

## Officer Key Decision

<b>Relevant Chief Officer (Decision Maker):</b>	Alan Cavill, Director of Communications and Regeneration
<b>Relevant Cabinet Member (for consultation purposes):</b>	Councillor Simon Blackburn, Leader of the Council
<b>Report Author (Officer name and title):</b>	Lee Frudd, Head of Strategic Leisure Assets
<b>Implementation Date of Decision:</b>	11 March 2020

### TENDER PROCESS TO OBTAIN PROPOSALS AND APPOINT AN OPERATOR FOR THE FUTURE USE OF THE GOLDEN MILE CENTRE

#### 1.0 Purpose of the report:

- 1.1 To agree and authorise the completion of a tender exercise to allow the identification of a potential operator to work with the Council to propose optimal future uses for the building complex known as the Golden Mile, Blackpool Promenade, to include potential redevelopment proposals and future operating agreement for any new development.

#### 2.0 Recommendation(s):

- 2.1 That agreement and authorisation be provided, allowing the completion of a tender exercise to identify a potential operator to work with the Council to propose optimal future uses for the building complex known as the Golden Mile, Blackpool Promenade, to include redevelopment proposals and potential future operating agreements for any new development.

#### 3.0 Reasons for recommendation(s):

- 3.1 In order to generate and allow assessment of the potential uses of this key tourism site and potentially appoint an operator to work with the Council in progressing the optimal development proposal and manage the revised offer under an operating agreement to deliver an improved tourism use for the Golden Mile complex, which compliments existing leading resort attractions and contributes to the regeneration of this prominent visitor location within Blackpool.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

Do nothing. This option is likely to maintain the existing use of the Golden Mile complex. The current use does not fully align with the vision of the Council for Blackpool, of being the UK's number one family resort with a thriving economy that supports a happy and healthy community who are proud of this unique town.

#### 4.0 Council Priority:

4.1 The relevant Council Priority is: "The economy: Maximising growth and opportunity across Blackpool".

#### 5.0 Background Information

5.1 The Golden Mile complex, situated on the Promenade Blackpool, is currently of mixed use including an amusement arcade, several retail outlets and an adventure golf attraction.

5.2 The Council aims to transform this area of the Promenade with the objective of obtaining a greater contribution from this key site toward attaining the Council's vision of Blackpool being the UK's number one family resort with a thriving economy that supports a happy and healthy community who are proud of this unique town. This aim is aligned to other developments planned for this area and ongoing enhancements to key Leisure and Tourism attractions within Blackpool.

5.3 The optimal use, or uses, of the site are currently not known. A tender exercise to provide an opportunity for possible operators to propose options for the optimum use of this site, which align with the vision of the Council, is required, in order to establish the best alternative for the future use of the Golden Mile complex while concurrently appointing an operator to manage and run the potential new development.

5.4 Does the information submitted include any exempt information? No

#### 5.5 List of Appendices:

None.

**6.0 Legal considerations:**

6.1 The Council's contracting and commissioning procedures will apply throughout this tender process as applicable. A suitable contract will be developed at the appropriate time in consultation with the Council's Legal Services team.

**7.0 Human Resources considerations:**

7.1 None.

**8.0 Equalities considerations:**

8.1 None.

**9.0 Financial considerations:**

9.1 Financial considerations will be taken into account throughout the tender process in consultation with the Council's Accountancy and Financial Services team.

**10.0 Risk management considerations:**

10.1 A number of robust financial, performance and risk management controls and measures will be implemented as part of this tender process and in consultation with the appropriate Council departments including the Councils Corporate Procurement team. These will continue to be maintained in order to manage risk considerations throughout the tender process.

**11.0 Ethical considerations:**

11.1 None.

**12.0 Internal/ External Consultation undertaken:**

12.1 Consultation has and will continue to take place with Council departments and external advisors throughout the tender process.

**13.0 Decision of Chief Officer**

13.1 That agreement and authorisation be provided, allowing the completion of a tender exercise to identify a potential Operator to work with the Council to propose optimal future uses for the building complex known as the Golden Mile, Blackpool Promenade, to include redevelopment proposals and potential future operating agreements for any new development.

## **14.0 Reasons for the Decision of the Chief Officer**

- 14.1 In order to generate and allow assessment of the potential uses of this key tourism site and potentially appoint an Operator to work with the Council in progressing the optimal development proposal and manage the revised offer under an operating agreement to deliver an improved tourism use for the Golden Mile complex, which compliments existing leading resort attractions and contributes to the regeneration of this prominent visitor location within Blackpool.