

Green and Blue Infrastructure Strategy 2018 to 2027

Tourism Scrutiny Committee

14th November 2018



Aim of the Presentation

1. What is Green and Blue Infrastructure?
2. Why we have developed a draft GBI strategy and action plan
3. The process so far
4. Key high level recommendations
5. Our ask of you as leaders in Health and Wellbeing
6. Get your thoughts, feedback and ideas



Why are We Developing the Strategy – the Issues

Lowest tree canopy cover in England

Intensely urban, with one of the highest densities of housing outside London

Limited usable open space

18 500 Blackpool people use the outdoor environment each week. This is 5,000 people less than the national average

One of the lowest life expectancies in England

Why are We Developing the Strategy – the benefits of green

The evidence says that green and blue infrastructure:-

Reduces surface water and flooding and therefore seawater quality

Reduces the energy we need to spend on managing that water through drains

Reduces urban heat island effect – green air conditioning

Removes air pollutants

Encourages people to play, walk and cycle

Improves the mental health of adults and children

Increased employee productivity including reducing sickness absence

Increases property values

Attracts inward investment and motivated staff

Green and Blue Infrastructure Strategy

How to Build Green and Blue Infrastructure – Key Recommendations

1. Transform housing quality

New and improved parks and creative greening initiatives in the Inner Area, South Shore and the outer estates to make our housing better for family life.

2. Double tree canopy

Blackpool has the fewest trees of any English town – create a legacy for future generations, starting with planting 10,000 trees in the next ten years.

3. A greener centre

As the town centre and resort core are regenerated, create new pocket parks and an iconic public realm.

4. The best in the West

We will celebrate Stanley Park as the best park in the UK so it becomes a must-see for any visitor; and then encourage visitors to explore other parks in the town, Lytham St Annes and Fleetwood.

Green and Blue Infrastructure Strategy

How to Build Green and Blue Infrastructure – Key recommendations

5. Take health seriously

Help at least 5,000 more local people each week enjoy exercise at our parks, beaches and encourage Forest Schools, Green Gyms and nature-based prescriptions.

6. Make it easy to get outdoors

Establish the “Blackpool Activity Trail”, signpost our green spaces better and remind the world that we are a start point for national coastal and Trans Pennine walking and cycling tours.

7. Keep it down to earth

Blackpool has a great backbone of volunteers and can always call on help from businesses, “Blackpool-exiles” and loyal holiday-makers with an affinity for the town. Local park friends, tree wardens, volunteer rangers and councillors are key to delivering and maintaining GBI.

8. Always Think for the Future

Ensure Green and Blue Infrastructure forms part of all our decision-making and supports the future proofing of the town.

The Action Plan

GBI strategy is delivered through a few flagship schemes and 1001 individual, neighbourhood and organisational actions

Consider the Contrast



Actions At strategic level

- Incorporate the creation of new GBI into the Town Centre Strategy Update where each part of the public realm is considered as an opportunity for civic GBI.
- Identify opportunities in the Leisure Quarter masterplan for GBI.
- Incorporate GBI into the master plan for the Enterprise Zone to create a welcoming place for businesses.
- Create a park in the inner areas for both residents, tourists and town centre workers to use

Making the most of what we have for residents and tourists

- Create an Arts Trail and promote it to residents, workers, visitors and tourists.
- Promote the Lancashire Coastal Way (137 mile footpath following the coastline between Merseyside and Cumbria) to connect residents to neighbouring GBI and visitors and tourists to Blackpool.
- Develop the Blackpool Activity Trail – cycling, walking, and nature trails.

The Activity Trail links the National Cycle Route, Heron's Reach Footpath Trail, Blackpool Heritage Trail, North Blackpool Pond Trail, and Blackpool Promenade.

Proposed Actions for Individual Businesses and Public Sector Organisations

- Protect, manage and improve GBI on your sites for biodiversity, sustainable drainage, and to create an attractive setting for employees and customers.
- If your organisation has limited exterior space, think about innovative green elements e.g. roof-top planting, green walls, etc.
- Adopt part of the GBI public realm, to support its maintenance through sponsorship or staff volunteering
- Include GBI in your Social responsibility procurement requirements



Street Trees



Planting Trees

- Create a street tree planting plan
- Plant street trees on key transport gateways from the M55, including Yeadon Way, Progress Way and Westcliffe Drive/ Talbot Road
- Explore the opportunity to create a 'Green Line' along the central corridor from south Station to the Town Centre, comprising a continuous green space/series of green spaces that facilitates walking, running and cycling.

Over to You

- **What are your thoughts in relation to having a Green & Blue Infrastructure Strategy?**
- **Have you any questions?**
- **How could it be enhanced and developed?**
- **Is it the right approach and scope?**
- **What are your thoughts in relation to people's involvement in Green and Blue?**