

Notice of:	LEADER OF THE COUNCIL AND CABINET MEMBER FOR TOURISM, ARTS AND CULTURE
Decision Number:	PH33/2024
Relevant Officer:	Alan Cavill, Director of Regeneration and Communications
Relevant Cabinet Member	Councillor Lynn Williams, Leader of the Council and Cabinet Member for Tourism, Arts and Culture
Date of Decision:	12 March 2024

NORTH PROMENADE CONSERVATION AREA MANAGEMENT PLAN

1.0 Purpose of the report:

1.1 To request formal adoption of the North Promenade Conservation Area Management Plan.

2.0 Recommendation(s):

2.1 To adopt the North Promenade Conservation Area Management Plan as attached at Appendix A.

3.0 Reasons for recommendation(s):

3.1 Local planning authorities have a duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas. Adoption of the management plan will make available detailed planning policy to provide clarity to decision-makers, developers and the public.

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

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

4.0 Other alternative options to be considered:

4.1 If the Conservation Area Management Plan is not formally adopted there is an ongoing risk of inappropriate proposals which undermine the character of the area. These could be dealt with on a case by case basis but this creates the risk of appeals and costs. In addition, an adopted management plan has added weight when appeals are being determined.

5.0 Council priority:

5.1 The relevant Council priority is: “The economy: Maximising growth and opportunity across Blackpool”.

6.0 Background information

6.1 The North Promenade Conservation Area was designated in 2019. Subsequently a Conservation Area Management Plan was recently prepared and, in line with the requirements of the relevant legislation, a public consultation on the Management Plan was carried out from 4 January to 29 February 2024. The draft Management Plan was published on the Council website, and paper copies were made available in Central Library, Queen Street and at the Customer First desk, Municipal Buildings. A public meeting was held at the Cliffs Hotel on 25 January 2024 so that members of the public could ask questions about the proposed Management Plan.

6.2 No representations were received. Blackpool Civic Trust and the North Blackpool Regeneration, Growth and Prosperity Group support the objectives of the Conservation Area Management Plan.

6.3 The aim of the document is to complement existing national and local policies by providing further advice on the management of the North Promenade Conservation Area. The guidance contained within the Management Plan is intended to ensure that the character and appearance of the conservation area is preserved and enhanced.

6.4 The Management Plan is not meant to be overly prescriptive, or place a heavy financial burden on homeowners, but it is intended to guide and manage change when it is proposed in order to ensure that change is undertaken sensitively by paying due regard to the area’s special interest.

6.5 Does the information submitted include any exempt information? No

7.0 List of Appendices:

7.1 Appendix A: North Promenade Conservation Area Management Plan

8.0 Financial considerations:

8.1 None.

9.0 Legal considerations:

9.1 The Council is obliged by statute to give care to the preservation and enhancement of the special character of conservation areas. Under section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 local planning authorities have a duty to formulate and publish proposals for the preservation and enhancement of their conservation areas. The management plan will give added weight to local planning policy and the decisions of the Planning Committee. This will help in avoiding appeal scenarios and provide clear evidence for decision making if/where decisions are scrutinised by the Planning Inspectorate.

10.0 Risk management considerations:

10.1 None.

11.0 Equalities considerations and the impact of this decision for our children and young people:

11.1 Note

12.0 Sustainability, climate change and environmental considerations:

12.1 None.

13.0 Internal/external consultation undertaken:

13.1 Internal consultation with development management and planning policy. Eight weeks' public consultation carried out in January and February 2024 including a public meeting of the North Blackpool Regeneration, Growth and Prosperity Group at the Cliffs Hotel on 25 January 2024.

14.0 Background papers:

14.1 None.

15.0 Key decision information:

15.1 Is this a key decision? No

15.2 If so, Forward Plan reference number:

15.3 If a key decision, is the decision required in less than five days? No

15.4 If **yes**, please describe the reason for urgency:

16.0 Call-in information:

16.1 Are there any grounds for urgency, which would cause this decision to be exempt from the call-in process? No

16.2 If **yes**, please give reason:

TO BE COMPLETED BY THE HEAD OF DEMOCRATIC GOVERNANCE

17.0 Scrutiny Committee Chairman (where appropriate):

Date informed:

Date approved:

18.0 Declarations of interest (if applicable):

18.1 None.

19.0 Executive decision:

19.1 The Leader of the Council agreed the recommendation as outlined above namely:

To adopt the North Promenade Conservation Area Management Plan as attached at Appendix A.

20.0 Date of Decision:

20.1 12 March 2024

21.0 Reason(s) for decision:

21.1 Local planning authorities have a duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 to formulate and publish proposals for the preservation and enhancement of any parts of their area which are conservation areas. Adoption of the management plan will make available detailed planning policy to provide clarity to decision-makers, developers and the public.

22.0 Date Decision published:

22.1 12 March 2024

23.0 Executive Members in attendance:

23.1

24.0 Call-in:

24.1

25.0 Notes:

25.1