economic strengths, particularly the opportunities which exist in the three city regions of Manchester, Liverpool and Central Lancashire
- Identify a range of significant investment opportunities for both existing and new inward and indigenous businesses and support important business sectors identified as transformational in the Regional Economic Strategy
- Ensure that a forward supply of business land is identified in each sub-region to ensure that growth of the economy is not constrained – but recognising that this should be an upper limit to encourage the best and most sustainable sites to be retained for employment uses, while at the same time allowing for less appropriate sites to be used for other land uses, both built and open
- Achieve wider social benefits, and more sustainable travel patterns, by linking new jobs opportunities with disadvantaged communities
- Make town and city centres the focus of retail, leisure and office development to underpin their vitality and viability and their role at the heart of sustainable communities.

#### **North West Regional Economic Strategy 2006-2020 – North West Development Agency (2006)**

2.13 The fundamental purpose of the Regional Economic Strategy (RES) was to improve economic performance and enhance the region's competitiveness. However, in June 2010 the Government announced the abolition of the nine Regional Development Agencies (RDAs), and the RESs they have produced (eight regional agencies through the Public Bodies Bill and the London Development Agency through the Localism Bill). The eight RDAs ceased operation in March 2012.

2.14 The RES provides information on the direction of the Regional Economy. Whilst certain aspects are no longer being pursued, some of the economic analysis remains relevant.

2.15 The vision of the RES was to create "*a dynamic, sustainable international economy which competes on the basis of knowledge, advanced technology and an excellent quality of life for all where:*

- *Productivity and enterprise levels are high, in a low carbon economy, driven by innovation, leadership excellence and high skills*
- *Manchester and Liverpool are vibrant European cities and, with Preston, are key drivers of city-regional growth*
- *Growth opportunities around Crewe, Chester, Warrington, Lancaster and Carlisle are fully developed*

- *Key growth assets are fully utilised (priority sectors, the higher education and science base, ports/airports, strategic regional sites, the natural environment especially The Lake District, and the rural economy)*
- *The economies of East Lancashire, Blackpool, Barrow and West Cumbria are regenerated*
- *Employment rates are high and concentrations of low employment are eliminated.”*

2.16 The RES identified three key drivers to achieve this:

- Improve productivity and grow the market
- Grow the size and capability of the workforce
- Create and maintain the conditions for sustainable growth.

2.17 With regards to enterprise, the RES stated the need to develop key internationally competitive sectors and sectors with large and widespread employment.

2.18 The Strategy identified the Central Lancashire City Region Economy’s Key Assets and Opportunities as:

- A world class concentration of aerospace and defence manufacturing (most important centre of high technology manufacturing outside South East).
- Strong concentrations in advanced manufacturing in chemicals, rubber and plastics, electronics and optical equipment, food and drink, paper and printing and recorded media.
- Opportunity for growth in environmental technologies and biotechnology.
- Preston – key location for knowledge-based employment, with fast growth in creative, ICT and new media occupations.
- Blackpool - the UK’s most visited tourist destination aiming to become a world-class resort destination by securing the regional casino, leisure investment and improvements to Blackpool Airport.
- Blackburn - strategic gateway to East Lancashire and Enterprise Capital of the Northwest 2005.

2.19 Key Challenges for the City Region were:

- Increasing economic activity rates in areas such as East Lancashire and Blackpool.
- Improving basic and higher level skills and qualification levels.
- Stimulating enterprise.
- Accelerating transition to higher value advanced manufacturing.
- Improve productivity of service sector businesses.
- Improving intra- and inter- city region connectivity.
- Developing regionally significant, high quality locations for business.
- Expanding the role of higher education in the city region.

2.20 In order to develop sectors with widespread employment, the RES recommended the need to develop skills and procurement initiatives, connect jobs with people and influence government policy to support:

- Maritime, Distribution, Aviation – logistics
- Construction – design, building construction, civil engineering and maintenance
- Visitor Economy
- Retail
- Public sector
- Care/Healthcare.



2.21 The RES identified 25 strategic regional sites across the region. None of these sites were in Blackpool or within the wider Fylde Coast sub-region.

2.22 The RES recognised the need for ensuring appropriate land use – both in terms of brownfield and new employment sites. The priorities for the use of land are shown in Table 1.

**Table 1: RES Priorities**

Deliver high quality employment sites and premises	
Action	Reason
Deliver the designated strategic regional sites as regional investment sites, knowledge nuclei or intermodal freight terminals	These sites provide a portfolio of opportunities to support knowledge-based growth, key sectors, sustainable freight distribution and economic restructuring
Identify and pursue reserve sites for major investment that would not otherwise take place in the North West in: - manufacturing - knowledge based industry, corporate headquarters and R&D	Evidence indicates potential future demand and a shortage of suitable sites
Develop a portfolio of sub-regionally important employment sites	Sub-regional sites will complement the existing regional sites to generate employment growth, especially where they are accessible to areas of worklessness
Secure new uses for brownfield land	
Action	Reason
Invest in quality business accommodation/workspace focused on: - HMR/URC areas - rural areas	These areas need quality accommodation to stimulate demand/enable growth. In rural areas this includes examining the feasibility of establishing more co-located office hubs, which allow local access to multi-use workspace/hotdesks
Develop new uses for brownfield land – including housing and the creation of new strategic greenspace	The region has the largest stock of brownfield land of any English region. Much of it will not find employment use again so new uses are needed to turn it into an asset

2.23 The Strategy sets out a series of actions, including the following that are specific to Blackpool:

**Table 2: RES Actions**

Action	Reason	Lead
<b>Enterprise</b>		
<b>Improve the formation, survival and growth rates of enterprises:</b>		
Ensure that business start-up and survival provision is targeted at the following under-performing sectors of the region: <ul style="list-style-type: none"> <li>▪ High growth knowledge based start ups</li> <li>▪ Women, BME Communities, Disabled Entrepreneurs and Social Enterprise</li> <li>▪ Barrow, Blackpool, Knowsley, St. Helens and Wirral</li> </ul>	Improves start up rates: knowledge-based start-ups are more innovative and internationally competitive; groups with specialist needs currently have low enterprise rates but huge potential; areas identified by OPDM as significantly lacking in enterprise growth need additional support, including support via the Local Enterprise Growth initiative	Business Link Local Authorities

Action	Reason	Lead
<b>Develop sectors with large and widespread employment:</b>		
Develop skills and procurement initiatives, connect jobs with people and influence government policy to support: <ul style="list-style-type: none"> <li>Maritime, Distribution, Aviation: <i>logistics</i></li> <li>Construction: <i>design, building construction, civil engineering and maintenance</i></li> <li>Visitor Economy</li> <li>Retail</li> <li>Public sector</li> <li>Care/Healthcare</li> </ul>	These sectors account for 52% of Northwest employment, have a widespread local presence and a large impact on growth across the region. There are key opportunities via the public sector from the Gershon/Lyons reviews and from its procurement and investment decisions. Care opportunities arise from reform of the NHS, childcare and an ageing population	SRPs SSPAs
<b>Skills and Education</b>		
<b>Tackle lack of basic skills/qualifications:</b>		
Deliver the basic skills required by employers for those individuals without qualifications with emphasis on the districts of Liverpool, Manchester, Knowsley, Oldham, Tameside, St. Helens, Salford, Halton and Blackpool	All sectors report a lack of the basic skills required to work, amongst some people, as a major barrier to growth. The districts listed have the highest rates of working age population without qualifications	LSC Jobcentre Plus
<b>Job Linkages</b>		
<b>Link workless people and vacancies to improve employment rates:</b>		
Deliver support to improve peoples' prospects of getting a job (employability activities) and reduce the high level of Incapacity Benefit claimants, focused on: <ul style="list-style-type: none"> <li>HMR and URC areas</li> <li>Halton and Knowsley</li> </ul>	These areas have the lowest employment rates, so maximum impact can be made. Key issues include delivery of enhanced Pathways to Work Pilots (Northern Way) and evaluation of the most effective approaches to tackling worklessness	Jobcentre Plus/ LSC SRPs
<b>Local Employment</b>		
<b>Stimulate economic activity in areas remote from growth:</b>		
Implement the Blackpool Masterplan, including Blackpool as the priority location for regional casino development in the UK	Blackpool is a key regional/national tourism asset, but with major concentrations of economic and social need. Regeneration is needed if it is to compete in the international market place for visitors and investment	Re Blackpool Lancashire Economic Partnership
<b>Develop local employment and business start-up opportunities in areas remote from growth and areas with low employment rates:</b>		
Develop and encourage employment creation in or near deprived areas, focused on: <ul style="list-style-type: none"> <li>HMR areas</li> <li>URC areas</li> <li>Halton and Knowsley</li> </ul>	Part of the solution to the problems of deprived areas is to encourage employment into those areas. These areas are either remote from growth or with low employment rates. Large employment sectors offer good opportunities due to their widespread local presence	Local Authorities URCs Local Authorities
<b>Transport</b>		
<b>Develop airports and ports (continued)</b>		
Grow Blackpool Airport as set out in the	Growth at Blackpool airport will	Airport owners

Action	Reason	Lead
Future of Air Transport White Paper	support the regeneration of Blackpool. Carlisle airport's operator should also investigate the potential for that airport's development	Lancashire Economic Partnership
<b>Culture and Image</b>		
<b>Develop the quality of the visitor experience:</b>		
Improve the product associated with the region's tourism 'attack brands' and 'signature projects' as identified in the Regional Tourism Strategy, in line with market demand	Essential to develop the product in these areas to grow the overall visitor economy. Current "attack brands" are Liverpool, Manchester, Chester and The Lake District. Current "signature projects" are Mersey Waterfront, Cruise Terminals, Chester Zoo, Blackpool's revival, Renaissance of The Lake District and Hadrian's Wall	Tourist Boards SRPs

### Lancashire Economic Strategy Framework of Priorities - Lancashire County Council (2010)

2.24 The Economic Strategy was prepared by Lancashire County Council and provided an overarching framework to direct the County Council's approach to economic development over the next three years. The framework was structured around five strategic priorities which were deemed critical to Lancashire's future economic success. Although the priorities relate directly to the County Council, It was intended to be of value to local authority partners within the County, and neighbouring Blackpool and Blackburn with Darwen unitary authorities. Set out below are those priorities that have relevance to Blackpool:

- Economic Growth, Knowledge and Innovation

Lancashire's three MAA frameworks, and, in turn, new and emerging Economic Development Companies must bring forward strategic development programmes that focus on delivering the scale and quality of sustainable growth required.

Ensure that Lancashire's competitive advantage in advanced manufacturing is enhanced, with a clear focus on meeting the economic needs of the aerospace sector, and other important manufacturing sub-sectors, including, environmental technologies, automotive, construction, food and medical.

Improve Lancashire's visitor economy offer, including city based, market town, heritage, coastal resort, sports and regional park assets/opportunities, whilst maximising the benefits of hosting major national and regional events.

Work together to ensure that Lancashire's economic growth priorities focus on positive action on mitigating the impacts of climate change, and help generate low carbon technology innovations that can help create a carbon neutral economy.

- Spatial

Maximise opportunities within Blackpool & the Fylde Coast to consolidate and grow as locations for Government and Agency-based institutions.

- Skills and Employment

Establish three private sector-led Employment and Skills Boards (ESBs), in line with Lancashire's three MAA footprints, to ensure that current and future skills demands are more closely addressed by education, employability and training providers.

- Infrastructure

Ensure that major infrastructure priorities, including transport, energy and green infrastructure reflect the needs of private sector partners and Lancashire's economic priorities.

Exploit Lancashire's digital infrastructure.

Ensure that the housing ambitions and priorities of Pennine Lancashire and the Blackpool & Central Lancashire Housing Growth Point are complementary and help to deliver the sustainable growth potential of Lancashire, as a whole.

Ensure that Lancashire's major transport projects, including the Fylde Coast Tramway Upgrade, Heysham Motorway Link and Pennine Reach scheme, are delivered on time.

Work to establish a high-speed rail station/interchange in Preston/Central Lancashire, as part of emerging national proposals to upgrade the West Coast Rail Line, which is also capable of delivering improved East-West connectivity for communities in Pennine Lancashire and Blackpool & the Fylde Coast.

### **Lancashire Growth Plan 2013/14 - Lancashire Enterprise Partnership**

2.32 The Lancashire Growth Plan sets out how the Lancashire Enterprise Partnership (LEP) intends to achieve strong and sustainable economic growth over the next year.

2.33 The abolition of regional development agencies and the creation of local enterprise partnerships were announced by the Government in June 2010 as part of the UK budget. The Lancashire LEP was established in April 2011 to provide leadership for the county's economy and be a catalyst for job creation and economic growth. The purpose and focus of the Lancashire LEP is to:

- Establish Lancashire as a natural home for high growth companies
- Reclaim Lancashire's key role as one of the nation's key centres for advanced manufacturing
- Maximise the economic value and benefits of an emerging arc of innovation across Lancashire
- Drive forward the Lancashire Enterprise Zone and Preston City Deal, as the key drivers of new growth
- Oversee the development by the sub-areas of the complementary Local Growth Accelerator Strategies
- Develop Sector Delivery Plans to unlock opportunities of national significance in emerging and established growth sectors
- Create the right conditions for business success
- Refocus local skills to make it more responsive to business skills demand

- Ensure Lancashire’s major transport projects are fully aligned with the delivery of key economic priorities

2.34 The Growth Plan is focused on delivering measures designed to lift the long term performance of the whole of Lancashire. However, the LEP recognises some economic opportunities are better understood and addressed at a more local level. The LEP will therefore encourage and oversee complementary Local Growth Accelerator Strategies, which are focused on delivering economic change at the sub-area level in Lancashire. The LEP will expect these local strategies to also support the delivery of innovative approaches to tackling deprivation and economic inactivity, in particular enabling residents from deprived communities to access new jobs or enterprise opportunities. The first of these strategies will be delivered in East Lancashire, with Blackpool/Fylde Coast and Lancaster to follow. Work on the Blackpool and Fylde Coast Local Growth Accelerator Strategy is expected to commence in spring 2014.

### Sub-Regional

#### **Employment Land Strategy for Lancashire West (Draft Report) – Lancashire Economic Partnership (2006)**

2.35 This Strategy was commissioned to ensure that Lancashire West’s employment land supply is *“aligned, as far as possible, to sustainable development principles and market requirements”*. Rather than quantifying employment land provision, the report focuses on the qualitative requirements of modern, sustainable and higher value added growth sector businesses. It was therefore intended to complement each Council’s employment land assessments.

2.36 Within the Strategy, an overview of Blackpool draws attention to the following key points:

- Blackpool is the key service centre for the Fylde Coast with a tight knit boundary. It will be reliant on the land allocations of neighbouring districts to complement and support its economic growth
- Blackpool’s economy is service led with lower levels of manufacturing than national levels
- The service employment is tourism focussed with a significant proportion of low skill, low wage jobs
- Blackpool has a low proportion of high growth service jobs such as finance
- High proportion of public sector employment specifically DWP and NS&I
- Cross boundary working is essential to promote the economic growth and development of Blackpool and the surrounding areas.
- The Talbot Gateway development plays an important role in driving forward the urban renaissance agenda.

2.37 Working with individual local authorities, a list of potential employment sites were agreed and ranked using a set of typologies. The sites provide a starting point for further strategy development and statutory planning processes

2.38 A summary of each relevant typology is set out below:

#### *Prestige Sites*

- High profile location capable of improving sub-regional image
- Good proximity to motorway junction
- Excellent public transport links
- Available infrastructure capacity
- Capable of attracting regional and national markets



- Capable of accommodating a wide range of business accommodation (including large units, i.e. over 100,000 sqft)

#### *Urban gateway/hub sites*

- Edge of/within town centre ‘walkable zone’
- Walking distance to public transport links
- Proximity to town centre facilities
- Good access (including car parking)
- Capable of accommodating a mix of uses including knowledge-based business, target sectors and public sector office relocations – predominantly office development of varying scales
- Capable of creating distinctive business locations with clear identity.

#### *Neighbourhood opportunity sites*

- Likely to be located on the edge of large urban areas and/or on the edge of service centres in the smaller towns.
- Capable of accommodating the relocation/expansion of indigenous companies
- Small workspace developments of approximately one hectare yielding approximately 25,000 sqft of space in around ten units sized between 1600- 3200 sqft. Mainly leasehold. Can be integrated into mix of uses
- Larger developments of two hectares allowing for development of 80,000 - 100,000 sqft in unit sizes between 3000 – 20,000 sqft. Leasehold and Freehold. Given possible need to cater for 24/7 working and HGV generation, locations close to main roads are required.

#### *Town Centres*

The likely criteria for the Town Centre typology may include:

- A principal town centre with a wide catchment
- A cluster of small sites that individually would not warrant inclusion in this strategy but together provide a strategic opportunity within a town centre
- A masterplanning exercise has been completed or is underway
- As with the Urban Hub/Gateway typology, these locations should seek to attract high value added businesses primarily in office accommodation, integrating employment with the town centre retail and service functions. This may include a focus on public sector expansion or relocation.

2.39 Sites identified in Blackpool, alongside their size, typology ranking, rationale for inclusion, market view and deliverability classification are listed in Table 3 below. There are four sites (one of which is partially in Fylde and partially in Blackpool).

**Table 3: Lancashire West Employment Land Strategy Schedule of Sites**

Site	Size (ha)	Type	Rationale	Market View	Deliverability
Blackpool Airport Business Area (site straddles Blackpool and Fylde boundary)	13	Prestige	Key driver in supporting economic growth of Blackpool.  Employment land allocations around airport critical in capitalising of this asset and expanding	Important, well located business location  Most demand is industrial	Green

			employment in Blackpool and Fylde Boroughs.		
Talbot Gateway	12.8	Urban Gateway	Major opportunity to attract new investment.	Key site with opportunities to deliver a high quality mixed use scheme	Amber
Blackpool Nth Technology Park	Not confirmed	Neighbourhood Opportunity	Single large scale development opportunity to contribute towards the diversification of the economy.	Well located. Previous development has been good quality industrial and office premises.	Amber
Blackpool Town Centre	N/A	Town Centre	Key service centre for the Fylde Coast. Casino resort represents key driver for economic growth.	Little new build office accommodation in recent years.	Amber

**Table 4: Lancashire West Employment Land Strategy Deliverability Index**

Index	Characteristic
Green	Positive market potential No significant development constraints; or there is a strategy or mechanism to resolve constraint
Amber	Positive market potential Limited development constraints Limited understanding of strategy to overcome constraints
Red	Unclear market potential Significant development constraints No current strategy to overcome constraints

2.40 In its Forward Strategy and Action Plan, the Strategy identifies the need for public sector agencies to improve knowledge about employment sites in order to attract developers and investors to the area. In addition it is advised that outline development appraisals should be compiled, indicating development issues as well as risk mitigation measures. Additional research on business premises demand is required, through a regular sub-regional business survey. The Strategy also emphasises the need for such market intelligence to be fed into planning policy, and for LDFs to adopt the typologies set out in the Strategy as far as possible (although it is noted that many sites may not fit with the typologies).

2.41 Employment land allocations should be protected where appropriate, but not where prospects for employment development are evidently weak. Where employment sites are proposed for alternative uses, the potential to use planning obligations to secure employment provision on more appropriate sites should be assessed. Policies should continue to protect employment land, which will be more effectual where sites fit one of the typologies. Likewise, where prospects for employment use at existing sites are limited, a lack of typology could provide the basis for de-allocation.

## The Fylde Coast Multi Area Agreement ‘Unlocking the Potential’ (2008)

2.42 The Multi-Area Agreement is a set of tailored shared proposals, described as ‘breakthroughs’, agreed between Blackpool, Fylde, Wyre and Lancashire County Councils.

2.43 In tackling the identified ‘breakthroughs’ the fundamental blockers to economic growth and sustainable development:

**Table 5: MAA Breakthroughs**

Breakthrough	Objective	Actions
1	Securing the commitment of Government and its Agencies, to helping Blackpool respond in an effective way to the scale of the challenges faced by this important UK resort town	<ul style="list-style-type: none"> <li>▪ Government and Blackpool partners will undertake a consultation across all Government Departments and regional Agencies on the Strategic Review of Blackpool.</li> <li>▪ Agree the shared principles and priorities that will underpin future investment considerations.</li> </ul>
2	Improving our transport Infrastructure to support economic growth	<ul style="list-style-type: none"> <li>▪ Develop short and medium term proposals for the A585</li> <li>▪ Evaluate the strategic need for the M55 to Norcross Link (Blue Route)</li> <li>▪ Investigate how the South Fylde rail line can perform a stronger role in delivering improved accessibility</li> <li>▪ Explore how the former rail link from Poulton to Fleetwood can play a role in delivering enhanced connectivity for commuters</li> <li>▪ Progress the economic regeneration in the environs of Blackpool North Station and the establishment of a modern multi modal interchange through the Talbot Gateway project</li> <li>▪ Establish how rail accessibility can be improved between Blackpool and other key national and regional centres</li> <li>▪ Promote a development strategy for Blackpool Airport.</li> </ul>
3	Growing, diversifying and enhancing the quality of the Fylde Coast business base	<ul style="list-style-type: none"> <li>▪ Explore innovative solutions and incentives to develop key sites</li> <li>▪ Develop an appropriate strategy around public sector relocations;</li> <li>▪ Explore opportunities of developing sustainable forms of energy and renewable technology;</li> <li>▪ Develop the support infrastructure for digital and media companies;</li> <li>▪ Agree priorities and alignment of issues into the Economic Strategy feeding into the Regional Strategy</li> <li>▪ Secure business support mechanisms to enable businesses to innovate and to bring forward new ideas and products</li> <li>▪ Review the effectiveness and take up of public funded business support;</li> <li>▪ Review the current level of investment in diversification of the rural economy</li> <li>▪ Develop and deliver an integrated approach to investment across the Fylde Coast, through a Joint Investment Framework.</li> </ul>
4	Better developing our	<ul style="list-style-type: none"> <li>▪ Help realise our vision for further education in</li> </ul>

	people's skills and employment prospects	<p>Blackpool</p> <ul style="list-style-type: none"> <li>▪ Explore the principle of obtaining pilot status and associated funding to establish a Studio School in Blackpool</li> <li>▪ Allow Fylde Coast partners to influence the delivery of flexible New Deal.</li> </ul>
5	Tackling our fundamental housing issues	<ul style="list-style-type: none"> <li>▪ Work with the Homes and Communities Agency, to develop an agreed local investment plan with the HCA and the Fylde Coast.'</li> <li>▪ Review the potential for additional funding in 2010/11 to support the accelerated delivery of neighbourhood reshaping within the core inner Blackpool priority areas</li> <li>▪ To recognize that the M55 Hub provides an opportunity for a coordinated and structured approach to future development in Fylde Borough in securing the delivery of individual council's RSS obligations without exceeding them</li> <li>▪ Explore the benefits of the Fylde Coast being a New Communities Fund pilot area</li> <li>▪ Engage in a forthcoming national consultation on Housing Benefit, consider using our circumstances for a case study and using Fylde to trial any new policy in advance of national roll out</li> <li>▪ Support the introduction of selective licensing in small areas of inner Blackpool and Fleetwood to enable effective enforcement and control in areas dominated by extremely poor quality private rented sector properties.</li> </ul>
6	Sustaining and improving the Fylde Coast visitor economy and creating a high quality cultural experiences	<ul style="list-style-type: none"> <li>▪ Pursue a Fylde Coast 'Invest in the Best' initiative to raise standards of visitor accommodation and customer service</li> <li>▪ Consider the scope for developing and promoting the Fylde Coast's cultural offer</li> <li>▪ Consider support for key tourism products including strategic visitor experiences;</li> <li>▪ Develop the Fylde Coast as vibrant and 'happening' by introducing a world class 365 events programme</li> <li>▪ Develop a Fylde Coast Visitor Economy framework</li> <li>▪ Create new marketing campaigns, to improve the profile and image of the area</li> <li>▪ Harmonise approaches to the provision of visitor information</li> <li>▪ Build capacity for strategic planning, development and delivery of the Cultural Strategy across the four authorities</li> <li>▪ Develop a 'Coast' element of the joint investment plan.</li> </ul>
7	Protecting our coast and taking maximum advantage of the associated public realm	<ul style="list-style-type: none"> <li>▪ Secure advancement of investment for further phases of coastal defences and promenade improvement.</li> <li>▪ Seek commitment to unlocking the potential of renewable energy across the Fylde Coast by working with Government to explore the potential for the Fylde Coast to be an 'area of opportunity' for large scale investment in renewable energy</li> </ul>

## **Fylde Sub-Region Employment Land Review: Summary Statement – Blackpool Council, Fylde Borough Council and Wyre Borough Council (2010)**

2.44 This document draws together the findings of the Blackpool Employment Land Review (2008), Wyre Borough Council Employment Land Review (2008) and Fylde Employment Land Review and Economic Development Strategy (2006).

2.45 It highlights seven key sites that should be the focus of future employment development. Of the seven sites, two are located in Blackpool:

### Talbot Gateway

2.46 This site forms a critical component of the wider regeneration of Blackpool town centre. It is well related to all town centre amenities and is located at an important transport gateway to the town with Blackpool rail station at the centre of the site, offering the opportunity to deliver a high quality mixed use scheme.

### Blackpool Airport Business Area

2.47 Blackpool Airport will be a key driver in supporting the sub-regional economic growth with major interest generated by the profile of the location. Lands around the airport will be critical in capitalising on this asset, on the adjoining Blackpool Business Park and within nearby older existing employment estates.

2.48 With regards to longer term needs, the Review states that new employment allocation in the sub-region is likely to focus on Fylde, and as a result of this Blackpool will have increased dependence on Fylde.

## **Duty to Co-operate – Memorandum of Understanding between Blackpool Council, Lancashire County Council, Fylde Borough Council and Wyre Borough Council (June 2013)**

2.49 The Memorandum of Understanding (MOU) between Blackpool Council, Fylde Borough Council, Wyre Borough Council and Lancashire County Council (LCC) provides for those strategic planning issues which require cross boundary co-operation and collaboration to ensure the requirements of the Government's 'Duty to Co-operate' are met and that the local plans of the Fylde Coast Authorities (FCAs) are sustainable, deliverable and found 'sound' at examination. It formalises the ongoing dialogue and co-operation that currently exists between the four authorities.

2.50 The MOU also guides the approach that the FCAs will take with respect to responding to strategic planning applications and nationally significant infrastructure projects.

2.51 The MOU recognises strong links between the FCAs in terms of travel to work patterns and employment, which warrant the joint consideration of future employment development for the sub region.

2.52 The size of the Fylde Coast economy is around £4.8bn – some 2% of the North West economy but productivity per head significantly underperforms the Lancashire and England average, reflecting the predominance of the tourism sector. However the sub-region does contain significant specialism in advanced manufacturing in Fylde - aerospace at Warton, identified in 2012 as a Local Enterprise Zone and nuclear processing at Springfields, accounting for almost half the industrial business lands in the sub-region.

2.53 Other strengths exist in food processing, environmental technologies and chemicals. The chemical industry, environmental technology including Global Renewables at Thornton and fish



processing associated with Fleetwood docks contribute significantly to employment in Wyre. The public sector and government agencies are also substantial providers of jobs in the sub-region along with insurance providers Axa and Aegon in Fylde.

2.54 Decline in GVA and employment has been a shared experience across the FCAs. However they recognise the need to strengthen, promote and enhance the tourism offer whilst at the same time further develop the other key sectors referred to above, with a need to persuade existing businesses in these sectors to grow and to provide the right conditions for other firms to invest.

2.55 Crucial to this is the provision of quality development sites to support new business growth. The peripheral location of the Fylde Coast within the North West makes it critical to provide a portfolio of sustainable employment opportunities to improve economic performance. The FCAs have recognised the need to capitalise on the particular assets, strengths and opportunities of the sub region as a whole.

2.56 The key issues emerging from the MOU were identified as the need to:

- Undertake joint consideration of future employment development for the sub-region in response to the strong links between the FCAs in terms of travel to work patterns and employment;
- Work together to agree the sub-regional employment land requirement;
- Work together to agree the strategic priorities for land around junction 4 of the M55 – Fylde/Blackpool boundary with the aim of attracting major new economic development to help strengthen the Fylde Coast economy;
- Work together to promote the sustainable development of the following key strategic sites/corridors:
  - Blackpool Airport corridor – Blackpool/Fylde boundary
  - The Enterprise Zone at BAE Systems – Warton – Fylde
  - Land at Thornton – Cleveleys (Hillhouse) – Wyre
  - Central Business District – Blackpool Town Centre
  - Whyndyke Farm – Fylde/Blackpool boundary
  - A6 Corridor/Garstang – Wyre

### **Whitehills Development Brief (2013)**

2.57 In January 2013 a Development Brief was commissioned by Fylde Borough Council, Blackpool Council and Lancashire County Council in order to better understand the development potential of land in the immediate vicinity of Junction 4 of the M55 motorway.

2.58 The overall aims of the project were to research and produce a detailed development brief that will enhance planning decision making, provide a means for future investment and delivers a development prospectus. This includes consideration of the most likely and appropriate commercial development for existing allocated sites, and land currently designated as ‘Countryside’ in the Fylde Local Plan.

## Local

### Blackpool Local Plan 2001-2016 (adopted 2006)

2.59 The Local Plan sets out detailed policies and specific proposals for the development and use of land for business and industry in Blackpool with the aim *‘to develop new dimensions and diversity in Blackpool’s business economy through regeneration and modernisation to increase employment quality and opportunities.’*

2.60 The objectives of these policies are to:

- Provide sufficient opportunities on high quality sites to increase take-up and attract new inward business development.
- Meet the development and expansion needs of small and medium size firms and increase the provision of new start up units.
- Enhance the environment in which businesses operate and regenerate the infrastructure and environment of older employment estates.
- Make Blackpool Town Centre a stronger focus as a main employment location.
- Make the best use of the limited supply of land by maximising the use of brownfield land.

2.61 Policy DE1 identifies Blackpool’s key industrial/business estates and sets out the available land for development and appropriate use for each site (see table 6).

2.62 The Joint Lancashire Structure Plan sets out the requirement to provide 40 hectares of land to meet Blackpool’s employment land need 2001-2016. A total of 8.1ha was taken up between mid 2001 and November 2003. The sites identified in policy DE1 provide a further 32.1 hectares of employment to meet the remaining requirement.

2.63 The policy explicitly states that development of retail or other non B Class uses will not be permitted.

**Table 6: Policy DE1 permitted uses**

Site	Available Land	Permitted Uses
Blackpool Business Park	14ha	B1a, B1b, B1c, B2
North Blackpool Tech Park	2.8ha	B1a, B1b, B1c, B2
Preston New Road	4.7ha	B1a, B1b
Clifton Road	6.1ha	B1a, B1b, B1c, B2, B8
Vicarage Lane	1.7ha	B1a, B1b, B1c, B2, B8
Moor Park/Bristol Ave	1.7ha	B1a, B1b, B1c, B2, B8
Mowbray Drive	0.3ha	B1a, B1b, B1c, B2, B8
Chiswick Grove	0.2ha	B1a, B1b, B1c, B2, B8
Devonshire Road/ Mansfield Rd	0ha	B1a, B1b, B1c, B2
Blackpool Fylde Estate	0ha	B1a, B1b, B1c, B2, B8
Squires Gate/Sycamores Estates	0ha	B1a, B1b, B1c, B2, B8
Warbeck Hill	0ha	B1a

2.64 The Squires Gate and Sycamore Trading Estates are designated as an ‘Industrial Improvement Zone’ in policy DE2, with potential for major redevelopment and enhancement as an integral expansion of the Blackpool Business Park. The sites have good access to the M55 and have the potential to complement development that has taken place on Blackpool Business Park.

2.65 Policy DE3 identifies the 'Mixed Use Industrial Improvement Zones' of Cocker Street and Hoo Hill Industrial Estates. Redevelopment of these estates should be co-ordinated to assist wider improvements to the layout and environment of the existing estates, retaining the overall employment uses and allowing supporting housing development on underused or adjoining land.

2.66 Policy DE4 provides the policy guidance for business and industrial development outside the defined industrial/business allocations. A quarter of the towns manufacturing jobs are located across the town in residential areas that are not specifically allocated for employment uses. The policy sets out that further development or redevelopment of existing industrial sites or appropriate re-use will be permitted. Development of existing industrial/business premises for other uses will only be permitted where resulting environmental and wider community benefits outweigh the loss of employment capacity.

### **Blackpool Employment Land Review (2007)**

2.67 The Employment Land Review assesses the demand and supply of industrial/business land to meet Blackpool's future employment need for the period 2007-2021. It was originally prepared in 2007 and provides an overview of the Blackpool economy and an assessment of all the main employment sites including their vitality and viability, and their importance to Blackpool's future economic growth and development.

2.68 It provides a qualitative assessment of how well the 13 main industrial business locations match market requirements. It considered general accessibility, location and environment of each estate and how this is reflected in the pattern of uses and levels of vacancy. The review found that these estates are largely occupied, viable for industrial/business use and remain suitable and appropriate locations for business use.

2.69 The study recognises that Blackpool faces a severe problem in terms of providing sufficient employment opportunities. The overall amount of business/industrial land available to meet future need is low. Of this available land, the number of attractive, suitable and available sites is much less. Most importantly, Blackpool's tight knit boundary and demonstrable lack of development land means opportunities for further employment expansion in the Borough are extremely limited.

2.70 It identifies the existing portfolio of available sites and future requirements for employment land based on past take up.

2.71 The take up figure in this study was calculated taking into account development in Blackpool and land at the edge of Blackpool's boundary (located within Fylde Borough). Between 1991-2007 there was a combined level of take-up of 50 hectares – 3.1ha per annum. Providing for some flexibility and choice, the combined requirement for Blackpool and its cross- boundary urban edge was approximately 70ha to meet needs to 2021. The remaining available land was 29.5ha, leaving a net outstanding requirement for around 40 hectares required to be allocated to meet the combined Blackpool 'urban area' need (within Blackpool or immediately on the edge of Blackpool within Fylde).

2.72 The Review recognises some limited opportunities for the allocation of new employment land close to Junction 4 of the M55 which would help meet needs and the requirement to optimise potential opportunities afforded by the redevelopment and enhancement of the Sycamore and Squires Gate estates which will help increase the importance of the south Blackpool employment hub close to the airport.

2.73 The Employment Land Review was subsequently updated in 2009 and 2010 as part of the normal monitoring process and recorded any additional employment land take-up over the year.

### **Employment Land Technical Paper (2012)**

2.74 The Technical Paper provides further justification and explanation of the approach taken by the Core Strategy Revised Preferred Option (May 2012) to meeting future employment land requirements over the plan period to 2027. It draws on information and data from published sources, including Core Strategy evidence base on employment matters.

2.75 It provides detail on:

- Core Strategy content relating to employment matters
- Blackpool's existing employment land situation
- Establishing the future employment land requirement
- Meeting future employment land requirements

2.76 The Paper highlights the three key issues for Blackpool in determining future employment land requirements:

- The overall amount of business / industrial land available to meet future needs is low (23.5ha)
- The number of attractive, suitable and available sites is limited (9ha), with much of the remaining land subject to firm developer interest
- The Borough's tight knit boundary and demonstrable lack of future development land means opportunities for further employment expansion within the Borough are extremely limited.

2.77 In establishing the future employment land requirement the paper sets out that over the 15 year plan period, and providing for a 20% flexibility factor, Blackpool has a further requirement for 35-40 hectares of additional employment land. However, only 23.5ha of undeveloped employment land is available.

2.78 The paper highlights that Blackpool functions within the wider Fylde Coast sub-regional employment market. Blackpool Council co-operates with neighbouring authorities to promote the economic development of site across the Sub-Region including land at Blackpool Airport, land around Junction 4 of the M55, BAE Systems Enterprise Zone (Warton), Hillhouse (Thornton), and the Port of Fleetwood. In particular, Land at Junction 4 and Blackpool Airport are essentially an extension of the Blackpool urban area and play an important role in complementing and supporting Blackpool's economic growth.

2.79 Any employment forecasts for the Borough cannot be met in isolation without considering future employment needs for the wider sub-region. It recognises the importance of continued co-operation between the three Fylde Coast authorities to support the economic development of the sub-region.

## 3 The Blackpool Economy

### Introduction

3.1 This Section provides an analysis of the local economy in Blackpool. In doing so it considers the wider context impacting on economic performance, such as demographics, economic linkages with the wider sub-regional economy and key strategic transport assets. Understanding these aspects will help to identify opportunities to create a more diverse and competitive local economy through business and industrial development, and ensure that sufficient, quality land and premises is available in the right location to support sustainable economic growth in Blackpool and the Fylde Coast Sub-Region. The information presented draws on a number of data sources including the Local Economy Baseline for Blackpool report (SQW, 2011). These are referenced where appropriate.

### An overview of Blackpool's economy - then and now

3.2 The town is built on tourism, where British holiday makers from all classes of society flocked to the resort for pleasure, fun and entertainment. Blackpool grew rapidly at the turn of the twentieth century after the building of the railways, with a period of phenomenal development including high quality late Victorian architecture and dense holiday guest houses/small hotels in a grid-iron pattern of terraced streets behind the seafront. This development continues to dominate the physical fabric of the town today.

3.3 Over time, other industries grew in response to the needs of the local population and the opportunity to recruit from a growing potential workforce. But, tourism continued to dominate, and by the 1970s Blackpool attracted around 17 million visitors each year, supported more than 100,000 holiday bed spaces and was the largest holiday destination in the UK.

3.4 Whilst Blackpool remains at the heart of the UK tourism and visitor economy, it experienced a significant decline in visitor numbers from the 1980s onwards; a consequence of growing affluence, enhanced consumer choice and the perceived obsolescence of the town's visitor offer. Three decades of decline in the visitor economy meant private and public sector investment stalled, jobs were lost, and residents faced limited employment prospects and relatively low wages. As older businesses declined, new developments did not come in to replace them and the Borough's potential to draw in investment and new business diminished. The population declined as people moved elsewhere to work and social problems became deeply entrenched in parts of the town. Over 1995-2008 Blackpool's economy grew at under half the rate of England, with annual Gross Value Added (GVA) growth of 2.6% per annum compared to 4.2% in Lancashire and 5.4% in England.

3.5 The town's changing fortunes resulted in a significant number of guest houses seeking alternative income through conversion into permanent residential use. This has led to a significant oversupply of small, poor quality flats or HMOs and a poor quality building stock in the inner areas supporting high levels of people dependent on benefits. The high number of properties involved and their concentration within certain areas has caused extreme housing, social and economic challenges and discouraged new investment.

3.6 Blackpool remains the main retail, public administration, cultural and service centre for the Fylde Coast. It has a population of 142,000 residents, a workforce of around 64,000 people and an annual GVA of £1.7bn. Whilst there is no tradition of heavy industry, the town's small manufacturing sector includes local specialism in food and drink, and plastics. The economy continues to be underpinned by tourism and the service sector, although public sector spending has also been an important driver over the last decade. Blackpool has benefited from high numbers of



jobs created in the public sector and significant regeneration and economic development capital funding, which has delivered major projects across the town to improve infrastructure, enhance the built environment and support new entrepreneurial activity. Public investment has created new private sector interest and some recent investment, but the town's economy remains fragile. Despite this economic backdrop, the regeneration undertaken to date has been well-received, and the challenge facing Blackpool is to continue to build on this momentum.

## **Demographic Assessment**

### ***Population***

3.7 In 2012, Blackpool had a resident population of 142,000 which accounted for 9.7% of the Lancashire total. This was around 7,100 fewer people than in 1981, reflecting Blackpool's declining population over the last three decades, which is still falling. The working age population has also declined since the early 1990s, which means there are fewer people in Blackpool to create businesses, supply labour, and support the local retail and service sector.

3.8 Both the total population and working age population have declined at broadly the same rate since the mid-1990s, so the proportion of the working age population in Blackpool has remained largely consistent at around 62%. This is below the regional and national average of 64% due to a higher proportion of over-65s than across England and Lancashire, reflecting the attractiveness of seaside locations for retirees and Blackpool's inability to attract in-migrants of working age.

3.9 Given the economic linkages with the wider sub-region, the demography of the Fylde Coast is also important. The Fylde Coast has an even higher rate of over-65s than Blackpool, thus reducing the potential stock of workers that can be attracted to Blackpool for its business base. That said, the Fylde Coast population represent a potentially lucrative source of expenditure in Blackpool's retail and leisure economy, although at present this resource is under-utilised due to Blackpool's offer.

### ***Migration***

3.10 Between 2005 and 2010, Blackpool experienced significant international migration, with an average number of 1,000 National Insurance Numbers assigned to overseas residents moving to Blackpool. This rate has since declined, and Blackpool's rate is now broadly in line with the average across Lancashire.

3.11 A more pertinent issue for Blackpool is UK-based (domestic) migration, with high levels of transience as people move in and out of the Borough, often attracted by the cheap rented accommodation available. ONS data suggests that during 2011 there were 7,500 movements into Blackpool from other local authority districts across England and Wales and 7,700 movements out of Blackpool. Council analysis suggests that additional temporary movements add about 2,100 each year to these totals. This estimated overall turnover of about 10,000 people each year is very high for a population of around 140,000.

3.12 However, the key issue is not the scale as such, rather the characteristics of the population involved (often with low skills, poor health and contributing to high levels of worklessness, crime and benefit dependency) and the concentration within certain parts of the town, meaning that over the course of a year Blackpool's inner wards have some of the highest average population inflow and outflow rates in England and Wales. This has a negative overall impact on Blackpool's economy, in terms of demands on service provision and expenditure, damage to the visitor experience and the

wider image of the town, and helping to sustain the low-quality private rented sector in the housing market.

### Employment Rates

3.13 In 2012, 67% of Blackpool’s working age population were in employment (57,100 residents), which was lower than the Lancashire (71%) and North-West (69%) average and reflects a downward trend since 2008 (broadly mirroring the national trend, although starting from a much lower base). The proportion of working age population claiming job seekers allowance (JSA) increased during the same period, from 3.1% in July 2008 to 6.3% in July 2012 (an increase of around 2,900 residents).

3.14 More concerning is Blackpool’s unemployment rate of 9.9%, which is a larger deficit than previous years when compared to the average for Lancashire (7.4%), the North West (8.3%) and Great Britain (7.8%). The issue is principally related to male unemployment. Unemployment rates vary considerably across Blackpool, which is unsurprising given the transience patterns described above. Table 7 shows there are more people out of work in Blackpool’s inner wards.

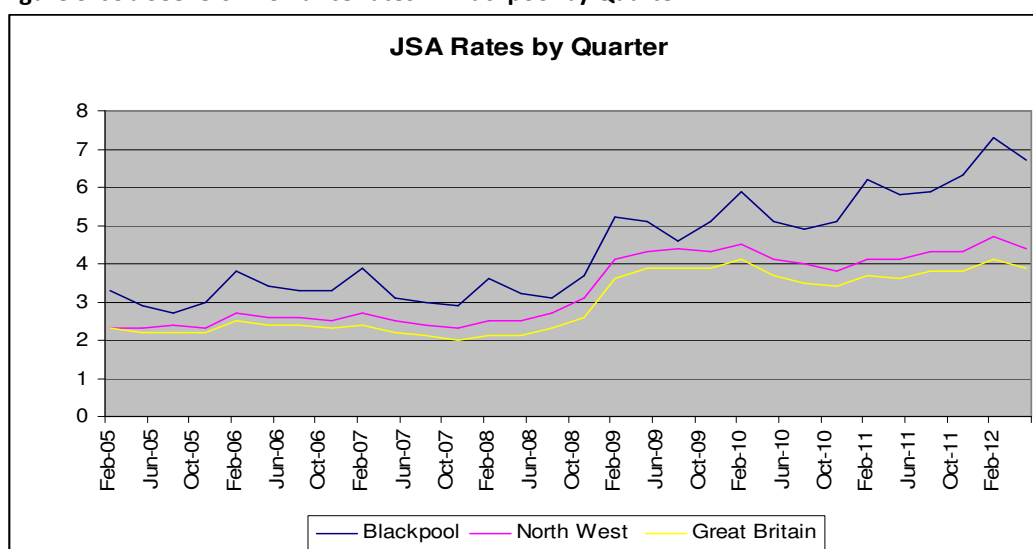
**Table 7: Unemployment Rates by Blackpool Wards, 2012**

Ward Name	No/Low income benefit claimants	Ward Name	No/low income benefit claimants	Ward Name	No/low income benefit claimants
Anchorsholme	1,495 (24%)	Hawes Side	1,935 (27%)	Squires Gate	1,350 (21%)
Bispham	1,440 (23%)	Highfield	1,465 (23%)	Stanley	1,365 (21%)
Bloomfield*	3,370 (48%)	Ingthorpe	1,955 (29%)	Talbot*	2,735 (41%)
Brunswick*	2,555 (36%)	Layton	1,600 (23%)	Tyldesley	1,840 (28%)
Claremont*	3,560 (48%)	Marton	1,200 (17%)	Victoria	2,115 (16%)
Clifton	2,265 (33%)	Norbreck	1,040 (17%)	Warbreck*	1,720 (26%)
Greenlands	1,535 (22%)	Park	2,620 (36%)	Waterloo*	2,320 (25%)

Source: DWP \* denotes Blackpool’s inner wards

3.15 A reliance on the tourism industry means there is high seasonal unemployment. Whilst efforts are made to extend the season with the Illuminations and conference markets, the scale of the tourism economy and the reliance of local people on employment in this sector, means that seasonal fluctuations in the labour market remain a key issue for the economy as shown in Figure 1.

**Figure 3: Job Seekers Allowance rates in Blackpool by Quarter**



Source: DWP

3.16 The economic activity rate (people directly in work or actively seeking it) in Blackpool stood at around 72% in 2012 (Source: Annual Population Survey). This is lower than the Fylde Coast, Lancashire and England, with this deficit driven principally by male inactivity. Positively, there has been a considerable increase in the number and proportion of economically inactive people in Blackpool who 'want a job' in recent years (from 17% in 2005 to 29% in 2012, which equates to some 2,400 more people looking to find work and is now higher than the figure for both Lancashire and England (24% in 2012). It is important to note that not all economically inactive people are able to, or want to, work.

### **Employment Demand**

3.17 In 2011 the ratio of total jobs in Blackpool to the working age population (i.e. job density) was 0.71, compared to 0.74 in the North West and 0.78 in Great Britain. Job density for Blackpool has steadily reduced since 2000, whereas the regional and national figures have broadly remained unchanged. When comparing the number of vacancies advertised in Blackpool in July (season peak) of each year to the number of JSA claimants at that date, 25% fewer vacancies advertised in 2011 compared to 2005 means that competition for each vacancy has increased substantially. In July 2011, there were 5.7 JSA claimants for each vacancy, compared to 2.0 in 2005. This is an additional two JSA claimants per vacancy compared to the average for Lancashire and England (Source: DWP).

### **Occupations**

3.18 Table 8 illustrates the type of jobs held by people who live in Blackpool by main occupation groups. This shows that Blackpool has a lower proportion of residents in managerial and professional occupations than all comparators and a higher proportion in lower-paid administrative, sales and other service occupations.

**Table 8: Resident Occupations**

<b>Socio-Economic Class</b>	<b>Blackpool %</b>	<b>Lancashire %</b>	<b>North West %</b>	<b>Great Britain %</b>
Managers & senior officials	9.5	9.3	9.5	10.1
Professional occupations	12.9	16.8	17.6	19.2
Associate professional & technical occupations	8.5	12.1	12.8	14
Administrative & secretarial occupations	11.6	13.4	12	11
Skilled trades occupations	12.3	11.1	10.1	10.8
Caring, leisure and other service occupations	12.7	10.7	10	9.1
Sales & customer service occupations	9.6	7.8	8.8	8.1
Process, plant & machine operatives	7.5	6.7	7.2	6.4
Elementary occupations	14.6	11.7	11.7	11

Source: Annual Population Survey July 2011-June 2012

3.19 Encouragingly, the proportion of Blackpool residents employed in higher-value occupations has increased since 2005, from 27% in the top three managerial/ professional occupational groups to 30.9% in 2012 (which equates to 5,964 more residents). The principal driver of this change was the growing number of associate professional and technical occupations<sup>4</sup>.

<sup>4</sup> These are occupations focused on providing support to professionals, managers, directors & senior officials, and taking operational responsibilities (e.g. the operation/maintenance of equipment; legal, business, finance, design & IT services).

## Earnings

3.20 Table 9 shows that average earnings of people living and working in Blackpool are notably lower than those in Fylde and at county, regional and national levels. When compared to Wyre the average earnings of people living in Blackpool are also lower, although the average earnings of the Blackpool workforce (i.e. those that work in Blackpool but potentially live outside the Borough) are slightly higher. Blackpool residents earn less than the Blackpool workforce, indicating that residents fail to take higher end jobs in the local economy. Low potential earnings make it harder to reduce benefits dependency and encourage the workless population back into employment. While wage rates are lower, costs are lower too and this has been a significant factor in the growth of indigenous firms in Blackpool.

**Table 9: Average Weekly Earnings (£)**

Area	Gross Median Weekly Pay -place of work	Gross Median Weekly Pay-place of residence
Blackpool	313.0	239.6
Fylde	465.5	414.4
Wyre	307.2	348.0
Lancashire	358.7	370.2
North West	373.7	373.7
England & Wales	405.7	406.4

Source: Annual Survey of Hours and Earnings 2011

## Skills and Qualifications

3.21 The skills base of the local population is a key determinant of economic performance. High skills can attract investment and new businesses to an area, and people with higher skills are generally employed in higher value occupations. However, Blackpool has experienced long-term challenges in skills development. Qualifications have generally been low, with a high proportion of residents with no qualifications, and a low proportion with higher level qualifications. This remains the case.

3.22 Table 10 shows that in 2012 just over 20% of Blackpool residents had NVQ Level 4 qualifications and above (equivalent to a first degree or above) compared to around 30% in the North West and 35% in Great Britain. However, qualification levels amongst Blackpool residents have improved since 2005, when more people had no qualifications than NVQ Level 4 and above qualifications (the reverse is now the case).

**Table 10: Qualifications of the resident working age population (16-64)**

Qualification Level	Blackpool	Lancashire	North West	England
NVQ4 and above	22.7	32.7	30.3	34.4
NVQ3 and above	42.8	55.2	52.0	55.1
NVQ2 and above	64.1	71.6	69.9	71.8
NVQ1 and above	79.7	84.7	83.1	84
Other qualifications	5.7	5.7	5.8	6.3
No qualifications	14.5	9.6	11.1	9.7

Source: ONS Annual Population Survey 2012

3.23 Trends in the educational performance of young people are also broadly positive – suggesting improving overall levels of skills and capacity in the local area, important for future economic prospects. GCSE results have been improving, although these remain lower than national

averages, as shown in Table 11. However, performance at GCSE across Blackpool remains very mixed.

**Table 11: Performance at GCSE (5+ A\*-C grades including English & Maths)**

Area	2005/06	2006/07	2007/08	2008/09	2009/10	2010/11	2011/12
Blackpool	34.2	34.6	34.5	38.7	47.8	46.2	47.9
England	45.6	46.3	47.6	49.8	53.5	59.0	59.4

Source: Department for Education

3.24 Blackpool has a higher proportion of pupils staying on post-GCSE than nationally; 81% of young people stay in full-time education in Blackpool compared to 78% in England. Also encouragingly, those pupils that do stay on in education post-GCSE perform well, with A-Level results consistently above the England average in terms of average points scored since 2005/06.

3.25 Blackpool has a higher rate of young people that are Not in Employment, Education or Training (NEET) - 8.1% (450 young people aged 16-18) compared to 6.2% in Lancashire and 6.1% in England.

3.26 Blackpool has good educational assets on which to build, including two highly rated colleges (Blackpool & the Fylde College and Blackpool Sixth Form College) and the new University Centre at Blackpool & the Fylde College enhances Blackpool's function as a key educational centre for the Fylde Coast. However, the lack of a larger Higher Education presence in Blackpool is potentially a weakness of the area.

### **Deprivation and social challenges**

3.27 Blackpool has a high proportion of Incapacity Benefit (IB) Claimants. In May 2012, 12% of the working age population claimed IB in Blackpool compared to 8.2% in the North West and 6.3% in Great Britain (Source: DWP). Whilst IB claimant rates in Blackpool have slightly reduced in the last ten years, the gap has remained almost double the national average over this period.

3.28 The health of people in Blackpool is generally worse than the national average. Around 9,000 children live in poverty (30% of all children in Blackpool). Life expectancy for both men (73.6) and women (79.4) is lower than the national average of 78.6 and 82.6 respectively. Life expectancy is 12.8 years lower for men and 8.1 years lower for women in the most deprived areas of Blackpool than in the least deprived areas.

3.29 These issues, aligned with other factors set out above, mean that Blackpool suffers from acute levels of highly concentrated deprivation. The 2010 Index of Multiple Deprivation ranked Blackpool as being the 6<sup>th</sup> most deprived local authority area in England; and almost one third of the town is now amongst the 10% most deprived areas nationally. These rankings represent an apparent worsening in relative deprivation in Blackpool compared to 2007. It is important to note that the overall figures mask considerable spatial variation, as Blackpool also has affluent areas. Extreme deprivation is concentrated within Blackpool's inner areas, where issues of transience, low skills and unemployment are most pronounced.

## Economic Activity

### ***Business Structure: Scale, Enterprise, Industry Sector***

3.30 In mid 2012 there were 3,165 VAT/PAYE registered businesses in Blackpool, which equates to 33% and 7% of the Fylde Coast and Lancashire totals respectively (Source: ONS UK Business Activity, Size and Location). This figure may exclude very small companies operating below the minimum financial threshold and compares to 3,250 VAT registered businesses in 2007 (Source: DTI). Decline in Blackpool was offset by modest growth in Wyre and Fylde, meaning Blackpool's business base became a smaller part of the sub-regional economy over this period. Blackpool also has a lower business density compared to the Fylde Coast, Lancashire and England, with fewer businesses per head of the population.

3.31 Lower business density is a direct reflection of volume and the nature of the business base. 98% of businesses in Blackpool employ less than 50 people (classified as small businesses), with 85% employing less than 10 (micro businesses). As Table 12 shows, Blackpool has a lower proportion of micro and small businesses compared to Lancashire, the North West and Great Britain. This is perhaps surprising given the large number of holiday accommodation providers and other small tourism-related businesses, although in 2005 micro and small businesses accounted for a higher proportion of businesses in Blackpool (83% and 13% respectively), which reflects the decline in this sector.

3.32 Table 12 shows that Blackpool has a similar proportion of larger businesses by numbers employed compared to elsewhere, which reflects the importance of public sector employment. A concentration of employment in larger organisations is not in itself a problem, although it does leave an economy vulnerable to individual closures. However, the challenge facing Blackpool is the relatively low average turnover of businesses; in 2012 it had a low percentage (8.1%) of enterprises with a turnover in excess of £1m compared to all Lancashire authorities (source: ONS). Average turnover is lower across the Fylde Coast, due to the presence of more micro and small businesses in the wider area.

**Table 12: Business Sizes**

Area	Number of Employees						
	1-4	5-9	10-19	20-49	50-99	100-249	250+
Blackpool	69.3	16.0	8.9	3.6	1.3	0.6	0.3
Lancashire	73.8	13.9	6.7	3.5	1.1	0.6	0.4
North West	74.1	13.6	6.7	3.5	1.1	0.6	0.4
Great Britain	75.6	13.0	6.2	3.2	1.0	0.6	0.4

Source: ONS 2012

3.33 In 2012, 14.5% of Blackpool's businesses (totalling 460) were less than two years old, compared to 12.7% in Wyre, 15.2% in Fylde and 14.3% in Lancashire (Source ONS). This equates to an average of 230 new businesses registered each year in the last two years, compared to 300 new business registered in 2007 – a reduction by around 75%. This reflects a broader trend across the Fylde Coast and Lancashire in view of the economic downturn during this period.

3.34 However, the impacts of this trend are more pronounced, because alongside declining rates of enterprise, business survival is lower than elsewhere. Whilst all locations have seen more business deaths than births since 2009, the ratio in Blackpool was well below levels across England and Lancashire, and business deaths equated to a higher proportion of the total business stock –

around 18% in 2011 compared to 14% in the Fylde Coast, 9.5% in Lancashire and 11% in England (Source: ONS Business Demography 2011).

3.35 Table 13 provides a breakdown of VAT registered businesses by industry sector. The majority of Blackpool businesses are in the retail (15.5%) and accommodation / food services (14.5%) sectors. There is also a higher representation of health and arts, entertainment, recreation & other services sectors compared to elsewhere; while the proportion of agriculture, forestry and fishing and professional, scientific and technical sectors is lower. It is important to note that this figure can only provide an approximation and may exclude very small companies operating below the minimum payment threshold or large national companies registered outside Blackpool.

**Table 13: VAT Registered Businesses by Sector, %**

Sector	Blackpool	Lancashire	North West	Great Britain
Agriculture, forestry and fishing	0.5	6.8	5.3	5.9
Production	6.8	8.0	7.1	6.2
Construction	10.9	12.2	11.7	12.2
Motor trades	3.8	4.4	3.6	3.2
Wholesale	4.3	5.4	5.4	4.8
Retail	15.5	11.3	10.1	8.8
Transport and storage	2.5	3.5	3.4	3.1
Accommodation and food services	14.5	6.8	6.5	6.1
Information and communication	4.6	4.4	5.5	7.6
Finance and insurance	1.6	2.0	2.5	2.1
Property	3.6	3.4	3.7	3.6
Professional, scientific and technical	9.6	12.3	15.5	16.7
Business administration and support services	6.2	6.3	6.6	6.8
Public administration and defence	0.0	0.2	0.2	0.2
Education	1.3	1.4	1.6	1.6
Health	6.0	4.7	4.6	4.1
Arts, entertainment, recreation & other services	8.4	6.8	6.8	7.0

Source: ONS 2012

### **Employment Structure**

3.36 Table 14 illustrates economic activity measured using Business Register and Employment Survey (BRES) data, which provides details of the number of jobs within different industry sectors within a local authority area. Blackpool is far more reliant on employment in the public sector, retail and accommodation sectors than elsewhere. Manufacturing is also important, although the difference between Blackpool (7%) and the Fylde Coast (16%) is notable, with the bulk of manufacturing jobs accounted for by employment at BAE Systems, Warton. Blackpool's role as a service centre for the wider Fylde Coast is reflected by higher levels of employment in public services.



**Table 14: Proportion of jobs in different industry sectors (ordered by declining scale in Blackpool)**

Sector	Employment Structure			
	Blackpool	Fylde Coast	Lancashire	Great Britain
Human health & social work activities	17%	13%	15%	13%
Wholesale/retail trade; repair of motor vehicles	17%	15%	17%	16%
Accommodation & food service activities	13%	11%	7%	7%
Public admin & defence; compulsory social security	13%	10%	6%	5%
Education	10%	8%	9%	10%
Manufacturing	7%	16%	15%	9%
Arts, entertainment & recreation	6%	4%	3%	2%
Construction	3%	5%	6%	5%
Administrative & support service activities	3%	3%	5%	8%
Professional, scientific & technical activities	3%	5%	5%	7%
Transport & storage	2%	3%	3%	5%
Other service activities	2%	2%	2%	2%
Financial & insurance activities	2%	3%	2%	4%
Real estate activities	1%	1%	1%	2%
Information & communication	1%	2%	2%	4%

*Source: Business Register & Employment Survey 2009*

3.37 In 2009 Blackpool's business base supported around 58,000 work-based employees, which accounted for 44% of the total Fylde Coast workforce. Over 1998-2008 Blackpool saw a 7% reduction in the number of jobs (equivalent to 4,300 employees); in contrast the number of employees in England increased by 9%. Over 2008-2010 the number of jobs in Blackpool continued to fall, from around 56,900 to 50,200. This 12% reduction compares to a 2.4% reduction in Lancashire and 3.4% in the North West, suggesting that the recession has hit Blackpool employment particularly hard. It is important to note that data for 1998-2008 is drawn from the Annual Business Inquiry, while post 2008 data is drawn from the new BRES.

3.38 Over 1998-2008, this decline was focused on the distribution, hotels and restaurants sector (a reduction of 2,100), manufacturing (a reduction of 1,400) and transport & communications (a reduction of 500). The manufacturing job losses are significant, given that manufacturing can be both productive and well-paid relative to other sectors, especially in Blackpool's economy dominated by the public sector, retail and accommodation/food sectors. The only sector that saw an increase over 1998-2008 was banking, finance and insurance, which grew by 5% (around 300 jobs); although this was a modest increase compared to national growth of 28% in this sector over the same period.

3.39 Blackpool has a higher proportion of employees who work part-time (39%) compared to Fylde Coast (33%), Lancashire and England (both 32%). In 2009, part-time employment was particularly pronounced in the accommodation / food service and wholesale / retail sectors.

Manufacturing is an important sector for full-time work in Blackpool; in 2009 over 90% of people were employed full-time in this sector.

### ***The Tourism Economy***

3.40 Blackpool's reliance on the tourism economy is well documented. Tourism is a hard sector to quantify, although according to the ONS categorisation, it was estimated that in 2009 tourism supported 11,000 work-based employees in Blackpool, accounting for 19% of all employment in the town (which is double that compared to England and Lancashire), 8% of all employment across the Fylde Coast and 23% of part-time employment in the town. The largest sub-sectors in terms of employment in 2009 were hotels (2,800 employees), public houses/bars (1,100 employees) and amusement parks/theme parks (1,100 employees).

3.41 A conservative estimate is that tourism related businesses accounted for a quarter of all enterprises in Blackpool's economy in 2009; with a collective turnover of over £300m – equivalent to 14% of the total turnover across Blackpool (Source: SQW 2011). Whilst this is significant, turnover per enterprise and per employee in the tourism sector in Blackpool was well below the national level. Furthermore, low productivity in the local tourism economy (measured by GVA per employee) contributes to Blackpool's overall levels of productivity being well below the national level. These factors highlight the need to develop the value, quality and productivity of the tourism economy in Blackpool.

### ***Public Sector Employment***

3.42 As already noted, Blackpool is far more reliant on public sector employment than elsewhere, accounting for around 30% of employment, compared to Fylde and Wyre (20%), Lancashire (23%) and England (20%) (Source: National Statistics). The public sector can provide high-value and professional employment at senior levels, labour market accessibility at junior levels, and relatively flexible labour, with high rates of part-time work available. However, going forward, further public sector job losses are likely to be seen, following those that have already taken place in Blackpool.

3.43 Reflecting the high-rates of public sector employment, lack of private sector growth, and the nature of the public sector in Blackpool (i.e. service delivery/administrative functions rather than research-led activity or head offices), the Centre for Cities (2010) Cities Outlook research identified Blackpool as one of the most vulnerable places in the country to all public sector cuts on its 'Index of Vulnerability'.

### ***Local Growth***

3.44 Experian were commissioned to look at evidence of economic growth from 2010 to 2012 in each local authority area in England. By reviewing growth during this two year period the report hoped to identify the local authorities, and regions, with the most potential for rapid recovery from the recession. Local authority areas are ranked in terms of:

- Recent business-led growth - the health and growth of local Small and Medium Enterprises as well as the proportion of high growth 'champion' businesses (defined as "*young, small but rapidly growing firms with directors that show entrepreneurial skill, appetite for business risk and real international outlook*")
- Export-led growth - growth in the number of businesses who export internationally and in the amount of goods/services they export; and
- Sector-led growth - the proportion of public sector employment in each area (assuming that there will be little growth in the public sector over the next few years) and expansion in key

economic sectors considered to have the most short-term growth potential i.e. Administrative and Supportive Service Activities Computing and Information Services, Finance, Insurance & Pensions, Media Activities, Professional Services and Real Estate.

3.45 The local authority with the highest growth potential is ranked 1 and the authority with the lowest is ranked 324. Table 15 shows how Blackpool ranks compared to neighbouring authorities.

**Table 15: Local Growth**

Area	Business-led growth		Export-led growth		Sector-led growth	
	Business base growth 2010-12	Business Champions	Current Exports	Exporting Potential	Proportion of Public Sector Employment	Proportion of Growth Sector Employment
Blackpool	267	16	314	270	320	322
Fylde	50	254	246	297	30	137
Wyre	37	143	279	204	250	270
Preston	162	141	248	186	279	176

Source: Experian 2012

3.46 By most measures, Blackpool has the lowest growth potential compared to neighbouring authorities and Preston. It is ranked 320/324 (fifth lowest in England) because of its dependence on the public sector and 322/324 (third lowest) due to the proportion of growth sector employment it contains. However, the Borough is considered to contain a high number of business champions<sup>5</sup> and is in the top 5% nationally for this measure. This reflects Blackpool's important and growing creative industries sector that can play an important role in driving innovation in the local area.

## Commuting

3.47 Commuting patterns are a key indicator of functional economic linkages. Up-to-date commuting data from the 2011 Census was not available at the time this analysis was undertaken. Therefore, an analysis of commuting patterns is based on the 2001 Census data.

3.48 As expected, Table 16 shows strong commuting flows across the Fylde Coast sub-region. In 2001 there were around 14,000 commuter movements to Blackpool from the two neighbouring districts of Fylde and Wyre. The link is not just one way; 12,000 employed Blackpool residents commuted out to the rest of the Fylde Coast (7,200 to Fylde and 4,800 to Wyre). However, the data suggests that Blackpool did not exert as significant a 'pull' from the sub-region as might be expected, given that the town is the main economic centre for the Fylde Coast. More people travelled out of Blackpool to work in Fylde in 2001 than moved the other way. When broken down, 1,500 movements (20%) are from Blackpool to Warton, where major employer BAE Systems is located, and 750 movements (10%) are to the Airport Corridor and Whitehills employment area just beyond the Blackpool administrative boundary.

<sup>5</sup> Business Champions are the small percentage of the SME population (less than 10%) that help to underpin the stability of the whole economic system. This small number of companies (but a hugely significant minority) has a giant impact on job creation by consistently growing at 20 per cent or more a year over each three year period analysed by Experian. These small companies combined are responsible for around two thirds of all the jobs created in the SME world (not including start-ups).

**Table 16: Movements to / from Blackpool and the Fylde Coast, 2001**

Origin/Destination	Movements to Blackpool	Movements from Blackpool	Net Inflow/Outflow
Fylde	4,639	7,224	-2585
Wyre	9,676	4,768	4908
Total	14,315	11,992	2323

Source: 2001 Census

3.49 Blackpool is also a relatively self-contained economy; in 2001 approximately 70% of Blackpool's employed residents worked in the Borough. In general, better paid people travel further to work and in Blackpool, like elsewhere, commuting patterns vary between different occupational groups. As shown in Table 17, over half of Blackpool's employed residents in the two 'highest value' occupations commuted outside of the Borough in 2001. Therefore, whilst lower-value jobs tend to be filled by more local workers, for higher-value occupations Blackpool is far less self-contained than the overall commuting data suggest.

**Table 17: Movements to / from Blackpool by occupational group**

Occupations	Where Blackpool's residents work: Blackpool	Where Blackpool's residents work: Outside Blackpool
Large employers/higher managerial	47%	53%
Higher professional	47%	53%
Lower managerial and professional	62%	38%
Intermediate	67%	33%
Small employers/own account workers	91%	9%
Lower supervisory and technical	62%	38%
Semi-routine	77%	23%
Routine	74%	26%

Source: 2001 Census

3.50 Overall, this data indicates that Blackpool functions as an important, but by no means dominant economic centre for the Fylde Coast. It is dependent on its external economic linkages with the Fylde Coast sub-region, especially for higher-value economic activity. This hinterland provides an important resource for labour, investment and business, on which Blackpool can - and does - draw.

### Key Transport Assets

3.51 Transport infrastructure is a key issue for understanding the existing performance of, and prospects for, Blackpool's economy. Positively for a coastal town Blackpool has good strategic transport links connecting the Borough to the Fylde Coast, North-West and beyond. This includes good connections to the national rail/road networks and Blackpool International Airport located on Blackpool's southern boundary in Fylde.

3.52 The M55 motorway provides Blackpool with a strategic link to the national motorway network and leads directly onto Yeadon Way, which is a key visitor route providing direct access to the town centre and resort. This motorway access supports the high volume of economic activity towards the south of the Borough and across the southern boundary in neighbouring Fylde.

3.53 Other key routes into Blackpool include the Promenade (A584), Talbot Road (A586), Preston New Road (A583) and Progress Way / Squires Gate Lane (A5230). The A584 forms an important north-south route linking Blackpool with the Fylde Coast, although it can be slow in places, and the A583 and A5230 form important east-west routes linking Blackpool with key employment areas in

Fylde. A new north-east Blackpool link road (Faraday Way) provides a direct link with Fleetwood Road (A585) to improve connectivity with neighbouring Wyre.

3.54 The Borough benefits from two rail railway lines connecting Blackpool to the national rail network via Preston; the Blackpool North line which terminates at Blackpool North station and the South Fylde line which terminates at Blackpool South station.

3.55 The Blackpool North line is a critical asset for the area. There are two stations on this line within the Borough; Blackpool North in the town centre and a smaller station at Layton. The line also links Blackpool with the Fylde Coast service centres of Poulton-le-Fylde and Kirkham, which are two main stopping points between Blackpool and Preston. The importance of this railway line within the North West's rail network is highlighted by Network Rail's commitment to electrify the line between Blackpool North and Preston by 2016 as part of the Northern Rail Hub project. Electrification and related infrastructure improvements will reduce journey times and increase line capacity.

3.56 The South Fylde railway line is a local route, connecting South Blackpool to Preston via Lytham St Annes. There are two stations on this line in the Borough; Blackpool South at the southern end of the Resort Core and a smaller station at the Pleasure Beach. There is also a station just beyond the Blackpool boundary at Squire's Gate, close to the Airport. Being single track the line has limited services and the capacity of the rail infrastructure needs to be increased to allow more frequent services and greater efficiency.

3.57 The Blackpool to Fleetwood tramway is a key public transport asset for Blackpool and the Fylde Coast. Recent investment completed in 2012 has introduced new trams with new supporting infrastructure, providing a modern and efficient transport system from Starr Gate in South Blackpool along the coastline to Fleetwood. The new system helps Blackpool manage its congestion and provides a viable alternative for car use, but requires better integration with other transport modes to improve inland connections.

3.58 Blackpool Airport is located on Blackpool's southern boundary in Fylde and is a critical asset for the area, in terms of air transport and as an employment hub. Whilst it is small compared to other regional airports, developing the potential of the Airport is an important opportunity to attract new investment into the area and enable indigenous businesses to create trade links on a national and international scale.

## Summary

3.59 Blackpool, like other major UK seaside towns, has faced three decades of economic challenge. Evidence also suggests the town has been hit hard by the recession, with increasing rates of business closures, high unemployment and a slow-down of housing activity. Whilst recent investments have improved Blackpool's position and prospects, the town is particularly vulnerable to an extended downturn in the economy. Whilst it remains a major economy and retains the assets that facilitated its growth, an over reliance on tourism and the service sector, a high level of public sector employment and less public money around to support employment, services and physical improvements, leaves the economy fragile going forward.

3.60 Blackpool's working age population is decreasing, meaning there are fewer people to start businesses, provide labour for local firms and generate the wealth that will drive the economy forward. Blackpool's labour market engagement remains low; there are too few people in work and too few people actively seeking work. As well as more jobs, better quality jobs are needed. More of

Blackpool's residents work in non-professional occupations than elsewhere; as a result, average earnings remain low. Whilst skills levels are improving, Blackpool remains a relatively low qualification economy, and deprivation and social challenges remain entrenched in certain areas of the town.

3.61 Blackpool's business base has gradually declined in scale over recent years - both absolutely and relative to the Fylde Coast, and there are fewer businesses in the town per head of population than elsewhere due to lower business resilience and reducing rates of enterprise. Given that the local economy is relatively self-contained and might be expected to be generating growth for a wider area, the fact that Blackpool is becoming an increasingly smaller economy is concerning. Blackpool has high levels of work-based employment in low-wage and low-value industries such as retail, accommodation and health/social work.

3.62 The tourism economy remains a major driver – it accounts for around one-fifth of work-based employees and remains a core element of Blackpool's business base. There is also a high reliance on public sector employment. Blackpool's sectoral mix and low productivity/wage economy mean that its overall competitiveness as a business location, relative to other places in England, is low.

3.63 Despite Blackpool being the main economic centre of the Fylde Coast, it does not function as a dominant core of this functional economy, and relies on the wider sub-regional economy for labour, investment and business resources.

3.64 Positively, Blackpool has good strategic transport connections to the Fylde Coast, Lancashire and the North West, with the M55 motorway, rail network and Blackpool Airport in particular ensuring Blackpool is an accessible place for businesses and visitors.

3.65 Moving forward, the town must build on the strengths of the local economy to attract further investment and enhance local employment opportunities. The visitor economy will continue to play an important role in generating new employment and wealth in the town, building on major investment in the tourism infrastructure and offer to raise the overall quality and productivity in this sector. However, these ambitions will only be successfully realised if current and potential new investors are confident in Blackpool's competitive position as a modern destination.

3.66 In addition, the priority for Blackpool will be to improve the range, choice and diversity of jobs available to local people to achieve a more diverse and competitive business economy, supported by well located business sites and modern premises which meet current business needs. To ensure that local people can benefit from these opportunities, the focus should also be to improve their skills and improve their engagement in the employment market.

## 4 Employment Land

### Introduction

4.1 This section reviews the characteristics of Blackpool's existing employment land portfolio and analyses their suitability for employment development and the likelihood of development coming forward. This will help to ensure there is a balanced portfolio of sufficient land available to support a sustainable local economy in Blackpool and the wider Fylde Coast sub-region. Understanding the quantity and quality of existing provision will inform later sections of the study on how much additional land is needed in the future.

### Land Supply

4.2 Prior to the Core Strategy, the last review of employment land in Blackpool was undertaken for the current Blackpool Local Plan 2001-16 (adopted in 2006). In this Plan, there were no new employment land allocations made, as it was considered the existing employment estates, and lands available within them, would be sufficient to meet Blackpool's needs for 40ha of land during the plan period to 2016. This provision was fixed through the Joint Lancashire Structure Plan. Blackpool's tightly constrained boundary and shortage of development land meant that opportunities to identify good quality employment land were limited, and so great importance was attached to retaining and improving existing employment land.

4.3 Since the current Blackpool Local Plan was adopted, various documents providing details on existing employment land provision have been published to date to inform the Core Strategy:

- Employment Land Technical Paper (May 2012)
- Blackpool 2010 / 2009 Employment Land Review updates (May 2010 / May 2009)
- Blackpool 2007 Employment Land Review (March 2008)

4.4 Whilst these documents contain useful information, including past take-up of land, the position on Blackpool's employment land supply is superseded by this latest assessment, which was carried out by Blackpool Council officers in July 2012. This is the base date for the analysis in this study.

4.5 There are 13 main employment areas in Blackpool, which are safeguarded for business/industrial use in the current Blackpool Local Plan (2006). Appendix B shows where they are located in the Borough. Table 18 provides details on their size and the amount of remaining land to be developed. Together these main areas amount to 182.1ha of allocated employment land in total; 21.6ha of which remains undeveloped.

**Table 18: Blackpool Employment Land (July 2012)**

Main Employment Area	Total size (Ha)	Undeveloped land (Ha)
Blackpool Business Park	23.6	6.9
Squires Gate Industrial Estate	19.9	1.7
Sycamore Estate	5.2	-
Vicarage Lane	15.6	0.9
Clifton Road	45.9	3.9
Preston New Road (NS&I)	11.9	3.8
Chiswick Grove	4.5	-
Mowbray Drive	16.9	0.3



Warbreck Hill	8.3	-
Devonshire Rd / Mansfield Rd	3.4	-
Moor Park	17.6	0.4
North Blackpool Technology Park	8	3.7
Blackpool and Fylde Estate*	1.3	-
<b>All Estates</b>	<b>182.1</b>	<b>21.6</b>

\* The majority of this Estate is located outside the Borough boundary in Fylde; 1.3ha is the amount of land within Blackpool only.

4.6 Chiswick Grove contains a cleared site fronting Preston New Road, although this has planning permission for a replacement petrol filling station and is not considered available for employment.

4.7 Previous schedules of land supply included a site in north Blackpool (Warren Drive) with extant planning permission for office development. However, whilst initial works started on site, there has been no recent activity and it is understood the owner has alternative aspirations for the site. This site is not considered available for employment and is discounted from Table 18. There were no other sites in the Borough with planning permission (i.e. committed) for employment development in July 2012.

4.8 In addition to the 13 main employment areas, there are two smaller employment areas within Blackpool's built-up area. Cocker Street and Hoo Hill Industrial Estates comprise 2.5ha of land in total and are identified as mixed-use industrial improvement zones in the current Blackpool Local Plan (2006). Whilst these contain a small amount of undeveloped land, future development is likely to involve alternative uses i.e. housing to assist with delivery of wider improvements to their layout, environment and efficiency. Indeed, planning permission for residential development on part of the Hoo Hill Industrial Estate was granted in 2008. Therefore, this land is not considered available for employment development.

4.9 The majority of land available is located at Blackpool Business Park (32%), followed by Clifton Road (18%), the National Savings and Investment (NS&I) Site on Preston New Road (17.5%) and North Blackpool Technology Park (17%). With the exception of the Technology Park, these are located towards Blackpool's southern boundary; close to Junction 4 of the M55 motorway and Blackpool Airport (see Appendices B and C).

4.10 Table 19 schedules Blackpool's baseline available land supply, including individual sites and their current status in terms of type of land, access, planning history, ownership and marketing activity, as well as details of any known constraints and their prospects for future development. Appendix C shows their location within the main employment areas.

**Table 19: Baseline Available Employment Land (July 2012)**

Emp. area	Available land (Ha)	Comment
<b>Blackpool Business Park</b>	<b>6.9</b> 10 sites - A: 0.4ha, B: 1.6ha, C: 0.6ha, D: 0.7ha, E: 0.9ha, F: 0.3ha, G: 0.9ha, H: 0.4ha, I: 0.4ha, J: 0.7ha	Greenfield land on modern Business Park; full site access; serviced Vacant - although sites H&I being used unlawfully for parking All sites have outline PP (phase 2, except A&B which are phase 1). Extant PP for 3 office units (site A); Expired PP for industrial units (D,F,G) & day nursery (H); No detailed PP on B,C,E,I&J ROK Development own sites C,D&E – being marketed as phase 2 of The Links; Mar Properties Ltd own remaining sites – marketed in the past but not at present Suitable for B1, B2, B8 uses. No known constraints.

Emp. area	Available land (Ha)	Comment
		<b>Market Attractiveness: Very Good</b>
Squires Gate Industrial Estate	1.7	Vacant, Brownfield land at rear of older estate with restricted access Expired PP for industrial unit (permitted 2004) ING Ltd own – wider estate being marketed as a redevelopment opportunity due to high vacancy level Suitable for B1, B2, B8 uses. Potential contamination issues. <b>Market Attractiveness: Poor. Attractiveness of site substantially improved through wider enhancement/redevelopment of estate</b>
Vicarage Lane	0.9 2 sites - A: 0.3ha, B: 0.6ha	Vacant, Brownfield land towards rear of older estate with adjoining site access; adjacent to existing services No planning history. Ownership unknown; not being marketed Suitable for B1, B2, B8 uses. No known constraints. <b>Market Attractiveness: Poor, although sites lend themselves to industrial/warehouse uses wanting to locate within an established employment area</b>
Clifton Road	3.9 2 sites- A: 0.3ha, B: 3.6ha	Vacant land towards rear of older estate; adjacent to existing services Site A: Brownfield; full site access; expired PP for 3 industrial units (outline app'n - expired 2010); Richard Stirrup Associates own Site B: Greenfield; adjoining site access; expired PP for 5 industrial units + 6 starter units (expired 2007); Zell-Em Group Ltd own Neither site being marketed Suitable for B1, B2, B8 uses. No known constraints <b>Market Attractiveness: Fair</b>
Preston New Road (NS&I Site)	3.8 <i>Note: 3.8ha is the site area allocated on the Local Plan Proposals Map (as opposed to 4.7ha described in Saved Policy DE1)</i>	Greenfield land within a secure site occupied by the NS&I; nearby/adjoining site access; service provision unknown Historical PP for NS&I phase 2 office building (permitted 1994) NS&I own (part of HM Treasury) - whole site marketed in the past as land/premises surplus to future NS&I operation. Site part of the Government's programme to dispose of surplus public sector lands; discussions with a (confidential) housebuilder underway. Suitable for B1+B2 uses. Trees & ponds within site - ecological assessment/mitigation measures likely to maintain biodiversity <b>Market Attractiveness: Fair</b>
Mowbray Drive	0.3	Vacant, Greenfield land towards rear of older estate; full site access Expired PP for industrial warehouse unit (permitted 2008) Blackpool Council own - marketed in the past but not at present Suitable for B1, B2, B8 uses No known constraints <b>Market Attractiveness: Fair - site lends itself to industrial/warehouse unit wanting to locate within an established estate.</b>
Moor Park (Kincraig Estate)	0.4	Vacant, Greenfield land on small modern business park within older estate; serviced; full site access Extant PP for 3 business units (units 1-4 completed in the last 5 yrs) ICare Land Development own - developing the wider site along with Sherwood Skelly; being marketed as part of wider site Suitable for B1, B2, B8 uses Site adjoins Biological Heritage Site (BHS) - ecological assessment/mitigation works undertaken for wider development <b>Market Attractiveness: Good</b>

Emp. area	Available land (Ha)	Comment
North Blackpool Technology Park	3.7 2 sites- A: 3.4ha, B: 0.3ha	Vacant, Greenfield land on modern business park; adjoining services/ infrastructure/site access - internal road layout partially constructed  Extant PP for office units (majority of site A, excl. northern part) Blackpool Council own; discussions with potential developer ongoing for part of site. Marketed in the past but not at present. Suitable for B1, B2, B8 uses Site adjoins BHS - development requires ecological assessment/ mitigation works to safeguard biodiversity  <b>Market Attractiveness: Good</b>
<b>TOTAL</b>	<b>21.6</b>	

4.11 Sites at Blackpool Business Park, Moor Park and North Blackpool Technology Park, totalling 11ha, are considered to have 'Very Good' or 'Good' market attractiveness. These are well-located, Greenfield sites in modern employment areas (although Moor Park is an older estate, the available land is contained within a small new business park within the estate) with good site access, full/adjoining services and no known constraints. Most of this land has been subject to firm developer interest. This includes extant planning permissions that have been partially implemented on a wider site basis, or where planning permission was received prior to the economic downturn and has subsequently expired. This shows a commitment to developing the sites in improving market conditions.

4.12 Sites at Clifton Road, Preston New Road and Mowbray Drive, totalling 8ha, are considered to have 'Fair' market attractiveness. Clifton Road and Preston New Road are well-located in relation to Junction 4 of the M55 motorway. These are mostly Greenfield sites (except site A at Clifton Road), adjacent to existing services with full or adjoining site access.

4.13 All three sites at Clifton Road and Mowbray Drive have expired planning permissions for industrial units, showing a commitment to developing them in improving market conditions. These are older estates and the sites are towards the rear with less prominence, which is why the market attractiveness is considered 'Fair' as opposed to 'Good'. Whilst access to site B on Clifton Road is more constrained, the site lends itself to larger units wanting to be within a well-located, established employment area but have no need for a prestige frontage.

4.14 The available land at Preston New Road is situated within a secure site, reserved for expansion of NS&I. In 1994 planning permission was granted for a large office building on part of this land (2.5ha) comprising a 2<sup>nd</sup> phase of NS&I development with direct access off Preston New Road, which was never implemented. This land is no longer required by NS&I. Whilst it could be made available to the market, as demonstrated by a recent marketing exercise for the wider site, this will be determined by the Government's wider strategy of disposing surplus public sector lands. Despite it being a well-located site with a prominent frontage and the potential for direct access off Preston New Road, its location within a secure site means the market attractiveness is considered 'Fair'<sup>6</sup>.

4.15 Sites at Squires Gate Industrial Estate and Vicarage Lane, totalling 2.6ha, are considered to have 'Poor' market attractiveness. These are Brownfield sites within older estates, located towards the rear (mostly backland) with low prominence. There is no known developer interest for employment use on the Vicarage Lane sites (with no planning history or evidence of recent

<sup>6</sup> The likelihood of development coming forward on this site is considered in more detail later in this section.

marketing) and whilst the Squires Gate site does have an older planning permission, this was in relation to the relocation of the Blackpool Council Illuminations Depot, which is no longer needed.

4.16 Despite the market attractiveness being considered '*Poor*' for the Vicarage Lane sites, they lend themselves to industrial/warehouse uses wanting to locate within an established employment area, and there has been no pressure to develop them for other uses. Whilst the market attractiveness of available land at the Squires Gate Industrial Estate is considered '*poor*' at present, this would substantially improve through enhancement and redevelopment of the wider estate, which is considered later in this section due to its high vacancy level.

4.17 Three-quarters of Blackpool's available land supply (16.3ha) is located on the southern edge of the Borough, close to Blackpool Airport and Junction 4 of the M55 motorway. This comprises lands at Blackpool Business Park (6.9ha), Clifton Road (3.9ha), Preston New Road (3.8ha) and Squires Gate Industrial Estate (1.7ha). These sites enjoy good access to the strategic highway network and are well located to support South Blackpool as a key employment hub for the sub-region. Remaining available land is distributed across more central and northern areas of the town.

4.18 Subject to improving market conditions, most of the undeveloped sites could be developed within the next 1-5 years, as no significant constraints to development have been identified. Exceptions to this could include the available land at Preston New Road (discussed below) and Squires Gate Industrial Estate, where its development is intrinsically linked to the owners' aspirations for the wider site.

4.19 Table 19 shows that with the exception of the Preston New Road site (suitable for B1 use only) the land supply is generally available for a mix of B1, B2 and B8 uses.

### **Potential Site Losses**

4.20 There is a headline land supply figure of 21.6ha. However, as detailed above the available land at Preston New Road (NS&I Site) is surplus to NS&I requirements and the landowner has also confirmed the wider site is much larger than needed for current/future operations. The whole site, owned by HM Treasury, is being considered as part of the Government's wider programme to dispose of surplus public sector lands. NS&I have confirmed that in order to secure future employment uses on the site, it will be necessary to redevelop the site with modern, fit-for purpose employment premises suitable for NS&I as well as new end-users. They have also confirmed that constraints to redeveloping the site mean that enabling development with a higher land value will be necessary to make a proposal viable.

4.21 To this end, there have been discussions between the Council, landowner and a (confidential) house builder regarding aspirations for housing on the 3.8ha of available land in order to facilitate enabling development on the remainder of the site. Whilst a planning application is yet to be forthcoming, and the merits of a proposal have yet to be formally assessed, it is considered that this land is unlikely to be developed for employment when considering the economic viability of the wider site. Further discussion on this is provided in paragraphs 4.46-4.49)

4.22 In Table 20 scenarios are presented for Blackpool's available employment land supply, considering the initial baseline supply and then adjusting it in line with the assumption made above.

**Table 20: Scenarios of Available Employment Land (July 2012)**

Scenario	Available land (Ha)	Comment
Baseline	21.6	Undeveloped land within existing allocated employment sites
Baseline less land subject to alternative commitments	17.8	Removal of land at Preston New Road (NS&I site) amounting to 3.8ha which is unlikely to be developed for employment when considering the economic viability of the wider site

4.23 This shows in a best case scenario Blackpool has 21.6ha of available employment land supply and in a worst case only 17.8ha, at the base date of July 2012.

**4.24 Recommendation: The qualitative analysis confirms that of the 21.6ha of allocated employment land which remains undeveloped, 11ha is considered high quality, 8ha is considered medium quality and 2.6ha is considered low quality. Whilst the sites have been formally identified as employment land for at least 10 years and have not been developed to date, many have been subject to firm developer interest for employment development during this period, with the economic downturn preventing them from being developed wholly or in part. Most could be brought forward in the short-medium term subject to improving market conditions, and with the exception of the Preston New Road site, there is no evidence to suggest they would not be viable to develop. Given Blackpool's limited land supply and lack of future development lands, there is no justification to remove any of these sites from the land supply, however, an alternative scenario of available land which excludes the Preston New Road site is considered. This has the effect of reducing Blackpool's available employment land supply to a worst case scenario of 17.8ha.**

### Employment Area Assessments

4.25 Details of the Borough's 13 main employment areas are presented below, along with two smaller estates identified as mixed use industrial improvement zones and a handful of additional smaller employment sites which, although they are not allocated in the Local Plan for employment use, do provide some B1, B2 and B8 accommodation.

4.26 The assessments are informed by site visits, local intelligence, planning history searches, information provided by some owners, work undertaken for the Strategic Housing Land Availability Assessment (SHLAA) review and the views of the local property market as appropriate. Every effort has been made to ensure the information collected and presented is as accurate as possible.

4.27 This analysis helps to identify those areas/sites which, in terms of their vitality and viability, clearly perform a continuing important role as part of Blackpool's supply of employment land, and those which are less successful and potentially require further consideration of their suitability and continued effectiveness as part of an overall Blackpool balanced portfolio.

### Main Employment Areas

4.28 Site surveys were carried out in July 2012. Site plans showing land use, vacant units, any undeveloped land and a full schedule of occupiers for each of the 13 main employment areas are included at Appendix C. A proforma for each area (providing a qualitative assessment based on characteristics including prominence, accessibility, building and environmental quality and redevelopment opportunities) has been completed and is attached at Appendix B. An overview of these areas is set out below.

### Blackpool Business Park

4.29 Located on the southern edge of Blackpool, Blackpool Business Park straddles the Borough boundary with Fylde and provides around 40ha of employment land in total; of which 23.6ha is located within the Blackpool Borough. It is one of only two modern business parks in Blackpool, developed by Blackpool Council on surplus airport lands.

4.30 The Business Park is located along the A5230 Squires Gate Lane, which is one of the strategic routes into Blackpool. Whilst it does not have a presence on this main road frontage and has a shared access point with Morrisons and Blackpool Retail Park, it is conveniently located to Junction 4 of the M55 motorway and lies adjacent to Blackpool Airport making it an attractive location to develop – with rapid growth taking place between 1998 and 2004 (first phase). Most of the remaining undeveloped land comprises lands at the southern end of the Business Park which were held back by Blackpool Council as a strategic reserve until 2004, when the land was sold to Mar Properties (also owners of Blackpool Airport) and opened up for development with infrastructure provision. Around half of the southern end was developed before the economic downturn; the rest remains available. Most of this land has been subject to firm developer interest, as detailed earlier in this section.

4.31 There is a mix of B1, B2 and B8 uses within good quality, modern premises occupied by new businesses and local firms relocating from elsewhere within the Borough, including expanding businesses. The occupancy level is high, with few vacant units. Many of the speculative developments have proved successful, although some units sit empty or are only partially completed. There are some 'easy-in/out' micro business units meeting the changing needs of high growth small companies and start-ups. Airport growth has been an important impetus to attracting many businesses, including a minority of specialist engineering companies directly related to airport business needs.

***Recommendation: Retain as safeguarded employment land***

### Sycamore Trading Estate

4.32 The Sycamore Estate is also located on the southern edge of Blackpool along the A5230 Squires Gate Lane. It is a much smaller estate covering an area of 5.2ha. Between 1997 and 2007 the Estate has benefitted from significant investment, with older, derelict buildings either refurbished or replaced with modern premises which meet a range of business needs. It is dominated by a central building, refurbished in 1997 and now occupied by Gledhill Water Storage and SPS Supreme. Gledhills also occupy premises to the south and west of the main building. There is a significant presence of small business units let by Evans Easyspace on easy in/out terms which appeal to expanding companies who have outgrown start-up units.

4.33 The site has been transformed into a commercially successful estate, with a high occupancy level and few vacancies. There is a mix of B1, B2 and B8 uses, as well as some non-employment uses including children's play centre, martial arts/fitness centre and a small café. It is fully developed, with no remaining land available. Opportunities for further enhancement are linked with a major redevelopment opportunity on the adjoining Squires Gate Industrial Estate, with both sites designated as an Industrial Improvement Zone in the current Blackpool Local Plan.

***Recommendation: Retain as safeguarded employment land and support further enhancements***

### Squires Gate Industrial Estate

4.34 The Squires Gate Estate is located between Blackpool Business Park and Sycamore Trading Estate; together the three estates provide a significant concentration of employment land on

Blackpool's southern boundary. The site is extensive, covering an area of 19.9ha, with a strong presence on the A5230 Squires Gate Lane frontage. It is a long established estate originating from a wartime airfield and aircraft factory. The substantial former factory warehouse buildings remain in situ and dominate the main part of the estate, although they are now largely vacant.

4.35 ING bought the majority of the site in 2001; Ravenside Investments own units 21-25 along the western boundary. Until recently, there were few vacancies and the area made a substantial contribution to the Blackpool economy and local employment. However, more recently there has been considerable change in the occupancy and use of the main premises. Two major occupiers, Arvin Meritor and B&M Bargains, have both downsized considerably their Blackpool base and consequently there has been a steady increase in vacant units. The format of the existing buildings together with the tired and rundown appearance of the estate makes them difficult to let in their current form. This presents a major redevelopment opportunity which can capitalise on the site's two major assets - convenient access to strategic transport networks including Junction 4 of the M55 motorway and its location adjacent to Blackpool Airport which provides opportunities for airport related growth.

4.36 The estate is designated as an Industrial Improvement Zone (with potential for major redevelopment and enhancement) in the current Blackpool Local Plan. Increasing vacancy levels in recent years means redevelopment is more likely to come forward in the short to medium term, to secure the long term future of the site. As well as providing quality employment space meeting modern business needs, redeveloping the site presents opportunities to improve linkages to the adjoining employment estates, improve site access and provide a more prominent frontage to the A5230 Squires Gate Lane.

4.37 In the wider sense, major new employment development will help to strengthen and diversify the local economy, provide new employment opportunities and support the role of Blackpool Airport corridor as being a key spatial priority for economic development in the Fylde Coast sub-region. Improving the occupancy of existing sites will be an important element of future supply given Blackpool's shortage of development land.

4.38 The historical use of the site means there are likely to be development constraints, which could include demolition costs, site clearance and remediation and the provision of new/replacement infrastructure. To facilitate site regeneration, redevelopment opportunities which introduce a suitable mixed-use development will be considered where this would secure the future business and industrial use of the site. Any enabling development would need to be appropriately justified.

***Recommendation: Retain as safeguarded employment land and support redevelopment opportunities for new employment-led uses (some enabling development will be considered providing this is justified and would not compromise other Core Strategy objectives)***

#### Blackpool and Fylde Industrial Estate

4.39 The Blackpool Fylde Estate also straddles the Borough's southern boundary with Fylde, providing around 27ha of employment land in total; of which only 1.3ha is within Blackpool. This small area in Blackpool is located in the north-west corner of the estate and includes part of an industrial warehouse occupied by Booker wholesale. This established estate is located close to Junction 4 of the M55 motorway and forms part of a wider employment area with Whitehills Business Park. Due to the close proximity of these sites to the Blackpool boundary, they provide important employment opportunities for Blackpool's residents.



***Recommendation: Retain as safeguarded employment land***

Clifton Road Estate

4.40 The Clifton Road Estate provides 45.9ha of employment land in South Blackpool close to Junction 4 of the M55 motorway. It is divided into two main areas, with generally longstanding industry and business uses west of Ashworth Road and a smaller number of larger employment uses between Ashworth Road and Preston New Road. The Estate enjoys direct access to the M55 motorway via Clifton Road/Ashworth Road and a prominent frontage along Clifton Road and the corner of Clifton Road / Preston New Road.

4.41 Excellent motorway access helps to support a high occupancy rate, although there has been a considerable turnover of businesses since 2004, including the loss of longstanding manufacturing firm Cassidy's Toys and distribution firm Transcontinental. Despite the convenient location, traffic circulation within the estate is restricted as a result of narrow access points off Clifton Road and narrow roads within the estate which are made worse by on-street parking. These access constraints could potentially discourage the development of remaining available backland, however as detailed earlier in this section, both sites were subject to firm developer interest prior to the economic downturn, suggesting they remain attractive to develop in more favourable market conditions. A recent development in the last ten years on another backland site within the estate nearby supports this analysis.

4.42 Larger-scale uses to the east of Ashworth Road include the gas distribution centre (two gas holders remain in use), extensive Blackpool Council pre-fabricated office buildings built in the early 1980s (former gas office headquarters), a large distribution warehouse (mostly vacant) and a Mercedes dealership. The easternmost part of the estate, on the corner of Clifton Road and Preston Road, is occupied by Glasdons (one of Blackpool's major manufacturing firms); this is separated from the other employment uses by Clifton Road Retail Park, comprising a Tesco superstore, Matalan and Next retail outlets.

4.43 As already highlighted, improving the occupancy of existing employment areas will be an important element of future supply to help strengthen/diversify the local economy and meet Blackpool's longer term employment needs. Lands occupied by the gas holders, Blackpool Council offices and the vacant warehouse building present long term redevelopment opportunities linked to decommissioning the Gas holders and relocating Council staff from Progress House into town centre accommodation. As well as meeting modern business needs, employment development would improve the aesthetical appearance of the site and provide a more prominent frontage to Clifton Road. It is considered that quality employment development would be attractive to the market, capitalising on the excellent motorway access and benefiting from/supporting the role of this area i.e. land around Junction 4 of the M55 as being a key spatial priority for economic development in the Fylde Coast sub-region.

4.44 Current and historical uses means there are likely to be considerable development constraints, which could include demolition costs, site clearance and remediation and the provision of new/replacement infrastructure. To facilitate site regeneration, redevelopment opportunities which introduce a suitable mixed-use development will be considered where this would secure the future business and industrial use of the site. Any enabling development would need to be robustly justified.

***Recommendation: Retain as safeguarded employment land and support redevelopment opportunities for new employment uses on lands east of Ashworth Road. Some enabling***

***development will be considered providing this is justified and would not compromise other Core Strategy objectives.***

Chiswick Grove Estate

4.45 The Chiswick Grove Estate is well located on the A583 Preston New Road frontage, which is one of the key routes into Blackpool, and enjoys convenient motorway access. It is a relatively small estate (4.5ha) which has developed gradually over many years comprising a mix of uses. The Wickes DIY unit is centrally located within the estate, with a mix of older industrial /business units and modern office buildings (completed in 2006) to the west, and the Metropolitan Business Park (comprising B1 units) and various sui generis car related uses to the east. The south-westerly corner of the estate is a cleared site, committed for a replacement petrol filling station.

***Recommendation: Retain as safeguarded employment land***

Preston New Road (National Savings & Investments site)

4.46 This is a secure 11.9ha site owned and occupied by the NS&I Government Department. The site was developed in the 1970s and comprises a main office complex (consisting of three main buildings) and a stand-alone office building to the rear, within landscaped grounds. It is well located in relation to the strategic highway network, with convenient access to Junction 4 of the M55 motorway and a strong presence on the A583 Preston New Road, although access into the site is currently via Mythop Road.

4.47 Land in the south-west of the site remains undeveloped. Until recently it was envisaged this would be developed as a 2<sup>nd</sup> phase for the NS&I (planning permission was granted for this purpose in 1994), however NS&I have confirmed this land is now surplus to their requirements. They have also confirmed the wider site is much larger than needed for current/future operations, with existing buildings being inefficient and expensive to run and containing empty space. The whole site was marketed by DTZ in 2008; this did not produce the required results and so it has been recently considered as part of the Government's national programme to dispose of surplus public sector lands.

4.48 NS&I have stated their intentions to remain on part of the site, although consider that in order to secure future employment uses, it will be necessary to redevelop the site with modern, fit-for purpose employment premises suitable for them as well as new end-users. They have confirmed that constraints to redeveloping the site, including high demolition costs, site clearance and the provision of new/replacement infrastructure mean that enabling development with a higher land value will be necessary to make a proposal viable.

4.49 This site remains one of Blackpool's better located employment sites and is considered to be an attractive employment location. There is an opportunity for direct access off Preston New Road, subject to planning permission, which would make it more attractive and increase its prominence. The site continues to remain suitable for employment use and presents a medium-long term redevelopment opportunity to improve occupancy levels, with modern employment premises for existing and new end-users. This would be attractive to the market, capitalising on the excellent motorway access and benefiting from/supporting the role of this area i.e. land around Junction 4 of the M55 as being a key spatial priority for economic development in the Fylde Coast sub-region. To facilitate site regeneration, it is understood some enabling development is necessary to secure the future employment use of the site. Any enabling development would need to be robustly justified.

***Recommendation: Retain as safeguarded employment land and support opportunities for refurbishment or redevelopment to provide modern employment premises for existing / new***

***occupiers. Some enabling development will be considered providing this is robustly justified and would not compromise other Core Strategy objectives***

Vicarage Lane Estate

4.50 This is a long established industrial estate comprising a mix of employment uses on 15.6ha of land, in a predominantly residential area and adjacent to Marton Retail Park. Whilst the estate is within South Blackpool, access to the M55 motorway is less convenient, with vehicles having to navigate their way along Vicarage Lane and Cherry Tree Road which are single carriageway distributor routes that are often congested. Access within the estate itself is also restricted with narrow, low quality estate roads.

4.51 The estate has developed in a piecemeal manner over a period of years. The central part includes Burtons Confectionery (major longstanding premises), although much of it is now occupied as the Tangerine Confectionery Company. Burton Road provides poor access through the middle of the estate to a range of older premises and two small undeveloped sites at the rear. The northern part wraps around Iceland, Greggs and Asda retail units (when these emerged in the 1980s in place of Duple coachbuilders this land was removed from the employment allocation) and includes vehicle distribution/ servicing uses. The southern part contains a mix of small industrial businesses around Cowley Road, mainly in older premises.

4.52 Despite the estate's layout, restricted access, age of premises and low environmental quality, the estate's occupancy level remains relatively high and it remains an appealing location for a range of employment uses wanting to locate within an established estate.

***Recommendation: Retain as safeguarded employment land***

Devonshire Road / Mansfield Road

4.53 This small 3.4ha site is located to the north-east of Blackpool Town Centre, just beyond the inner area. It is mainly accessed by Devonshire Road, which is a key north-south distributor route through the town. It is occupied by Burtons Foods; one of Blackpool's largest manufacturing firms and a major local employer. Confectionery (specifically biscuit making) has been a traditional Blackpool specialism for many years, with Burtons having a presence in the town since 1935. The site has been in longstanding use as a biscuit factory and was previously part of Symbol Biscuits (Lyons Ltd) based in Blackpool since 1922. This is a fully occupied site, conveniently located within the residential area of central/north Blackpool.

***Recommendation: Retain as safeguarded employment land***

Mowbray Drive Estate

4.54 The Mowbray Drive estate (and adjacent Fox Industrial Estate on Holyoake Avenue) comprises an area of 16.9ha located towards the north-east of the town, on the Borough's eastern boundary with Wyre. It lies adjacent to the Blackpool North railway line and immediately east of Layton railway station. Blackpool Council's Layton Depot site is the largest single user on the estate.

4.55 Businesses have evolved in an ad hoc manner along Mowbray Drive, which first developed in the 1930s and extended into Chorley Road in the 1970-1980s. The Mowbray Drive frontage is constrained by its tight linear layout and insufficient space/parking for many premises. Mowbray Drive forms a through route between Plymouth Road to the west and Blackpool Old Road to the east, with high volumes of traffic causing congestion problems for the estate. However, it remains a popular business location for a wide range of firms and businesses, including a number of trade and

wholesale/retail suppliers such as builders' merchants and furniture outlets. There is one undeveloped site off Chorley Road owned by Blackpool Council.

4.56 On the north side of the railway line, the smaller Fox Industrial Estate on Holyoake Avenue provides a range of small units, which are mostly occupied.

***Recommendation: Retain as safeguarded employment land***

#### Warbreck Hill

4.57 This 8.3ha site has been in longstanding use by the Government and forms part of the Benefits Agency. It was redeveloped in three phases between 1989 and 1993, replacing the original pre-fabricated office buildings with a purpose-built, modern office complex. At the front of the site, a small building is occupied by the Driving Test Centre. This is a fully occupied site conveniently located within the residential area of north Blackpool.

***Recommendation: Retain as safeguarded employment land***

#### Moor Park Estate

4.58 The estate comprises 17.6ha of land located in north Blackpool close to the Borough's eastern boundary with Wyre. The recently completed Faraday Way Link Road between Moor Park Avenue and the A585 Fleetwood Road has improved access from this employment area to the wider Fylde Coast. The western part of the estate is located on Bristol Avenue and the eastern part is located on Kincaig Road.

4.59 The western end of Bristol Avenue comprises the former TVR site and the Blackpool Council Household Waste Recycling Centre. TVR were one of Blackpool's flagship businesses, but the car manufacturing factory closed in 2006 and since then the owners have struggled to find alternative employment uses for the buildings. Whilst occupancy levels are gradually improving, this is for a mix of industrial and non-employment uses, including gyms and fitness studios, and the opportunity to redevelop this site to provide more attractive employment space remains. Planning permission was recently granted for an ice-rink at the rear of this site, although this decision is subject to a legal challenge at the time of writing. At the eastern end of Bristol Avenue and along Moor Park Avenue there are a range of larger industrial units and warehouse buildings, which are mostly occupied.

4.60 Kincaig Road largely comprises medium-sized business and industrial buildings to the west, and a small industrial estate with a range of small industrial units to the east. These small industrial units are fairly modern, although the occupancy level is low. Also to the east of Kincaig Road lies a small business park which is a recent development providing modern offices and warehouses. The completed premises have a mixed occupancy level and the site is still being developed.

***Recommendation: Retain as safeguarded employment land and support opportunities for refurbishment or redevelopment (for example on the former TVR site) for new employment uses to meet modern occupier needs***

#### North Blackpool Technology Park

4.61 The development of this 8ha site was an initiative by Blackpool Council to support employment growth in the north of the town in response to the shortage of available employment land and to complement equivalent quality provision being made in the south of the Borough at Blackpool Business Park. The site was opened up with the completion of the Faraday Way link road to improve access to the wider Fylde Coast. Whilst this has increased take-up and developer interest, with a number of office developments completed in the southern end of the Technology

Park, development here has proceeded more slowly than the Blackpool Business Park, reflecting its less favoured location. The Technology Park contains a considerable amount of undeveloped land as discussed earlier in this section.

4.62 The occupancy level of the completed office developments is mixed. There is a considerable amount of vacant space in the Blackpool Technology Management Centre (TMC), which was developed as a joint venture between Blackpool Council and the private sector, containing managed workspace for small enterprises and conference facilities. To the north of the TMC, a new Inland Revenue building housing 200 staff was completed in 2003 and remains fully occupied, while a large three storey speculative office unit (Faraday Court) and office complex along the western boundary (Darwin Court) is partially occupied.

4.63 Whilst the employment locations at the Technology Park and at the nearby older estates are less conveniently located to the strategic road network compared to those in South Blackpool, they remain important locations nonetheless to support a north Blackpool / wider Fylde Coast workforce.

***Recommendation: Retain as safeguarded employment land***

#### **Mixed Use Industrial Improvement Zones**

4.64 The Cocker Street and Hoo Hill Estates are two of Blackpool's smaller, older estates within the built up area that primarily meet the needs of smaller local businesses. The current Blackpool Local Plan identifies the potential for housing redevelopment of parts of these estates where this is part of a co-ordinated plan to assist delivery of wider improvements to their layout, environment and efficiency. The housing potential of these site are considered in the Strategic Housing Land Availability Assessment (SHLAA).

##### Cocker Street Estate

4.65 This estate is 1ha in size located within central Blackpool, just beyond the north town centre boundary and within the defined inner area. It provides older accommodation for a small range of B1, B2 and B8 uses accessed via Cocker Street and surrounded by residential uses. The northern part of the estate is generally well maintained, formed around a courtyard which functions as a car parking and servicing area. This layout means there is little impact on residential amenities from day to day activity, although vehicular access is through the narrow residential streets. The southern part of the estate comprises two larger distribution units which generate HGV traffic onto surrounding residential streets.

4.66 Recent increased vacancy levels, access and layout constraints and impact on residential amenity raise the question whether the estate is suitable to continue to be identified as a secondary employment location. However, it is desirable to ensure appropriate local scale employment opportunities are retained in this area. It is therefore preferable to safeguard an element of the estate for industrial/business use when future redevelopment proposals are considered.

***Recommendation: Retain an element of the estate for employment use (with opportunities for refurbishment or redevelopment to meet modern occupier needs) and support housing redevelopment on part of the estate where this would secure qualitative improvements to the estate and surrounding area which outweigh the loss of employment***

##### Hoo Hill Industrial Estate

4.67 This estate is 1.5ha in size located within central/north Blackpool, close to a number of main distributor routes providing links to the town centre, north and south residential areas and

neighbouring Wyre. The estate is backland, to the rear of residential properties on a former brickworks site. It is occupied by small-scale businesses, the majority of which are involved in motor vehicle repairs; and despite it being generally poorly maintained with some of the units in poor condition, vacancy levels are low. The main access is from Bispham Road, with little impact on residential amenity, and a secondary access into the rear of the estate is from Leaford Avenue, through surrounding residential streets.

4.68 To ensure appropriate local scale employment opportunities are retained in this area, the estate is suitable to continue to be identified as a secondary employment location, although its long term future will be largely dependent on redevelopment focused on underused and adjoining land which will help to secure wider improvements to the site's layout, environment, access and accommodation, as well as improve the impact on nearby residential properties. Planning permission for residential development on part of the Hoo Hill Industrial Estate was granted in 2008, which shows a commitment to developing the site in improving market conditions.

***Recommendation: Retain the majority of the estate for employment use (with opportunities for refurbishment or redevelopment to meet modern occupier needs) and support housing redevelopment on part of the estate (focused on underused and vacant land) where this would secure qualitative improvements to the estate and surrounding area which outweigh any loss of employment***

#### **Additional Smaller Employment Sites**

4.69 Outside the defined estates, there is a significant amount of small, back-street industrial/business sites and premises concentrated within the densely developed inner area. Previous analysis has recognised their importance in supporting local employment opportunities but also the mix of problems that can arise due to the conflict between such uses and the wider community. Many are long established premises within residential or resort areas with limited space, lack of servicing and parking and relatively poor access that can give rise to environmental problems. Reflecting this, the current adopted Local Plan (Policy DE4) does not strategically allocate and protect these smaller individual sites but takes a balanced approach which supports their continuing use, whilst allowing them to be developed for other uses where resulting environmental and wider community benefits outweigh the loss of employment capacity.

4.70 A number of these sites are included in the SHLAA (published 2008, last updated 2011) where they have been assessed as suitable for future residential development. Some of the sites were originally identified in the Urban Potential Study (2004) and others have been identified through more recent SHLAA reviews. Sites included are those with environmental problems (due to the poor appearance/condition of buildings, noise, smell and activities generated which have an adverse effect on neighbouring amenities) or those where redevelopment would clearly secure wider community benefits for example significant townscape benefits which would uplift the appearance of the area.

4.71 The Dover Road estate is one of the largest sites in this category (around 0.7ha), however in recent years it has experienced increased vacancy rates and the site includes derelict properties which detract from the wider area. Consequently, redevelopment for residential uses has been permitted on part of the site consistent with Policy DE4, with some development coming forward prior to the economic downturn. This site will therefore be considered in the next SHLAA review.

4.72 Other smaller concentrations are focused around the Talbot/ Devonshire Road and Claremont areas; again some of these sites are included in the SHLAA where they will bring regenerative benefits to these priority neighbourhoods.

4.73 Given these sites are small scale and there is the continued desire to provide flexibility, by allowing some to come forward for alternative uses as appropriate to deliver wider housing and regeneration strategies, it is not considered necessary to include them as identified employment land within this strategic review.

4.74 The number of sites developed (and businesses lost) during the plan period, at least in the short-medium term, is expected to be low due to likely constraints to redeveloping many of the difficult brownfield sites. Consequently, the impact on future employment land requirements is considered minimal. Where businesses would be looking to relocate within the Borough, it is considered these can be accommodated within existing premises or in newly built premises on existing undeveloped land, as demonstrated by historical trends on business churn and take-up since this flexible approach was adopted.

***Recommendation: A balanced approach which supports the continued use of employment on these sites (with opportunities for refurbishment/ redevelopment to meet modern occupier needs) whilst allowing housing redevelopment where this would secure qualitative improvements to the surrounding area which outweigh the loss of employment***

### Summary

4.75 An updated employment land availability schedule confirms that at July 2012 Blackpool had 21.6ha of land available in the Borough's main employment areas. This represents sites allocated in accordance with Policy DE1 of the current Blackpool Local Plan. After adjustment to reflect a worst case scenario, this land supply could be reduced to 17.8ha<sup>7</sup>. This is a reduction from the last assessment carried out in March 2010, when 23.5ha was deemed to be available<sup>8</sup>.

4.76 The land supply is dominated by provision in the south of the Borough, which is considered an attractive location to new investors due to its good location in relation to the strategic road network (including Junction 4 of the M55 motorway) and Blackpool Airport; indeed lands in this area on the Blackpool/Fylde boundary are considered a key spatial priority for economic development to support the Fylde Coast sub-regional economy. There is also a reasonable supply in North Blackpool, which is less accessible at a strategic level but provides an important employment hub nonetheless.

4.77 A qualitative analysis of the undeveloped/available employment land shows that 11ha is considered high quality with 'Very Good' or 'Good' market attractiveness, 8ha is considered medium quality with 'Fair' market attractiveness and 2.6ha is considered low quality with 'Poor' market attractiveness. Whilst the sites have been formally identified as employment land for at least 10 years and have not been developed to date, many have been subject to firm developer interest for employment development during this period, with the economic downturn preventing them from being developed wholly or in part.

4.78 Most sites could be brought forward in the short-medium term subject to improving market conditions, and with the exception of the Preston New Road site, there is no evidence to suggest

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<sup>7</sup> Due to removal of land at Preston New Road (NS&I site) amounting to 3.8ha which is unlikely to be developed for employment when considering the economic viability of the wider site

<sup>8</sup> Due to removal of the Warren Drive site, take-up during this period and accurate surveying/calculation of land available



they would not be viable to develop. Given Blackpool's limited land supply and lack of future development lands, there is no justification to remove any of these sites from the land supply, although an alternative scenario of available land which excludes the Preston New Road site is considered as a worst case scenario.

4.79 A review of Blackpool's 13 main employment areas shows that 5 are fully developed and 8 contain available land. Collectively they provide 182.1ha of employment land. The majority are well located towards the south of the Borough, concentrated around Junction 4 of the M55 motorway and Blackpool Airport corridor, with convenient access to the strategic transport network; remaining areas are located in more central and northern parts of the town. They include two modern business parks as well as older industry/business estates which provide a range of premises suitable for different uses, popular with local businesses wanting to locate in an established employment location (many of which are long term occupiers). These areas each make an important contribution to Blackpool's employment offer and the local economy; and are all considered suitable to retain as safeguarded employment land.

4.80 Blackpool is intensely developed and has a tightly constrained boundary, which means there are no opportunities to expand any of the existing sites beyond the current defined boundaries. Where sites present redevelopment opportunities this will improve occupancy rates, help to retain existing employers and attract new businesses to strengthen/diversify the economy and secure qualitative enhancements to the site and surrounding area. Given Blackpool's limited land supply and shortage of future development land, this redevelopment will be an important element of supply going forward by helping to retain and improve existing employment land. It is therefore important to ensure that any enabling development in the form of alternative, non-employment uses proposed as part of a redevelopment scheme are only considered in exceptional circumstances. Each proposal must be supported by a robust viability assessment to justify it is necessary to secure the long term future of the site as employment land. Any alternative uses must not compromise the Core Strategy objectives.

4.81 Mixed use industrial improvement zones and other smaller (non-allocated) employment sites also provide an important source of employment. However, these are small scale sites often occupied by older premises that can often cause conflict with surrounding uses and the wider community due to their location (often backland), site access/parking constraints and nature of use. Therefore, whilst it remains appropriate to ensure local employment opportunities are retained on these sites, this must be balanced alongside the opportunity for redevelopment (either wholly or in part) to secure qualitative improvements and wider community benefits, and support the delivery of wider housing and regeneration strategies. For this reason, they are not included as identified employment land within this strategic review.

4.82 To achieve this balanced approach, it is recommended to retain an element of both the Hoo Hill and Cocker Street Industrial Estates for employment use (with opportunities for refurbishment or redevelopment to meet modern occupier needs) whilst supporting housing redevelopment on part of each estate where this would secure qualitative improvements to the estate and surrounding area (which would outweigh any loss of employment). For other smaller employment sites, there is the continued desire to provide flexibility and consider the future of each on a site by site basis. It is recommended to support the continued use of employment (with opportunities for refurbishment/redevelopment to meet modern occupier needs) whilst allowing housing redevelopment where this would secure qualitative improvements to the surrounding area which outweigh the loss of employment.

## 5 Existing Supply of Premises

### Introduction

5.1 This section of the study reviews the supply of premises for the Borough along with information on general national property and business trends. It is important to understand the supply and demand for property, as this is the key driver affecting the market for employment land.

### Enquiries to Blackpool Council

5.2 From 2009 Blackpool Council (via the 'Blackpool Unlimited' website – [www.blackpoolunlimited.com](http://www.blackpoolunlimited.com)) has been the organisation with responsibility for business property and land enquiries for Blackpool, Fylde and Wyre Councils. Previously, this service was provided across Lancashire by the now disbanded Lancashire Economic Partnership through the 'Make it Lancashire' website.

5.3 Whilst 'Blackpool Unlimited' enquiries data is available from 2008 onwards, there are caveats to any analysis. There was a gap of several months between the withdrawal of the 'Make it Lancashire' website and the establishment of the 'Blackpool Unlimited' site so some enquiries may have been omitted. In addition, some enquiries derived from searches on the Blackpool Unlimited website may record multiple searches of the same organisation and data on the type of property required only reflects first preferences.

5.4 Table 21 sets out year by year analysis of the sector type of property enquiries for Blackpool between 1<sup>st</sup> January 2008 and 1<sup>st</sup> October 2012. The number of enquiries received over this period was 398. The annual figures are reflective of the prevailing economic situation with a significant drop in enquiries in 2009 compared to 2008. The figure shows improving demand post 2010 and data for 2012 suggests that the number of enquiries received in 2012 could be even higher.

5.5 In terms of the types of enquiries received, the majority were for industrial/warehouse premises, accounting for 54.8% of all enquiries received over the time period. Land enquiries were relatively low, comprising 9.8% of all enquiries received.

**Table 21: Blackpool Business/Industrial Enquiries by Type 2008 - Oct 2012**

Sector	2008	2009	2010	2011	2012*	Total
Office/Serviced Office	43	27	18	31	22	<b>141 (35.4%)</b>
Industrial/ Warehouse	64	45	27	44	38	<b>218 (54.8%)</b>
Land	12	3	8	6	10	<b>39 (9.8%)</b>
<b>Total</b>	<b>119</b>	<b>75</b>	<b>53</b>	<b>81</b>	<b>70</b>	<b>398</b>

\* Up to October 2012

5.6 Table 22 indicates the size requirements of those enquiring about land and property. Only 40% of those enquiring stated a preferred size band. Most enquiries were for smaller sized properties below 500 sqm - 63% of all property enquiries specifying a size requirement. As you would expect, industrial/warehousing exhibits a greater percentage of enquiries for larger premises. Only 5 of the 35 enquiries for land defined the size of site they were looking for, with 2 enquiries for smaller sites and 3 enquiries for very large sites.

**Table 22: Blackpool Business/Industrial Enquiries by Size 2008 - Oct 2012**

Type	Size Band Square Metres					Total
	Unspecified	0-500	500-1000	1000-2500	2500+	
Office/Service Office	85	42	4	4	6	<b>141</b>
Industrial/Warehouse	119	55	11	14	19	<b>218</b>
	Unspecified	0-2ha	2-4ha	4+ ha		
Land	34	2	0	3		<b>39</b>

5.7 The majority of enquiries (70%) were received from organisations and individuals already based within the Fylde Coast sub-region (The figure for the separate boroughs is not recorded). Similar levels of enquiries were received from Preston (7%), Greater Manchester (6%) and the rest of the UK (8%). There was only one enquiry received from overseas.

**Table 23: Location of Enquiries 2008 - Oct 2012**

Source	2008	2009	2010	2011	2012	Total
Blackpool, Fylde & Wyre (FY1 – FY8)	74	49	36	63	57	279
Preston (PR)	7	7	4	2	6	26
Lancashire	7	2	3	3	0	15
Greater Manchester	10	6	2	2	2	22
Merseyside	6	0	2	0	0	9
North West	1	0	0	0	0	1
Rest of the UK	8	5	3	10	5	31
Scotland	3	6	1	0	0	10
Overseas	0	0	1	0	0	1
Not known	3		1	1	0	5
<b>Total</b>	<b>119</b>	<b>75</b>	<b>53</b>	<b>81</b>	<b>70</b>	<b>398</b>

## Property Supply

5.8 A schedule of floorspace being marketed in the study area (as at summer 2012) has been compiled from site visits, property databases and information from commercial property agents. The marketed space is taken to be a very close approximation to that which is vacant. The schedule of vacancies for industrial premises and offices is included in Appendix D.

## Industrial

5.9 Table 24 shows that there is approximately 129,000 sqm of marketed industrial floorspace in Blackpool, made up of 70 properties. Approximately half of these units are under 200 sqm, however a third of these units are over 1000 sqm.

5.10 Clifton Road has the most marketed properties (24% of the total) whilst Squires Gate Industrial Estate has the most floorspace (64%) – this is due to the estate being made up much larger units including one which is 44,000 sqm.

5.11 North Blackpool Technology Park does not have any industrial floorspace and Chiswick Grove has no vacant industrial floorspace available. Sycamore Trading Estate has little vacant industrial space – just 2 units totalling 212 sqm.

5.12 In terms of the size of properties available, most vacant properties are 101-200 sqm (20) and over 1001 sqm (23). There are only 6 properties available between 500 and 1001 sqm.

**Table 24: Sizes of marketed industrial property**

Industrial Estate		Size Band Sq Metres					Total
		0-100	101-200	201-500	501-1000	1001+	
Blackpool Business Park	Floorspace, sqm	-	525	634	-	3239	4398
	No. of properties	-	5	2	-	2	9
Sycamore Trading Estate	Floorspace, sqm	71	141	-	-	-	212
	No. of properties	1	1	-	-	-	2
Squires Gate Industrial Est	Floorspace, sqm	-	-	1000	770	80,375	82,145
	No. of properties	-	-	2	1	8	11
Chiswick Grove	Floorspace, sqm	-	-	-	-	-	-
	No. of properties	-	-	-	-	-	-
Clifton Road	Floorspace, sqm	58	837	893	967	19,548	22,303
	No. of properties	1	6	2	1	7	17
Vicarage Lane	Floorspace, sqm	122	125	220	-	3495	3962
	No. of properties	2	1	1	-	2	6
Mowbray Drive	Floorspace, sqm	85	323	565	1480	2587	5040
	No. of properties	1	2	2	2	2	9
Moor Park	Floorspace, sqm	344	573	445	1508	8074	10,944
	No. of properties	6	5	1	2	2	16
North Blackpool Technology Park	Floorspace, sqm	-	-	-	-	-	-
	No. of properties	-	-	-	-	-	-
<b>Total</b>	<b>Floorspace, sqm</b>	<b>680</b>	<b>2524</b>	<b>3757</b>	<b>4725</b>	<b>117,318</b>	<b>129,004</b>
	<b>No. of properties</b>	<b>11</b>	<b>20</b>	<b>10</b>	<b>6</b>	<b>23</b>	<b>70</b>

5.13 Table 25 shows that the majority of marketed industrial space in Blackpool is of good quality. The quality appraisal comes from an external inspection and information provided in the particulars and considers building condition, style and specification. There are also a significant number of lower quality premises. The majority of these properties are located on the Squires Gate and Mowbray Drive Industrial Estates.

**Table 25: Quality of Marketed Industrial Property**

Industrial Estate	Quality		
	Good/New	Moderate	Lower Quality
Blackpool Business Park	9	-	-
Sycamore Trading Estate	2	-	-
Squires Gate Industrial Est	-	-	11
Chiswick Grove	-	-	-
Clifton Road	10	6	1
Vicarage Lane	2	1	3
Mowbray Drive	1	1	7
Moor Park	13	-	3

North Blackpool Technology Park	-	-	-
<b>Total</b>	<b>37</b>	<b>8</b>	<b>25</b>

5.14 The majority of premises (77%) are available for leasehold with 11% of units being available for sale or rent. There were no freehold properties available on the Sycamore Trading Estate, Squires Gate Industrial Estate, Chiswick Grove or at the Technology Park. There are only two potential freehold properties available on Blackpool Business Park.

**Table 26: Tenure of marketed industrial property**

Industrial Estate	Tenure		
	Leasehold	Freehold	Either
Blackpool Business Park	7	-	2
Sycamore Trading Estate	2	-	-
Squires Gate Industrial Est	11	-	-
Chiswick Grove	-	-	-
Clifton Road	11	4	2
Vicarage Lane	5	0	1
Mowbray Drive	5	3	1
Moor Park	13	1	2
North Blackpool Technology Park	-	-	-
<b>Total</b>	<b>54</b>	<b>8</b>	<b>8</b>

## Offices

5.15 Table 27 shows that there are approximately 14,885 sqm of marketed offices in Blackpool which comprises 47 premises. The majority of these premises are under 100 sqm (49%). There are 4 large scale office premises being marketed which includes the former Burtons Business Headquarters and a partially completed new build office development on Blackpool Business Park.

5.16 Blackpool Business Park has the most vacant floorspace (36%) with building of various floorspaces. North Blackpool Technology Park has the highest number of vacant properties – 21 in total of various sizes.

**Table 27: Amount of marketed office property**

Industrial Estate		Size Band Sq Metres					Total
		0-100	101-200	201-500	501-1000	1001+	
Blackpool Business Park	Floorspace, sqm	356	-	285	1177	3534	<b>5352</b>
	No. of properties	4	-	1	2	2	<b>9</b>
Sycamore Trading Est	Floorspace, sqm	-	-	-	-	-	-
	No. of properties	-	-	-	-	-	-
Squires Gate Industrial Est	Floorspace, sqm	-	-	-	-	-	-
	No. of properties	-	-	-	-	-	-
Chiswick Grove	Floorspace, sqm	-	188	316	-	-	<b>504</b>
	No. of properties	-	1	1	-	-	<b>2</b>
Clifton Road	Floorspace, sqm	621	-	-	-	1170	<b>1791</b>
	No. of properties	9	-	-	-	1	<b>10</b>

Industrial Estate		Size Band Sq Metres					Total
		0-100	101-200	201-500	501-1000	1001+	
Vicarage Lane	Floorspace, sqm	-	-	285	-	2032	<b>2317</b>
	No. of properties	-	-	1	-	1	<b>2</b>
Mowbray Drive	Floorspace, sqm	-	-	694	-	-	<b>694</b>
	No. of properties	-	-	2	-	-	<b>2</b>
Moor Park	Floorspace, sqm	-	-	-	902	-	<b>902</b>
	No. of properties	-	-	-	1	-	<b>1</b>
North Blackpool Technology Park	Floorspace, sqm	747	750	1011	817	-	<b>3325</b>
	No. of properties	10	6	4	1	-	<b>21</b>
<b>Total</b>	Floorspace, sqm	<b>1724</b>	<b>938</b>	<b>2591</b>	<b>2896</b>	<b>6736</b>	<b>14885</b>
	No. of properties	<b>23</b>	<b>7</b>	<b>9</b>	<b>4</b>	<b>4</b>	<b>47</b>

5.17 The majority (94%) of the office space is of good/new quality indicating that good quality space is available across the borough in a variety of sizes. Interestingly there are no lower quality office buildings vacant in the Borough.

**Table 28: Quality of office property**

Industrial Estate	Quality		
	Good/New	Moderate	Lower Quality
Blackpool Business Park	9	-	-
Sycamore Trading Estate	-	-	-
Squires Gate Industrial Est	-	-	-
Chiswick Grove	2	-	-
Clifton Road	9	1	-
Vicarage Lane	2	-	-
Mowbray Drive	-	2	-
Moor Park	1	-	-
North Blackpool Technology Park	21	-	-
<b>Total</b>	<b>44</b>	<b>3</b>	<b>-</b>

5.18 70% of the office properties are available for leasehold (Table 29) with an additional 28% available for sale or let. There is no freehold office availability on Sycamore Trading Estate, Chiswick Grove, Clifton Road and Mowbray Drive.

**Table 29: Tenure of marketed office property**

Industrial Estate	Tenure		
	Leasehold	Freehold	Either
Blackpool Business Park	5	1	3
Sycamore Trading Estate	-	-	-
Squires Gate Industrial Est	-	-	-
Chiswick Grove	2	-	-
Clifton Road	3	-	-
Vicarage Lane	1	-	1
Mowbray Drive	2	-	-

Moor Park	-	-	1
North Blackpool Technology Park	15	-	6
<b>Total</b>	<b>28</b>	<b>1</b>	<b>11</b>

### Vacancy Rates

5.19 The table below highlights the vacancy rates for each of the industrial estates in the Borough. Squires Gate Industrial Estate has the most vacant properties with over half the buildings on the site being vacant. North Blackpool Technology Park also has a high number of vacant properties (50%). The least number of vacancies can be found at Sycamore Trading Estate (3.6%) and Chiswick Grove (6.7%).

5.20 Overall the total vacancy rate for all of the identified employment sites is 19.1%. This is not considered to be unusually high considering the current economic situation and Blackpool's property market in general.

**Table 30: Vacancy Rates**

Industrial Estate	Total properties	No of vacancies	%
Blackpool Business Park	104	18	17.3
Sycamore Trading Estate	56	2	3.6
Squires Gate Industrial Est	21	11	52.4
Chiswick Grove	30	2	6.7
Clifton Road	129	27	20.9
Vicarage Lane	64	8	12.5
Mowbray Drive	92	11	12.0
Moor Park	75	17	22.7
North Blackpool Technology Park	42	21	50
<b>Total</b>	<b>613</b>	<b>117</b>	<b>19.1%</b>

### Modern Occupier Needs

5.21 This section discusses the requirements of modern businesses in terms of their property and developers who provide space for them. These are general observations that apply nationally as well as locally.

5.22 There are two property sub-markets that need to be considered when understanding the demand for business premises. One is the demand from companies looking for sites for their own occupation; the other is demand from specialist property developers who will provide solutions for these companies.

5.23 Many end user companies, especially small ones, looking for accommodation prefer occupying an existing building rather than organising the construction on one for themselves or entering into a design and build agreement with a developer.

5.24 A long lead time is required when building premises for owner-occupation. This takes into account the planning, negotiation and construction time involved. There are some companies that do not necessarily require a brand new building, as these are generally more expensive, commanding higher rents than existing buildings.

5.25 In recent years, the combination of low interest rates and the depressed stock market has led to a significantly high number of companies looking to acquire their own premises. One route to achieving this is by developing their own site. These are usually small sites to enable self build of less than 0.4ha in size.

5.26 Although design and build options can be convenient, they are quite expensive because the controlling developer makes its profit on the land sale and manages the build process. Consequently, a company may prefer to buy land direct and organise their own building contractors. This is particularly the case for lower value added industries where high quality buildings are not of great importance. However without a planning influence this could potentially lead to poor quality building design and layout.

5.26 Developers acquiring sites consider the nature of the market, as well as the potential for speculative development – supply led construction which can be riskier. They also prefer to acquire prominent, easy to develop, greenfield sites, with easy road access. Property development can be very sensitive to market fluctuations – if the land is too high a price the developer will not acquire it.

## Emerging Property Trends

### Industrial

5.27 Occupiers are generally looking for smaller premises as average company size continues to decrease. In line with rising aspirations and a concentration on higher value added activities, companies are looking for higher quality accommodation. Successful industrial businesses typically require dedicated, self-contained, secure yard areas, and for units over 2000 sqm the trend appears to be at least one dock level loading bay and a 40 metre turning circle to allow heavy goods vehicles access into and out of the unit. Eaves heights are also continuing to rise from an average of six metres to more towards ten metres to allow storage racking and more efficient use of space. For B8, high bay warehousing eaves heights can now be 15 metres to accommodate automatic racking systems.

5.28 Large requirements, above 10,000 sqm, are very rare, and where they do exist are generally for distribution warehousing. Most of these are contract-led with a number of specialist distribution companies looking for units, before one of them secures the contract on offer. However these companies generally cannot wait for a bespoke warehouse to be built for them and so, due to the rarity of such large, available buildings their search areas are increasingly wide.

5.29 Freehold demand is relatively strong as a result of low interest rates, poor stock market pension performances and increased private sector interest in property investment. However, the lack of available finance is constraining this sub-market currently. This previously resulted in an overheated investment market, rising values, lowering yields and led to property developers being more willing to offer speculative, freehold buildings. However, following the credit crunch speculative development has stopped dead across much of the country. It may resume once the effects of the recession recede, but in more rural areas speculative development will never be the norm.

5.30 Outsourcing of many aspects of the production and distribution process has led to a declining need for traditional, large scale, all-encompassing manufacturing facilities. This is gradually being replaced by smaller, sub-assembly light manufacturing space. Shorter leases (five years) and break clauses (three years) are now becoming much more the norm.



## Offices

5.31 As average business sizes fall, a trend is emerging for smaller office suites. Micro-businesses (those with less than ten employees) prefer serviced offices or similar types of easy-in, easy-out schemes that lower their risk of exposure. Whilst small businesses (with 10-49 employees) are looking for offices in the region of 150-300 sqm, often they are satellite facilities for larger companies.

5.32 Improving technology, including the development of superfast broadband means building specifications are changing. This also enables less attractive or accessible locations to become easier to accommodate business uses.

5.33 In line with rising aspirations and a concentration on higher value added activities, successful companies are looking for higher quality accommodation. For example air conditioning is becoming almost a standard requirement in new schemes, which pushes up rentals by £5-10/sqm on average. Furthermore some occupiers (looking for more than 200 sqm) increasingly want self-contained premises, i.e. their own front door, toilets, reception, utilities, etc. There is increasing demand for relatively short leases (one to three years), which helps account for the increasing popularity of serviced offices.

5.34 Car parking can be an issue for business parks/industrial estates. Planning policy seeks to limit spaces in response to the sustainable transport agenda and encourages the use of travel plans. However, due to the reduced investment in public transport, there remains a strong demand for car parking spaces. This is an issue in Blackpool at both Blackpool Business Park and North Blackpool Technology Park where demand for parking remains high, leading to large amounts of on street parking. Nationally, developers are starting to charge per car park space in major cities, and this is now being extended to other towns.

5.35 Prior to the credit crunch, freehold demand was strong as a result of low interest rates, poor stock market pension performances and increased private sector interest in property investment. However, as with the industrial market, the recession and lack of available finance is constraining this sub-market and limiting speculative development.

5.36 Occupiers requiring higher skills, especially those linked to key growth sectors, need easy access to an appropriate pool of skilled labour. This drives demand towards city centres, research facilities and higher education institutes.

5.37 Property will need to be increasingly flexible to accommodate research-based manufacturing space as more complex processes develop, but still within an office environment.

5.38 Clustering around like-minded companies drives demand to key business park locations, with good availability of 'white collar', knowledge-based, skilled staff. Other businesses will require central urban locations such as the professions and creative industries, where face-to-face contact is important or where public transport is important to attract staff.

## The Future

5.39 Research in Regional Futures: England's Regions in 2030 (ODPM et al, published in 2005) projects that *"the number of jobs in the distribution and service sectors will increase by up to 600,000 and two million respectively over the next ten years."* This increase in service sector

employment will result in *“an increase in demand for offices and higher density accommodation, whereas the increase in distribution will require locations with good strategic road and rail access.”*

5.40 There are also some historic, but still relevant, findings of the Government’s Foresight programme which sought to predict future trends and influences on the socio-economic environment of the UK.

5.41 The research finds that structural forces at work in the economy will create an explosion of SMEs (small and medium enterprises) in the near future. The UK has around 4.3 million such businesses. This rapid growth and change will be driven by:

- Revolutionary advances in computing and communication technologies, especially the internet
- Advances in other technologies such as material sciences and biotechnology
- Growth in knowledge-intensive work supplanting labour-intensive industries
- The rise of intellectual capital as the key value creation.

5.42 This will lead to new opportunities for SMEs. Many more will be in technology intensive sectors. Other opportunities will arise from large corporations outsourcing, unbundling or investing in start-ups. There will be parallel opportunities in the public sector – in health, caring services for the elderly and the disabled.

5.43 The research suggested that the majority of 2005’s SMEs will not exist in 2015 and the majority of SMEs that will exist in 2015 did not exist then. This will obviously lead to very dynamic business profiles in all areas, increasing the emphasis on planning policy to be equally dynamic and flexible.

5.44 This will also see new ownership patterns (with more companies owned by women, minorities, and people in their 20s and 60s); intangible assets as the main drivers of value; SMEs acting in collaborative groups, in procurement for example; access to more financing options; and proportionately more companies trading internationally.

5.45 Although the industrial base in developed markets will continue to be eroded as jobs transfer to emerging markets, fears of the demise of Western manufacturing are unfounded. Developed manufacturing economies will still hold an advantage in high value and capital-intensive activities; proximity to customers will also be critical for many.

### **Consultation with Commercial Agents**

5.46 A number of local and regional agents’ views were sought on the employment land and premises market of Blackpool and the wider Fylde Coast. A template of the questionnaire issued can be found in Appendix E. Although few responses were received, they were useful to gauge opinion of how the current market performs.

5.47 In terms in the existing industrial land and premises market, the agents confirm that demand is low at present, with industrial and office premises remaining depressed. One agent confirmed that Blackpool has a declining local economy outside the aerospace market. Another agent commented that there was no market for large scale B8 uses but there was a local market for smaller scale B2 and B8 uses.

5.48 In terms of office space, one agent considered there has never been a particularly strong office market and there is an oversupply of office premises with very few occupiers other than the public sector. Comments were also made that there is a lack of high spec offices and that former government offices are difficult to let to other users.

5.49 In examining the types of businesses locating in Blackpool and where they have come from, all agents confirm that movement is locally based, with little inward investment. This view supports the evidence gathered from the Blackpool Unlimited site where the majority of enquiries were from the Fylde Coast area. Comments were made that there is potential for new businesses to be attracted to the Fylde from the following sectors: 1) aerospace, as a spin off from the Warton Enterprise Zone, 2) advance materials and 3) the food manufacturing industry. There may also be potential for the Fylde to capitalise on the emerging shale gas and off shore wind sectors.

5.50 According to the agents, the key factors that companies look for in terms of sites/premises include good quality modern accessible premises with good parking, sites readily available for development, particularly smaller units, with flexible leases. Sites with a promotional presence/prestige address were also a key factor.

5.51 When asked if there were any shortages of certain types of employment land/ premises in Blackpool which may constrain future economic growth comments were made regarding the lack of quality new build premises and lack of smaller 'start-up' premises. One agent commented there was an oversupply of business and industrial land whilst another suggested there was only possibly 2-3yrs supply left. A comment was made that there was very little large yard type space and a lack of high quality office space in the Town Centre.

5.52 All agents highlighted Blackpool's geographical location as its main disadvantage as a business location and its semi-circular catchment area. Another disadvantage recognised by two agents was its limited skills base.

5.53 One agent commented that Blackpool's overriding image as a holiday resort rather than a place to do business was to Blackpool's disadvantage. In terms of advantages, Fylde has a population base of 350,000 with an additional 13 million visitors feeding into the economy. There are also lower property costs and lower wage rates. Other advantages include a strong leisure and aerospace industry, low land and build costs and entrepreneurial potential.

5.54 Industries that could be capitalised on include aerospace and advanced manufacturing. Support should be given to the supply of a skilled workforce through grants and apprenticeships and training for school leavers. There may also be opportunity to capitalise on the emerging Shale Gas and Offshore wind sectors. Cheap energy production could attract high energy users to the area. One agent stated that Blackpool should capitalise on retail and leisure markets only.

5.55 One agent describes the current demand for premises in Blackpool as 'dire'. Secondary locations, like Blackpool, are suffering as many businesses are choosing to locate at quality sites with attractive relocation deals near the M6 such as Haydock and Warrington.

5.56 A comment was made that although some rents have dropped, business rates are too high.

5.57 In terms of business start-ups, none of the agents are aware of any trends in Blackpool. Two agents commented that many new start ups prefer to keep costs as low as possible by working out of a room at home.

## Summary

5.58 129,000 sqm of industrial and warehouse space is available in the Borough, comprising 70 properties. It is spread fairly evenly across all the allocated Industrial Estates. There are a reasonable number of good quality units available, most at Moor Park, Clifton Road and Blackpool Business Park. The majority of properties available are leasehold; however there is some freehold availability across the borough. There are some estates that have no freehold opportunities available.

5.59 There is 14,885 sqm of available office space comprising 47 units. The office supply is concentrated at North Blackpool Technology Park, Blackpool Business Park and Clifton Road. Half of the vacant offices are of 101-200 sqm in size. The majority of the space is of good/new quality.

5.60 The majority of enquiries received by the Council were for industrial space with fewest enquiries received for developable sites. Most industrial enquiries were for units up to 500 sqm. The majority of enquiries came from companies already based within the Fylde Coast sub-region. There is a small level interest from Preston and Greater Manchester, however beyond this, it is minimal.

5.61 Modern businesses and developers want easily developable, accessible, prominent sites for their premises. A healthy property market will provide a mix of options: including leasehold, speculative developments, design and build schemes and freehold plots for owner-occupiers to self-build. However, development is entrepreneurial and not every company (looking for space) can realistically be satisfied all the time. The property market, by nature, is inherently imperfect. Companies will, however, generally seek to move from existing property to provide themselves with better, more efficient, cost effective accommodation of an appropriate size.

5.62 There are varied opinions regarding the Blackpool and wider Fylde property market. One of the common points made was regarding Blackpool's peripheral location and smaller semi-circular catchment which makes it difficult to attract inward investment. This view is supported by the analysis of the property enquiries received.

## 6 Neighbouring Area Analysis

### Introduction

6.1 Employment markets are not defined by local authority boundaries. This section considers the property market of the wider Fylde Coast sub-region. Understanding supply and demand of employment land and premises in neighbouring authorities is important in assessing whether they have an impact on Blackpool's land and property market. As mentioned previously, Blackpool shares its boundary with both Fylde and Wyre Authorities and together form the Fylde Coast sub-region.

### Sub Regional Property and Floorspace

6.2 The table below sets out the total property supply of the sub-region taken from 2012 Valuation Office data.

**Table 31: Property and floorspace distribution as at 31<sup>st</sup> March 2012**

Area	Floorspace, sq m (Number of units)		Total floorspace, sqm (No. of units)
	Industrial	Offices	
Blackpool	578,000 (1040)	188,000 (750)	766,000 (1790)
Fylde	276,000 (600)	164,000 (470)	440,000 (1070)
Wyre	473,000 (1050)	108,000(380)	581,000 (1430)

Source: Valuation Office

6.3 Blackpool has the largest supply of floorspace for both office and industrial uses. This is unsurprising as Blackpool is the sub-regional centre for the Fylde Coast. Wyre has the highest number of factory/warehouse units but the second largest supply of factories/warehouse floorspace. This indicates that Wyre has a larger supply of smaller units. Average industrial unit size taken from the information provided in the table is Blackpool- 556sqm, Fylde- 460sqm and Wyre- 450 sqm.

6.4 In terms of office supply, Fylde has the second largest supply of office floorspace and units. This is potentially due to a number of government offices located within Fylde Borough, however there has been a nationwide rationalisation of Central Government building stock and many sites on the Fylde Coast are being redeveloped. An updated figure is likely to show a significant drop office floorspace across the three boroughs.

6.5 Blackpool appears to have a larger number of smaller office units. The average office size for Blackpool is 250 sqm compared with Fylde - 348 sqm and Wyre - 284 sqm.

6.6 Table 32 and figure 2 compare changes in the stock of industrial floorspace across the sub-region between 2002 and 2012. Overall, Industrial floorspace has decreased over the past ten years for Blackpool (-3%) and Fylde (-5%) but has increased for Wyre (+5%).

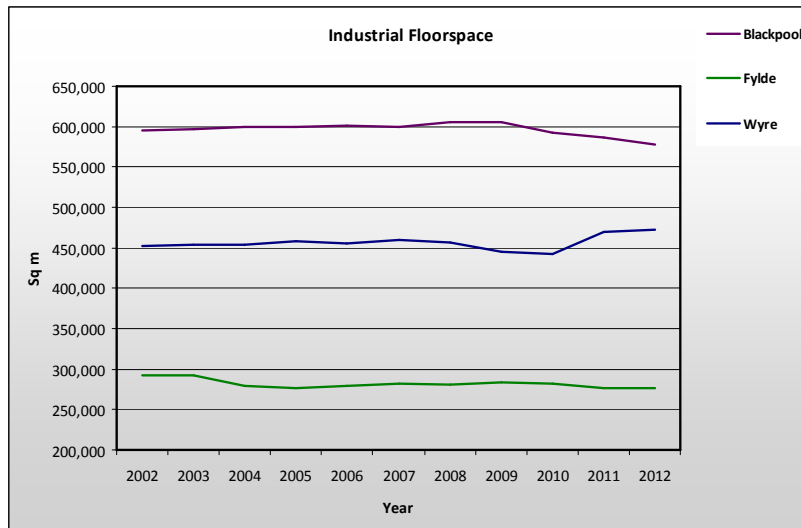
6.7 For Blackpool, the amount of industrial floorspace peaked at 606,000 sqm in 2008 but has been in steady decline since this time. There was a significant drop in industrial floorspace of 9000 sqm between 2011 and 2012. Interestingly, Wyre saw an increase between 2010 and 2011 of 28,000 sqm.

**Table 32: Change in industrial floorspace (sqm) between 2002 and 2012**

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Change 2002-2012
<b>Blackpool</b>	595,000	596,000	600,000	599,000	601,000	599,000	606,000	605,000	593,000	587,000	578,000	-3%
<b>Fylde</b>	292,000	292,000	279,000	277,000	279,000	282,000	281,000	284,000	282,000	277,000	276,000	-5%
<b>Wyre</b>	452,000	454,000	454,000	458,000	456,000	460,000	457,000	445,000	442,000	470,000	473,000	+5%

Source: Valuation Office

**Figure 4: Change in industrial floorspace (sqm) between 2002 and 2012 (Source: Valuation Office)**

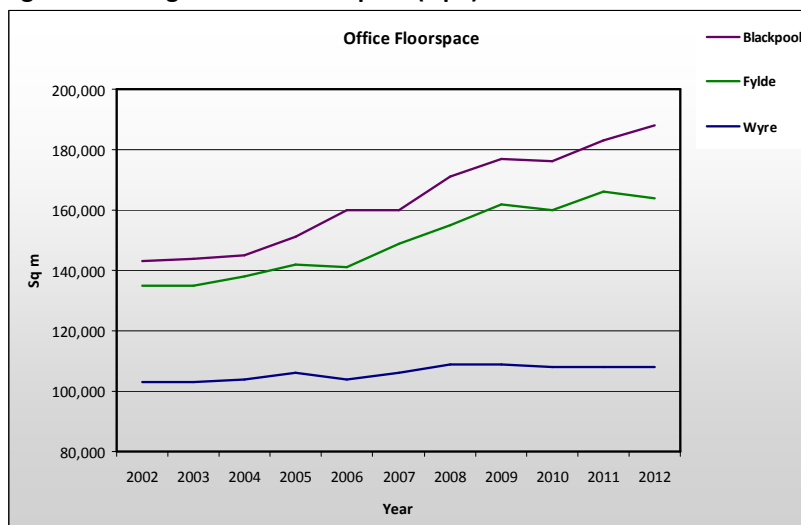


**Table 33: Change in office floorspace (sqm) between 2002 and 2012 (Source: Valuation Office)**

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Change 2002-2012
<b>Blackpool</b>	143,000	144,000	145,000	151,000	160,000	160,000	171,000	177,000	176,000	183,000	188,000	+31%
<b>Fylde</b>	135,000	135,000	138,000	142,000	141,000	149,000	155,000	162,000	160,000	166,000	164,000	+21%
<b>Wyre</b>	103,000	103,000	104,000	106,000	104,000	106,000	109,000	109,000	108,000	108,000	108,000	+5%

6.8 Both Blackpool and Fylde have seen significant growth in the amount of office floorspace between 2002 and 2012 (Blackpool - 31%, Fylde - 21%). Fylde also saw a smaller amount of overall growth in office floorspace (5%).

**Figure 5: Change in office floorspace (sqm) between 2002 and 2012**



6.9 The changes in floorspace reflect the sustained economic growth over the time period and highlight the shift away from manufacturing towards the service sector. The economy has changed substantially since these figures were published, with relatively low growth prospects at the current time.

### Sub-Regional Planning Position

6.10 This sub section will provide an overview of the planning policy position for Fylde and Wyre with respect to employment land allocation.

### Fylde

6.11 The Fylde Core Strategy Preferred Options went out to consultation in summer 2013. It identifies sites for the delivery of 49 ha of new employment development between 2011 and 2030. The requirement will be met on the sites identified in the table below, some of which are closely related to the Blackpool boundary.

**Table 34: Sites identified in the emerging Fylde Local Plan for business/industrial development**

Site	Area (ha)
E2 - Blackpool International Airport (employment only)	5
E4 - Land West of Fleetwood Road, Wesham (mixed use)	4
M1 - Land East of Cropper Road, Blackpool Periphery (mixed use)	11
M2 - Whyndyke Farm, Blackpool periphery (mixed use)	20
M3 - Land North of Blackpool Road, Kirkham or locally known as 'Kirkham Triangle' – (mixed use)	9
<b>Total</b>	<b>49</b>

6.12 The Fylde Core Strategy recognises the role of the sub-regional employment market and the need for joint consideration of sub regional employment land requirements. It acknowledges that Blackpool's administrative area is characterised by a tightly constrained boundary and its full employment land requirement cannot be accommodated on lands within its boundary. It highlights the agreement between Fylde and Blackpool, through the duty to co-operate, for Fylde to identify some land to meet the shortfall in employment land provision in Blackpool. Within the Preferred Option, Fylde identify 34 ha plus a further 14/15 hectares to accommodate Blackpool's needs.

6.13 The Fylde Employment Land and Premises Study, published in August 2012, bases the requirement for Fylde's future employment land on the evidence of annual average take-up rate experienced by the Borough since 1989. This is considered to be a long term trend. If long term trends continue the study recommends that the Borough will need as much as 48.6 ha to cater for an expected annual take-up of 2.7 ha over the period. At 31st March 2012 there were 22.32 ha of available employment land in the Borough (assuming it is all readily developable and available in an open market). In fact 7.09 ha are considered to be potentially unavailable or undevelopable. The study suggests that the Council needs to find an additional 26.28 - 33.37 ha to match historic trends (of 2.7 ha/year).

6.14 Subsequent to publication of the study, 7.5 ha of the Existing Business and Industrial Areas identified in the Fylde Borough Local Plan (2005) have been lost to other uses at Heyhouses, St Annes. Consequently the identified shortfall of employment land for Fylde, for the Plan, is a minimum of 33.8 ha (rounded to 34 ha).

## Wyre

6.15 The Wyre Core Strategy Preferred Option went out to consultation in April 2012. The Strategy allocates an employment land supply of 96 ha for the period 2011-2028. The supply is focussed in the spatial areas of Thornton (65%), Fleetwood (18%), Garstang and Catterall (17%) and Poulton-le-Fylde (1%).

6.16 A particular focus for employment land allocations is the Fleetwood-Thornton Strategic Site, a strategically important land corridor between Fleetwood and Thornton. Overall, 76ha of employment land will be made available in this area, including around 62ha at Hillhouse. Proposals for this former ICI facility include a specialist industrial park providing land and property for companies in the energy, renewable, chemicals and plastics sectors and a 28ha trade park. Major energy infrastructure is planned on the site including a combined cycle gas power station which will be completed by 2016.

6.17 Fleetwood is recognised as a focus for office development in the Borough with mixed use development options at Fleetwood Docks. However a number of Wyre's employment sites are constrained by access issues and land in multiple ownership.

6.18 Wyre's Employment Land and Commercial Leisure Study was undertaken in late 2012. It highlighted the need for a quantitative increase in the office and industrial stock of around 45ha (gross) to 2029. It recognised a quantitative oversupply of employment land, however the stock was unbalanced, with an oversupply in the western part of the Borough and an under-supply in the A6 Corridor and to a lesser extent Poulton-le-Fylde.

6.19 Based on the site analysis work, the portfolio has been refined to around 40.3ha (net) relating to 29 sites, plus the potential for two more mixed use sites that could provide an additional employment land element totalling around 8.6ha. A number of sites are also identified for reservation for port related uses, energy generation and expansion land for existing businesses. 9 existing employment sites/allocations are also identified for de-allocation from the portfolio (totalling 25.5 ha net).

### Sub Regional Stakeholders

6.20 The following section comprises comments from various sub-regional stakeholders. Please note that all the comments are a perception of the situation based on each stakeholder role and involvement.

#### Lancashire County Council

##### *Superfast Broadband*

6.21 Lancashire County Council (LCC) announced in April 2012 the commitment to the Superfast Broadband project, which will provide enhanced broadband communications to the parts of the County (approximately one third of all businesses and households) where there are no providers of Superfast Broadband and no commercial plans to deploy Superfast Broadband. The project, costing £32 million, is being funded by Broadband Delivery UK (BDUK), European Regional Development Fund and local authorities.



6.22 The project will be rolled out across Lancashire over the next two and half years, with a target of reaching 97 percent of all properties by the end of 2014. BT has been appointed as the delivery partner.

6.23 Some parts of the Fylde Coast have exchange cabinets that have gone live and companies are accepting orders for superfast broadband.

#### *Warton Enterprise Zone*

6.24 The Lancashire Enterprise Partnership is a wholly owned company of LCC, and is responsible for the delivery of the Warton Enterprise Zone (EZ). The EZ comprises three areas surrounding (but not including) the operational airfield. These are the Northern Area (39.7 ha); South West (12.8 ha) and South East (21.3 ha). The Northern Area will be developed first as this comprises the bulk of the existing buildings located close to the site's current access. Development of the South West and South East areas will first require new access arrangements to be provided.

6.25 A Local Development Order is being prepared for Phase 1 of the Northern Area. This will involve 8.2 ha, and the programme means that land could be available in late 2012.

6.26 The EZ is proposed to accommodate only those activities that can be seen to have linkages to the advanced manufacturing sectors, and that deliver genuine inward investments to Lancashire. There should however be knock-on opportunities for local businesses within the supply chain and it is important therefore that there are sites and premises which can accommodate their growth and expansion arising from the EZ, hence the need for employment allocations that reflect this.

#### **Blackpool, Fylde and Wyre Economic Development Company (EDC)**

6.27 The Blackpool, Fylde and Wyre EDC has a role in providing economic development support for the Blackpool, Fylde and Wyre authorities. This includes the initial point of contact for property enquiries.

6.28 The EDC acknowledges that Blackpool's constrained boundaries mean there is little scope for further employment land provision. This issue has previously been recognised in the Fylde Sub-Region Employment Land Review Summary Statement (2010) which proposed that the boroughs of Fylde and Blackpool should have an additional 70 ha of employment land through to 2026. 50 ha of this is to be met at Junction 4, M55.

6.29 Research relating to fracking suggests the Fylde Coast sub-region has the potential to establish a centre of excellence for the sector which serves not just the UK but other European countries where opportunities have been identified. The research suggests potential locally based employment in the order of 1,700 jobs, with only 200 of these directly linked to drilling operations in the area.

#### **Central Government Departments**

6.30 There are a number of sites across the Fylde Coast that are occupied, or used to be occupied, as key civil service employment locations including Warbreck Hill (DWP), Mexford House (HMRC), Preston New Road (NS&I), Norcross (DWP, MOD), Peel Park (DWP), Wrea Brook Court (Land Registry), Heyhouses (DWP, DSS) and Birkenhead House (Land Registry).

6.31 Telereal Trillium is currently seeking to secure alternative higher value uses for a number of their surplus sites. The Heyhouses site has received outline planning permission for residential accommodation and a supermarket. The Norcross site has an outline planning application pending for the redevelopment for residential, business and supermarket uses. The Preston New Road site is currently being marketed by agents for a potential mixed housing /business redevelopment.

6.32 Birkenhead House has been purchased by a local business with a view to regeneration of the site which would see the company re-locating from Whitehills to occupy part for its own offices, alongside proposals for a hotel and some housing to the estuary frontage.

### **Blackpool Airport – Balfour Beatty**

6.33 Blackpool Airport is 95 percent owned by Balfour Beatty and 5 percent by Blackpool Borough Council. However it is entirely located in Fylde, representing the green belt between St Annes and South Blackpool.

6.34 From 2006 the airport has experienced a sharp decline in passenger traffic, with only three airlines now providing commercial route services. Helicopter activity will continue until at least 2030, servicing the Irish Sea gas and wind farm installations. Other activity includes executive jets and general aviation. There is no airfreight business, nor is this considered an opportunity in the future.

6.35 The airport has 90 direct employees. There are a further 110 indirect jobs based at the airport.

6.36 Balfour Beatty is currently preparing a new masterplan for the airport. This includes an intention to reduce the airport designation for 10.28 ha (25.4 acres) through the demolition of three hangars and the removal of long term parking areas. Proposals will reflect the owners' aspirations to realise at least some alternative uses to offset the ongoing operational losses associated with the airport. There is however an intention to provide some employment land. Details of the masterplan are expected to be available in the near future.

### **Future Sub-Regional Economic Drivers**

6.37 There have been a number of areas identified that the sub region should capitalise on to encourage further economic growth.

6.38 The 'Economic Impact of Shale Gas Exploration and Production in Lancashire and UK' 2011 report by Regeneris Consulting highlights the potential benefits of this activity in Lancashire. The report notes that up to 1700 jobs could be generated in this sector by 2016, with the bulk of this economic activity (and job creation) on the Fylde Coast. This would include some 160 long term maintenance jobs. Average wage levels in the high skill jobs generated would be around £55k per year.

6.39 The aim of the Warton Enterprise Zone is to attract a range of advanced engineering and manufacturing businesses and to create thousands of new jobs over the coming years. There could be spin-off benefits, with additional companies involved in the supply chain requiring locations close to the Enterprise Zone.

6.40 There may also be opportunity to capitalise on the emerging offshore wind sector. Cheap energy production could attract high energy users to the Fylde Coast. This would complement the

Energy Coast (West Cumbria), a public- private partnership looking to build on the area's unique nuclear expertise and renewables industries (<http://www.britainsenergycoast.co.uk>).

6.41 Tourism continues to play an important role in the Fylde's Coast's economic success. The Core Strategy supports new tourism attractions which builds on the resort's recent successes and strengthens the resort's appeal to attract new audiences year round.

## 7 Blackpool's Future Requirements

7.1 This section provides an assessment of how much employment land is needed in the future from 2012-2027 (i.e. the 15 year plan period). There are a range of growth forecast models that can be used to determine future land requirements. All have some limitations, but they are influences to consider. The preferred approach for Blackpool is based on projecting forward historic trends in land take-up, although alternative models are also considered.

7.2 Identifying future requirements will help to make an informed decision on employment provision, to ensure Blackpool has a sufficient land supply which meets market demands and supports a sustainable local economy. This will need to be considered in the context that the amount of land available to meet future needs is relatively low (worst case scenario 17.8ha); and the local authority has a tightly drawn boundary and demonstrable lack of future development land, which means that opportunities for further employment expansion within the Borough are extremely limited.

### Growth Scenarios

#### Preferred Model: Historic Land Take-up Forecast

7.3 Table 35 shows a schedule of employment land take-up in the Borough between 1991 and 2012. This combines evidence from the previous Employment Land Review studies and analysis on subsequent take-up recorded by Blackpool Council.

**Table 35: Blackpool Borough Employment Land Take-Up (1991 – 2012)**

Year	Area (ha)	Year	Area (ha)
1991-92	1.8	2001-02	4.2
1992-93	2.3	2002-03	2.2
1993-94	0.3	2003-04	1.8
1994-95	0.7	2004-05	2.3
1995-96	0.7	2005-06	1.8
1996-97	1.0	2006-07	4.2
1997-98	2.1	2007-08	0.6
1998-99	1.0	2008-09	3.0
1999-00	2.4	2009-10	0.3
2000-01	0.8	2010-11	0.2
		2011-12	0
<b>Total / Average 1991-2012</b>	<b>33.7 / 1.6 p.a.</b>	<b>Total / Average 2001-2012</b>	<b>20.6 / 1.9 p.a.</b>

7.4 In the past twenty-one years, 33.7ha of allocated employment land has been developed, which equates to 1.6ha per year on average. More recent take-up since 2001 equates to 1.9ha per year.

7.5 Appendix F provides a breakdown of land take-up on individual sites. This shows that since 1991, over half of the total take-up (19.2ha which equates to 57%) has been at Blackpool Business Park. There has also been a reasonable level of take-up on the Clifton Road Industrial Estate. This reflects the availability of developable sites in this location and shows the attractiveness of South Blackpool for businesses to locate.

7.6 Whilst there were no one-off developments in the Borough that have distorted these figures, qualitative variations in the availability of land have impacted on take-up rates. During much of the early period (1991- 2001), Blackpool's supply of land was constrained by a lack of better quality developable sites. This was prior to both modern business parks being made available. Blackpool Business Park phase 1 was actively marketed and developed from 1999 onwards (with phase 2 post 2005) and North Blackpool Technology Park was developed from 2001 onwards, following completion of the initial Technology Management Centre building and further roads / supporting service infrastructure. It is useful to consider the average take-up rates during both historic periods (i.e. post 1991 and post 2001) in determining future need.

7.7 This period includes three years of significantly low take-up rates during the economic downturn; since 2009 only 0.5ha of employment land has been developed in the Borough. It is considered necessary to include these depressed rates in the analysis, to reflect the likelihood of demand/take-up remaining low in the short to medium term until normal market conditions resume.

7.8 It is prudent to apply longer period trends in considering forecasts for the plan period. Projecting the average annual take-up from 1991 (1.6ha) suggests a requirement for 24ha of employment land over the 15 year plan period to 2027. Projecting the average annual take-up rate from 2001 of 1.9ha suggests a requirement for 28.5ha. As both long term take-up rates are considered reasonable to consider, taking a mid-point suggests a requirement of 26.25ha.

7.9 It is accepted practice to provide a buffer of land supply on top of the initial estimate of demand to allow for a degree of flexibility or 'margin of choice' for new development coming forward. In this instance a margin of choice equal to 3 years worth of demand (20% flexibility factor) is applied consistent with past approaches. This buffer helps to overcome the possibility that some land may not come forward in the short to medium term, provides a choice of sites, allows for reasonable vacancy levels to facilitate 'churn' in the market, and provides flexibility while some sites are being redeveloped including those that may require enabling development. It also enables a margin for error with respect to the forecasting process.

7.10 Including a 20% flexibility allowance on top of the initial estimate of demand (26.25ha) suggests 31.5ha of employment land is needed to 2027.

7.11 At July 2012 the baseline supply of available land in the Borough (as noted in Section 4) was 21.6ha. However, when considering the likelihood of development coming forward, the realistic supply is reduced to 17.8ha. This suggests a shortfall in supply of 13.7ha against the long term historic trend forecast.

### **Alternative Models**

7.12 Two other methods of calculating future requirements have been used. These are policy-off employment based and labour supply forecasts, which are also recognised forecasting methods used in employment land studies. Both forecasts are based on data sourced from Oxford Economics (with a baseline of March 2013), commissioned and provided by the Lancashire LEP<sup>9</sup>.

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<sup>9</sup> This data was also used to inform the Fylde Coast Strategic Housing Market Assessment (Turleys) 2013

## *'Policy Off' – Employment Based Forecast*

7.13 This growth model considers Blackpool's projected employment change by industry sector and the implications on job growth (or decline) forecasts. The resultant job forecasts are then translated into estimates of potential employment space and then into land projections using standard assumptions regarding job related densities and built floorspace (detailed below).

7.14 The approach is based on projected employment change from Oxford Economics forecasts through to 2027 (the end of the Plan period). The forecasts break down employment to the level of 19 industry sectors (not all are relevant to consider for this Study). It should be noted that for this 'policy off' model the forecasts reflect a non-intervention scenario, in that no account is taken of any planned or emerging investment programmes or strategies in Blackpool.

7.15 The data includes estimated annual employment figures for the Borough from 1991. Over the last ten years, between 2002 and 2012, Oxford Economics' baseline estimates that Blackpool's employment declined by 10.2%. Job numbers in 2012 (64,993) were well below those of 2002 (72,367) and 2007 (67,862). The forecasts suggest there will be relatively little change in employment in Blackpool between 2012 and, with a fall in employment of 1.4% (920 jobs). This compares to a forecast Fylde Coast growth figure of 1.7% (2,546 jobs) for the same period.

7.16 Table 36 provides a breakdown of the projected sector changes, divided by projected growth sectors and those sectors projected to decline (by job numbers). In calculating the employment land requirement arising from forecast employment changes the following assumptions have been used:

- The proportion of people in each industry sector that occupy B1, B2 or B8 space conforms to those ratios used in other studies and accepted in comparable locations and are sourced from the South East Regional Planning Conference's 'The Use of Business Space'
- The average space each employee occupies (the employment density) for each B Use Class are those set out in the 2010 Employment Densities Guide 2nd Edition, published by Homes and Communities Agency and OFFPAT (Office of Project and Programme Advice and Training)
- The average development floorspace per hectare of land is uniform across all B Use Class activities – 3,900 sqm per hectare, which is the accepted industry norm.

7.17 It should be noted that the figures include non-B use class sectors (such as retail, accommodation and food service activities) to acknowledge their reference as economic activity, although no floorspace allocation is attributed to them as the job and space requirements associated with these sectors are estimated and planned for in a different way to B class uses. For example, health facilities will have quite specific land needs that are not linked directly to job numbers; education facilities are planned based on forecasts for pupil roll numbers and capacity in existing schools/colleges. Retail / leisure / accommodation operators will locate in town centres, within mixed-use schemes or in locations of their choice, rather than on specifically allocated sites.

7.18 In terms of employment land provision, this suggests the need for a further 2.7 ha, from sectors predicted to grow; while those sectors predicted to decline suggests a reduction in the requirement of between 8.1 and 10.1 ha (this range reflects the variance in employment densities between B1 light and B2 general manufacturing). The net result of this suggests Blackpool would have an excess of between 5.4 and 7.4 ha of employment land by 2027, before taking into account the identified land supply and applying the 20% buffer.

**Table 36: Policy-Off Employment Based Forecast 2012-2027**

Sector / Jobs	Workforce Growth (Number of Jobs)	Workforce Proportion Occupying B1/2/8 Space (%)	Net Number of Jobs	Floorspace per job, sqm	Floorspace Required, sqm
Construction	150	26	39	12	468
Wholesale and retail	458	-	-	-	-
Transportation and storage	28	48	13	70	910
Accommodation and food service activities	174	-	-	-	-
Real estate activities	81	100	81	12	972
Professional, scientific and technical activities	132	100	132	12	1584
Administrative + support services	296	100	296	12	3552
Arts, entertainment + recreation	495	-	-	-	-
Other service activities	242	100	242	12	2904
<b>Total Floorspace sqm</b>					<b>10,390</b>
<b>Divided by Development Floorspace per ha</b>					<b>3,900</b>
<b>Equivalent Employment Land Needed ha</b>					<b>2.7</b>
Sector / Jobs	Workforce Losses (Number of Jobs)	Workforce Proportion Occupying B1/2/8 Space (%)	Net Number of Jobs	Floorspace per job, sqm	Floorspace Reduction, sqm
Agriculture, forestry and fishing	16	5	0	12	0
Manufacturing	706	100	706	36-47	25,416-33,182
Utilities	42	5	2	12	24
Information and communication	71	100	71	12	852
Financial and insurance activities	100	100	100	12	1200
Public administration	1,245	22	273	12	3276
Education	367	22	80	12	960
Health and social work	429	-	-	-	-
<b>Total Floorspace sqm</b>					<b>31,728-39,494</b>
<b>Divided by Development Floorspace per ha</b>					<b>3,900</b>
<b>Equivalent Employment Land Reduction ha</b>					<b>8.1 – 10.1</b>

Source: Blackpool Council 2013

*'Policy Off' – Labour Supply Forecast*

7.19 This growth method considers the projected level of labour supply, as this could impact on a Borough's ability to attract businesses and future job growth. Working age population projections, economic activity rate and unemployment level assumptions and commuting patterns are all

factored in, and the net job figure is then translated into estimates of potential employment space and land projections (using the same method described above).

7.20 Oxford Economics' forecasts indicate the Borough's population will remain at around 142,000 between 2012 and 2027; while the working age population would reduce by 1,200 over the same period (from 85,300 to 84,100). This takes no account of planned changes to retirement ages. Nevertheless, Oxford Economics' forecast a further 200 residents (rounded) working by 2027 based on the assumption that the current resident employment rate of 68% would increase to 69% over the plan period. This forecast increase in labour supply has been converted into an equivalent land area, to understand the impact of this change on employment land requirements.

7.21 In applying the forecast percentage shares of employment by the different industry sectors to the 200 figure, this calculates the number of jobs applicable to each sector. The same assumptions on the relationship between employment densities and land requirements within industry sectors made for the 'policy-off employment-based forecast' are used. In terms of employment land provision, this suggests a further need of between 0.2 and 0.3 ha, before taking into account the identified land supply and applying the 20% buffer.

**Table 37: Policy-Off Population Based Forecast 2012-2027**

Sector / Jobs	Sector Proportion of Total Workforce 2027 (%)	Workforce Increase	Workforce Proportion Occupying B1/2/8 space (%)	Floorspace per job, sqm	Floorspace Increase, sqm
Agriculture, forestry & fishing	0.1	0	5	12	0
Manufacturing	4.9	9	100	36-47	324 - 423
Utilities	0.3	0	5	12	0
Construction	5.3	10	26	12	31
Wholesale & retail	16.5	33	-	-	-
Transportation & storage	3.3	6	48	70	201
Accommodation & food services	14.5	29	-	-	-
Information & Communications	0.6	1	100	12	12
Finance & insurance	1.0	2	100	12	24
Real Estate	1.2	2	-	-	-
Professional, scientific & technical services	4.1	8	100	12	96
Administrative & support services	3.8	7	100	12	84
Public administration	8.0	16	22	12	42
Education	8.2	16	22	12	42
Health & social work	17.7	35	-	-	-
Arts, entertainment & recreation	7.3	14	-	-	-
Other services	3.0	6	100	12	72
<b>Total Floorspace sqm</b>					<b>928 - 1027</b>
<b>Divided by Development Floorspace per ha</b>					<b>3,900</b>
<b>Equivalent Employment Land Needed ha</b>					<b>0.2 - 0.3</b>

Source: Blackpool Council 2013



## Summary

7.22 The outcomes from the preferred and alternative models are summarised in Table 38 and demonstrate the uncertainty of forecasting. The long-term historic land take-up forecast suggests a shortfall of net land supply, while the policy-off employment based and labour supply forecasts suggest a supply surplus. These outcomes take into account the identified realistic land supply of 17.8ha and the recognised need to apply a 20% buffer to provide flexibility and facilitate choice.

**Table 38: Policy-Off Population Based Forecast 2012-2027**

Model	Realistic Land Supply (Ha)	Land Need (Ha)	20% Buffer (Ha) (3yr take-up rate)	Shortfall / Surplus (Ha)
Long Term Land Take-up	17.8	26.25	5.25	13.7 shortfall
Policy-Off Employment Based	17.8	-5.4/ - 7.4	5.25	17.95 - 19.95 surplus
Policy-Off Labour Supply	17.8	0.2 – 0.3	5.25	12.35 – 12.25 surplus

Source: Blackpool Council 2013

7.23 The employment and labour forecasts indicate that the Borough needs significantly less employment land than predicted by long-term historic take-up rates, which reflects the forecast fall in employment and labour force by Oxford Economics. These both suggest that the 17.8ha of realistic land supply is surplus to requirements, meaning that none of this land committed and available to develop would be required. However, common sense suggests this argument is flawed. Both models assume the property market is a perfect market and not rife with difficulties. For example, there are no allowances made for companies modernising or relocating into different sized properties; land not being used efficiently; some brownfield land remaining undeveloped due to the costs of remediation; or some companies occupying more space than they need / holding land long term for their own possible future expansion.

7.24 Whilst ‘policy off’ economic and population forecasts can provide helpful comparisons, local authorities are advised to apply caution when considering these. It is probable that these land requirement calculations represent a false position, given the wide range of factors that shape outcomes locally, the uncertainty predicting employment densities (including whether the growth sectors choose to locate in higher or lower density areas) and how densities may change over the Local Plan period, and the assumption that declining sectors will release land that could be regenerated for other employment uses (for example, in reality some of this land could be lost to enabling development). All of these could have a significant influence on the outcome.

7.25 Consequently, rolling forward long-term historic take-up rates is considered a better approach for calculating future land requirements, as this reflects local factors and evidence of past trends. The same conclusion (i.e. discounting employment and labour supply models in favour of historic land take-up trends) has been reached by neighbouring local authorities that have undertaken similar studies for their respective areas, where the alternative employment and labour supply models have generated comparable results.

7.26 The preferred model for calculating Blackpool’s requirement ensures that sufficient land and premises will be provided in the right location to support the Borough’s economic and housing objectives, which are based on achieving a stronger, more resilient and diversified local economy. Rolling forward past trends over a sustained period, which includes the recent economic downturn, will help the local authority to plan for realistic levels of economic growth (as opposed to significantly high levels of growth which are not considered achievable or appropriate for Blackpool).

## 8 Meeting Blackpool's Employment Land Requirements

8.1 Section 7 identifies Blackpool's employment land requirement of 31.5 hectares over the plan period to 2027. This section will discuss out how it is intended to meet this need and how the Council will monitor employment land take-up and loss in future.

### Capitalising on existing assets within Blackpool

8.2 The 13 main industrial/business locations (amounting to 182 hectares of land) continue to perform an important role as part of Blackpool's strategic employment land supply, as discussed in Section 4 and will therefore remain safeguarded for employment uses.

8.3 Making more undeveloped sites attractive to the market, and improving occupancy of existing sites, is an important element of future supply. This can be achieved by promoting the regeneration and redevelopment of some employment areas which will help to make the best use of existing employment land and buildings and provide better opportunities for future employment development. This will strengthen Blackpool's employment offer by helping to retain existing occupiers and attract new businesses. This redevelopment will be a particularly important element of supply going forward by helping to retain and improve existing employment land. It will also make available land within those areas more attractive to develop. Specific opportunities for redevelopment are identified section 4 and include a number of estates within South Blackpool which are currently under-occupied and in need of comprehensive improvement.

8.4 Greater emphasis on Blackpool Town Centre, capitalising on infrastructure and accessibility strengths, will develop a more prosperous commercial and business sector and strengthen the town centre economy. The Central Business District scheme forms a key component of this, comprising a high quality mixed use scheme which includes new high quality office accommodation (there is currently little office activity and quality space available in the Town Centre). This will provide a crucial economic driver for Blackpool and the wider Fylde Coast sub-region.

8.5 This approach to capitalising on existing assets to improve market attractiveness and encourage investment is complemented by Core Strategy core policies, which aim to improve the quality of place and make Blackpool a more attractive place to invest; reduce the need to travel by providing easy access to jobs (and homes); and improve employment prospects for local people.

### Identifying future employment land

8.7 The Council will continue to allocate the 17.8 hectares of remaining undeveloped employment land, which represents a realistic level of provision against Blackpool's future land requirements for an additional 31.5 ha.

8.8 Blackpool is intensely developed and has a tightly constrained boundary, which means there is a demonstrable lack of future development land. Opportunities for further employment expansion within the Borough are therefore extremely limited. In particular, the remaining shortfall cannot be accommodated on lands within the Blackpool boundary.

8.9 Fylde Borough Council have therefore agreed, through the Duty to Co-operate, to allocate around 14 hectares of employment (in addition to their requirement of 34 ha) to meet Blackpool's

needs that cannot be met within the Borough boundary. This is set out in the Fylde Local Plan Preferred Options (June 2013). The supporting text to the emerging policy acknowledges that Blackpool's administrative area is characterised by a tightly constrained boundary and its employment land requirement of 15 ha cannot be accommodated on lands within its boundary. Consequently this results in a combined requirement of employment land for Fylde of 49 ha over their plan period.

### **Co-operating on sub-regional employment development**

8.10 It is well documented that Blackpool's circumstances are such that meeting its future long term needs is integrally linked with the wider Fylde Coast employment market area. This highlights the importance of continued co-operation between the three Fylde authorities to support the economic growth and development of the sub-region through the 'Duty to Co-operate'. The Duty to Co-operate recognises the need to strengthen the economic performance of the Fylde Coast; without future co-operation, the sub-region is likely to under-perform.

8.11 The Council continues to support the wider Fylde Coast strategic employment sites which play a vital role in supporting the Fylde Coast economy:

- Lands around Junction 4 of the M55 and Blackpool Airport Corridor on the Fylde/Blackpool boundary
- BAE Systems Enterprise Zone (Warton)
- Hillhouse (Thornton)
- Fleetwood Port

8.12 With the exception of the Port of Fleetwood, all the above employment sites are identified as key spatial priorities for future economic development identified in the Duty to Co-operate 'Memorandum of Understanding' (August 2013) in addition to the A6 corridor (Garstang) and Central Business District (Blackpool Town Centre).

8.13 The Memorandum of Understanding sets out the need for the three Fylde Coast Authorities to undertake joint consideration of future employment development for the sub-region in response to the strong links in terms of travel to work patterns and employment and to work together to agree the sub-regional employment land requirement.

8.14 Co-operation regarding the extent of lands promoted for employment development around Junction 4 of the M55 motorway (including Whitehills and Whyndyke) and Blackpool Airport immediately on the edge of Blackpool in neighbouring Fylde will be particularly important. These are high profile locations capable of re-positioning the sub-regional image, due to their proximity to the strategic transport network and with key links to urban centres. The prime location and sufficient scale of lands available would attract significant inward investment, creating considerable employment opportunities for the wider sub-region. Their location on the edge of Blackpool means that future development of these lands would essentially be a sustainable extension of the Blackpool urban area, and would help complement and support Blackpool's economic growth. The existing transport network provides good accessibility between jobs in this location and homes within Blackpool and the wider sub-region; and further development and associated infrastructure would support more sustainable patterns of development and travel to work on both sides of the boundary.

8.15 Wyre also contains key sites of sub-regional significance, including lands at Hillhouse (Thornton), and a number of important employment sites which provide jobs for Blackpool residents, including lands close to Blackpool's urban edge at Norcross. Blackpool Council will

continue to co-operate with the future economic development of these lands to support sub-regional growth. However, in comparison, the Council considers that lands on the edge of Blackpool in Fylde are more accessible to the majority of Blackpool residents, and would encourage more sustainable travel patterns from Blackpool; which is why they are identified as having a specific role to play in complementing and supporting Blackpool's economic growth, as opposed to lands in Wyre.

8.16 It is considered that continued co-operation with the neighbouring authorities of Fylde and Wyre for sub-regional growth (which is a long-term commitment by the three authorities) would deliver the strongest economic, social and environmental benefits for the sub-region as a whole.

### **Monitoring employment land and policies**

8.17 Monitoring is an important part of plan preparation and implementation. Development of employment land, including the loss of employment land to other uses will continue to be monitored to gain an understanding of market demand through the Council's Authority Monitoring Report (AMR).

8.18 Information to be monitored includes:

- Amount of industrial/ business land redeveloped (or permitted for redevelopment) for new B1, B2, B8 employment and non-employment uses
- Take-up of available land on industrial/ business sites for B1, B2, B8 employment uses and non-employment uses; and total amount of available land remaining
- Amount (sqm) and percentage of completed office development in Blackpool Town Centre
- Amount (sqm) of employment floorspace converted (or permitted for conversion) to non-employment uses on allocated and non-allocated employment sites
- Number of vacant units on allocated employment sites

8.19 Further information can be found in the Core Strategy's Monitoring and Implementation Plan (Appendix C of the Core Strategy).

# Blackpool Employment Land Study

## Appendix A: Glossary

### **Advanced Engineering and Manufacturing**

Business activities which use a high level of design and/or scientific skills to produce technologically complex products and processes. Because of the specialised requirements involved, these are usually goods and associated services of a high economic value. Advanced Engineering and Manufacturing can be undertaken by a wide range of modern industrial firms from large aerospace companies, such as BAE Systems, to small firms which have emerged from university research.

### **B Use Classes**

Classes of land use for England are set out in the Town and Country Planning (Use Classes) Order 1987 and its subsequent amendments. The different uses are labelled A to D, along with a range of Sui Generis uses (defined below) which fall outside of the four main categories. The 'B' Use Classes are:

B1(a) - Offices (excludes high street offices, such as banks and building societies)

B1(b) - Research and Development (laboratories and studios)

B1(c) - Light Industry (smaller manufacturing and engineering properties, e.g. car repair garages)

B2 - General Industry (larger manufacturing/engineering properties and facilities)

B8 - Storage or distribution (e.g. warehouses).

### **Blackpool Bay Area Company/Fylde Coast Economic Development Company**

A partnership of local authorities and private sector organisations with the aim of driving growth in Blackpool, Fylde and Wyre (the Fylde Coast). The company was set up to promote economic strategy, drive inward investment and deliver advice and support to the local authorities of the Fylde Coast on specific economic issues, such as tourism.

### **Core Strategy**

Sets out the long-term spatial vision for the local planning authority area, along with the spatial objectives and strategic policies to deliver that vision. The Core Strategy will have the status of a Local Plan Document.

### **Duty to Co-operate**

Introduced by the Localism Act 2011, the Duty to Co-operate places a legal duty on local planning authorities, county councils and public bodies to engage constructively, actively and on an ongoing basis to maximise the effectiveness of Local Plan preparation relating to strategic cross boundary issues.

### **Enterprise Zone**

Specific areas where a combination of financial incentives, reduced planning restrictions and other support is used to encourage development of new (office and industrial) employment floorspace and the creation of new businesses and jobs. In relation to the Warton Enterprise Zone it should be noted that this has been established to attract inward investment (defined below) and to focus on companies in the Advanced Engineering and Manufacturing Sector (defined above). It is a specific use opportunity and not a general employment site.

### **Greenfield**

Land on which no development has previously taken place unless the previous development was for agriculture or forestry purpose or, the remains of any structure or activity have blended into the landscape.

### **Gross Value Added (GVA)**

An indicator of economic prosperity. It measures the contribution to the economy of each individual producer, industry or sector. It is based on the difference between the value of goods and services produced and the cost of raw materials and other inputs that are used in production.

### **Hereditament**

A legal term for an individual property which is in a business use and is, or has been, occupied by a company that is required to pay business rates.

### **Inward Investment**

The investment of money from an external source into an area or region, in order for a branch of a corporation to locate in, or develop its presence in, that location.

### **Lancashire Enterprise Partnership (LEP)**

Established in April 2011, the LEP aims to provide leadership for the county's economy and be a catalyst for job creation and economic growth. It is a partnership between the private and public sectors, with a board comprising representatives from some of Lancashire's biggest employers, chambers of commerce, local councils and academic institutions.

### **Local Plan**

A plan setting the statutory planning framework and defining development planning policies for a local authority area. The Local Plan was replaced by the Local Development Framework (LDF) in 2004. However, the recently published National Planning Policy Framework (defined below) has re-established the Local Plan as the main planning policy document at the local authority level.

### **Local Planning Authority (LPA)**

The body responsible for carrying out statutory planning functions.

### **Localism Bill**

National parliamentary legislation, it was published in December 2010 and received Royal Assent (becoming law) on the 16th November 2011. The Bill sets out a range of plans aimed at giving communities and local government greater powers and freedom from national government. It also seeks to abolish much of the regional tier of government in England, notably the Regional Assemblies and Regional Development Agencies which produce the Regional Spatial Strategies and Regional Economic Strategies (defined below) reviewed in this Employment Land Study.

### **Memorandum of Understanding**

An agreed statement between the Fylde Coast authorities of Blackpool Council, Fylde Borough Council and Wyre Council that sets out the strategic planning issues which require cross boundary co-operation and collaboration to ensure the requirements of the

Government's 'Duty to Co-operate' are met.

### **National Planning Policy Statement (NPPF)**

Adopted in March 2012, this document sets out the government's planning policy guidance on various topics that can constitute a material consideration in determining planning applications. It replaces the Planning Policy Statements and Planning Policy Guidance Notes (defined below).

### **North West Regional Spatial Strategy (RSS)**

A document prepared by the North West Regional Assembly (4NW) on behalf of the Secretary of State which sets a spatial development framework for the region. It was adopted in September 2008. At the time of writing, the RSS (and 4NW) are in the process of being abolished by the Localism Bill (defined above).

### **Northwest Regional Development Agency (NWDA)**

Previously responsible for stimulating economic growth and regeneration in England's North West. The five key priority areas of its work were: business, skills and education, people and jobs, infrastructure and quality of life. The NWDA was abolished by the Public Bodies Bill (2011) and ceased operation in March 2012.

### **Planning Policy Statement (PPS)**

Previously known as Planning Policy Guidance Notes (PPGs), these give the government's planning policy guidance on various topics that can constitute a material consideration in determining planning applications. These were superseded by the National Planning Policy Framework (defined above) in March 2012.

### **Previously Developed Land**

Land which is or has been occupied by a permanent (non-agricultural) structure and associated infrastructure, including the area of land attached to a structure as well as the structure itself (e.g. residential property and garden). It excludes land and buildings used for agricultural purposes, forest and woodland and urban open space such as parks, allotments and recreation grounds. Also known as brownfield land.

### **Sites of Special Scientific Interest (SSSIs)**

A conservation designation denoting a protected area of land in the UK. Sites are protected for their biological/ecological interest.

### **Section 106 Agreement**

Section 106 of the Town and Country Planning Act 1990 allows a local planning authority to enter into a legally binding agreement with a developer over a related issue (e.g. the provision of an element of affordable housing within a larger residential development).

### **Small and Medium Sized Enterprise (SME)**

Companies which employ fewer than 250 persons and which have an annual turnover not exceeding 50 million euro, and/or an annual balance sheet total not exceeding 43 million euro.

### **Sui Generis**

A use that cannot easily be categorised. Sui Generis land uses include: theatres, houses in multiple occupation, hostels, scrap yards, petrol filling stations, shops selling and/or

displaying motor vehicles, retail warehouse clubs, nightclubs, laundrettes, taxi businesses, amusement centres and casinos.

**Sustainable Development**

One of the core principles underpinning planning. It can be described as development which meets the needs of the present without compromising the ability of future generations to meet their own needs.

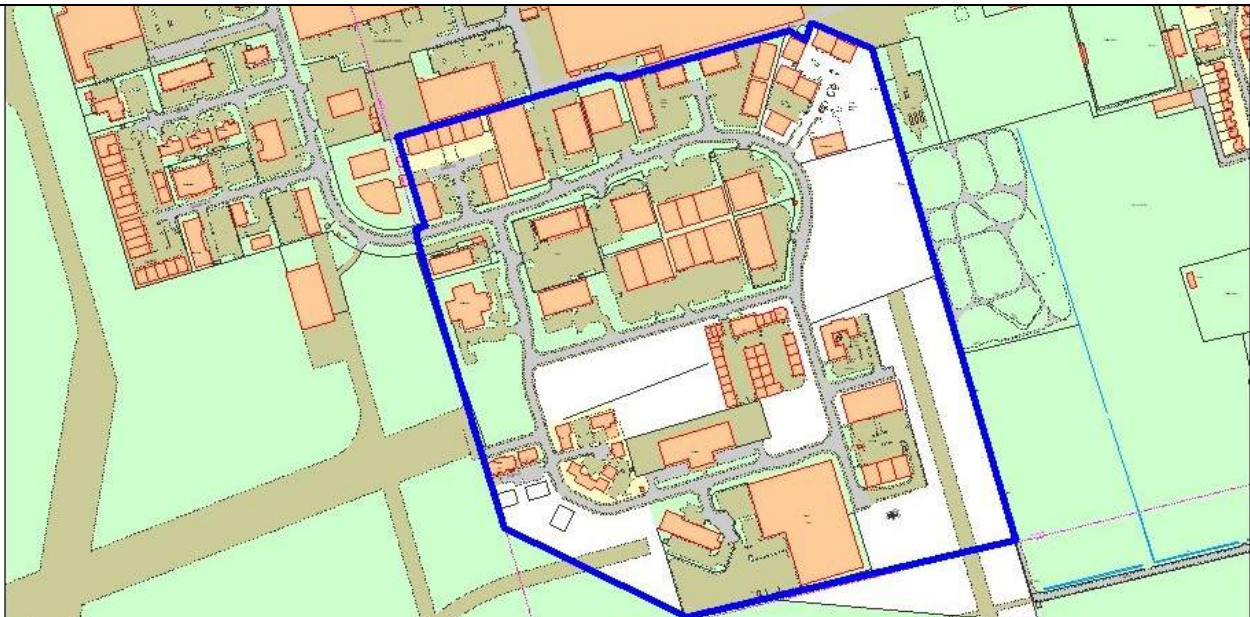
**Take Up**

Employment land where construction of an employment use is now complete, or is being completed, and no further development is possible.



**Blackpool Employment Land Study**  
**Appendix B: Main Employment Area Assessment Proformas**

## Blackpool Business Park

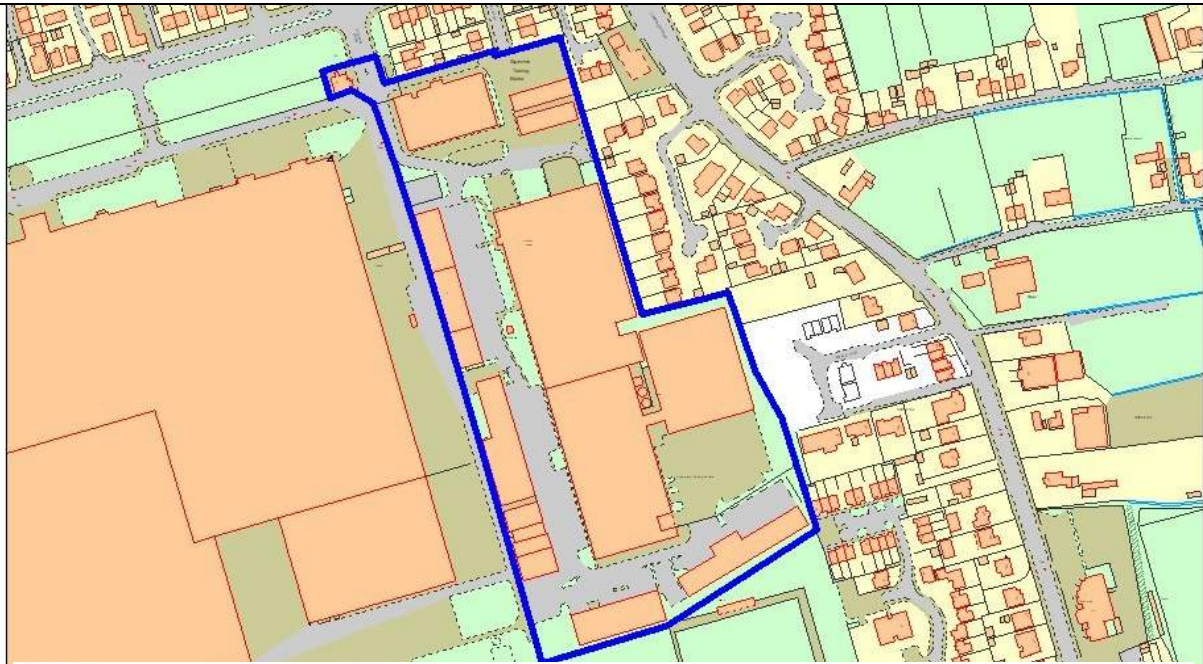


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<b>Estate Size (ha)</b>	<b>23.6 (lands within Blackpool boundary)</b>
<b>Land Available (ha)</b>	<b>6.9</b>
Description	Modern business park developed on surplus airport lands with direct access off A5230 Squires Gate Lane via Amy Johnson Way. Straddles the Blackpool-Fylde boundary (this table deals with lands in Blackpool).
Prominence	Moderate – No main road frontage; access off Squires Gate is shared with access to Morrisons and the adjoining retail park.
Occupier(s)	Multiple – including Warburtons Bread, John Huddleston Engineering, Plumb Centre, Blue Wave Spas, Evans Easyspace & Blackpool Council
Current Uses (Use Classes)	B1, B2, B8
No. Vacant units	11
Occupancy Level	High
Building Age	Modern (1995-2011)
Building Quality	Good
Site Environmental Quality	Moderate – landscaping, street lighting, adopted highway
Distance to M55 M'way (km)	5
Distance to A Road (km)	1 (A5230 Squires Gate Lane)
Distance to Rail Station (km)	2 (Squires Gate Station)
Distance to Bus Route (km)	Bus route through the area (along Amy Johnson Way)
Distance to services (km)	0.75 (McDonalds Restaurant / Morrisons Supermarket)
Constraints (inc. access / car parking / adjacent uses)	Limited parking resulted in two parcels of undeveloped land (plots 102 + 107) being used unlawfully for parking. Shared access off Squires Gate Lane causes some congestion, but not a significant problem.
Opportunities for development / expansion	Development opportunities on undeveloped parcels of land. Proximity to Airport / Green Belt to south prevents expansion opportunities.
Other Policy Considerations	N/A
Relevant Planning History	11/658 (plot 102) car park (Refused)

(Last 5 years)	08/1423 (plot 111) illuminations depot and office block (P) 08/1376 (plot 102) 4xbuildings for 24 ind. units (P - not implemented) 07/811 (plot 112) 2xindustrial buildings (P - not implemented) 07/825 (plot 106) 10 industrial units (P) 07/141 (Plot 108) office building (P) 07/1070 (plot 108) 4 office buildings (P - partially built)
Other Information	First two developments were completed in 1998; by 2004 almost all available sites completed or committed for development. Remaining lands at the southern end (held back as a strategic reserve) were sold by Blackpool Council to Mar Properties and infrastructure works were undertaken to open up the rest of the site. Around half of these lands were developed before the economic downturn; the rest remain available. The business park has proved a popular location for inward investment and local business needs (including start-up and expanding businesses). Speculative developments have proved successful, although some units sit vacant or are only partially completed.
Recommendations	Blackpool Business Park has a high market profile and has proved a successful development. Ease of access to the motorway and its location adjacent to the airport have been major assets to its growth. It is one of only two modern business parks in Blackpool and should be protected.
Date of Survey	Friday 20 <sup>th</sup> July 2012

## Sycamore Trading Estate



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<b>Estate Size (ha)</b>	<b>5.2</b>
<b>Land Available (ha)</b>	<b>0</b>
Description	Longstanding estate gradually refurbished/redeveloped between 1997 & 2007. Direct access off Squires Gate Lane (A5230). Large building split between Gledhill Products Ltd and SPS Ltd dominates the site.
Prominence	Moderate - Site visible from the A5230 (key route into Blackpool) with some housing between the main road and site entrance.
Occupier(s)	Multiple – including SPS, Gledhill Products Ltd & Turners Cash & Carry
Current Use (Use Classes)	B1, B2, B8, D1, D2, A3
No. Vacant units	1
Occupancy Level	High
Building Age	With the exception of units 2 & 4 all other units are either new or fully refurbished buildings (post 1997)
Building Quality	Good
Site Environmental Quality	Moderate – landscaping, street lighting, adopted highway
Distance to M55 M'way (km)	4
Distance to A Road (km)	0.25 (A5230 Squires Gate Lane)
Distance to Rail Station (km)	2.3 (Squires Gate Station)
Distance to Bus Route (km)	0.25
Distance to services (km)	1.2 (Morrisons Supermarket) / small café on site
Constraints (inc. access / car parking / adjacent uses)	Housing immediately adjacent to the northern and eastern boundary of the site; football ground to the south of the estate
Opportunities for development / expansion	Employment area fully developed. Future development opportunities including improved access linked with a major redevelopment opportunity on the adjoining Squires Gate Industrial Estate.
Other Policy Considerations	Policy DE2 of the Blackpool Local Plan (2006) designates the

	Sycamore Estate with the Squires Gate Estate as an Industrial Improvement Zone with potential for major redevelopment and enhancement.
Relevant Planning History (Last 5 years)	12/278 (unit 23) Change of Use to children's play centre (P) 10/557 (unit 2d) Change of Use to martial arts & fitness academy (3yr P) 09/429 (unit 24) Change of Use to wholesale cash and carry (P)
Other Information	The site has been transformed to become a commercially successful and well let estate meeting a range of modern business needs. Most of the redeveloped smaller units include a significant presence of specialist growth/start-up units led by Evans Easyspace who own the estate. Space is let on "easy in easy out" terms in recognition of a shortage of space for growing companies who have outgrown start-up units. The Evans Business Centre contains 29 small business units.
Recommendations	The Sycamore estate, together with the adjoining Squires Gate Estate and Blackpool Business Park, provides a major concentration of employment in South Blackpool. Retain (and enhance) as a prime business location.
Date of Survey	Friday 20 <sup>th</sup> July 2012



## Squires Gate Industrial Estate

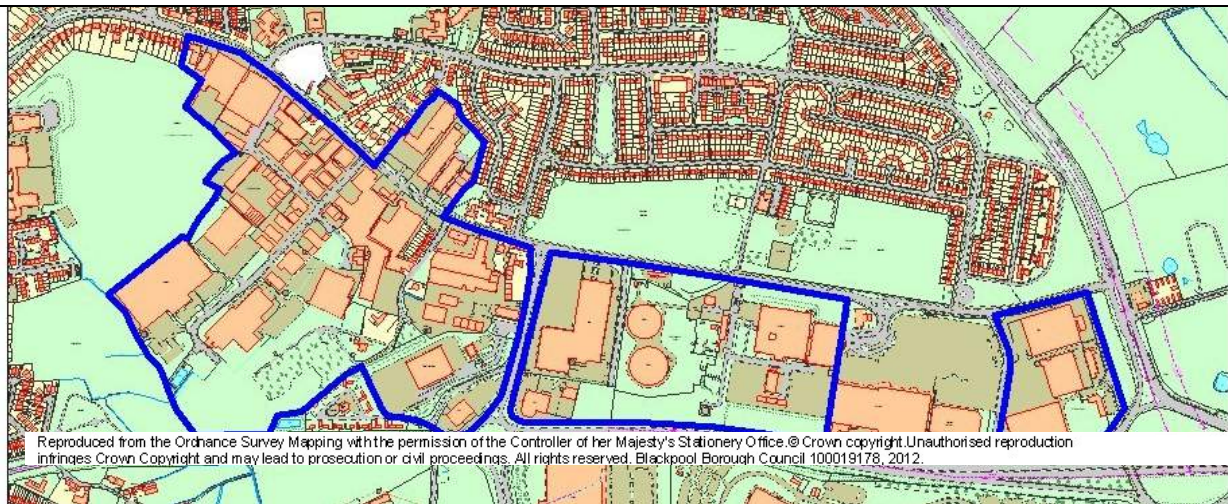


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<b>Estate Size (ha)</b>	<b>19.9</b>
<b>Land Available (ha)</b>	<b>1.7</b>
Description	Long established estate originating from a wartime airfield and aircraft factory. Former factory buildings dominate the main part of the estate; now largely vacant. The estate has direct access off Squires Gate Lane (A5230).
Prominence	Moderate - Site fronts onto A5230 (key route into Blackpool / to the airport from the motorway) although largely screened by a dense tree coverage.
Occupier(s)	Few – including B&M, Booker Cash & Carry, Eyedea Vision & Homeheat
Current Use (Use Classes)	B8 (with some ancillary B1 & A1 uses)
No. Vacant units	12
Occupancy Level	Low
Building Age	Older buildings
Building Quality	Poor quality, rundown appearance
Site Environmental Quality	Vacant and run-down units, very low environmental quality.
Distance to M55 M'way (km)	3.5
Distance to A Road (km)	On A-road (A5230 Squires Gate Lane)
Distance to Rail Station (km)	1.8 (Squires Gate Station)
Distance to Bus Route (km)	On bus route (A5230 Squires Gate Lane)
Distance to services (km)	0.5 – Morrisons Supermarket
Constraints (inc. access / car parking / adjacent uses)	Scale of main buildings limit refurbishment opportunities; demolition costs.
Opportunities for development / expansion	Increased vacancies provide the opportunity for major redevelopment and enhancement of the estate; with modern units and access improvements capitalising on the strength of this location to meet future business needs in Blackpool.

	Redevelopment of the Squires Gate Lane frontage could provide a more prominent and prestige gateway.
Other Policy Considerations	Policy DE2 of the current Blackpool Local Plan (2006) designates Squires Gate Estate with the Sycamore Estate as an Industrial Improvement Zone with potential for major redevelopment and enhancement.
Relevant Planning History	None
Other Information	The site is largely owned by ING (a Dutch bank); Ravenside Investments own units 11-15. Over time there has been a considerable change in the occupancy and use of the premises. Two major occupants (Arvin Meritor and B&M Bargains) have both downsized considerably their Blackpool base and there has been a steady increase in vacant units in recent years.
Recommendations	In the context of the general shortage of industrial / business land, airport related growth and the good strategic location, redevelopment of the site will enable it to form a more important component of employment in south Blackpool to help meet future needs.
Date of Survey	Friday 20 <sup>th</sup> July 2012

## Clifton Road Industrial Estate



<b>Estate Size (ha)</b>	<b>45.9</b>
<b>Land Available (ha)</b>	<b>3.9</b>
Description	Mix of employment uses in two main locations- generally longstanding industry & business uses west of Ashworth Road and a smaller number of larger employment uses between Ashworth Road & Preston New Road. Direct access via Clifton Road/Ashworth Road to M55 motorway.
Prominence	Moderate/High – Prominent frontage along Clifton Road / corner of Clifton Road & Preston New Road next to the motorway junction. Partly visible from Progress Way & Yeadon Way to South.
Occupier(s)	Multiple – including Gilberts, Tangerine Confectionery, Febland Group Ltd, Entech Engineering, DePuy CMW (Johnson & Johnson), Glasdon, Blackpool Council, National Grid.
Current Use (Use Classes)	B1, B2, B8, D1, D2, A1, Sui Generis
No. Vacant units	18
Occupancy Level	High
Building Age	Mixed. West of Ashworth Road, buildings at the rear of the estate are significantly newer than the Clifton Road frontage premises.
Building Quality	Mixed
Site Environmental Quality	Low – Prominence of gas holders, limited landscaping, narrow access roads, traffic noise from north and south
Distance to M55 M'way (km)	1-2
Distance to A Road (km)	<1 (A5230 Progress Way)
Distance to Rail Station (km)	3.5-4.5 (Blackpool South)
Distance to Bus Route (km)	On bus route (Clifton Road)
Distance to services (km)	<1.5 (Tesco Supermarket / Mereside Local Centre)
Constraints (inc. access / car parking / adjacent uses)	Narrow access points off Clifton Road and narrow roads within the estate (made worse with on-street parking) restrict traffic circulation. Some potential conflict with residential properties on Clifton Road, Lee Road & Ashworth Road (inc. a gypsy caravan site).
Opportunities for development / expansion	West of Ashworth Road: development opportunities on undeveloped land at the end of Cornfield Road (access/services infrastructure constraints will need to be addressed) and off



	Mitcham Road. East of Ashworth Road: long term redevelopment opportunities exist on lands occupied by the Gas Holders, Blackpool Council offices and a large vacant warehouse unit (contamination issues will need addressing).
Other Policy Considerations	N/A
Relevant Planning History (Last 5 years)	11/511 (Stanley House, Clifton Rd) B2 use: general industry (P) 07/853 (Alicia, Clifton Rd) car sales (P) 07/741 (land at Mitcham Road) 3 industrial units (P – not implemented)
Other Information	Convenient access (inc. motorway) support high occupancy rate; but there has been a considerable turnover of businesses since 2004, including the loss of longstanding manufacturing firm Cassidy's Toys and distribution firm Transcontinental. East of Ashworth Road the estate is split by Clifton Road Retail Park. One of Blackpool's major manufacturing firms, Glasdon, is located to the east of the retail park. Lands to the west of the retail park present employment redevelopment opportunities linked to decommissioning the gas holders/relocating Council staff to the town centre (see above)
Recommendations	The Clifton Road site as a whole is an attractive employment location and remains suitable for employment use.
Date of Survey	25 <sup>th</sup> July 2012

## Blackpool & Fylde Industrial Estate



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<b>Estate Size (ha)</b>	<b>1.3 (lands within Blackpool boundary)</b>
<b>Land Available (ha)</b>	<b>0</b>
Description	Long established industrial estate close to M55 motorway junction. Straddles the Blackpool-Fylde boundary (this table deals with lands in Blackpool). Vast majority of estate (total area 27ha) is within Fylde.
Prominence	Low – Although well located, adjacent to Progress Wt the estate is well screened by established hedgerow and trees. Directional signage on Progress Way. No entrance signage to the estate.
Occupier(s)	Multiple – including the Department of Work and Pensions (DWP), Child Maintenance Enforcement Commission (CMEC) & Booker Wholesale
Current Use (Use Classes)	B8 (the wider estate also includes B1 and B2 uses)
No. Vacant units	0
Occupancy Level	High
Building Age	Mostly modern
Building Quality	Good
Site Environmental Quality	Moderate/Good – established landscaping, street lighting, adopted highway
Distance to M55 M'way (km)	1.5
Distance to A Road (km)	Off the A5230 Progress Way
Distance to Rail Station (km)	3.5 (Blackpool South Station)
Distance to Bus Route (km)	0.2
Distance to services (km)	1 - Mereside Local Centre; 1.6 – Tesco Supermarket
Constraints (inc. access / car parking / adjacent uses)	Overhead electricity pylons
Opportunities for development / expansion	Not within the Blackpool boundary
Other Policy Considerations	-
Relevant Planning History	None
Other Information	This Estate forms part of a wider area of employment land close to the M55 motorway junction, including Whitehills Business Park. Due to the close proximity of these sites to the Blackpool boundary, they provide important employment opportunities for Blackpool residents
Recommendations	The estate has good access to the motorway and is considered to be

	an attractive employment location; particularly given Blackpool's limited amount of employment land. Expansion. The concentration of employment land on the Blackpool Fylde Estate and the nearby Whitehills Park will make a continuing important contribution to meeting employment development needs of both Fylde and Blackpool.
Date of Survey	25 <sup>th</sup> July 2012

## Preston New Road (National Savings & Investment site)



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<b>Estate Size (ha)</b>	<b>11.9</b>
<b>Land Available (ha)</b>	<b>3.8</b>
Description	Site comprises a main complex of 3 linked buildings constructed on a hexagonal grid layout (including an 8 floor tower building), a stand alone office building to the rear, with surrounding land.
Prominence	Moderate - Site partially visible from the A583 Preston New Road (key route into Blackpool from the motorway).
Occupier(s)	National Savings & Investment (NS&I) and Department of Work and Pensions (DWP)
Current Use (Use Classes)	B1
No. Vacant units	0
Occupancy Level	High
Building Age	Main complex - circa 1975. Stand alone building - 1993
Building Quality	Moderate
Site Environmental Quality	Good. Buildings set in landscaped grounds.
Distance to M55 M'way (km)	1.5
Distance to A Road (km)	On A-road (A583 Preston New Road)
Distance to Rail Station (km)	3.5 (Blackpool South)
Distance to Bus Route (km)	On bus route (Preston New Road)
Distance to services (km)	0.5 - Mereside Local Centre 1 – Cluster of fast food outlets on Cherry Tree Road North 1 – Clifton Road Retail Park (including Tesco Extra) 2 – Asda (Cherry Tree Road)
Constraints (inc. access / car parking / adjacent uses)	Site surrounded by residential uses and Marton Mere Caravan Park. Access to the site is currently via Mythop Road.
Opportunities for development / expansion	NS&I consider the existing site to be much larger than needed and the buildings to be inefficient and expensive to run; and have been marketing the whole site as a development opportunity as part of the Government's wider programme to dispose of surplus public sector land. Constraints to redeveloping the site mean the 3.8ha of vacant land west of the main complex may be needed to facilitate enabling development to secure future employment uses on the remainder of the site; and so this vacant land may not be realistically available for future

	employment as a worst case scenario.
Other Policy Considerations	-
Relevant Planning History	None
Other Information	<p>NS&amp;I is a Government Department - best known for Premium Bonds but also offering a range of other savings and investments. The site is one of three UK operational centres. Originally it was intended that the vacant land would be developed for a second phase of the NS&amp;I development, but in recent years a number of government departments have been streamlined leading to a reduction in the number of jobs at the site. In addition a number of the DWP jobs are to be transferred to the Warbreck Hill and Peel Park sites. This reduction in the number of employees on the site means that this vacant land is no longer required by NSI; and there is also surplus accommodation to meet their current / future operations. Redevelopment opportunities to support the long-term future of the site as an employment location are considered above and in the main report.</p>
Recommendations	<p>The estate is well located on a main road frontage with good access to the motorway and is considered to be an attractive employment location; particularly given Blackpool's limited amount of employment land. It should be retained as an employment location. Redevelopment of the entire site would provide modern employment premises for existing / new occupiers; and some enabling development will be considered where this is robustly justified.</p>
Date of Survey	25 <sup>th</sup> July 2012



## Chiswick Grove Estate

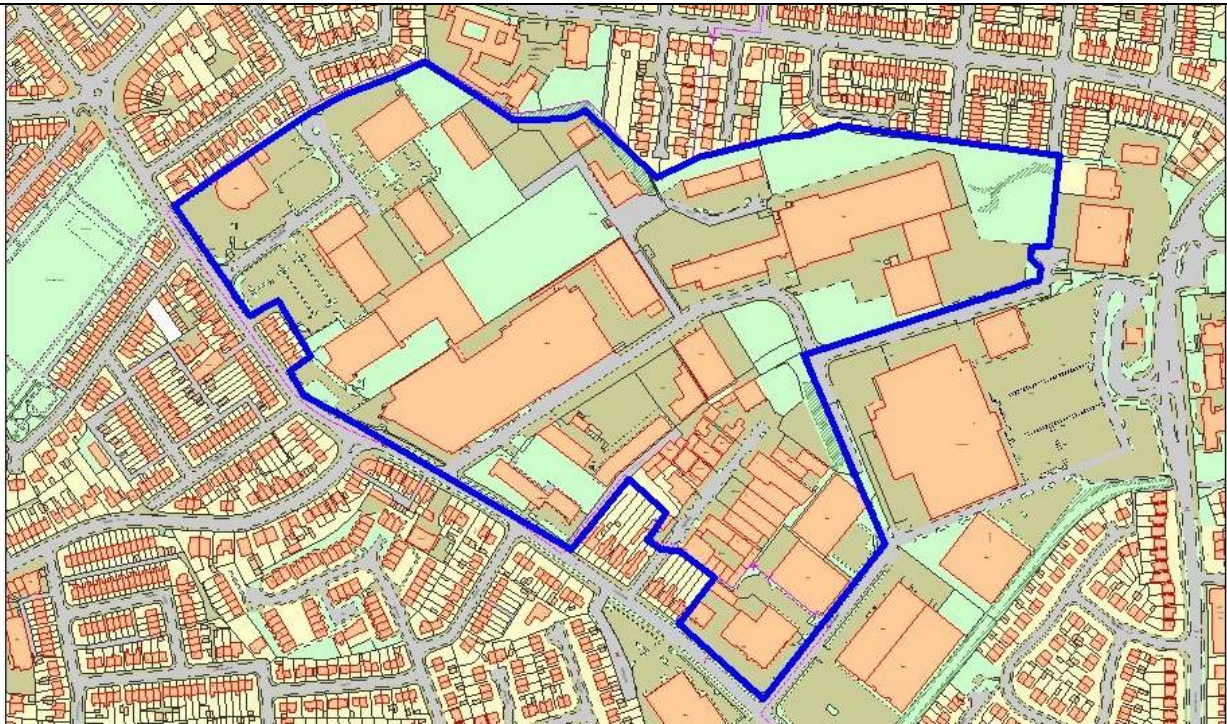


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<b>Estate Size (ha)</b>	<b>4.5</b>
<b>Land Available (ha)</b>	<b>0</b>
Description	Small, longstanding industrial business estate fronting Preston New Road (A583). Developed over a period of many years. Wickes DIY store is centrally located within the site.
Prominence	Good. Site fronts onto and is clearly visible from the A583 (key route into Blackpool from the motorway).
Occupier(s)	Multiple – including Simpsons, Tec Coatings, Wickes DIY, Shoemarket Ltd, Acacia Mechanics & Evans Halshaw
Current Use (Use Classes)	B1, B2, B8, A1 (Bulky Goods), D2 & Sui Generis
No. Vacant units	3
Occupancy Level	High
Building Age	Various – older industrial/business units to the rear of the Wickes building and newer business units to the east (Metropolitan Business Park) and west (Chiswick Court office block).
Building Quality	Moderate
Site Environmental Quality	Low quality public realm, some grass and planting. Not maintained particularly well, however older properties to the west have none at all. Potential traffic noise from A583 for those towards front of site.
Distance to M55 M'way (km)	1.9
Distance to A Road (km)	On A583 Preston New Road
Distance to Rail Station (km)	3 - Blackpool South; 4.1 - Blackpool North
Distance to Bus Route (km)	On bus route (Preston New Road)
Distance to services (km)	1.3 - Asda, Cherry Tree Road; 0.9 - Mereside Local Centre; 0.3 - Mcdonalds etc
Constraints (inc. access / car parking / adjacent uses)	Adjacent housing to the west and east. Burial ground to the west. Primary School to the north. Significant lack of parking for older units to north west of the site.
Opportunities for development / expansion	Potential for redevelopment of older units in the north west corner of the site.
Other Policy Considerations	-
Relevant Planning History (Last 5 years)	04/0524 (Chiswick Court) building for 3 light industrial units/offices (P)

	<p>06/0640 (Wickes) Modification of condition to allow bulky goods retail (refused &amp; appeal dismissed)</p> <p>10/0593 (Shell Petrol Station) redevelopment of existing petrol filling station (P)</p> <p>10/0889 (Unit 5a Chiswick House) first floor fitness studio (P)</p>
Other Information	<p>Vacant plot of land (0.3ha) on Preston New Road frontage – formerly a petrol station with extant permission for a new filling station – site therefore not considered for employment land purposes.</p>
Recommendations	<p>Although small in size, the estate is well located on a main road frontage with good access to the motorway and has been substantially refurbished over recent years. As such, and given Blackpool’s limited amount of employment land, it remains of some importance as an industry / business area.</p>
Date of Survey	<p>25<sup>th</sup> July 2012</p>

## Vicarage Lane



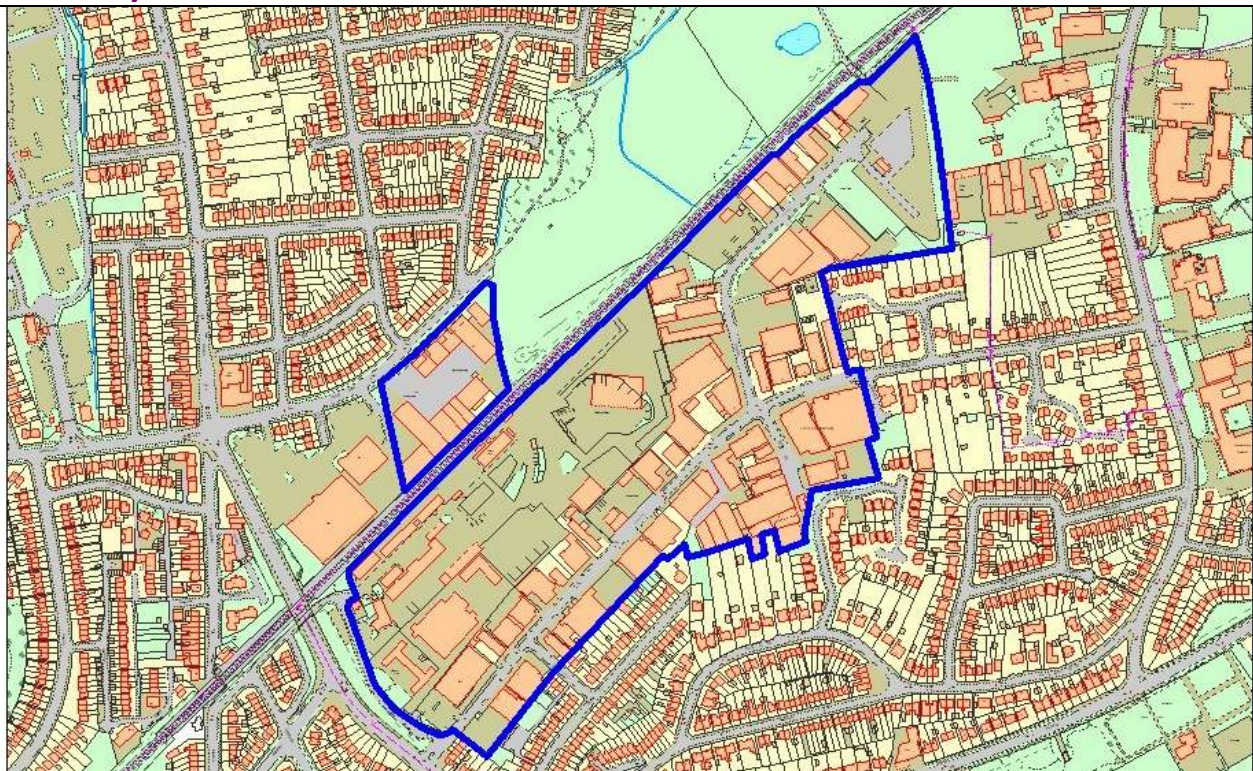
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<b>Estate Size (ha)</b>	<b>15.6</b>
<b>Land Available (ha)</b>	<b>0.9</b>
Description	Long established mix of employment uses; surrounded by residential streets and adjacent to Marton Retail Park. The estate has developed in an ad-hoc fashion over a period of years. Originally focused on two key firms – Duple coachbuilders and Burtons confectionery – both traditional industrial specialisms within Blackpool's manufacturing sector.
Prominence	Moderate. Some businesses front onto Vicarage Lane which is a key route in the town. There is no entrance signage.
Occupier(s)	Various – including Tangerine Confectionery, Warburtons, Dennis Eagle Ltd, Terrys Carpets, Rainbow Candies & E-matic Energy Solutions
Current Use (Use Classes)	B1, B2, B8, A1, D2, Sui Generis
No. Vacant units	8
Occupancy Level	High
Building Age	Majority of the buildings
Building Quality	Poor quality buildings on Cowley Road.
Site Environmental Quality	Poor quality environment. Cowley Road particularly poor. Lack of landscaping. Roads and pavements in poor condition.
Distance to M55 M'way (km)	3.8
Distance to A Road (km)	0.8
Distance to Rail Station (km)	2.1
Distance to Bus Route (km)	0 – bus stops on Vicarage Lane
Distance to services (km)	Asda – adjacent to the estate
Constraints (inc. access / car parking /	No expansion potential as surrounded by residential properties.



adjacent uses)	Potential car parking pressures as a vacant piece of development land is being used as a car park for Tangerine Confectionery.
Opportunities for development / expansion	Available land off Burton Road: 0.2ha site 0.6ha site
Other Policy Considerations	-
Relevant Planning History (Last 5 years)	06/0948 - Use of Units 1A and 1B of Building 1 for bulky goods retailing. Use of Unit 1C of Building 1 within Use Class B1 (Business); or within Use Class B8 (Storage and Distribution) with an ancillary showroom of no more than 150sq m; or as a motor vehicle showroom. Use of Unit 1D of Building 1 as a sandwich shop within Use Class A1. Use of Building 2 within Use Class B1 (Business); or within Use Class B8 (Storage and Distribution); or as a motor vehicle and/or bicycle showroom. Use of Building 3 within Use Class B1 (Business); or within Use Class B8 (Storage and Distribution); or as a gymnasium; or as a motor vehicle showroom with/without vehicle repairs. Associated car parking and landscaping (Granted).
Recommendations	Although it is not the most accessible of Blackpool's employment sites and has a low quality internal environment, its low vacancy rates indicate that it is a successful employment area and provides a building stock that there remains demand for.
Date of Survey	25 <sup>th</sup> July 2012

## Mowbray Drive Industrial Estate



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<b>Estate Size (ha)</b>	<b>16.9</b>
<b>Land Available (ha)</b>	<b>0.3</b>
Description	Two estates located either side of the Blackpool North railway line. Mowbray Drive consists of a linear range of businesses evolved in an ad hoc fashion. A small pocket of employment land is accessed from Holyoake Avenue (Fox Industrial Estate) and comprises small/medium sized industrial units set around a communal service/parking area.
Prominence	Popular business location for a wide range of firms and businesses.
Occupier(s)	Various – including Blackpool Council (Layton Depot), Jewson, Celpas, Northern Neon Lights, Westfield Caravans & Chadwicks Timber
Current Use (Use Classes)	B1, B2, B8, D1, D2, Sui Generis
No. Vacant units	12
Occupancy Level	High
Building Age	Developed as a trading estate in the 1930s. Most buildings redeveloped in the 70s/80s with a small amount of more modern buildings.
Building Quality	Varied - some more modern buildings pepper potted across the estate.
Site Environmental Quality	Poor quality public realm. No planting or grassed areas.
Distance to M55 M'way (km)	7.2
Distance to A Road (km)	0.25 km (Plymouth Road – A587)
Distance to Rail Station (km)	0.6 - Layton; 2.9 - Blackpool North
Distance to Bus Route (km)	0.6 - Blackpool Old Road; 0.5 - Benson Road
Distance to services (km)	1.3 - Layton District Centre; 0.85 - Bispham Road Local Centre
Constraints (inc. access / car parking / adjacent uses)	Tight linear layout, lack of parking for some premises, congestion due to cars all parked on-street. Mowbray Drive: Railway Line to north,

	residential properties to the south and east. Holyoake Avenue: Railway line to south, residential properties to north, Protected POS/Site of Nature Conservation Value to east.
Opportunities for development	Small site on Chorley Road available for development.
Other Policy Considerations	-
Relevant Planning History (Last 5 years)	10/0769 (Fox Industrial Est) - New B1/B8 use building (P) 11/0820 (140 Mowbray Drive) - GF gymnasium/FF office (P) 07/0792, 09/0004, 10/1094 (140 Mowbray Drive) - A1 furniture retail (Refused & appeal dismissed) 09/0856 Mowbray Drive - workshop/training centre (P) 12/0112 (51 Chorley Road) - metal recycling & processing centre (P) 07/1007 (11 Wareham Road) - casting offices, B1 photographic studio and D2 acting classes (P) 12/0631 (1 Mowbray Drive, former Magnet) – A1 retail sale of pets and pet goods (Withdrawn) 12/0445 (20 Mowbray Drive) – storage/retail of building materials (P)
Recommendations	Although it is not the most accessible of Blackpool's employment sites and has a low quality internal environment, its low vacancy rates indicate that it is a successful employment area and provides a building stock that there remains demand for.
Date of Survey	25 <sup>th</sup> July 2012



## Devonshire Road / Mansfield Road



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<b>Estate Size (ha)</b>	<b>3.4</b>
<b>Land Available (ha)</b>	<b>0</b>
Description	The site comprises a large biscuit factory which backs onto the Blackpool North railway line
Prominence	Moderate. Corner plot site fronting Mansfield Road visible from the B5124 Devonshire Road.
Occupier(s)	Burton's Biscuit Company
Current Use (Use Classes)	B2
No. Vacant units	0
Occupancy Level	High
Building Age	Longstanding factory premises circa.1930s
Building Quality	Moderate
Site Environmental Quality	Moderate. Buildings set in landscaped grounds.
Distance to M55 M'way (km)	6.5
Distance to A Road (km)	0.5 (A586 Talbot Road)
Distance to Rail Station (km)	1.5 (Blackpool North)
Distance to Bus Route (km)	On bus route (Devonshire Road)
Distance to services (km)	0.7 – Devonshire Road Local Centre; 0.8 – Layton District Centre
Constraints (inc. access / car parking / adjacent uses)	Railway line to the north, residential to the south and Layton Cemetery to the east. Potential noise from the railway line.
Opportunities for development / expansion	N/A
Other Policy Considerations	-
Relevant Planning History	None
Other Information	The site has been in longstanding use as a biscuit factory; with Symbol Biscuits (Lyons Ltd) occupying the site previously.
Recommendations	Good long term employment site occupied by one of Blackpool's largest manufacturing firms.
Date of Survey	25 <sup>th</sup> July 2012

## Warbreck Hill



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<b>Estate Size (ha)</b>	<b>8.3</b>
<b>Land Available (ha)</b>	<b>0</b>
Description	The site comprises a large purpose built office complex with ample car parking in a predominately residential area of north Blackpool.
Prominence	Low. Site set back from B5265 Warbreck Hill Road with housing in front
Occupier(s)	Department for Work and Pensions (DWP) & Driving Test Centre
Current Use (Use Classes)	B1, Sui Generis
No. Vacant units	0
Occupancy Level	High
Building Age	The site was redeveloped in phases between 1989 and 1993 to provide modern office accommodation.
Building Quality	Good
Site Environmental Quality	Good. Buildings set in landscaped grounds.
Distance to M55 M'way (km)	7.5
Distance to A Road (km)	0.2 (A587 Bispham Road)
Distance to Rail Station (km)	0.5 (Layton)
Distance to Bus Route (km)	0.2 (A587 Bispham Road)
Distance to services (km)	0.2 – Bispham Road Local Centre
Constraints (inc. access / car parking / adjacent uses)	Site largely surrounded by residential properties; secondary school and playing fields to the north. Single access/egress from Warbreck Hill Road.
Opportunities for development / expansion	N/A
Other Policy Considerations	-
Relevant Planning History	None

(Last 5 years)	
Other Information	This is a long established Government site; along with two other main Government sites in Blackpool.
Recommendations	Good long term employment site
Date of Survey	25 <sup>th</sup> July 2012



## Moor Park Industrial Estate



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<b>Estate Size (ha)</b>	<b>17.6</b>
<b>Land Available (ha)</b>	<b>0.4</b>
Description	Long established industrial estate previously anchored by the TVR car manufacturing facility. Developed over a period of many years. Some newer development fronting Kinraig Road.
Prominence	Poor. Located in a wider residential area. Not visible from any key routes.
Occupier(s)	Various – including Laila's Fine Foods, Booth Dispensers, Britannia, Edmunson Electrical, CME Medical, Icare, Blackpool Council Household Waste Recycling Centre. Large electricity sub station.
Current Use (Use Classes)	B1, B2, B8, D1, D2, A3, Sui Generis
No. Vacant units	18
Occupancy Level	Moderate
Building Age	Various - older properties on Bristol Avenue; Moorfields, Kinraig Road developed in the 1980s; Three storey office building on Bristol Avenue built 1992; Kinraig Business Park developed late in the last five years
Building Quality	Those newer buildings are of good quality. Some of the older properties appear to have lacked investment and maintenance.
Site Environmental Quality	Located close to protected public open space
Distance to M55 M'way (km)	9.4
Distance to A Road (km)	0.65 - A587 (Bispham Road)
Distance to Rail Station (km)	2.1 - Layton; 5.4 - Blackpool North
Distance to Bus Route (km)	0.65 - Bispham Road (Regular services)
Distance to services (km)	0.95 - Moor Park Local Centre; 1 - Bispham District Centre
Constraints (inc. access / car parking /	Good access to A585 via Faraday Way

adjacent uses)	Adequate Motorway access
Opportunities for development / expansion	One remaining site for development on Kinraig Road (0.4ha) – extant planning permission (ref: 08/1241) partially implemented. Longer term redevelopment opportunity of the former TVR buildings to provide modern business/industrial units.
Other Policy Considerations	N/A
Relevant Planning History (Last 5 years)	12/0485 (Former TVR Building) - ice skating centre/dance studio (P) 10/0079 (Unit 1, Former TVR Building) – gym (P) 09/0411 (FF offices, Former TVR Building) – gym (P) 11/0953 (71 Moor Park Avenue) - B2 industrial (P) 12/0517 (units 4a, 4b & 4c Kinraig Business Park) - Mezzanine floor (P) 11/0429 (Kinraig Business Park) - warehouse/office/industrial building (Use Class B1 & B8) (Amendment to pp ref: 08/1241) (P) 08/1241 (Kinraig Business Park) – six warehouse/office/industrial buildings (Use Class B1 & B8) (Phase II of pp 07/1032) (P)
Recommendations	Moor Park Industrial Estate has a continuing important role serving the north of the town for the mix of industrial business uses located, both on the Technology Park and on the adjoining longer established industrial estates. The location has significantly less attraction than sites within the south of the town due to its distance from the nearest motorway junction.
Date of Survey	25 <sup>th</sup> July 2012



## Blackpool North Technology Park



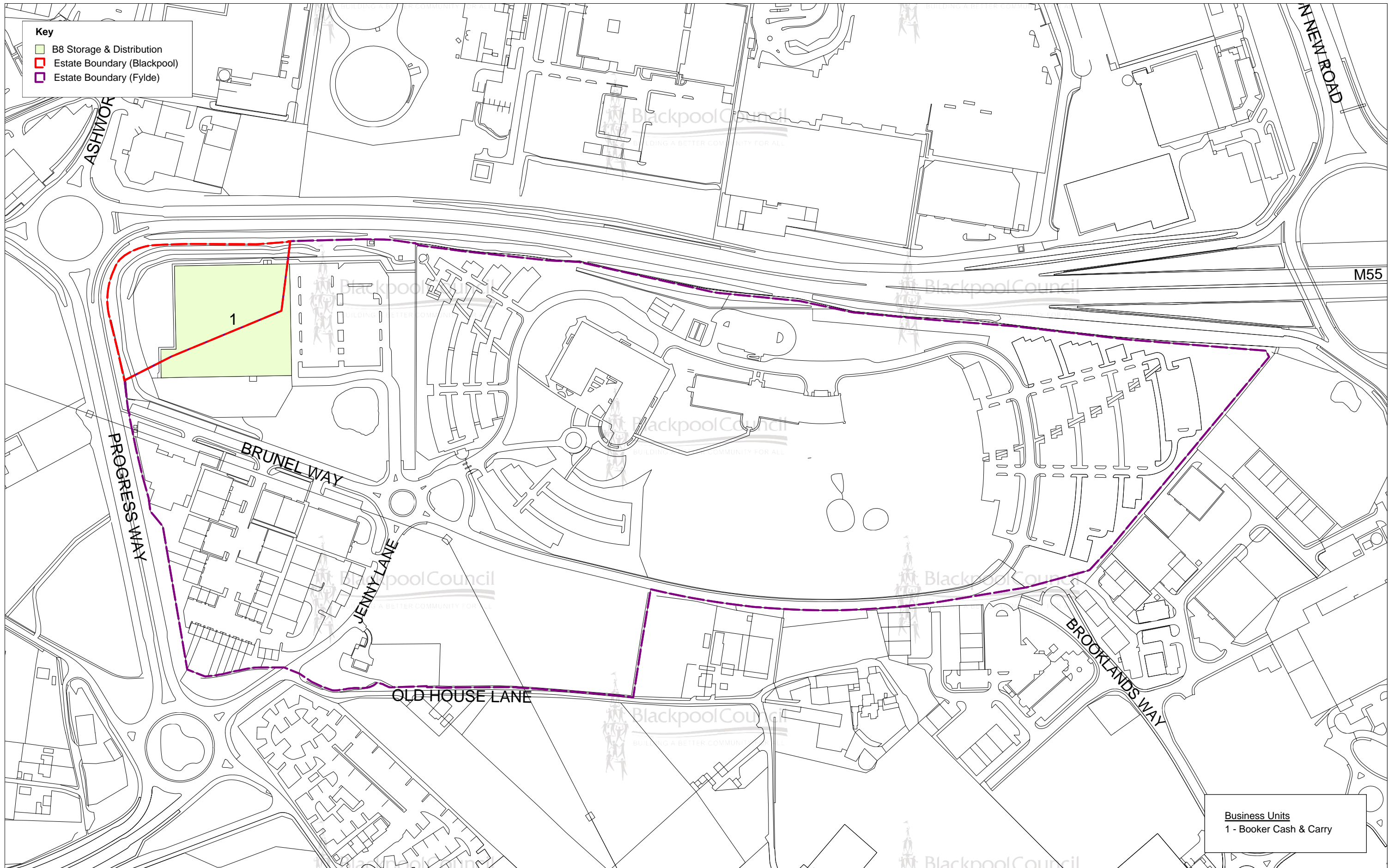
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<b>Estate Size (ha)</b>	<b>8</b>
<b>Land Available (ha)</b>	<b>3.7</b>
Description	The Technology Park was an initiative pursued by Blackpool Council to create a new strategic employment growth point in the north of the town. The site comprises a range of relatively new office buildings and light industry within a landscaped setting.
Prominence	The site is prominent when travelling on Faraday Way, however access can be difficult from the M55 motorway due to congestion on the A585.
Occupier(s)	Various – including Balfour Beatty, MAC UK, HM Revenue & Customs, Business Energy Solutions, Jelly Media, Healthpoint & First Medical
Current Use (Use Classes)	B1
No. Vacant units	22
Occupancy Level	Moderate
Building Age	All buildings late 90s early 00s.
Building Quality	Good quality modern buildings.
Site Environmental Quality	Surrounded on three sides by attractive areas of open space. Lots of planting and grassed areas.
Distance to M55 M'way (km)	Junction 4 - 10.7; Junction 3 – 13.1
Distance to A Road (km)	Bispham Road (A587) – 1.8; Amounderness Way (A585) – 1.5
Distance to Rail Station (km)	Layton – 3.1; Blackpool North – 6.2; Poulton – 3.7
Distance to Bus Route (km)	Bus Stop on Faraday Way (No.16)
Distance to services (km)	Moor Park Local Centre - 1.7; Bispham District Centre – 2.5
Constraints (inc. access / car parking /	Surrounded by Greenbelt, Protected Public Open Space and Sites of

adjacent uses)	Nature Conservation Value. The site abuts a Biological Heritage Site. Poor motorway access – issues with congestion on the A585. Possible issue re: broadband connectivity.
Opportunities for development / expansion	Vacant 3.5ha site available for development.
Other Policy Considerations	Any new development will need to consider and mitigate impacts on the adjacent sites of nature conservation value and also consider the presence of protected species.
Relevant Planning History (Last 5 years)	-
Recommendations	Blackpool Technology Park provides a wide range of B1 facilities and is one of only two modern business parks in Blackpool and should therefore be protected.
Date of Survey	25 <sup>th</sup> July 2012

## **Blackpool Employment Land Study**

### **Appendix C: Main Employment Area Surveys (Land Use, Vacancies and Available Land)**



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Title: Blackpool & Fylde Industrial Estate

Date: July 2012

Scale: 1:3000

Drawn By: DA





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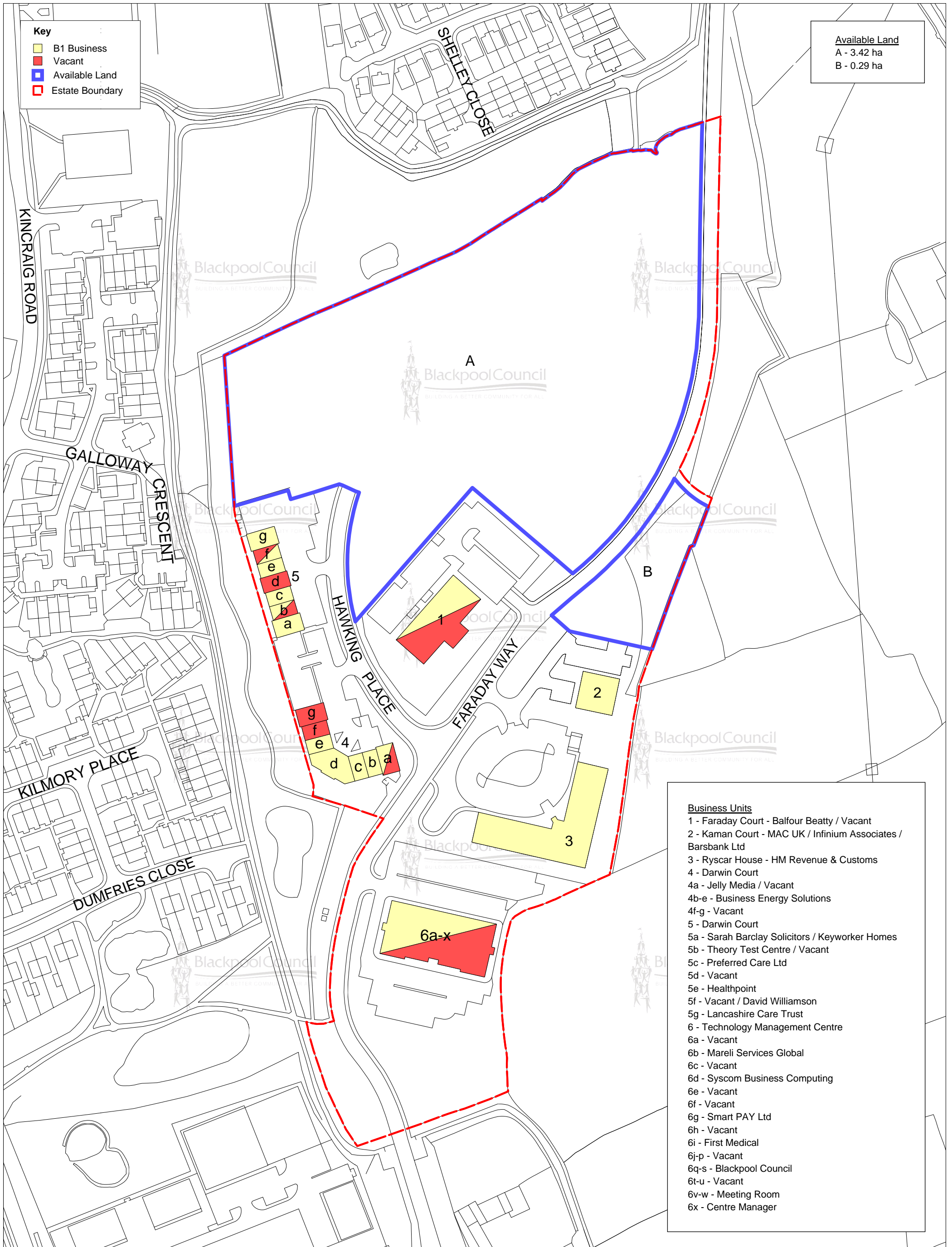


Title: Blackpool Business Park

Date: July 2012

Scale: 1:2500

Drawn By: DA



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Title: Blackpool Technology Park

Date: July 2012

Scale: 1:1750

Drawn By: DA

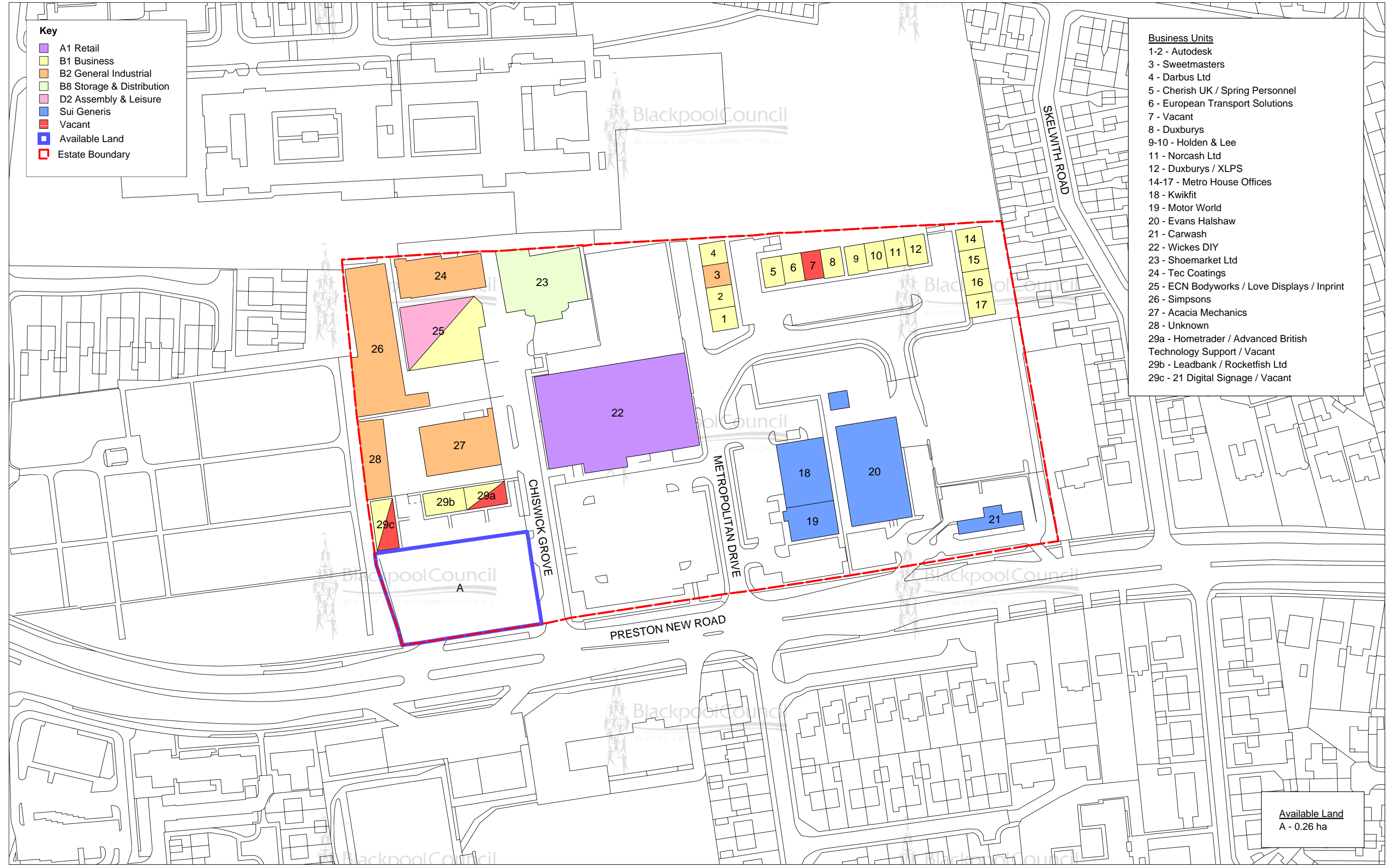


**Key**

- A1 Retail
- B1 Business
- B2 General Industrial
- B8 Storage & Distribution
- D2 Assembly & Leisure
- Sui Generis
- Vacant
- Available Land
- Estate Boundary

**Business Units**

- 1-2 - Autodesk
- 3 - Sweetmasters
- 4 - Darbus Ltd
- 5 - Cherish UK / Spring Personnel
- 6 - European Transport Solutions
- 7 - Vacant
- 8 - Duxburys
- 9-10 - Holden & Lee
- 11 - Norcash Ltd
- 12 - Duxburys / XLPS
- 14-17 - Metro House Offices
- 18 - Kwikfit
- 19 - Motor World
- 20 - Evans Halshaw
- 21 - Carwash
- 22 - Wickes DIY
- 23 - Shoemarket Ltd
- 24 - Tec Coatings
- 25 - ECN Bodyworks / Love Displays / Inprint
- 26 - Simpsons
- 27 - Acacia Mechanics
- 28 - Unknown
- 29a - Hometrader / Advanced British Technology Support / Vacant
- 29b - Leadbank / Rocketfish Ltd
- 29c - 21 Digital Signage / Vacant



**Available Land**  
A - 0.26 ha

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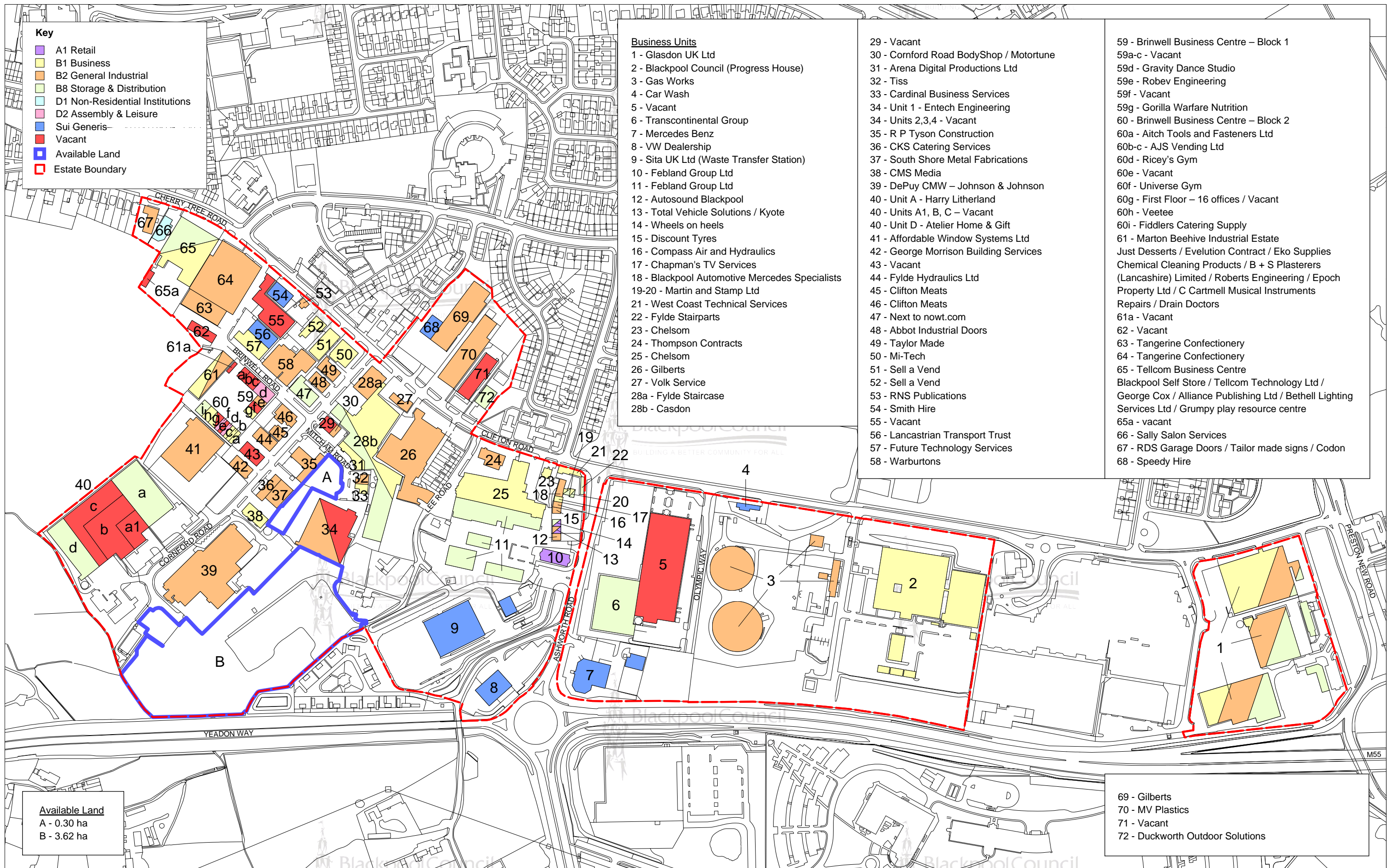
Title: Chiswick Grove Estate

Date: July 2012

Scale: 1:1500

Drawn By: DA





- Key**
- A1 Retail
  - B1 Business
  - B2 General Industrial
  - B8 Storage & Distribution
  - D1 Non-Residential Institutions
  - D2 Assembly & Leisure
  - Sui Generis
  - Vacant
  - Available Land
  - Estate Boundary

**Business Units**

- 1 - Glasdon UK Ltd
- 2 - Blackpool Council (Progress House)
- 3 - Gas Works
- 4 - Car Wash
- 5 - Vacant
- 6 - Transcontinental Group
- 7 - Mercedes Benz
- 8 - VW Dealership
- 9 - Sita UK Ltd (Waste Transfer Station)
- 10 - Febland Group Ltd
- 11 - Febland Group Ltd
- 12 - Autosound Blackpool
- 13 - Total Vehicle Solutions / Kyote
- 14 - Wheels on heels
- 15 - Discount Tyres
- 16 - Compass Air and Hydraulics
- 17 - Chapman's TV Services
- 18 - Blackpool Automotive Mercedes Specialists
- 19-20 - Martin and Stamp Ltd
- 21 - West Coast Technical Services
- 22 - Fylde Stairparts
- 23 - Chelsom
- 24 - Thompson Contracts
- 25 - Chelsom
- 26 - Gilberts
- 27 - Volk Service
- 28a - Fylde Staircase
- 28b - Casdon
- 29 - Vacant
- 30 - Cornford Road BodyShop / Motortune
- 31 - Arena Digital Productions Ltd
- 32 - Tiss
- 33 - Cardinal Business Services
- 34 - Unit 1 - Entech Engineering
- 34 - Units 2,3,4 - Vacant
- 35 - R P Tyson Construction
- 36 - CKS Catering Services
- 37 - South Shore Metal Fabrications
- 38 - CMS Media
- 39 - DePuy CMW – Johnson & Johnson
- 40 - Unit A - Harry Litherland
- 40 - Units A1, B, C – Vacant
- 40 - Unit D - Atelier Home & Gift
- 41 - Affordable Window Systems Ltd
- 42 - George Morrison Building Services
- 43 - Vacant
- 44 - Fylde Hydraulics Ltd
- 45 - Clifton Meats
- 46 - Clifton Meats
- 47 - Next to nowt.com
- 48 - Abbot Industrial Doors
- 49 - Taylor Made
- 50 - Mi-Tech
- 51 - Sell a Vend
- 52 - Sell a Vend
- 53 - RNS Publications
- 54 - Smith Hire
- 55 - Vacant
- 56 - Lancastrian Transport Trust
- 57 - Future Technology Services
- 58 - Warburtons
- 59 - Brinwell Business Centre – Block 1
- 59a-c - Vacant
- 59d - Gravity Dance Studio
- 59e - Robev Engineering
- 59f - Vacant
- 59g - Gorilla Warfare Nutrition
- 60 - Brinwell Business Centre – Block 2
- 60a - Aitch Tools and Fasteners Ltd
- 60b-c - AJS Vending Ltd
- 60d - Rickey's Gym
- 60e - Vacant
- 60f - Universe Gym
- 60g - First Floor – 16 offices / Vacant
- 60h - Veetee
- 60i - Fiddlers Catering Supply
- 61 - Marton Beehive Industrial Estate
- Just Desserts / Evelution Contract / Eko Supplies
- Chemical Cleaning Products / B + S Plasterers (Lancashire) Limited / Roberts Engineering / Epoch Property Ltd / C Cartmell Musical Instruments
- Repairs / Drain Doctors
- 61a - Vacant
- 62 - Vacant
- 63 - Tangerine Confectionery
- 64 - Tangerine Confectionery
- 65 - Telcom Business Centre
- Blackpool Self Store / Telcom Technology Ltd / George Cox / Alliance Publishing Ltd / Bethell Lighting Services Ltd / Grumpy play resource centre
- 65a - vacant
- 66 - Sally Salon Services
- 67 - RDS Garage Doors / Tailor made signs / Codon
- 68 - Speedy Hire
- 69 - Gilberts
- 70 - MV Plastics
- 71 - Vacant
- 72 - Duckworth Outdoor Solutions

**Available Land**  
 A - 0.30 ha  
 B - 3.62 ha

69 - Gilberts  
 70 - MV Plastics  
 71 - Vacant  
 72 - Duckworth Outdoor Solutions



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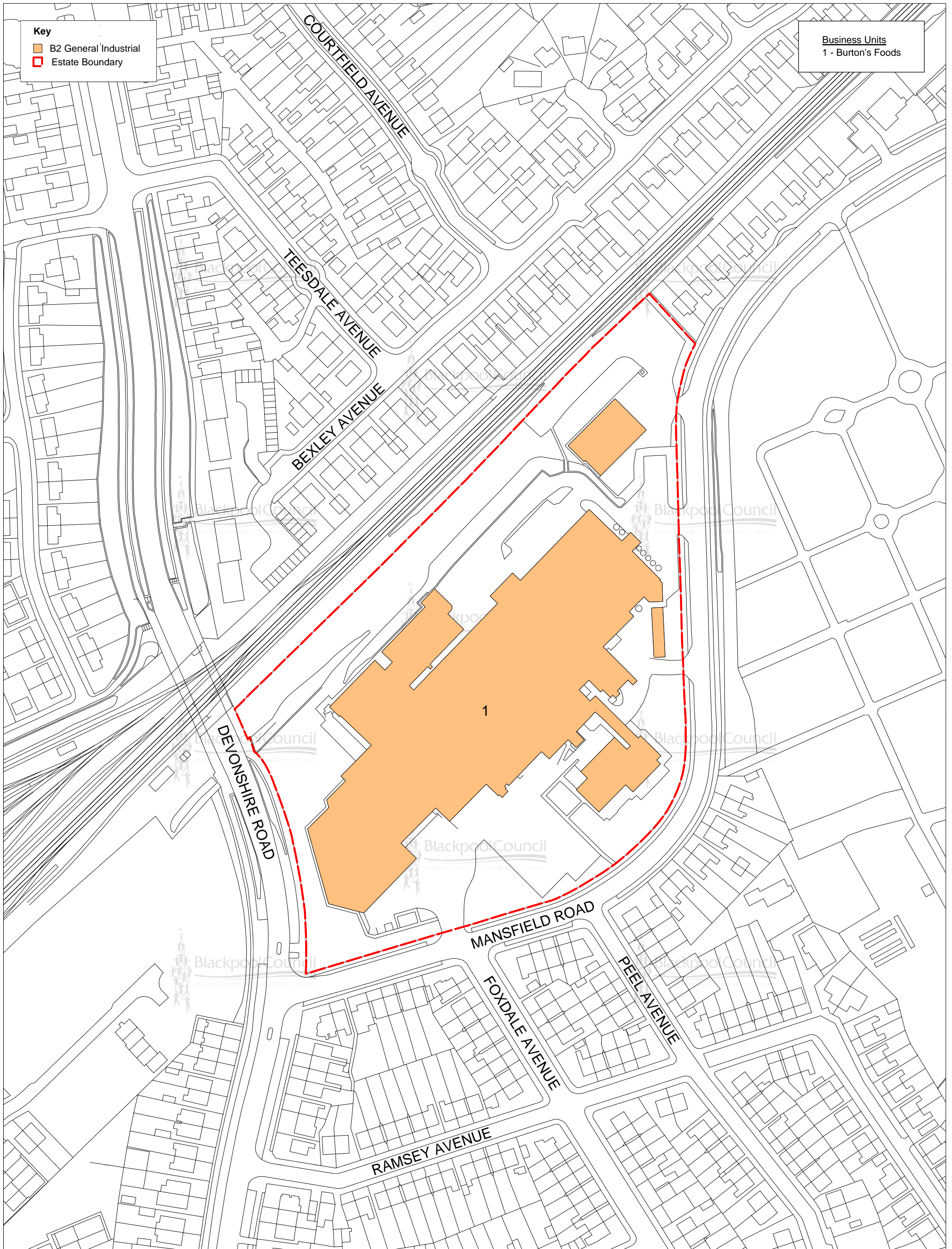
Title: Clifton Industrial Estate  
 Date: July 2012  
 Scale: 1: 4500  
 Drawn By: DA



**Key**

-  B2 General Industrial
-  Estate Boundary

**Business Units**  
1 - Burton's Foods



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Title: Devonshire Road / Mansfield Road (Burton's Foods)

Date: July 2012

Scale: 1:1500

Drawn By: DA



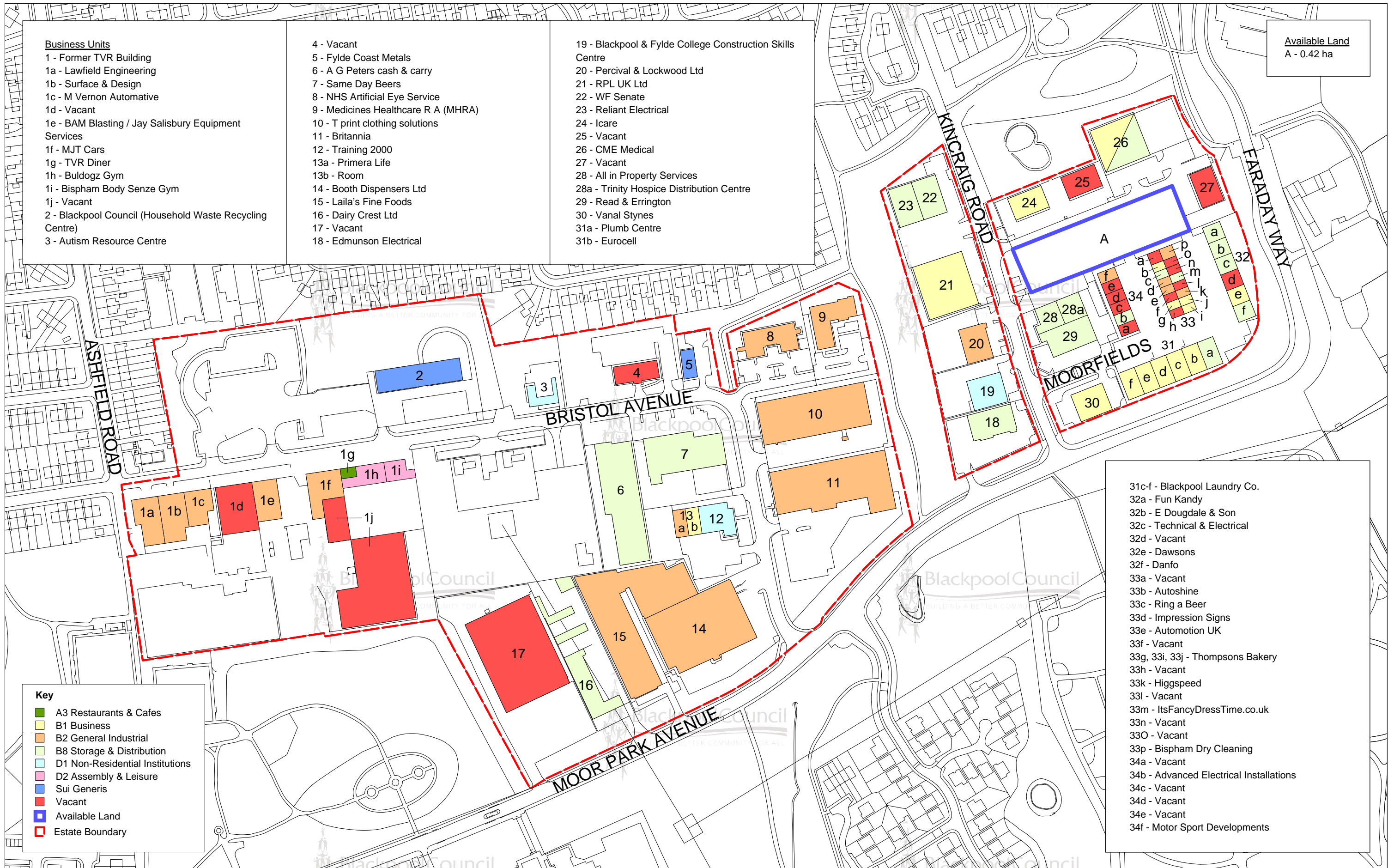
**Business Units**

- 1 - Former TVR Building
- 1a - Lawfield Engineering
- 1b - Surface & Design
- 1c - M Vernon Automative
- 1d - Vacant
- 1e - BAM Blasting / Jay Salisbury Equipment Services
- 1f - MJT Cars
- 1g - TVR Diner
- 1h - Bulldogz Gym
- 1i - Bispham Body Senze Gym
- 1j - Vacant
- 2 - Blackpool Council (Household Waste Recycling Centre)
- 3 - Autism Resource Centre

- 4 - Vacant
- 5 - Fylde Coast Metals
- 6 - A G Peters cash & carry
- 7 - Same Day Beers
- 8 - NHS Artificial Eye Service
- 9 - Medicines Healthcare R A (MHRA)
- 10 - T print clothing solutions
- 11 - Britannia
- 12 - Training 2000
- 13a - Primera Life
- 13b - Room
- 14 - Booth Dispensers Ltd
- 15 - Laila's Fine Foods
- 16 - Dairy Crest Ltd
- 17 - Vacant
- 18 - Edmunson Electrical

- 19 - Blackpool & Fylde College Construction Skills Centre
- 20 - Percival & Lockwood Ltd
- 21 - RPL UK Ltd
- 22 - WF Senate
- 23 - Reliant Electrical
- 24 - Icare
- 25 - Vacant
- 26 - CME Medical
- 27 - Vacant
- 28 - All in Property Services
- 28a - Trinity Hospice Distribution Centre
- 29 - Read & Errington
- 30 - Vanal Stynes
- 31a - Plumb Centre
- 31b - Eurocell

**Available Land**  
A - 0.42 ha



**Key**

- A3 Restaurants & Cafes
- B1 Business
- B2 General Industrial
- B8 Storage & Distribution
- D1 Non-Residential Institutions
- D2 Assembly & Leisure
- Sui Generis
- Vacant
- Available Land
- Estate Boundary

- 31c-f - Blackpool Laundry Co.
- 32a - Fun Kandy
- 32b - E Dougdale & Son
- 32c - Technical & Electrical
- 32d - Vacant
- 32e - Dawsons
- 32f - Danfo
- 33a - Vacant
- 33b - Autosshine
- 33c - Ring a Beer
- 33d - Impression Signs
- 33e - Automotion UK
- 33f - Vacant
- 33g, 33i, 33j - Thompsons Bakery
- 33h - Vacant
- 33k - Higgspeed
- 33l - Vacant
- 33m - ItsFancyDressTime.co.uk
- 33n - Vacant
- 33o - Vacant
- 33p - Bispham Dry Cleaning
- 34a - Vacant
- 34b - Advanced Electrical Installations
- 34c - Vacant
- 34d - Vacant
- 34e - Vacant
- 34f - Motor Sport Developments

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Title: Moor Park Estate

Date: July 2012

Scale: 1:2500

Drawn By: DA

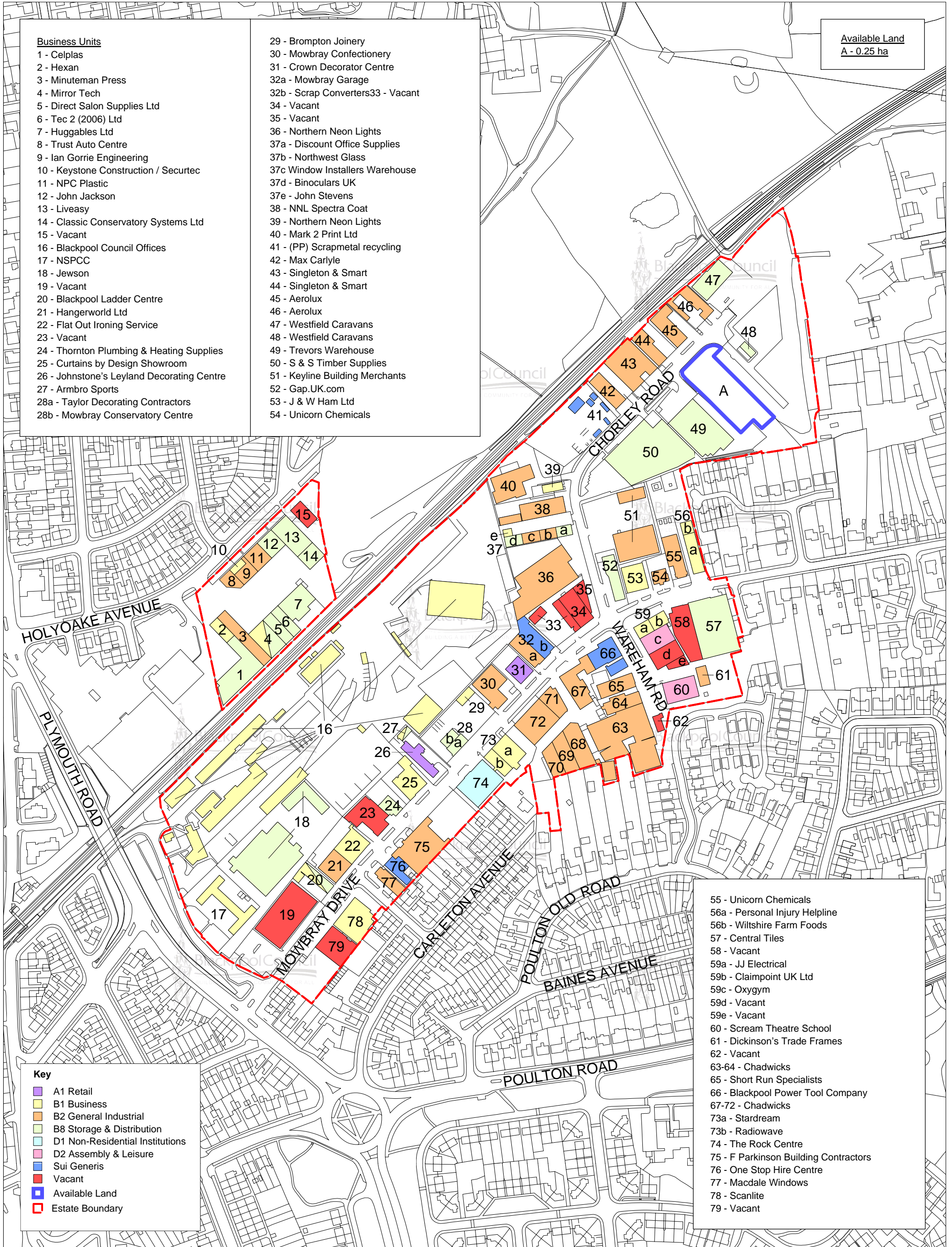


Available Land  
A - 0.25 ha

**Business Units**

- 1 - Celplas
- 2 - Hexan
- 3 - Minuteman Press
- 4 - Mirror Tech
- 5 - Direct Salon Supplies Ltd
- 6 - Tec 2 (2006) Ltd
- 7 - Huggables Ltd
- 8 - Trust Auto Centre
- 9 - Ian Gorrie Engineering
- 10 - Keystone Construction / Securtec
- 11 - NPC Plastic
- 12 - John Jackson
- 13 - Liveasy
- 14 - Classic Conservatory Systems Ltd
- 15 - Vacant
- 16 - Blackpool Council Offices
- 17 - NSPCC
- 18 - Jewson
- 19 - Vacant
- 20 - Blackpool Ladder Centre
- 21 - Hangerworld Ltd
- 22 - Flat Out Ironing Service
- 23 - Vacant
- 24 - Thornton Plumbing & Heating Supplies
- 25 - Curtains by Design Showroom
- 26 - Johnstone's Leyland Decorating Centre
- 27 - Armbro Sports
- 28a - Taylor Decorating Contractors
- 28b - Mowbray Conservatory Centre

- 29 - Brompton Joinery
- 30 - Mowbray Confectionery
- 31 - Crown Decorator Centre
- 32a - Mowbray Garage
- 32b - Scrap Converters
- 33 - Vacant
- 34 - Vacant
- 35 - Vacant
- 36 - Northern Neon Lights
- 37a - Discount Office Supplies
- 37b - Northwest Glass
- 37c Window Installers Warehouse
- 37d - Binoculars UK
- 37e - John Stevens
- 38 - NNL Spectra Coat
- 39 - Northern Neon Lights
- 40 - Mark 2 Print Ltd
- 41 - (PP) Scrapmetal recycling
- 42 - Max Carlyle
- 43 - Singleton & Smart
- 44 - Singleton & Smart
- 45 - Aerolux
- 46 - Aerolux
- 47 - Westfield Caravans
- 48 - Westfield Caravans
- 49 - Trevors Warehouse
- 50 - S & S Timber Supplies
- 51 - Keyline Building Merchants
- 52 - Gap.UK.com
- 53 - J & W Ham Ltd
- 54 - Unicorn Chemicals



- 55 - Unicorn Chemicals
- 56a - Personal Injury Helpline
- 56b - Wiltshire Farm Foods
- 57 - Central Tiles
- 58 - Vacant
- 59a - JJ Electrical
- 59b - Claimpoint UK Ltd
- 59c - Oxygym
- 59d - Vacant
- 59e - Vacant
- 60 - Scream Theatre School
- 61 - Dickinson's Trade Frames
- 62 - Vacant
- 63-64 - Chadwicks
- 65 - Short Run Specialists
- 66 - Blackpool Power Tool Company
- 67-72 - Chadwicks
- 73a - Stardream
- 73b - Radiowave
- 74 - The Rock Centre
- 75 - F Parkinson Building Contractors
- 76 - One Stop Hire Centre
- 77 - Macdale Windows
- 78 - Scanlite
- 79 - Vacant

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Title: Mowbray Drive Estate

Date: July 2012

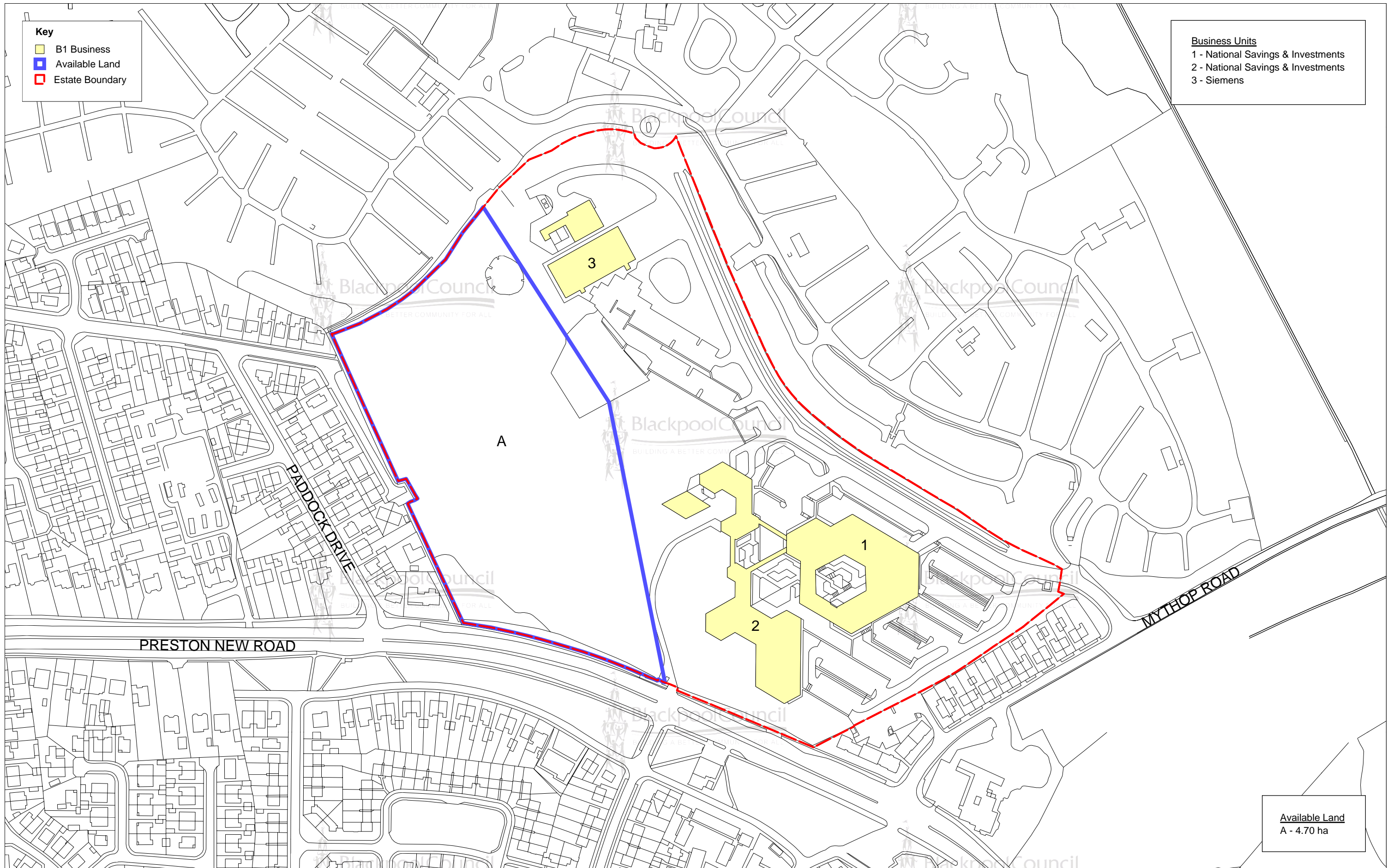
Scale: 1:3000

Drawn By: DA



- Key**
- B1 Business
  - Available Land
  - Estate Boundary

- Business Units**
- 1 - National Savings & Investments
  - 2 - National Savings & Investments
  - 3 - Siemens



**Available Land**  
A - 4.70 ha

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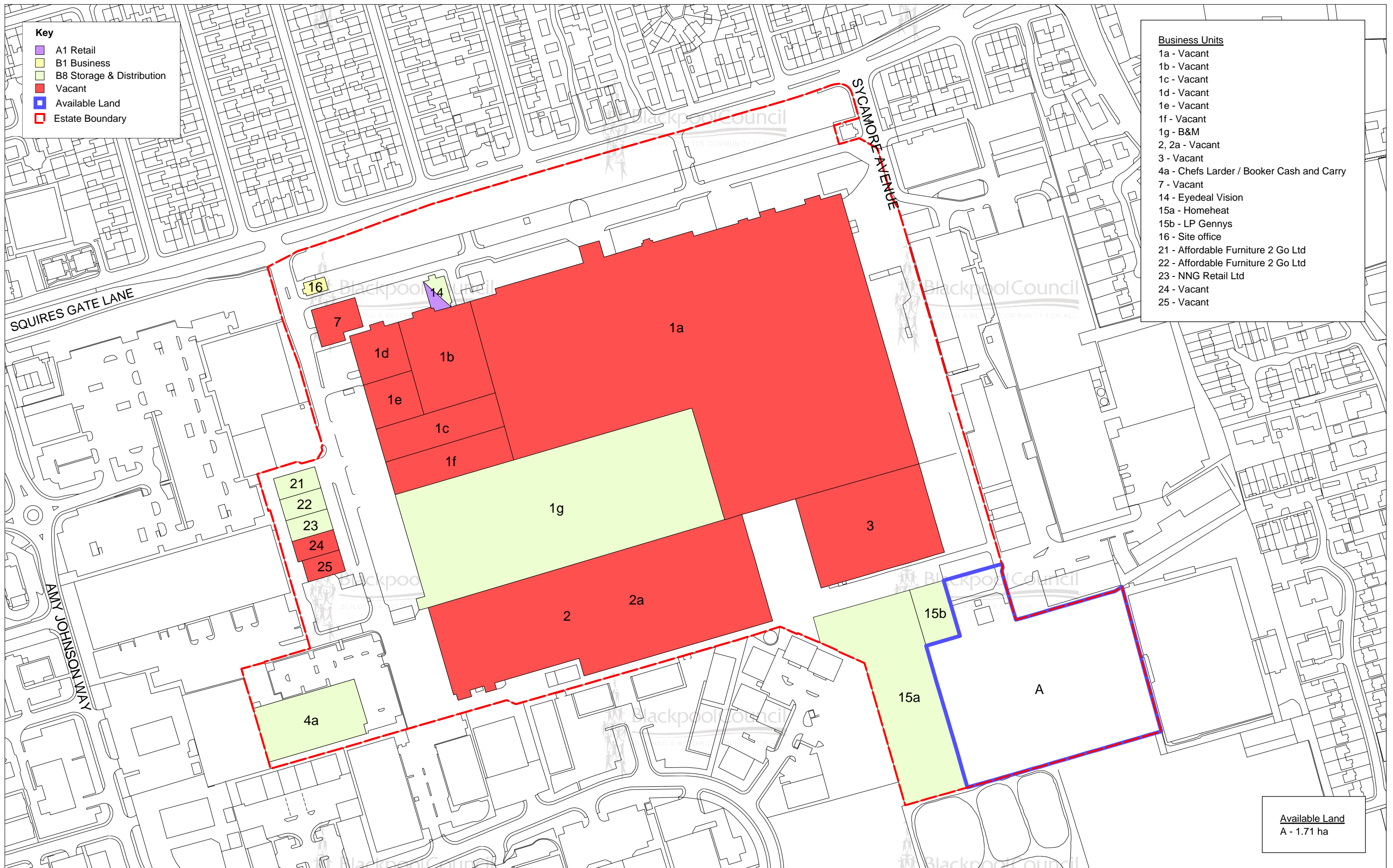


Title: Preston New Road (NS&I)

Date: July 2012

Scale: 1:2500

Drawn By: DA



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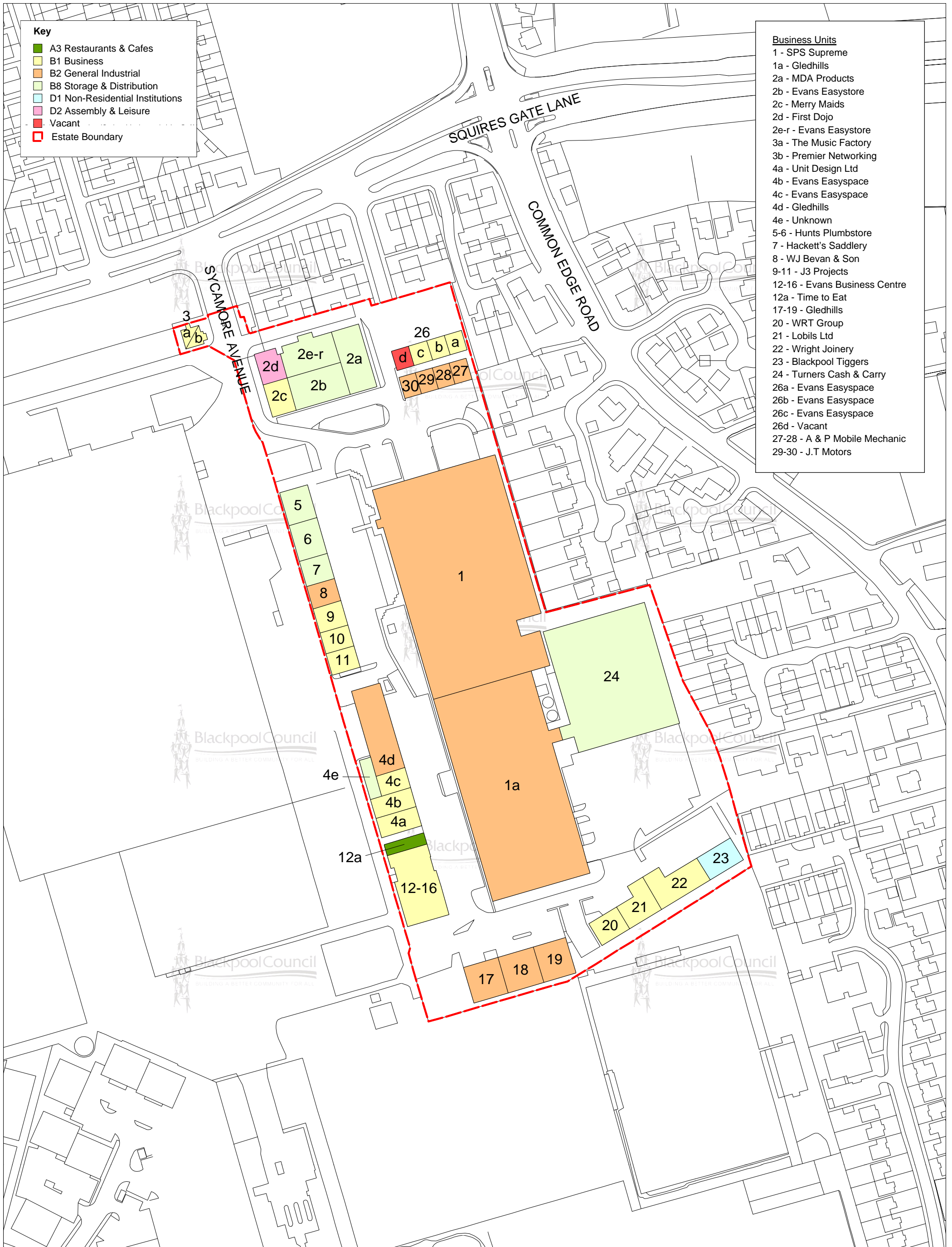
Title: Squires Gate Estate

Date: July 2012

Scale: 1:2500

Drawn By: DA





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Title: Sycamore Trading Estate

Date: July 2012

Scale: 1:1750

Drawn By: DA



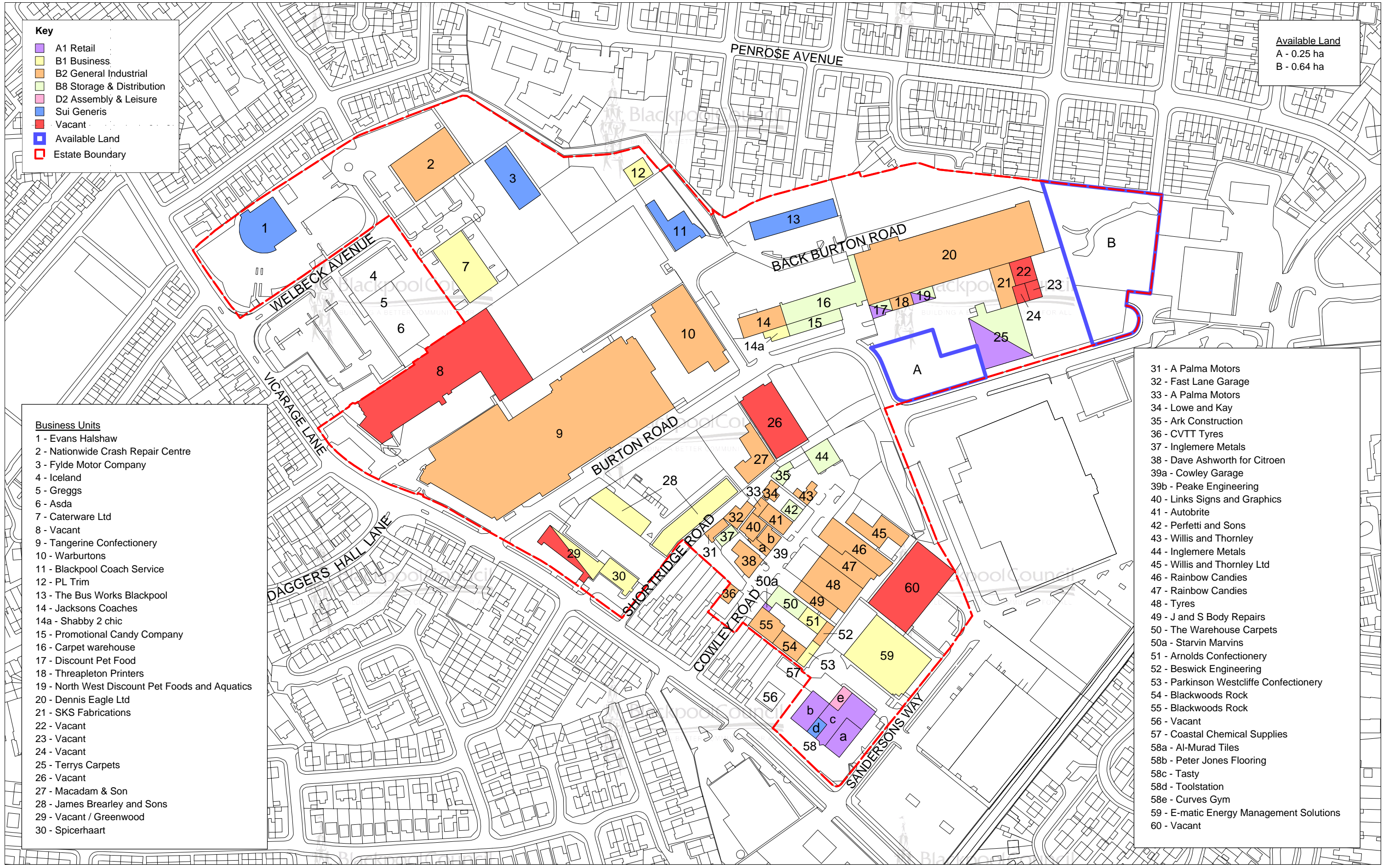
**Key**

- A1 Retail
- B1 Business
- B2 General Industrial
- B8 Storage & Distribution
- D2 Assembly & Leisure
- Sui Generis
- Vacant
- Available Land
- Estate Boundary

**Available Land**  
 A - 0.25 ha  
 B - 0.64 ha

- Business Units**
- 1 - Evans Halshaw
  - 2 - Nationwide Crash Repair Centre
  - 3 - Fylde Motor Company
  - 4 - Iceland
  - 5 - Greggs
  - 6 - Asda
  - 7 - Caterware Ltd
  - 8 - Vacant
  - 9 - Tangerine Confectionery
  - 10 - Warburtons
  - 11 - Blackpool Coach Service
  - 12 - PL Trim
  - 13 - The Bus Works Blackpool
  - 14 - Jacksons Coaches
  - 14a - Shabby 2 chic
  - 15 - Promotional Candy Company
  - 16 - Carpet warehouse
  - 17 - Discount Pet Food
  - 18 - Threapleton Printers
  - 19 - North West Discount Pet Foods and Aquatics
  - 20 - Dennis Eagle Ltd
  - 21 - SKS Fabrications
  - 22 - Vacant
  - 23 - Vacant
  - 24 - Vacant
  - 25 - Terrys Carpets
  - 26 - Vacant
  - 27 - Macadam & Son
  - 28 - James Brearley and Sons
  - 29 - Vacant / Greenwood
  - 30 - Spicerhaart

- 31 - A Palma Motors
- 32 - Fast Lane Garage
- 33 - A Palma Motors
- 34 - Lowe and Kay
- 35 - Ark Construction
- 36 - CVTT Tyres
- 37 - Inglemere Metals
- 38 - Dave Ashworth for Citroen
- 39a - Cowley Garage
- 39b - Peake Engineering
- 40 - Links Signs and Graphics
- 41 - Autobrite
- 42 - Perfetti and Sons
- 43 - Willis and Thornley
- 44 - Inglemere Metals
- 45 - Willis and Thornley Ltd
- 46 - Rainbow Candies
- 47 - Rainbow Candies
- 48 - Tyres
- 49 - J and S Body Repairs
- 50 - The Warehouse Carpets
- 50a - Starvin Marvins
- 51 - Arnolds Confectionery
- 52 - Beswick Engineering
- 53 - Parkinson Westcliffe Confectionery
- 54 - Blackwoods Rock
- 55 - Blackwoods Rock
- 56 - Vacant
- 57 - Coastal Chemical Supplies
- 58a - Al-Murad Tiles
- 58b - Peter Jones Flooring
- 58c - Tasty
- 58d - Toolstation
- 58e - Curves Gym
- 59 - E-matic Energy Management Solutions
- 60 - Vacant



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Title: Vicarage Lane Estate

Date: July 2012

Scale: 1:2500

Drawn By: DA



**Key**

- B1 Business
- Sui Generis
- Estate Boundary

Business Units

- 1 - Benefits Agency
- 2 - Driving Test Centre



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Title: Warbreck Hill

Date: July 2012

Scale: 1:1750

Drawn By: DA

## Blackpool Employment Land Study

### Appendix D: Vacant Property Schedule – July 2012

Address	Industrial/ Office	Tenure	Quality	Size (sq ft)	Market Agent
<b>Blackpool Business Park (Total 92,942 sq ft)</b>					
Unit 4 (Canberra Court)	Industrial	Leasehold	Modern	3,020	Pinkus
Unit 5 (Canberra Court)	Industrial	Leasehold	Modern	3,325	Pinkus
Unit 9	Industrial	Either	Modern	11,800	Pinkus
Unit 12b (GF unit 3B Trident Business Centre)	Office	Leasehold	Modern	1,000	Duxburys
Unit 15 (Unit 5 Skyways Campus)	Office	Either	Modern	6,613	JLL / Pinkus
Unit 18 (Unit 7 Skyways Campus)	Office	Either	Modern	5,165	Michael Cuddy
Unit 21	Industrial / Office	Either	Modern	20,595	Pinkus / Duxburys
Unit 36 (2 units Evans EasySpace)	Office	Leasehold	Modern	810	Duxburys
Unit 36 (5 units Evans EasySpace)	Industrial	Leasehold	Modern	5,250	Duxburys
Unit 37 (Seneca House)	Office	Either	Modern	14,759	Pinkus / BNP Paribas
Unit 46b (FF unit 8 Calder Court)	Office	Leasehold	Modern	871	Duxburys
Unit 48b (Unit 2 Constellation House Lockheed Court)	Office	Leasehold	Modern	2,852	Duxburys
Unit 48c (FF Unit 3 Constellation House Lockheed Court)	Office	Leasehold	Modern	882	Duxburys
Unit 49 (Lockheed Court)	Office	For Sale	Modern (part built)	16,000	JLL
<b>Sycamore Trading Estate (Total 2,126 sq ft)</b>					
Unit 2i/ m/ r	Industrial	Leasehold	Modern	1,410	Duxburys
Unit 26d	Industrial	Leasehold	Modern	716	Duxburys
<b>Squires Gate Industrial Estate (Total 810,000 sq ft)</b>					
Various units east of access road	Industrial	Leasehold		800,000	GVA / Pinkus
Unit 24 & 25	Industrial	Leasehold		10,000	Duxburys
<b>Chiswick Grove Estate (Total 5,040 sq ft)</b>					
Unit 29 (Block A/B/C Chiswick Court) (4 vacant offices: 2 in Block A, 2 in C)	Office	Leasehold	Modern	3,160	Internal
Unit 7 (Metropolitan Business Park)	Office	Leasehold	Modern	1,880	Duxburys
<b>Clifton Road Estate (Total 243,456 sq ft)</b>					
Unit 5	Industrial	Leasehold		74,423	Bailey Deakin Hamiltons
Unit 29 (Cornford Road)	Office / workshop	Leasehold		1,280	Duxburys
Unit 34 (Units 2,3,4 Mitcham Road)	Industrial	Freehold	Modern	34,862	Pinkus
Unit 40a1 (Unit A1 Prestige House)	Office	Leasehold	Modern	11,709	Duxburys
Unit 40b (Unit B Prestige House)	Industrial	Leasehold	Modern	30,891	Duxburys
Unit 40c (Unit C Prestige House)	Industrial	Leasehold	Modern	26,593	Duxburys
Unit 43 (Units 1,2&3)	Industrial	Leasehold		4,560	Pinkus
Unit 55 (Former Cannon Laundry)	Industrial	Either		15,082	Duxburys
Unit 59a (Unit 1 Block 1 Brinwell Business Centre)	Industrial	Leasehold	Modern	1,500 (approx)	N/A
Unit 59b (Unit 2 Block 1 Brinwell Business Centre)	Industrial	Leasehold	Modern	1,500 (approx)	N/A

Unit 59c (Unit 3 Block 1 Brinwell Business Centre)	Industrial	Leasehold	Modern	1,500 (approx)	N/A
Unit 59f (Unit 6 Block 1 Brinwell Business Centre)	Industrial	Leasehold	Modern	1,484	Duxburys
Unit 60e (Unit D2 Block 2 Brinwell Business Centre)	Industrial	Leasehold	Modern	580	Duxburys
Unit 60g (8 x FF units Block 2 Brinwell Business Centre)	Office	Leasehold	Modern	5,637	Duxburys
Unit 61a (Gatehouse, Brinwell Business Centre)	Office	Leasehold		585	Duxburys
Unit 62 (Former Focus Building)	Office / Warehouse	Either		4,378	Duxburys
Unit 65a (Unit 6 Tellcom Business Centre)	Office / Storage	Leasehold		1,112	Duxburys
Unit 71 (formerly Sleep at Ease, Clifton Road)	Industrial	Freehold		25,780	N/A
<b>Vicarage Lane Estate (Total: 60,624 sq ft)</b>					
Unit 8 (Former Burton Foods)	Office	Either		20,322	Pinkus
Unit 22 (Unit 9 Burton Road Industrial Estate)	Industrial	Leasehold		1,250	Michael Cuddy
Unit 23 (Unit 10 Burton Road Industrial Estate)	Industrial	Leasehold		625	Michael Cuddy
Unit 24 (Unit 11 Burton Road Industrial Estate)	Industrial	Leasehold		600	Michael Cuddy
Unit 26, Burton Road	Warehouse/ Industrial	Leasehold		15,503	Eckersley
Unit 29 (GF Suite 1A Newfield House)	Office	Leasehold	Modern	2,859	Pinkus
Unit 60 (20 Sandersons Way)	Warehouse/ Industrial	Leasehold	Modern	19,456	Mason Owen
<b>Mowbray Drive Estate (Total: 57,383 sq ft)</b>					
Unit 15 (Unit 11 Fox Industrial Estate)	Warehouse/ Office	Leasehold		2,243	Duxburys
Unit 19 (formerly Magnet, Unit 1 Mowbray Drive)	Retail/Trade Warehouse	Either	Modern	15,370	JSS Egerton
Unit 23 (31 Mowbray Drive)	Warehouse/ Industrial	Leasehold		7,388	Kevin Oliver Ltd
Unit 33 (107-109 Mowbray Drive)	Warehouse/ workshop	Leasehold		3,415	Kays
Unit 34 (111 Mowbray Drive)	Office/ Warehouse	Leasehold		3,702	Kays
Unit 35 (Chorley Road)	Industrial	Leasehold		1,805	Kays
Unit 58 (140 Mowbray Drive)	Warehouse	Freehold		10,500	Michael Cuddy
Unit 59d (FF Unit 4, 130 Mowbray Drive)	Office	Leasehold		3,247	Duxburys
Unit 59e (Unit 5 130 Mowbray Drive)	Workshop	Leasehold		854	Duxburys
Unit 62 (19 Wareham Road)	Workshop/ cafe	Freehold		1,432	N/A
Unit 79 (20 Mowbray Drive)	Warehouse/ Office	Freehold		7,427	Michael Cuddy
<b>Moor Park Estate (Total: 118,552 sq ft)</b>					
Unit 1d (Unit 9 TVR site)	Industrial	Leasehold		7,329	N/A

Unit 1J (Rear of TVR site)	Industrial	Leasehold		43,432	N/A
Unit 4 (GF + FF Chiltern House, Bristol Avenue)	Office	Either	Modern	9,023	Bailey Deakin Hamiltons
Unit 17 (71 Moor Park Avenue)	Warehouse	Freehold		37,319	Pinkus
Unit 25 (Building 2a-c)	Warehouse/ office/ industrial	Either	Modern	4,452	Duxburys
Unit 27 (Building 4a-c)	Warehouse/ office/ industrial	Either	Modern (part built)	7,769	Duxburys
Unit 32d (Unit 5D, Moorfields)	Industrial	Leasehold	Modern	1,570	Duxburys
Unit 33o (Unit 4O, Moorfields)	Industrial	Leasehold	Modern	538	Duxburys
Unit 33n (Unit 4N, Moorfields)	Industrial	Leasehold	Modern	538	Duxburys
Unit 33l (Unit 4L, Moorfields)	Industrial	Leasehold	Modern	538	Duxburys
Unit 33h (Unit 4H, Moorfields)	Industrial	Leasehold	Modern	538	Duxburys
Unit 33f (Unit 4F, Moorfields)	Industrial	Leasehold	Modern	538	Duxburys
Unit 33a (Unit 4A, Moorfields)	Industrial	Leasehold	Modern	796	Duxburys
Unit 34a (Unit 3A, Moorfields)	Industrial	Leasehold	Modern	1,043	Duxburys
Unit 34c (Unit 3C, Moorfields)	Industrial	Leasehold	Modern	1,043	Duxburys
Unit 34d (Unit 3D, Moorfields)	Industrial	Leasehold	Modern	1,043	Duxburys
Unit 34e (Unit 3E, Moorfields)	Industrial	Leasehold	Modern	1,043	Duxburys
<b>North Blackpool Technology Park (Total: 33,300 sq ft)</b>					
Unit 1 (FF Faraday Court)	Office	Either	Modern	8,175	Gladman
Unit 4a (GF Unit 1 Darwin Court)	Office	Leasehold	Modern	994	Pinkus
Unit 4f (Unit 6 Darwin Court)	Office	Either	Modern	2,026	Pinkus
Unit 4g (Unit 7 Darwin Court)	Office	Either	Modern	2,575	Pinkus
Unit 5b (Unit 9b Darwin Court)	Office	Either	Modern	740	Pinkus
Unit 5c (Unit 10 Darwin Court)	Office	Either	Modern	2,150	Pinkus
Unit 5e (Unit 12a Darwin Court)	Office	Either	Modern	920	Pinkus
Unit 6a (Unit 1 TMC)	Office	Leasehold	Modern	1,150	Duxburys
Unit 6c (Unit 3 TMC)	Office	Leasehold	Modern	1,150	Duxburys
Unit 6e (Unit 5 TMC)	Office	Leasehold	Modern	760	Duxburys
Unit 6f (Unit 6 TMC)	Office	Leasehold	Modern	760	Duxburys
Unit 6h (Unit 8 TMC)	Office	Leasehold	Modern	765	Duxburys
Unit 6j (Unit 10 TMC)	Office	Leasehold	Modern	765	Duxburys
Unit 6k (Unit 11 TMC)	Office	Leasehold	Modern	685	Duxburys
Unit 6l (Unit 12 TMC)	Office	Leasehold	Modern	1,150	Duxburys
Unit 6m (Unit 13 TMC)	Office	Leasehold	Modern	375	Duxburys
Unit 6n (Unit 14 TMC)	Office	Leasehold	Modern	735	Duxburys
Unit 6o (Unit 15 TMC)	Office	Leasehold	Modern	1,490	Duxburys
Unit 6p (Unit 16 TMC)	Office	Leasehold	Modern	1,490	Duxburys
Unit 6t (Unit 20 TMC)	Office	Leasehold	Modern	3,375	Duxburys
Unit 6u (Unit 21 TMC)	Office	Leasehold	Modern	1,070	Duxburys

# Blackpool Employment Land Study

## Appendix E: Agents Questionnaire

### Blackpool Employment Land Review

Blackpool Council is currently undertaking its Employment Land Review. We are keen to seek the views of regional and local agents on Blackpool's business and industrial property market (including offices). We would be very grateful if you could answer the following questions as a reply to this email by **Friday 28th June** (they shouldn't take very long to answer).

\*Please note we will keep all your details confidential

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1. How would you summarise the Blackpool and wider Fylde Coast employment land/premises market at present?
  - Industrial (B2, B8)
  - Offices (B1)
2. What types of business are looking to locate in Blackpool and where are they coming from? (i.e. within the Fylde Coast, Lancashire, the North West or further afield)
3. What key factors are companies looking for in terms of sites/premises?
4. Are there any shortages of certain types of employment land/ premises in Blackpool which may constrain future economic growth?
5. What are the advantages and disadvantages of Blackpool and the wider Fylde Coast as a business location?
6. Are there any industries that you consider to be critical in driving future economic growth of the area? How can these be capitalised upon?
7. In your opinion, what are the impacts of the current economic climate on local businesses and demand for premises?
8. Have you noticed any trends emerging in terms of business start-ups and survival in Blackpool?



## Blackpool Employment Land Study

### Appendix F: Schedule of Individual Site Take-up (1991-2012)

Year	Site	Estate Name	Area (ha)
1991-92	Northern Schools Travel, Bristol Ave	Moor Park Estate	0.5
	PSA Workshops, Bristol Ave	Moor Park Estate	0.6
	Autistic Workshops, Bristol Ave	Moor Park Estate	0.2
	Business Units	Vicarage Lane Estate	0.5
1992-93	Fylde Coachworks	Vicarage Lane Estate	0.5
	Hence Housewares, KinCraig Rd	Moor Park Estate	0.6
	T I Silencers	Squires Gate Estate	0.8
	Caterware	Vicarage Lane Estate	0.4
1993-94	Caravan Sales, Chorley Road	Mowbray Drive Estate	0.3
1994-95	Lex Peugeot Cars	Vicarage Lane Estate	0.7
1995-96	Cable NW	Blackpool Business Park	0.2
	Warburtons	Blackpool Business Park	0.5
1996-97	Fylde Motor Company	Blackpool Business Park	0.7
	J Barnett Cars	Vicarage Lane Estate	0.3
1997-98	Technology Management Centre	North Blackpool Technology Park	1.1
	Glasdons	Clifton Industrial Estate	1.0
1998-99	No name recorded	Sycamore Estate	0.2
	Lancashire	Blackpool Business Park	0.8
1999-00	Leopold Grove Engineering	Blackpool Business Park	0.3
	ITM	Blackpool Business Park	0.8
	Signet Ltd	Blackpool Business Park	0.4
	Infrastructure provision	Blackpool Business Park	0.9
2000-01	Huddleston	Blackpool Business Park	0.8
2001-02	Priority Sites	Blackpool Business Park	0.9
	DePuy MW Ltd, Cornford Road	Clifton Industrial Estate	0.3
	Febland, Ashworth Road	Clifton Industrial Estate	0.1
	Gladman Developments	North Blackpool Technology Park	1.4
	Infrastructure provision	Blackpool Business Park	1.5
2002-03	VW Dealership, Chapel Rd	Clifton Industrial Estate	0.6
	Inland Revenue	North Blackpool Technology Park	0.6
	Gladman Developments	North Blackpool Technology Park	0.6
	John Roberts Printing	Blackpool Business Park	0.4
2003-04	Partnership Projects	Blackpool Business Park	1.4
	Hibberd Distribution	Blackpool Business Park	0.4
2004-05	Trident	Blackpool Business Park	1.7
	De Puy International, Cornford Road	Clifton Industrial Estate	0.5
	Ark Construction, Lee Road	Clifton Industrial Estate	0.1
2005-06	Evans Easyspace	Blackpool Business Park	0.8
	CIP UK Ltd	Clifton Industrial Estate	0.1
	Vanalstynes - Optical, KinCraig Road	Moor Park Estate	0.2
	Cognatec Ltd	North Blackpool Technology Park	0.3
	Supreme Plastics	Sycamore Estate	0.1
	Jacksons Coaches	Vicarage Lane Estate	0.3
2006-07	Rok Developments	Blackpool Business Park	1.5
	Chiswick Court offices	Chiswick Grove Estate	0.2

	Evans Easyspace	Sycamore Estate	0.1
	Evans Easyspace	Blackpool Business Park	0.8
	Encore Developments	Blackpool Business Park	0.1
	Calder Developments	Blackpool Business Park	0.6
	APC Engineers Ltd	Blackpool Business Park	0.9
2007-08	Encore Developments	Blackpool Business Park	0.6
2008-09	I Care Land Development (inc. Unit 1) – Kincaig Road Business Park	Moor Park Estate	0.8
	Blackpool Council	Blackpool Business Park	2.2
2009-10	I Care Land Development (Unit 2/3) – Kincaig Road Business Park	Moor Park Estate	0.3
2010-11	I Care Land Development (Unit 4) – Kincaig Road Business Park	Moor Park Estate	0.2
<b>TOTAL</b>			<b>33.7</b>