

Appendix 4a

Holiday Accommodation Supplementary Planning Document

Adopted xxxx 2017

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1 Introduction

1.1 This Holiday Accommodation SPD is a first revision of the original Holiday Accommodation SPD which was adopted by the Council in March 2011.

1.2 Holiday accommodation continues to be an important part of Blackpool's tourism offer and is vital to the resort's visitor economy. However, over the years tourism has changed. Whilst there has been an upturn in resort visitor numbers in recent years, Blackpool still has too many holiday accommodation bed spaces, with many businesses operating at marginal levels leading to a number going out of business or changing to inappropriate uses that are causing problems.

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

1.4 In order to safeguard the strongest clusters of holiday accommodation in sustainable locations, we have defined **Holiday Accommodation Areas (HAAs)**, where restrictions on change of use apply. The policy is explained in more detail in this document, known as a 'Supplementary Planning Document' or 'SPD'. It is important to note that Blackpool is a holiday resort and the council continues to champion the tourism economy, recognising the contribution good quality holiday accommodation makes wherever it is located.

The HAAs only define where holiday accommodation premises cannot normally change to residential use in land use planning terms. There are no "holiday zones". Holiday accommodation premises that are not within one of these areas (HAAs) are still part of the resort, but owners have the option to change to residential use should they no longer want to carry on as holiday accommodation.

2 What is the current planning policy for managing holiday bed spaces?

2.1 Policy CS23 of the Local Plan Part 1: Core Strategy (2016) 'Managing Holiday Bed Spaces' seeks to achieve an economically viable level of quality holiday accommodation (See Appendix 2).

2.2 This policy allows more hotels and guest houses to change to residential use than before, encouraging a better balance of quality homes and holiday accommodation. In order to successfully manage this reduction and retain a sustainable level of holiday accommodation in the right locations with easy access to resort facilities and key transport routes, restrictions on change of use will continue to apply to properties located within the main holiday accommodation areas. Further details of these defined areas and related policy are explained in section 5.

3 What are the aims of the Holiday Accommodation SPD?

3.1 The SPD has been produced to provide the required detailed guidance in relation to Core Strategy Policy CS23, including the precise boundaries for the HAAs. The key aims of the SPD are:

- To define specific areas of holiday accommodation to which Policy CS23 of the Blackpool Local Plan Part 1: Core Strategy (2016) should apply.
- To support an improvement in quality and reduction in the amount of holiday accommodation, which consolidates provision in the most sustainable locations.
- To maintain the promenade as the 'shop window' to the resort, offering a range of high quality visitor accommodation.
- To provide a focussed supporting high quality holiday accommodation offer in the defined areas off the promenade.
- To encourage mixed neighbourhoods outside of the main HAAs, complemented by the 'New Homes from Old Places' SPD which provides guidance on residential conversions and subdivisions.

3.2 No separate Sustainability Appraisal (SA) or Habitat Regulations Assessment (HRA) is required for this document, as this is covered by the SA and HRA for the Core Strategy (which can be viewed at: www.blackpool.gov.uk/corestrategy).

4 Assessing the Holiday Accommodation Areas

4.1 The defined boundaries of the Holiday Accommodation Areas set out in were assessed against the criteria set out in Table 1 below:

Table 1: Holiday Accommodation Areas Assessment Criteria

	Criteria	Description
A	Sustainable location	Well located to key attractions, the promenade and public transport
B	Predominance of active holiday accommodation uses	Concentrations of holiday accommodation in the street
C	Proportion of holiday accommodation which is no longer trading	Number of vacant hotels within the street
D	Street Character	Overall character of the street
E	Incidence of accreditation	Levels of visitor accommodation accreditation
F	Pressure for change – currently on the market	Number of properties currently on the market (October 2016)
G	Pressure for change – long term on the market	Number of properties that have been on the market for more than 5 years (since 2011)
H	Pressure for change – planning enquiries	Level of planning enquiries since 2011 for change of use to residential
I	Evidence of unlawful activity	Level of enforcement activity since 2011 for use of holiday accommodation for permanent residential purposes

5 Guidance for Holiday Accommodation Areas

Policy on the Promenade

5.2 The promenade is the resort's 'shop window' and makes an important contribution to Blackpool's holiday accommodation offer, with many of Blackpool's largest hotels being located here. Despite past decline in visitor numbers and some underinvestment in businesses and properties, the promenade remains the prime location for holiday accommodation. It also presents an opportunity for high quality residential accommodation on the seafront, which will help to support/complement investment in quality holiday accommodation, enhance the appearance of the promenade and improve Blackpool's housing offer.

5.3 The Core Strategy policy for the Promenade comprises two key elements:

- a) Key Hotel Frontages
- b) Main Holiday Accommodation Promenade Frontage

Key Promenade Hotel Frontages - Core Strategy Policy CS23 (3)

5.4 The Key Promenade Hotel Frontages include a number of the resort's larger and best known hotels where existing holiday accommodation use will be safeguarded. Many of these hotels are listed buildings. In recognition of their architectural character and the important contribution which they make to the vitality of the promenade and the resort's heritage, the policy also seeks to ensure future development within these frontages is sensitively undertaken; in order to enhance the character and appearance of these key hotel buildings, whilst supporting their continuing use as holiday accommodation.

5.5 Within the areas listed below and defined in Appendix 3, holiday accommodation uses will be safeguarded and appropriate measures to enhance the character and appearance of existing hotel buildings and frontages will be supported, to help sustain the long term future of the resort.

5.6 This policy applies to:

- Queens Promenade frontage (from Cabin to the Gynn Square)
- Imperial Hotel, North Promenade
- The Crescent (242 – 280 North Promenade)
- Metropole, North Promenade
- Talbot Square Ibis Styles

Main Holiday Accommodation Promenade Frontage - Core Strategy Policy CS23 (1a and 1b)

5.7 The focus within the main holiday accommodation areas on the promenade is to support new or refurbished holiday accommodation and allow appropriate mixed-use developments that

provide high quality holiday accommodation/residential uses. These developments would need to meet high standards of design and deliver clear regeneration benefits.

5.8 Within the areas listed below and defined in Appendix 4 proposals will be supported which provide a high quality holiday accommodation offer alongside a supporting new residential offer. Any application will be required to justify the proposed mix of holiday accommodation and residential accommodation within the scheme.

5.9 This policy applies to:

- Norbreck Castle and Bispham
- North of Town Centre Promenade.
- Central Promenade frontage.
- South Promenade frontage.
- Pleasure Beach Promenade frontage.

Policy off the promenade

5.10 The off promenade Main Holiday Accommodation Areas are made up of a number of streets that are considered to be the most concentrated areas of holiday accommodation which are well located to access the resort's attractions.

Main Holiday Accommodation Areas - Core Strategy Policy CS23 (1a and 1b)

5.11 Within the areas listed below and defined in Appendix 5, change of use from holiday accommodation, or the loss of sites used, or last used, as holiday accommodation, will be resisted.

5.12 Change of use will only be permitted in exceptional circumstances where:

- 1) Suitable evidence is provided to demonstrate to the satisfaction of the council that the business is no longer viable and has no reasonable prospect of continuing as holiday accommodation; and
- 2) The proposed use is compatible with the holiday accommodation uses in the street and provides regeneration benefits to the immediate area

5.13 The policy applies to:

The Cliffs - Empress Drive, King Edward Avenue and Gynn Avenue

North Town Centre - focused on parts of Lord Street and Banks Street

South Town Centre - focused on Adelaide Street, Albert Road, Charnley Road, Hornby Road, Reads Avenue, Palatine Road, Hull Road, Vance Road and Havelock Street

Foxhall - York Street and Bairstow Street

South Beach - focused on Barton Avenue, Woodfield Road, Wellington Road, St Chads Road and Alexandra Road

Pleasure Beach North - focused on Dean Street and Station Road, Withnell Road, Osborne Road, Balmoral Road, Burlington Road West and Clifton Drive

Viability

5.14 In recognition of the significant viability issues faced by some holiday accommodation owners in the Main Holiday Accommodation Areas, the guidance makes an allowance for **exceptional circumstances** when a change of use may be considered acceptable.

5.15 It must be demonstrated through a transparent and robust viability methodology that future holiday accommodation use of the property is no longer viable. The proposed use will need to be compatible with other holiday accommodation uses in the street and make a contribution to the regeneration of the wider area.

5.16 Further guidance on the viability assessment information required to be submitted alongside a planning application for change of use will be available on the Council's Holiday Accommodation SPD web page.

5.17 The viability assessment should be proportionate depending on the business size/number of bedrooms. It will require consideration of:

- Potential trading performance (rather than the existing or previous (if not trading) performance)
- Commercial acumen and how the business has been financed, in terms of establishing whether the existing operation is viable.

5.18 Neglect or under investment of a property will not, on its own, be a sufficient reason for allowing non-holiday accommodation uses.

Appendix 1: Background Documents

- **Holiday Accommodation SPD (March 2011)**
- **Blackpool Holiday Accommodation SPD Review 2016/17 – Stage 1 Technical Report**

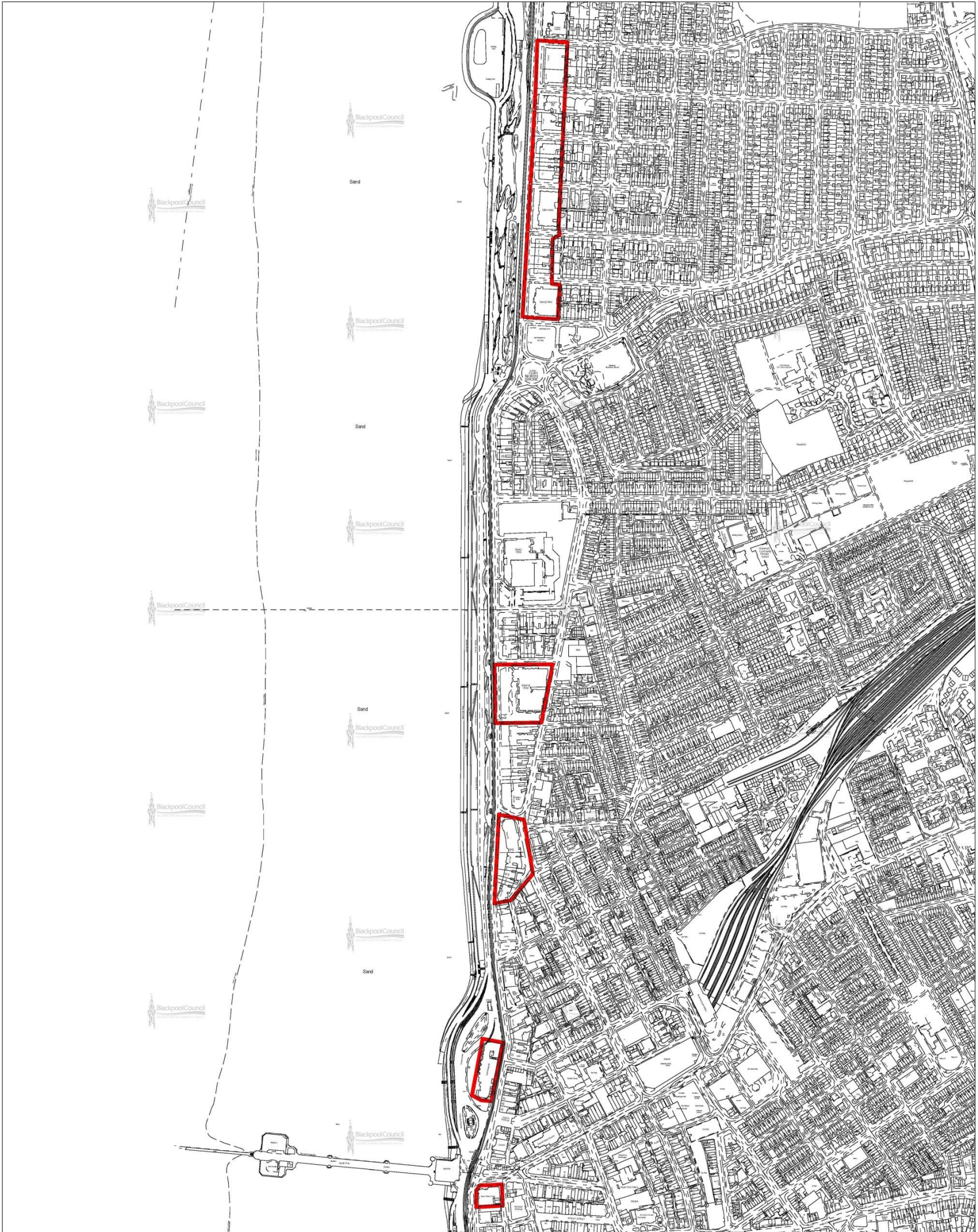
Appendix 2: Blackpool Local Plan Part 1: Core Strategy

Policy CS23: Managing Holiday Bed Spaces

To achieve an economically viable level of quality holiday accommodation, the following approach will be adopted to manage a reduction in the oversupply of poor quality holiday bed-spaces:

- 1) Within the main holiday accommodation areas defined in the SPD:
 - a. Existing holiday accommodation use will be safeguarded and new or refurbished holiday accommodation will be supported
 - b. Change of use from holiday accommodation, or the loss of sites used, or last used, as holiday accommodation, will be resisted unless:
 - i. Exceptional circumstances are demonstrated in accordance with the SPD, or
 - ii. In relation to a promenade frontage, the proposal would provide high quality holiday accommodation alongside a supporting new residential offer. Such proposals would need to comply with the requirements of the SPD.
- 2) Outside the main holiday accommodation areas:
 - a. Where existing holiday accommodation is viable its retention will be supported, including measures to improve the quality of accommodation
 - b. Change of use from holiday accommodation to permanent residential use will be permitted where proposals provide high quality homes which comply with the council's standards for conversions or new build, and relate well in use, scale and appearance to neighbouring properties.
- 3) Within the key promenade hotel frontages defined in the SPD, holiday accommodation use will be safeguarded and appropriate measures to enhance the character and appearance of existing hotel buildings and frontages will be supported, to help sustain the long term future of the resort.

Appendix 3: Key Hotel Promenade Frontages



Queens Promenade to Talbot Square

Appendix 3: Main Holiday Accommodation Promenade Frontage



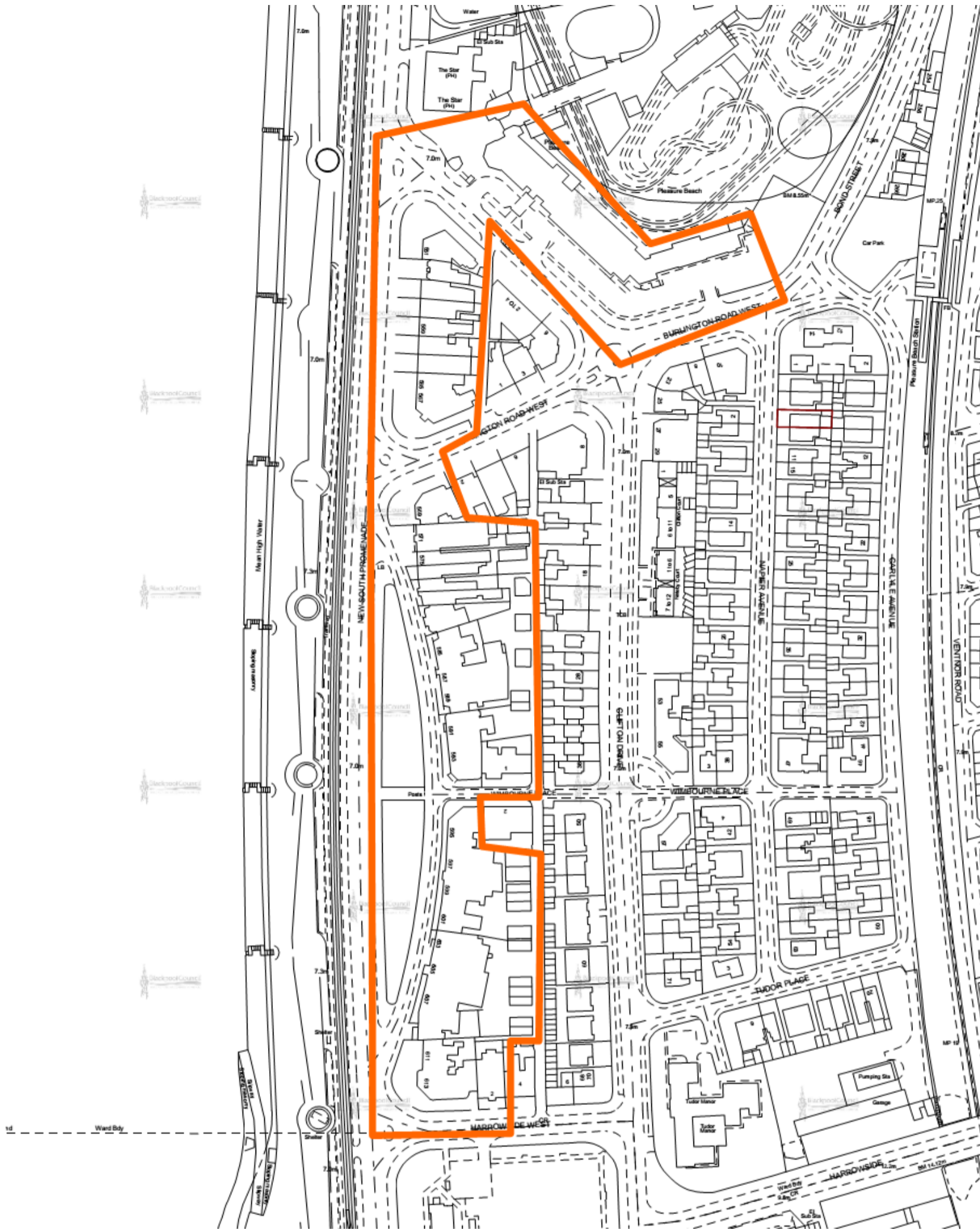
Norbreck Castle and Bispham



Gynn Square to Cocker Square

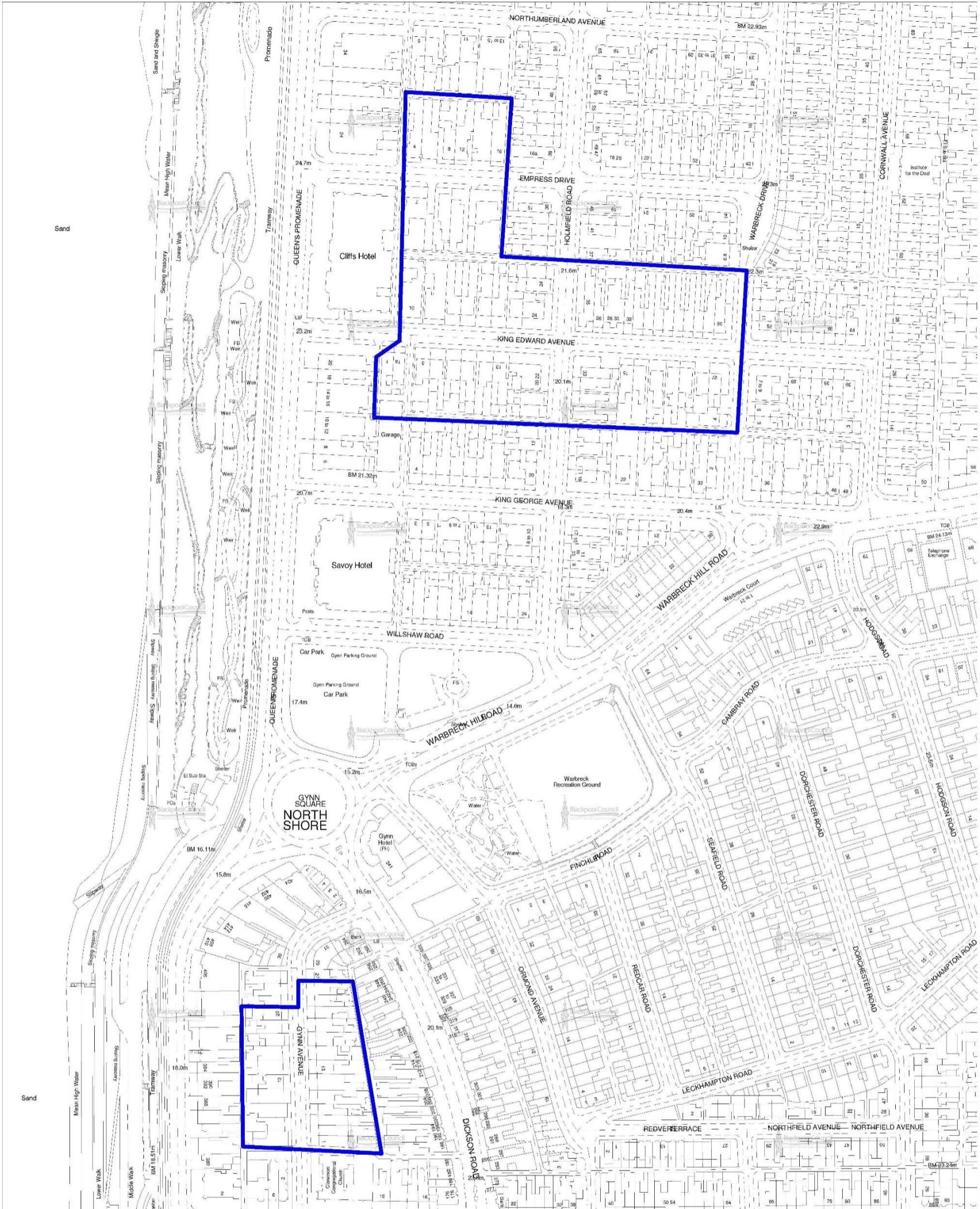


Foxhall/South Beach Promenade Frontage

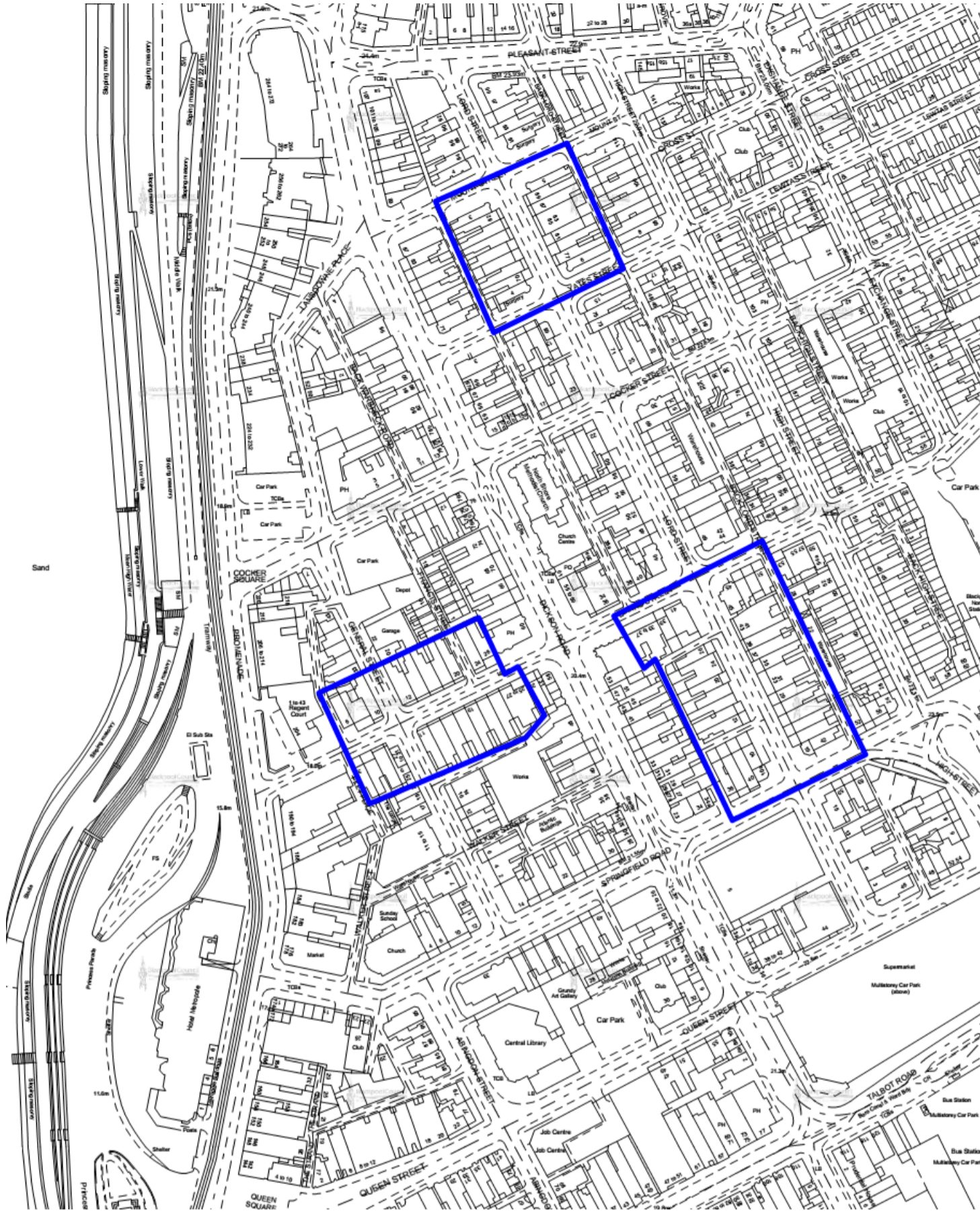


Pleasure Beach Promenade Frontage

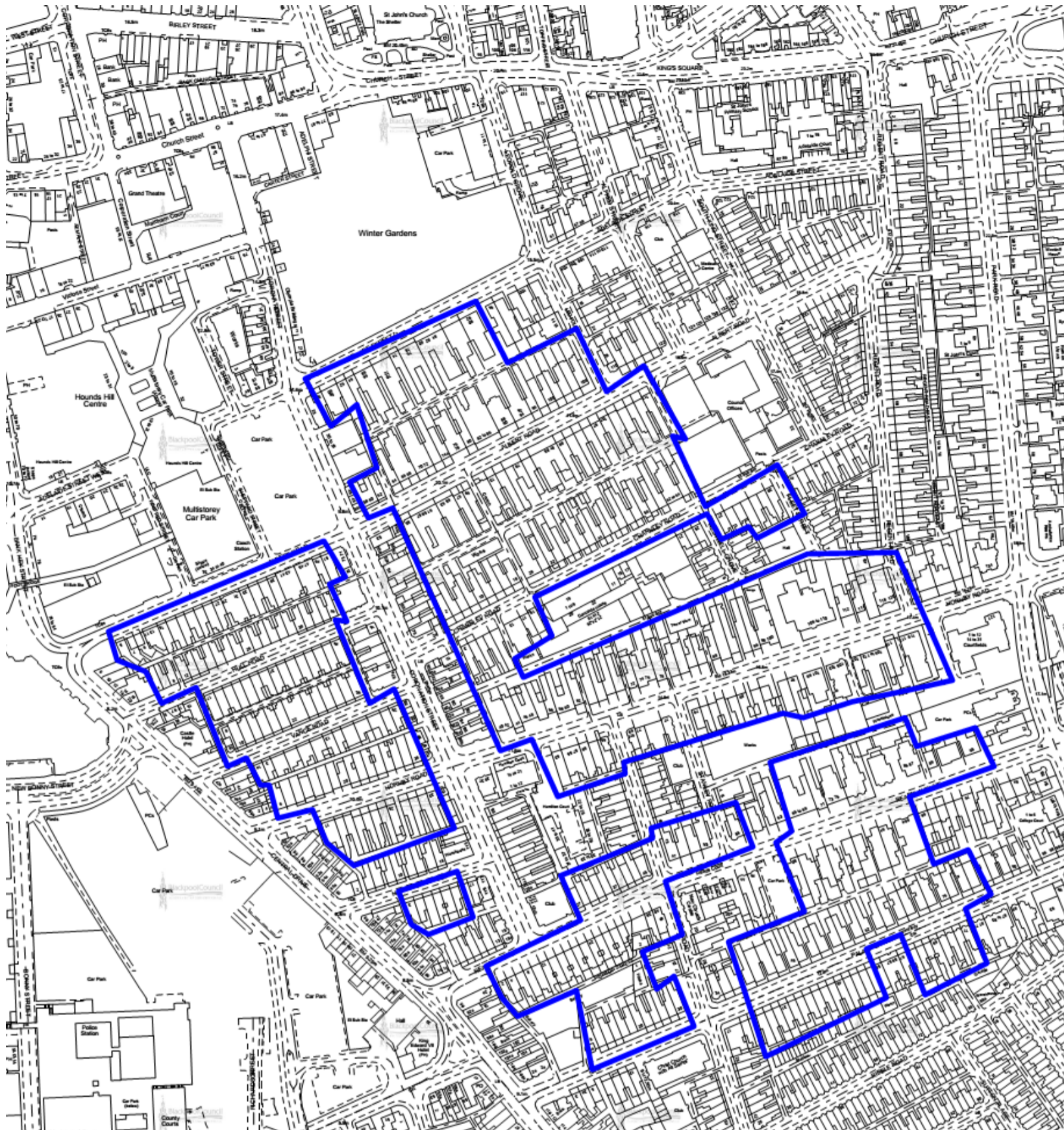
Appendix 5: Off Promenade Main Holiday Accommodation Areas



The Cliffs



North Town Centre



South Town Centre



Foxhall



South Beach



Pleasure Beach