

# Blackpool Council

10 November 2020

To: Councillors Burdess, G Coleman, Galley, Jackson, Hugo, Mitchell, Owen, Walsh and Wilshaw

The above members are requested to attend the:

## **TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE**

Wednesday, 18 November 2020 at 6.00 pm  
Via Zoom Meeting

### **A G E N D A**

#### **1 DECLARATIONS OF INTEREST**

Members are asked to declare any interests in the items under consideration and in doing so state:

(1) the type of interest concerned either a

- (a) personal interest
- (b) prejudicial interest
- (c) disclosable pecuniary interest (DPI)

and

(2) the nature of the interest concerned

If any member requires advice on declarations of interests, they are advised to contact the Head of Democratic Governance in advance of the meeting.

#### **2 MINUTES OF THE LAST MEETING HELD ON 9 SEPTEMBER 2020** (Pages 1 - 6)

To agree the minutes of the last meeting held on 9 September 2020 as a true and correct record.

#### **3 PUBLIC SPEAKING**

To consider any applications from members of the public to speak at the meeting.

**4 EXECUTIVE AND CABINET MEMBER DECISIONS** (Pages 7 - 16)

To consider the Executive and Cabinet Member Decisions within the remit of the Committee, taken since the last meeting.

**5 FORWARD PLAN** (Pages 17 - 24)

To consider the content of the Council's Forward Plan, December 2020 – April 2021, within the remit of the Committee.

**6 PARKING SERVICES ANNUAL REPORT** (Pages 25 - 34)

To consider information on the performance data of Council-owned and managed car parks, and on-street parking, both with regards to patronage and income in the full year ending 2019-20, and in the current year, April to September, with comparisons to the previous year. The report also provides an update on the launch of the new PayByPhone system introduced in May 2020.

**7 TOURISM PERFORMANCE UPDATE** (Pages 35 - 40)

To consider tourism performance in 2020 including the impact of the COVID-19 pandemic on the visitor economy and the measures that are in place to aid its recovery.

**8 BLACKPOOL ILLUMINATIONS** (Pages 41 - 46)

To consider an update on the Illuminations service including a progress report on the extended 2020 Illuminations season, sponsorship and other external funding, and plans for future development.

**9 SCRUTINY WORKPLAN** (Pages 47 - 62)

To consider the Workplan and to monitor the implementation of Committee recommendations, together with any suggestions that Members may wish to make for scrutiny review topics.

**10 DATE OF NEXT MEETING**

To note the date and time of the next meeting as Wednesday, 3 February 2021, commencing at 6pm.

**Other information:**

For queries regarding this agenda please contact John Greenbank, Senior Democratic Governance Advisor, Tel: 01253 477229, e-mail [john.greenbank@blackpool.gov.uk](mailto:john.greenbank@blackpool.gov.uk)

Copies of agendas and minutes of Council and committee meetings are available on the Council's website at [www.blackpool.gov.uk](http://www.blackpool.gov.uk).

# Agenda Item 2

## MINUTES OF TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE MEETING - WEDNESDAY, 9 SEPTEMBER 2020

### **Present:**

Councillor Mitchell (in the Chair)

Councillors

Burdess

Galley

Jackson

Walsh

G Coleman

Hugo

Owen

Wilshaw

### **In Attendance:**

Councillor Lynn Williams, Leader of the Council

Councillor Gillian Campbell, Cabinet Member for Tourism and Place

Councillor Jim Hobson, Cabinet Member for Climate Change and Environment

Councillor Maria Kirkland, Cabinet Member of Community Cohesion and Leisure

Councillor Mark Smith, Cabinet Member Business, Enterprise and Job Creation

Steve Thompson, Director of Resources

Alan Cavill, Director of Communications and Regeneration (Items 1-5 only)

Lisa Arnold, Head of Leisure Services (Items 1-7 only)

Nick Gerard, Growth and Prosperity Programme Director (Items 1-6 only)

Scott Butterfield, Strategy, Policy and Research Manager

John Greenbank, Senior Democratic Governance Adviser (Scrutiny)

### **1 DECLARATIONS OF INTEREST**

There were no declarations of interest on this occasion.

### **2 MINUTES OF THE LAST MEETING HELD ON 5 FEBRUARY 2020**

The Committee agreed that the minutes of the 5 February 2020 meeting of the Tourism, Economy and Communities, Scrutiny Committee be signed by the Chairman as a true and correct record.

### **3 PUBLIC SPEAKING**

The Committee noted that there were no applications to speak by members of the public on this occasion.

### **4 EXECUTIVE AND CABINET MEMBER DECISIONS**

The Committee considered the Executive and Cabinet Member decisions taken, within its remit, since the last meeting of the Tourism, Economy and Communities Scrutiny Committee on 5 February 2020.

**MINUTES OF TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE  
MEETING - WEDNESDAY, 9 SEPTEMBER 2020**

Members queried Cabinet Member Decision PH08/2020 regarding Kerbside Green Waste collection charges. It was noted that there had been an increase of £5 for the collection of green waste and the Committee asked why this had been the case. Councillor Jim Hobson, Cabinet Member for Climate Change and Environment, responded that the decision had been taken by the previous responsible Cabinet Member and that they would be able to provide a written response to the query.

The Committee also queried if, in respect of PH16/2020, an announcement regarding the Nickelodeon Slimefest event for 2020 had been made. Councillor Gillian, Cabinet Member for Tourism and Place, confirmed that Nickelodeon had announced that the Slimefest event would not be taking place during 2020.

Plans for William Lyons House, following its purchase outlined in the decision PH17/2020, were also queried by Members of the Committee. Councillor Lynn Williams, Leader of the Council, explained that the original intention was to use the property to house care leavers. However in response to the Covid-19 lockdown and the need to protect vulnerable people the property had instead been used as emergency accommodation.

Members also queried PH21/2020, Parking Fees and Charges 2020/2021, asking if the reduction in usage of the town centre during lockdown meant that the agreed charges would need to be revised. Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation, responded that there had been reduced enforcement during the lockdown and that Council staff had been allowed to use town centre car park free of charge. However he also stated that there were no current plans to reduce parking charges. The Committee further queried if the introduction of free parking could encourage more people back into the town centre to help support it. Councillor Smith replied that it was apparent that free parking would not help support the town centre as experience had shown that it would mainly be utilised by those already working in the town rather than visitors. Mr Alan Cavill, Director of Communications and Regeneration added that revenue from car parking had increased and that officers welcomed any suggestions to improve the service.

The Committee referred to the decision to remove pre-application charges for significant major applications outlined at PH23/2020, Planning Fees and Charges 2020/2021. Mr Cavill explained the rate for planning fees were set nationally and that the purpose of removing the charge was intended to encourage developers to talk to the Council prior to submitting planning applications.

The Committee also asked if an update could be provided on the proposal to relocate the Courts following the Purchase of Land at Devonshire Road outlined at decision EX24/2020. Mr Nick Gerard, Growth and Prosperity Programme Director, responded that the site had been bought for the relocation and that discussions with the Courts and Tribunal Service were ongoing and that it was planned that the relocation would take place to enable the final stage of the Blackpool Central Scheme in due course.

**MINUTES OF TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE  
MEETING - WEDNESDAY, 9 SEPTEMBER 2020**

**5 FORWARD PLAN**

The Committee considered the contents of the Council's Forward Plan September 2020 to December 2020, relating to the portfolios of Cabinet Members whose responsibilities fell within its remit.

Members asked what if any promotional work had been undertaken to market the Business Loans Fund. The Committee had noted that information regarding the fund was not available on the Council's website or social media. Councillor Smith responded that this was an issue that the Council would look at.

The Committee also asked what criteria had been used to designate Layton as a potential conservation area. Mr Cavill replied that the area was regarded as one with buildings and a layout of historic interest that should be preserved. Members further asked if other areas of Blackpool had been considered as conservation areas, in response Mr Cavill stated that other areas of the town could be considered.

**Mr Cavill left the meeting following this item.**

**6 TOWN CENTRE REGENERATION UPDATE**

The Committee received an update on progress on the various projects being undertaken to secure the regeneration of Blackpool Town Centre following the last update in October 2019, and details of planned future work.

Members asked if the impact of the Covid-19 lockdown, including greater homeworking, meant that plans for new offices in the town centre were no longer viable. Councillor Smith, Cabinet Member for Business, Enterprise and Job Creation, responded that the Council had an aspiration for a first class office space within the town but that any office development would be built to the specification of an occupier once they had signed a lease. Mr Gerard, Growth and Prosperity Programme Director added that a potential occupier was still in negotiations with the Council to build new office accommodation having reviewed and confirmed their requirements in a post Covid-19 scenario.

The Committee noted that the report recognised that securing community support for urban regeneration was an important part of making it successful and asked if any public engagement exercise had been undertaken. Mr Gerard informed Members that a major public consultation had been undertaken as part of the application for a Town Deal. The results of this had been published on the Council website and would be retained going forward. He also confirmed that such engagement would continue as an important part of Blackpool's regeneration. The Committee welcomed this information and asked that officer continue to let the public know of such work.

**MINUTES OF TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE  
MEETING - WEDNESDAY, 9 SEPTEMBER 2020**

Members asked if more details could be provided regarding the proposal to build a boutique hotel in Blackpool. Mr Gerard replied that an opportunity for such a hotel had been identified following a commercial assessment. A boutique hotel would be a unique themed hotel, and it was suggested that the theme could be the town's entertainment history.

The Committee also asked why the Blackpool Museum had employed the number of consultants it had. Mr Gerard replied that each consultant employed had been done so to provide advice on a specific area and that their work was monitored by the Museum Trust's Board.

The use of funding from the Future High Street Fund (FHSF) exclusively in the town centre instead of other areas of Blackpool was queried by the Committee. Councillor Smith, responded that the criteria for bids to the FHSF required any money received to be spent in the town centre. Mr Gerard added that the money received as part of the Town Deal would be spent in schemes across Blackpool as a whole. Consultation had also been undertaken with the public to identify the key themes for future investment in the town.

Member questioned what the proposed 'Multiversity' development was and what benefits it would bring to Blackpool. Mr Gerard replied that the 'Multiversity' would bring a broad range of educational opportunities into the town centre, in conjunction with Blackpool and Fylde College. He added that a tender had been issued for the first stage of work on the project for a Masterplan and Delivery Plan and that it was hoped that some funding would be provided as part of the Town Deal.

**Mr Gerard left the meeting following this item.**

## **7 LEISURE SERVICES UPDATE**

Ms Lisa Arnold, Head of Leisure Services, presented the Leisure Services update to the Committee, which highlighted the services performance since last update in 2019.

The Committee asked if the Covid-19 lockdown had impacted on the business cases for any of the works outlined in the report, in particular those at the Palatine Leisure Centre. Ms Arnold replied that the finance for the works at the centre was included in the services budget and therefore the lockdown had not meant that the work would be financially unviable. She added that the forced closure of the Palatine Leisure Centre and other facilities by lockdown had presented an opportunity to undertake major renovation and upgrade works. Ms Arnold also reported that income from memberships had remained steady during lockdown, with some memberships having been frozen but other new ones being taken out. However it had been noted that reduced footfall could be a challenge going forward.

**MINUTES OF TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE  
MEETING - WEDNESDAY, 9 SEPTEMBER 2020**

Members also noted that there had been considerable investment in the Blackpool Football Development Plan and queried if consideration had been given to investment in other sports to encourage the broadest number of young people into them. Ms Arnold responded that the funding for the plan had been linked to football but that generally the Council had moved away from sport specific projects to promote the widest possible engagement in physical activity.

It was noted that the Committee would be holding a joint Review Panel meeting with the Adult Social Care and Health Scrutiny Committee to input into the draft Active Lives Strategy on 25 September 2020. Ms Arnold reported that the strategy would include greater details of work to engage with young people.

**Ms Arnold left the meeting following this item.**

## **8 CLIMATE EMERGENCY DECLARATION RESPONSE**

Mr Scott Butterfield, Strategy, Policy and Research Manager, presented the Climate Emergency Update which provided Members with details of work undertaken to address the Council's Declaration of a Climate Emergency.

Mr Butterfield reported that the Covid-19 lockdown had delayed work but that significant progress had been made against the Climate Emergency Action Plan and that a strong foundation had been made with the Council's agreement to fund and a tender being sent out for the establishment of a Citizen's Assembly, to be held before Christmas 2020. A piece of work to map out what reductions in carbon emissions the Council would need to make to achieve its goals for both the organisation and town had also commenced. Work was also underway to improve the staffing resource to support the climate emergency work, with a dedicated post being established.

The Committee queried if officers and the Cabinet Member were confident that finances would be available to fund work going forward. Councillor Hobson, Cabinet Member for Climate Change and Environment, replied that the Executive recognised the work being undertaken was in response to an emergency and that it would be treated as such, with appropriate funding secured in future budgets.

Members also questioned if consideration had been given to the use of urban wind technology to reduce Blackpool's carbon footprint. It was also asked if any work could be undertaken with Lancaster University to develop new ways of thinking in relation to energy generation. Mr Butterfield replied that the Council was in contact with Lancaster University and that a list of experts to assist with climate emergency work had been provided by them. He also explained that one of the most significant challenges in reducing the Council's carbon footprint was de-carbonising Blackpool's housing stock. Councillor Hobson added that the work on the Council's Planning Policy was due for review and that the climate emergency would be taken into consideration as part of that. Councillor Williams, Leader of the Council, also stated that the Council was committed to addressing the emergency and that every part of it would be looking at ways to operate in greener ways.

**MINUTES OF TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE  
MEETING - WEDNESDAY, 9 SEPTEMBER 2020**

The Committee agreed that it would receive a further update on progress in six months.

**9 SCRUTINY WORKPLAN**

The Committee considered the Scrutiny Workplan report and update on work undertaken by the Active Lives Review and Adopt and Alley Review Panels

Members asked that the following items be added to the Scrutiny Workplan for 2020-2021:

- Arts and Culture;
- Economic Development; and
- Local Government Reform, including proposals for a combined authority

The Committee noted the Scrutiny Workplan report, associated updates and agreed to add these items to the Scrutiny Workplan 2020-2021.

**10 DATE OF NEXT MEETING**

The date of the next meeting of the Committee was confirmed as Wednesday, 18 November 2020 at 6.00pm.

**Chairman**

(The meeting ended at 7.40 pm)

Any queries regarding these minutes, please contact:  
John Greenbank, Senior Democratic Governance Advisor  
Tel: 01253 477229  
E-mail: [john.greenbank@blackpool.gov.uk](mailto:john.greenbank@blackpool.gov.uk)

<b>Report to:</b>	<b>TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Sharon Davis, Scrutiny Manager
<b>Date of Meeting:</b>	18 November 2020

## EXECUTIVE AND CABINET MEMBER DECISIONS

### 1.0 Purpose of the report:

1.1 The Committee to consider the Executive and Cabinet Member decisions within the portfolios of the Leader of the Council, Deputy Leader of the Council and Cabinet Members taken since the last meeting of the Committee.

### 2.0 Recommendation(s):

2.1 Members will have the opportunity to question the Leader of the Council or the relevant Cabinet Member in relation to the decisions taken.

### 3.0 Reasons for recommendation(s):

3.1 To ensure that the opportunity is given for all Executive and Cabinet Member decisions to be scrutinised and held to account.

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? N/A

3.3 Other alternative options to be considered:

None.

### 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 Attached at the appendix to this report is a summary of the decisions taken, which have been circulated to Members previously.

5.2 This report is presented to ensure Members are provided with a timely update on the decisions taken by the Executive and Cabinet Members. It provides a process where the Committee can raise questions and a response be provided.

5.3 Members are encouraged to seek updates on decisions and will have the opportunity to raise any issues.

**5.4 Witnesses/representatives**

5.4.1 The following Cabinet Members are responsible for the decisions taken in this report and have been invited to attend the meeting:

- Councillor Lynn Williams, Leader of the Council
- Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation

Does the information submitted include any exempt information?

No

**List of Appendices:**

Appendix 4(a) Summary of Executive and Cabinet Member decisions taken.

**6.0 Legal considerations:**

6.1 None.

**7.0 Human Resources considerations:**

7.1 None.

**8.0 Equalities considerations:**

8.1 None.

**9.0 Financial considerations:**

9.1 None.

**10.0 Risk management considerations:**

10.1 None.

**11.0 Ethical considerations:**

11.1 None.

**12.0 Internal/ External Consultation undertaken:**

12.1 None.

**13.0 Background papers:**

13.1 None.

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DECISION / OUTCOME	DESCRIPTION	NUMBER	DATE	CABINET MEMBER
<p><b>FINANCIAL PERFORMANCE MONITORING AS AT MONTH 4 2020/2021</b></p> <p>1. To note the report.</p> <p>2. To continue to lobby central government (HM Treasury, Ministry of Housing, Communities and Local Government, Department for Transport, Department for Digital, Culture, Media and Sport, Department for Business, Energy and Industrial Strategy and Department for Education in particular) along with local authority peers and networks and the Local Government Association for the funding necessary to cope with the demands and new burdens presenting as a result of both Covid and within Children's Services.</p> <p>3. To require the respective directors and Director of Resources to continue to closely monitor and manage service financial and operational performances, specifically Children's Services, Strategic Leisure Assets, Growth and Prosperity, Parking Services besides the Council's wholly-owned companies.</p>	<p>To report the level of spending and exposure against the Council's Revenue budgets and reserves and balances for the first 4 months to 31 July 2020.</p>	<p>EX42/2020</p>	<p>5/10/2020</p>	<p>Councillor Lynn Williams, Leader of the Council</p>

<p><b>THE BLACKPOOL BOROUGH COUNCIL (KING STREET No 1) COMPLUSORY PURCHASE ORDER 2020</b></p> <p>The Executive agreed the recommendations as:</p> <ol style="list-style-type: none"> <li>1. To authorise the making of a Compulsory Purchase Order to be known as The Blackpool Borough Council (King Street No1) Compulsory Purchase Order 2020 (“the Order”) under Section 226(1)(a) of the Town and Country Planning Act 1990 (as amended by section 99 and Schedule 9 of the Planning and Compulsory Purchase Act 2004) for the acquisition of the Order Land being land which it thinks, if acquired, will facilitate the carrying out of development, redevelopment or improvement on or in relation to the land, and that such development, redevelopment or improvement is likely to contribute to achieving the promotion or improvement of the economic, social or environmental well-being of the area, as described in this report.</li> <li>2. On the basis that there is a compelling case in the public interest to making the Order, to authorise the Director of Communications and Regeneration to:             <ol style="list-style-type: none"> <li>i) take all necessary steps to secure the making, confirmation and implementation of the Order including (but not limited to) updating the draft Statement of Reasons as deemed appropriate, the publication and service of all notices and the presentation of the Council’s case at any Public Inquiry;</li> </ol> </li> </ol>	<p>The seeking of authority to make a Compulsory Purchase Order under Section 226(1) (a) of the Town and Country Planning Act 1990 (as amended by section 99 and Schedule 9 of the Planning and Compulsory Purchase Act 2004) in respect of the acquisition of land and premises within the area (“the Order Land”) edged red and shaded pink on the plan at Appendix 3a to the Executive report (“the Plan”) in order to acquire compulsorily all interests in the Order Land required to enable the proposed development referred to in this report to proceed.</p>	<p>EX41/2020</p>	<p>5/10/2020</p>	<p>Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation</p>
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<p>ii) acquire interests in land within the area subject to the Order either by agreement or compulsorily;</p> <p>Rehousing or relocation of occupiers.</p> <p>iii) approve agreements with landowners and others having an interest in the area to be subject to the Order setting out the terms for the withdrawal of objections to the Order including where appropriate seeking agreements effecting the delivery of any part of the development and making arrangements for</p>				
<p><b>TREASURY MANAGEMENT HALF-YEARLY PROGRESS REPORT TO THE 30 SEPTEMBER 2020</b></p> <p>The Executive agreed:</p> <p>To note the report concerning the Treasury Management activities for the six months to September 2020.</p>	<p>To consider the Treasury Management Half-Yearly Progress Report for the year ended 30 September 2020 and its annexes 1 to 7 (of the report).</p>	<p>EX45/2020</p>	<p>2/11/2020</p>	<p>Councillor Lynn Williams, Leader of the Council</p>

<p><b>FINANCIAL PERFORMANCE MONITORING AS AT MONTH 5 2020/2021</b></p> <p>The Executive agreed:</p> <ol style="list-style-type: none"> <li>1. To note the report.</li> <li>2. To continue to lobby central government (HM Treasury, Ministry of Housing, Communities and Local Government, Department for Transport, Department for Digital, Culture, Media and Sport, Department for Business, Energy and Industrial Strategy and Department for Education in particular) along with local authority peers and networks and the Local Government Association for the funding necessary to cope with the demands and new burdens presenting as a result of both Covid and within Children’s Services.</li> <li>3. To require the respective directors and Director of Resources to continue to closely monitor and manage service financial and operational performances, specifically Children’s Services, Strategic Leisure Assets and Growth and Prosperity and also the 3 Wholly Owned Companies that are facing the biggest impact from the Covid-19 pandemic these being Blackpool Transport Services (BTS), Blackpool Entertainment Company Limited (BECL) and Blackpool Operating Company Limited (BOCL).</li> </ol>	<p>To report the level of spending and exposure against the Council’s Revenue budgets and reserves and balances for the first 5 months to 31 August 2020.</p>	<p>EX47/2020</p>	<p>2/11/2020</p>	<p>Councillor Lynn Williams, Leader of the Council</p>
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<p><b>PROPOSAL FOR COVID RECOVERY CASHFLOW LOANS TO COUNCIL WHOLLY-OWNED COMPANIES</b></p> <p>The Cabinet member agreed the recommendation as follows:</p> <p>To request authority for a Covid Recovery Fund of up to £20m plus a 20% contingency of £4m to be established, such funds to be ringfenced for Council Wholly-Owned companies (WOCs) only, from within the existing Business Loans Fund. The authority to approve loans to individual companies and agree terms on a case-by-case basis within the principles set out below to be delegated to the Director of Resources, except that in the case of Lancashire Management Operations Limited, to avoid a conflict of interest, this authority to be delegated to the Chief Accountant.</p>	<p>To request authority for a Covid Recovery Fund of up to £20m plus a 20% contingency of £4m to be established, such funds to be ringfenced for Council Wholly-Owned companies (WOCs) only, from within the existing Business Loans Fund. The authority to approve loans to individual companies and agree terms on a case-by-case basis within the principles set out below to be delegated to the Director of Resources, except that in the case of Lancashire Management Operations Limited, to avoid a conflict of interest, this authority to be delegated to the Chief Accountant.</p>	<p>PH46/2020</p>	<p>2/11/2020</p>	<p>Councillor Lynn Williams, Leader of the Council</p>
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<b>Report to:</b>	<b>TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Sharon Davis, Scrutiny Manager
<b>Date of Meeting:</b>	18 November 2020

## FORWARD PLAN

### 1.0 Purpose of the report:

1.1 The Committee to consider the content of the Council's Forward Plan December 2020 to April 2021, relating to the portfolios of the Leader of the Council, Deputy Leader of the Council and Cabinet Members.

### 2.0 Recommendation(s):

2.1 Members will have the opportunity to question the Leader of the Council and / or the relevant Cabinet Member in relation to items contained within the Forward Plan within the portfolios of the Leader of the Council and Deputy Leader of the Council.

2.2 Members will have the opportunity to consider whether any of the items should be subjected to pre-decision scrutiny. In so doing, account should be taken of any requests or observations made by the relevant Cabinet Member.

### 3.0 Reasons for recommendation(s):

3.1 To enable the opportunity for pre-decision scrutiny of the Forward Plan items.

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? N/A

3.3 Other alternative options to be considered:

None.

### 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 Forward Plan is prepared by the Leader of the Council to cover a period of four months and has effect from the first working day of any month. It is updated on a monthly basis and subsequent plans cover a period beginning with the first working day of the second month covered in the preceding plan.

5.2 The Forward Plan contains matters which the Leader has reason to believe will be subject of a key decision to be taken either by the Executive, a Committee of the Executive, individual Cabinet Members, or Officers.

5.3 Attached at Appendix 5(a) is a list of items contained in the current Forward Plan. Further details appertaining to each item is contained in the Forward Plan, which has been forwarded to all members separately.

## **5.4 Witnesses/representatives**

5.4.1 The following Cabinet Members are responsible for the Forward Plan items in this report and have been invited to attend the meeting:

- Councillor Lynn Williams, Leader of the Council
- Councillor Neal Brookes, Cabinet Member for Housing and Welfare Reform
- Councillor Gillian Campbell, Cabinet Member for Tourism and Culture
- Councillor Jim Hobson, Cabinet Member for Climate Change and Environment
- Councillor Maria Kirkland, Cabinet Member for Community Cohesion and Leisure
- Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation

Does the information submitted include any exempt information?

No

### **List of Appendices:**

Appendix 5(a) Summary of items contained within Forward Plan  
December 2020 to April 2021.

## **6.0 Legal considerations:**

6.1 None.

## **7.0 Human Resources considerations:**

7.1 None.

**8.0 Equalities considerations:**

8.1 None.

**9.0 Financial considerations:**

9.1 None.

**10.0 Risk management considerations:**

10.1 None.

**11.0 Ethical considerations:**

11.1 None.

**12.0 Internal/ External Consultation undertaken:**

12.1 None.

**13.0 Background papers:**

13.1 None.

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## **EXECUTIVE FORWARD PLAN - SUMMARY OF KEY DECISIONS**

**(DECEMBER 2020 TO APRIL 2021)**

**\* Denotes New Item**

<b>Anticipated Date of Decision</b>	<b>Matter for Decision</b>	<b>Decision Reference</b>	<b>Decision Taker</b>	<b>Relevant Cabinet Member</b>
December 2020	Town Centre Investment including necessary acquisitions to facilitate Talbot Gateway Phase Three (this item to be considered in private by virtue of Paragraph 3 of Schedule 12a of the Local Government Act 1972 Information relating to the financial or business affairs of any particular person (including the authority holding that information)	1/2018	Executive	Cllr Smith
December 2020	Applications for Business Loans above £500,000. (this item to be considered in private by virtue of Paragraph 3 of Schedule 12a of the Local Government Act 1972 Information relating to the financial or business affairs of any particular person (including the authority holding that information)	2/2018	Executive	Cllr Williams
December 2020	To agree strategic acquisitions and investments in or adjoining the Enterprise Zone (this item to be considered in private by virtue of Paragraph 3 of Schedule 12a of the Local Government Act 1972 Information relating to the financial or business affairs of any particular person (including the authority holding that information)	3/2018	Executive	Cllr Smith
December 2020	Lancashire and Blackpool Flood Risk Management Strategy	11/2018	Executive	Cllr Hobson

<b>Anticipated Date of Decision</b>	<b>Matter for Decision</b>	<b>Decision Reference</b>	<b>Decision Taker</b>	<b>Relevant Cabinet Member</b>
December 2020	To agree the Community Safety Plan and the priorities within the plan to be addressed by the Community Safety Partnership as identified by the Strategic Assessment (Crime and Disorder Audit)	21/2019	Council on recommendation of Executive	Cllr Hobson
December 2020	To seek approval to carry out a public consultation on a proposed Layton Conservation Area.	3/2020	Executive	Cllr Campbell
December 2020	Approval of Airport Enterprise Zone update report and approval of updated Delivery Plan	6/2020	Executive	Cllr Smith
February 2021	To approve the Publication Version of the Blackpool Local Plan Part 2: Site Allocations and Development Management Policies document and accompanying supporting documentation	9/2020	Council	Cllr Smith
December 2020	The Active Lives Strategy 2020 - 2025	10/2020	Executive	Cllr Kirkland
December 2020	The Blackpool Tree Strategy	11/2020	Executive	Cllr Kirkland
February 2021	To review and approve the proposed changes to the Council's Minimum Revenue Provision Policy	13/2020	Council	Cllr Williams
February 2021	Review of Statement of Licensing Policy	14/2020	Council	Cllr Hobson
February 2021	Council Tax Reduction Scheme 2021/2022	15/2020	Council	Cllr Brookes
March 2021	To consider and recommend approval of the Council's Capital Programme 2021/22 – 2023/24	16/2020	Council	Cllr Williams
March 2021	To consider and recommend approval of the Council's Revenue Budget for the financial year 1 April 2021 to 31 March 2022.	17/2020	Council	Cllr Williams

<b>Anticipated Date of Decision</b>	<b>Matter for Decision</b>	<b>Decision Reference</b>	<b>Decision Taker</b>	<b>Relevant Cabinet Member</b>
March 2021	To consider and recommend approval of the level of Council Tax for the financial year 1 April 2021 to 31 March 2022.	18/2020	Council	Cllr Williams
February 2021	To consider the level of rents and service charges to be made in connection with Housing Revenue Account dwellings during 2021/22.	19/2020	Council	Cllr Brookes
March 2021	To consider and approve adoption of the Council's Treasury Management and Investment Strategies for the financial year 1 April 2021 to 31 March 2022.	20/2020	Council	Cllr Williams
March 2021	Capital Strategy 2021/22 to 2023/24 – The Chartered Institute of Public Finance and Accountancy Prudential Code requires local authorities to produce a capital strategy to demonstrate that capital expenditure and investment decisions are taken in line with service objectives and take account of stewardship, value of money, prudence, sustainability and affordability	21/2020	Council	Cllr Williams
*December 2021	To progress the acquisition of the former Job Centre Plus building at 43 Queens Street to accommodate Children's Services in a single location, in line with the preferred delivery model following the Ofsted review.	23/2020	Executive	Cllr Williams

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<b>Report to:</b>	<b>TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Philip Welsh, Head of Tourism and Communications
<b>Date of Meeting</b>	18 November 2020

## PARKING SERVICES ANNUAL REPORT

### 1.0 Purpose of the report:

1.1 To provide information on the performance data of Council-owned and managed car parks, and on-street parking, both with regards to patronage and income in the full year ending 2019-20, and in the current year, April to September, with comparisons to the previous year. The report also provides an update on the launch of the new PayByPhone system introduced in May.

### 2.0 Recommendation(s):

2.1 To consider the performance of parking services and to identify any further areas for scrutiny as appropriate.

### 3.0 Reasons for recommendation(s):

3.1 To ensure constructive and robust scrutiny of the report, which had been requested by the Committee.

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 None

### 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 Introduction

There are two types of car parking: On Street, which relates to the parking bays along a street and Off Street, which relates to parking within a car park. There are approximately 900 pay and display On Street bays, mainly within the town centre and along the Promenade. There are 22 Council-owned car parks, plus two car parks which are managed by the Council although privately owned, with a combined total of more than 5,000 parking spaces.

### 6.2 Performance

Patronage can be affected by a number of different factors. Since early this year, the COVID-19 outbreak has had a very significant impact on car park performance.

The onset of the pandemic in the first quarter of the year culminating in the initial lockdown period in March had an immediate impact. Those key workers who were allowed to continue working were able to park for free for several months until the town centre and tourism economy began to reopen in June/July.

The patronage for 2019-20 had been running at similar levels to previous year until that first quarter when the pandemic started to take hold. In March alone the Council lost around 40,000 car park transactions compared to previous year.

While volumes of car park users grew over the summer months following the opening up of the town centre and tourism economy, the introduction of Tier 3 restrictions in October had an immediate and very substantial negative impact on visitor numbers, with a corresponding down turn in car park usage.

The car park data shown in Appendix 6(a) illustrates that impact.

### 6.3 PayByPhone

At the end of May, The Council launched our new PayByPhone parking app that allows customers to pay for their parking via their mobile phone either by using the downloadable app or by calling a designated number.

This allows the payment to be made without queuing, handling cash or touching payment machines. It also enables users to top up their parking session from a remote location.

Extensive signage has been installed around the car parks and along the Promenade to encourage people to download the app. The initial take-up has been extremely encouraging with more than 75,000 transactions over the first four months.

The Council is also actively exploring ways in which the technology can be utilised to offer discounted offers for specific times such as the run-up to Christmas, conferences and events.

The year-to-date performance is shown in Appendix 6(a).

6.4 Does the information submitted include any exempt information? No

**7.0 List of Appendices:**

7.1 Appendix 6(a) - Parking Performance Data

**8.0 Financial considerations:**

8.1 The car parking service has made a surplus of income over expenditure every year as far back as records goes. Although the income target for 2019-20 wasn't met, the income generated continues to show strong growth over previous year up until the point of patronage being affected by COVID-19 in the final quarter of the financial year.

The current year-to-date performance has clearly been adversely affected by the pandemic, first by the national lockdown over April, May and part of June and latterly by the introduction of Tier 3 restrictions which has decimated visitor numbers over the crucial October half-term period.

Between July 4 (when the bulk of the tourism industry was allowed to reopen and the introduction of Tier 3 restrictions on October 16) car parking patronage had shown a much more stable performance with strong growth on some weeks during the summer.

**9.0 Legal considerations:**

9.1 None

**10.0 Risk management considerations:**

10.1 None

**11.0 Equalities considerations:**

11.1 None

**12.0 Sustainability, climate change and environmental considerations:**

12.1 None

**13.0 Internal/external consultation undertaken:**

13.1 None

**14.0 Background papers:**

14.1 None.

## PARKING SERVICES PERFORMANCE 2019-20 v 2018-19

## Off Street Parking

Year on Year Comparison				
Sorted By Patronage 19-20	18-19	19-20	Variance	%
Central	338,952	316,933	-22,019	-6
Tower Street	157,701	161,003	3,302	2
East Topping Street	104,682	99,755	-4,927	-5
West Street Multi-Storey	81,025	85,325	4,300	5
Bonny Street	55,529	56,030	501	1
South Beach	55,478	55,981	503	1
South Car Park	37,807	32,585	-5,222	-14
Chapel Street Surface	31,147	25,352	-5,795	-19
Talbot Rd Multi-Storey	22,115	21,629	-486	-2
Lonsdale Road	23,484	21,243	-2,241	-10
Foxhall Village	18,657	15,925	-2,732	-15
Bloomfield Road	16,881	15,591	-1,290	-8
South King Street	11,618	11,294	-324	-3
Filey Place	9,852	9,281	-571	-6
Banks Street	10,438	8,997	-1,441	-14
Queen Street	10,951	8,607	-2,344	-21
Bethesda Square	6,648	6,510	-138	-2
Wimbourne Place	6,319	5,705	-614	-10
Cocker Street	6,082	5,165	-917	-15
Gynn Square	5,060	4,662	-398	-8
Cocker Square	5,848	4,556	-1,292	-22
Lytham Road	4,337	4,418	81	2
Bolton Street	4,360	3,732	-628	-14
Seasiders Way	3,514	2,423	-1,091	-31
	<b>1,028,485</b>	<b>982,702</b>	<b>-45,783</b>	<b>-4</b>

## Key to tables

East Topping Street
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Affected by large amount of additional permit holders moved to this site.

Seasiders Way
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Site closed for extended period.

Foxhall Village
-----------------

Site closed for extended period.

Year on Year Comparison				
Sorted By Income 19-20	18-19	19-20	Variance	%
Central	£1,908,489	£1,793,057	<b>-£115,432</b>	<b>-6</b>
East Topping Street	£451,171	£433,285	<b>-£17,886</b>	<b>-4</b>
West Street Multi-Storey	£423,029	£417,255	<b>-£5,774</b>	<b>-1</b>
South Beach	£392,642	£397,897	<b>£5,255</b>	<b>1</b>
Tower Street	£341,307	£348,718	<b>£7,411</b>	<b>2</b>
Bonny Street	£283,718	£285,277	<b>£1,559</b>	<b>1</b>
South Car Park	£248,996	£215,328	<b>-£33,668</b>	<b>-14</b>
Chapel Street Surface	£174,250	£138,586	<b>-£35,664</b>	<b>-20</b>
Lonsdale Road	£150,727	£137,831	<b>-£12,896</b>	<b>-9</b>
Talbot Rd Multi-Storey	£117,242	£113,375	<b>-£3,867</b>	<b>-3</b>
South King Street	£107,191	£108,890	<b>£1,699</b>	<b>2</b>
Foxhall Village	£117,243	£99,870	<b>-£17,373</b>	<b>-15</b>
Bloomfield Road	£101,023	£91,297	<b>-£9,726</b>	<b>-10</b>
Banks Street	£75,806	£67,458	<b>-£8,348</b>	<b>-11</b>
Filey Place	£71,594	£67,420	<b>-£4,174</b>	<b>-6</b>
Queen Street	£56,222	£50,260	<b>-£5,962</b>	<b>-11</b>
Wimbourne Place	£45,647	£47,577	<b>£1,930</b>	<b>4</b>
Cocker Street	£44,606	£39,570	<b>-£5,036</b>	<b>-11</b>
Cocker Square	£40,299	£31,311	<b>-£8,989</b>	<b>-22</b>
Lytham Road	£28,901	£31,249	<b>£2,348</b>	<b>8</b>
Bethesda Square	£30,495	£29,549	<b>-£946</b>	<b>-3</b>
Gynn Square	£30,803	£28,342	<b>-£2,461</b>	<b>-8</b>
Bolton Street	£25,202	£21,899	<b>-£3,304</b>	<b>-13</b>
Seasiders Way	£27,209	£20,201	<b>-£7,008</b>	<b>-26</b>
	<b>£5,293,812</b>	<b>£5,015,500</b>	<b>-£278,312</b>	<b>-5</b>

## On-Street

Sorted By Patronage 19-20				
On Street	18-19	19-20	Variance	%
Town Centre P&D	289,382	256,427	<b>-32,955</b>	<b>-11</b>
Promenade	99,155	96,579	<b>-2,576</b>	<b>-3</b>
Bond St/Watson Rd	22,095	25,342	<b>3,247</b>	<b>15</b>
Princes Way	8,319	8,561	<b>242</b>	<b>3</b>
	<b>418,951</b>	<b>386,909</b>	<b>-32,042</b>	<b>-8</b>

Sorted By Income 19-20					
On Street	18-19		19-20	Variance	%
Bond St/Watson Rd	£95,117		£111,480	£16,363	17
Princes Way	£16,009		£15,976	-£33	0
Promenade	£358,983		£348,333	-£10,650	-3
Town Centre P&D	£401,265		£359,778	-£41,488	-10
	£871,374		£835,567	-£35,807	-4

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#### APRIL TO SEPTEMBER PERFORMANCE 2020 v 2019

Off Street

April to September 2020 Comparison							
	2019		2020				
Sorted By Patronage 2020	-	-	Metric P&D	PayByPhone	Total	Variance	%
Central	196,743		128,999	19,006	148,005	-48,738	-15
Tower Street	85,453		45,583	4,682	50,265	-35,188	-41
Bonny Street	34,757		24,585	3,133	27,718	-7,039	-20
East Topping Street	51,582		21,285	1,487	22,772	-28,810	-56
South Beach	38,796		21,169	4,928	26,097	-12,699	-33
West Street Multi-Storey	41,737		17,193	2,125	19,318	-22,419	-54
South Car Park	23,835		13,458	2,305	15,763	-8,072	-34
Chapel Street Surface	17,594		9,841	3,900	13,741	-3,853	-22
Lonsdale Road	12,939		7,889	1,548	9,437	-3,502	-27
Foxhall Village	11,582		6,129	2,110	8,239	-3,343	-29
Filey Place	6,152		4,507	612	5,119	-1,033	-17
Bloomfield Road	8,788		4,291	863	5,154	-3,634	-41
Banks Street	5,427		3,116	377	3,493	-1,934	-36
Bethesda Square	4,179		2,519	573	3,092	-1,087	-26
South King Street	7,076		2,519	763	3,282	-3,794	-54
Queen Street	5,126		2,068	422	2,490	-2,636	-51
Cocker Square	2,946		2,055	170	2,225	-721	-24
Bolton Street	2,830		1,929	374	2,303	-527	-19
Lytham Road	3,335		1,872	309	2,181	-1,154	-35
Cocker Street	3,211		1,657	225	1,882	-1,329	-41
Wimbourne Place	3,969		1,593	591	2,184	-1,785	-45
Gynn Square	3,081		1,462	276	1,738	-1,343	-44
Seasiders Way	1,539		381	405	786	-753	-49
Talbot Rd Multi-Storey							
	572,677		326,100	51,184	377,284	-195,393	-34

April to September Comparison							
	2019		2020				
Sorted By Income 2020	-	-	Metric P&D	PayByPhone	Total	Variance	%
Central	£1,163,473		£710,193	£109,491	£819,683	-£343,790	-30
South Beach	£277,476		£144,031	£35,577	£179,608	-£97,868	-35
Bonny Street	£180,354		£122,796	£16,209	£139,005	-£41,349	-23
Tower Street	£186,162		£94,821	£11,232	£106,053	-£80,109	-43
East Topping Street	£237,317		£93,348	£7,853	£101,201	-£136,116	-57
South Car Park	£160,216		£87,687	£14,642	£102,329	-£57,888	-36
West Street Multi-Storey	£218,688		£85,230	£11,813	£97,043	-£121,644	-56
Chapel Street Surface	£96,303		£52,959	£23,742	£76,700	-£19,603	-20
Lonsdale Road	£88,229		£48,904	£10,170	£59,075	-£29,155	-33
Foxhall Village	£72,397		£34,826	£12,752	£47,578	-£24,819	-34
Filey Place	£44,257		£30,578	£4,629	£35,207	-£9,050	-20
South King Street	£68,771		£27,470	£8,541	£36,011	-£32,760	-48
Bloomfield Road	£53,194		£25,819	£5,107	£30,927	-£22,267	-42
Banks Street	£41,595		£25,310	£2,786	£28,096	-£13,500	-32
Queen Street	£28,925		£15,156	£2,791	£17,947	-£10,978	-38
Cocker Square	£20,501		£12,947	£1,193	£14,141	-£6,360	-31
Lytham Road	£23,731		£12,510	£2,205	£14,716	-£9,016	-38
Cocker Street	£24,874		£11,621	£1,942	£13,563	-£11,311	-45
Wimbourne Place	£31,705		£10,822	£3,801	£14,623	-£17,082	-54
Bolton Street	£16,703		£10,552	£2,432	£12,984	-£3,719	-32
Bethesda Square	£18,832		£10,256	£3,638	£13,893	-£4,939	-26
Gynn Square	£18,797		£6,855	£1,833	£8,688	-£10,109	-54
Seasiders Way	£13,073		£2,454	£3,232	£5,686	-£7,388	-57
Talbot Rd Multi-Storey							
	<b>£3,085,573</b>		<b>£1,677,144</b>	<b>£297,609</b>	<b>£1,974,753</b>	<b>-£1,110,819</b>	<b>-36</b>

## On Street

On Street April to September Comparison							
	2019		2020				
Sorted By Patronage 2020	Metric P&D	-	Metric P&D	PayBy Phone	Total	Variance	%
Town Centre P&D	138,881		63,071	6,701	69,772	-69,109	-50
Promenade	65,859		54,030	12,085	66,115	256	0
Princes Way	5,515		11,856	1,938	13,794	8,279	150
Bond St/Watson Rd	17,529		6,680	3,749	10,429	-7,100	-41
	<b>227,784</b>		<b>135,637</b>	<b>24,473</b>	<b>160,110</b>	<b>-67,674</b>	<b>-30</b>

On Street April to September Comparison							
	2019		2020				
Sorted By Income 2020	Metric P&D	-	Metric P&D	PayBy Phone	Total	Variance	%
Promenade	£244,618		£177,203	£52,012	£229,214	<b>-£15,403</b>	<b>-6</b>
Town Centre P&D	£195,384		£92,879	£11,391	£104,270	<b>-£91,114</b>	<b>-47</b>
Bond St/Watson Rd	£80,134		£33,361	£21,340	£54,701	<b>-£25,434</b>	<b>-32</b>
Princes Way	£10,909		£21,362	£4,975	£26,337	<b>£15,428</b>	<b>141</b>
	<b>£531,045</b>		<b>£324,805</b>	<b>£89,718</b>	<b>£414,522</b>	<b>-£116,523</b>	<b>-22</b>

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#### PAYBYPHONE PATRONAGE & INCOME MAY TO SEPTEMBER 2020

May to September PayByPhone Patronage & Income			
Sorted By Most Popular	Patronage	-	Income
Central	19,006		£109,491
South Beach	4,928		£35,577
Tower Street	4,682		£11,232
Chapel Street Surface	3,900		£23,742
Bonny Street	3,133		£16,209
South Car Park	2,305		£14,642
West Street Multi-Storey	2,125		£11,813
Foxhall Village	2,110		£12,752
Lonsdale Road	1,548		£10,170
East Topping Street	1,487		£7,853
Bloomfield Road	863		£5,107
South King Street	763		£8,541
Filey Place	612		£4,629
Wimbourne Place	591		£3,801
Bethesda Square	573		£3,638
Queen Street	422		£2,791
Seasiders Way	405		£3,232
Banks Street	377		£2,786
Bolton Street	374		£2,432
Lytham Road	309		£2,205
Gynn Square	276		£1,833
Cocker Street	225		£1,942
Cocker Square	170		£1,193
Talbot Rd Multi-Storey (PayByPhone not applicable)			
	<b>51,184</b>		<b>£297,609</b>

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<b>Report to:</b>	<b>TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Philip Welsh, Head of Tourism and Communications
<b>Date of Meeting</b>	18 November 2020

## TOURISM PERFORMANCE UPDATE

### 1.0 Purpose of the report:

1.1 To provide information on tourism performance in 2020 including the impact of the COVID-19 pandemic on the visitor economy and the measures that are in place to aid its recovery.

### 2.0 Recommendation(s):

2.1 To consider the performance of Tourism and associated services and to identify any further areas for scrutiny as appropriate.

### 3.0 Reasons for recommendation(s):

3.1 To ensure constructive and robust scrutiny of the report, which has been requested by the Committee.

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 None

### 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 Visitor Numbers**

The COVID-19 pandemic has resulted in the suspension of the annual Omnibus research, which is usually carried out three times year (January to April, May to August, and September to December).

That means the Council is unlikely to have any clear indication of the overall impact of the pandemic on our visitor numbers during 2020 until the annual STEAM data is published in the middle of next year.

The latest STEAM independent research figures for 2019 showed that Blackpool's annual visitor numbers had remained in excess of 18 million, with the value of the visitor economy increasing to more than £1.6bn.

Given that the tourism industry was closed between March 2020 and the beginning of July 2020, and then badly affected by restrictions during the all-important October 2020 half-term, it is inevitable that the visitor numbers for this year will be substantially lower than 2019.

Some indicators are available to the Council for this year such as footfall and car park usage which can provide a reasonable barometer of visitation trends.

The car parking figures for July 2020 onwards (when the tourism industry started to open up) show that patronage was higher than previous year on five of the nine weeks to the end of August 2020. Similarly, levels of footfall during the summer months were strong as large numbers of people took to the Promenade during the school holidays.

That trend continued into the first three weeks of September, but as more restrictions were introduced, consumer confidence began to wane. During October 2020, traditionally one of the busiest months of the year, car parking patronage fell by more than 40,000.

### **6.2 2020 Events Programme**

This year's events programme has been wiped out by pandemic restrictions with Pride, Armed Forces Week, Air Show, Ride The Lights, World Fireworks, Nickelodeon Slimefest and Lightpool Festival all cancelled.

Other events that bring large numbers of visitors to resort such as conferences and events at the Winter Gardens, including the USDAW conference, GMB Congress, Rebellion Punk Festival, International Soul Festival and the World Dance Championships were also unable to take place.

The only high-profile event the Council was able to stage was the annual Switch-On, though this was done in a virtual format rather than the usual concert in front of 20,000 people on the Tower Festival Headland.

The virtual event was staged in association with the Switch-On partners, MTV, and culminated in the 2020 Illuminations display being switched on by seven "Corona Heroes".

The hour-long streamed event, which included a mixture of “at home” and live performances in the Empress Ballroom generated a huge amount of media coverage.

More than 225,000 households around the world tuned into the virtual show, creating the biggest audience in history for an Illuminations Switch-On event. At one point, the show was trending at number six in YouTube’s top ten videos with people watching across the UK as well as in Australia, Brazil, Netherlands, France, Ireland, Cyprus and America.

Given the success of the virtual event, it is being explored whether next year’s Switch-On could be a mixture of live event and streamed event that is accessible to a much bigger audience.

At the start of the summer season, a decision was taken to extend the Illuminations season by two months, running through Christmas and New Year for the first time in history.

This initiative, aimed at helping businesses to recoup some of the heavy losses they incurred in the initial lockdown, undoubtedly captured the public and media’s imagination and attracted large volumes of visitors prior to pandemic restrictions tightening towards the end of September.

Although the first half of that two-month extension has had to be suspended due to the national lockdown, it is hoped the lights can be switched back on in early December 2020 and run through until 3 January 2021.

### 6.3 Marketing/Key Messaging

At the point of the initial lockdown being imposed on 23 March 2020, the Council would normally have been preparing to roll out the annual destination marketing campaign with TV advertising across Scotland and the north of England.

Instead, a “Do Not VisitBlackpool” message was adopted to deter people from non-essential travel which evolved into “VisitBlackpool Safely” as some restrictions eased and large volumes of people headed to the coast.

At the same time, the focus of the Council’s marketing activity moved to preparing for the reopening of the tourism economy at the start of July. This developed into three key distinct pieces of marketing activity.

The first element was delivered under a theme of “*Know Before You Go*”, focused on building trust with visitors and managing their expectations when they visited hotels and attractions that had been required to limit capacity and operate in a very different way to normal.

Weekly tracker research was used to provide insights into the sort of attractions that consumers would feel most confident about visiting in the first weeks of the post-lockdown period and what they would be looking for in terms of health and safety measures that were in place.

The campaign was website based with social media and PR support, and provided visitors with a wealth of information before they set off. This included details of how the attractions were working to deliver a COVID-19 secure environment, what facilities were available in resort, up-to-date public health guidance and full details of all of our businesses participating in the VisitEngland COVID-safe

industry standard scheme.

The second phase, *"We're Good To Go"*, focused on building demand as public confidence started to return and complemented the national staycation campaign launched by Visit England.

This revised approach adopted a much more proactive stance on inviting and welcoming visitors back to Blackpool. There was extensive use of social media to promote our messages and used the Council's close ties with national media and TV to generate significant amounts of PR on what Blackpool was doing to kick-start its tourism industry.

As Blackpool moved out of the summer and into the autumn Illuminations season, the Council's messaging switched to a more celebratory theme of *"Bring On The Light"*. Marketing activity included extensive use of social media, outdoor digital screens in the Granada region and advertising on Nickelodeon TV channels as part of our Switch-On agreement.

#### 6.4 Tourism Recovery

In the early stages of lockdown, a Tourism Recovery Group was established comprising key stakeholders in the visitor economy to ensure there was a consistent approach to reopening the resort when conditions allowed.

These meetings enabled businesses to discuss their recovery plans and, as different attractions and venues were allowed to open, provided an opportunity to share best practice and customer insights. It also ensured that as a resort the same key messages to visitors were adopted.

The group, which includes attractions, theatres and representatives from the accommodation sector continues to meet on a weekly basis and provides an invaluable platform for feedback from on the impact of ever-changing rules and restrictions.

As the Council move towards the end of the year, the group will focus its attention on preparing for the 2021 season.

#### 6.5 Plans for 2021

Work on a new destination marketing campaign for 2021 is already underway, although the timing of the launch of that activity will be dependent on what restrictions are in place in the run-up to the New Year.

Our campaign usually commences around Easter but the intention is to commence marketing activity much earlier so that the Council is in a strong position to capture people's attention when they are actively starting to think again about holiday plans.

As it stands, there is already a strong product in place for 2021 with a number of high-profile shows booked at The Winter Gardens from March onwards, the opening of the conference and exhibition centre and two new hotels (Sands Venue Resort and Premier Inn North Pier). Blackpool Pleasure Beach and the Empress Ballroom will both celebrate 125-year anniversaries.

Our own major events programme is also due to be reinstated, though along with other event

organisers, forward guidance as to when large crowds will be able to gather is still awaited. In the meantime, work will be undertaken to develop contingency plans should some restrictions still be in place.

6.6 Does the information submitted include any exempt information? No

**7.0 List of Appendices:**

7.1 None

**8.0 Financial considerations:**

8.1 None

**9.0 Legal considerations:**

9.1 None

**10.0 Risk management considerations:**

10.1 None

**11.0 Equalities considerations:**

11.1 Non

**12.0 Sustainability, climate change and environmental considerations:**

12.1 None

**13.0 Internal/external consultation undertaken:**

13.1 None

**14.0 Background papers:**

14.1 None

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<b>Report to:</b>	<b>TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Philip Welsh, Head of Tourism and Communications
<b>Date of Meeting</b>	18 November 2020

## BLACKPOOL ILLUMINATIONS

### 1.0 Purpose of the report:

1.1 To provide the committee with an update on the Illuminations service including a progress report on the extended 2020 Illuminations season, sponsorship and other external funding, and plans for future development.

### 2.0 Recommendation(s):

2.1 To consider the performance of the Illuminations service and to identify any further areas for scrutiny as appropriate.

### 3.0 Reasons for recommendation(s):

3.1 To ensure constructive and robust scrutiny of the report, which had been requested by the Committee.

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 None

### 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 Introduction**

The Blackpool Illuminations have been an integral part of the resort's tourism economy for more than 140 years.

The display, which comprises more than a million lamps and 100 miles of festoon, is traditionally staged for 66 nights from the start of September to early November.

It extends the tourism season into the late autumn, attracting an estimated three million visitors each year and generating around £300m for the local economy.

The Illuminations team is based at LightWorks (close to Blackpool Airport) where it provides a complete in-house manufacturing and installation service.

While the main focus is on provision of autumn Illuminations display, the team also manages the installation of Christmas lights for Blackpool and other towns, as well as developing assets for various light festivals including our own October Lightpool Festival.

The net cost of the Illuminations service is circa £1.7m, a figure that has reduced over the past 10 years due to improved efficiencies.

### **6.2 2020 Illuminations**

This year, for the first time in history, the Council planned to extend the Illuminations season by two months to run through Christmas and New Year, ending on 3 January 2021.

This was intended to give our tourism businesses an opportunity to recoup some of the losses incurred during the initial lockdown period between March and early July.

While that move proved enormously successful in the opening weeks with significantly increased volumes of visitors across most nights (reflected by a marked increase in public donations at the collection points at the gateways to the Promenade), the gradual increase in COVID restrictions began to have a heavy impact on visitor numbers.

The introduction of Tier 3 restrictions in Blackpool on the eve of the October half-term resulted in a collapse in consumer confidence leading to mass cancellations of hotel and attraction bookings for the holiday period.

On 31 October 2020, the Prime Minister announced a month-long national lockdown to take effect from 5 November 2020.

As a result, the illuminations display has been suspended until 2 December 2020 at the earliest at which stage the Council will review the possibility of switching them on again to run until 3 January 2021. The Blackpool Tower will remain illuminated throughout the lockdown period.

This year's Illuminations display, which has been presented under a theme of *Bring On The Light*, is a celebration of the unstinting work of the NHS, key workers and other outstanding individuals during the coronavirus pandemic, with the famous Golden Mile featuring a display of hearts and rainbows.

Seven "Corona Heroes" including a consultant, two nurses, a hospital catering manager, two extraordinary fundraisers, and a therapy dog and his owner switched on the Illuminations in a virtual switch-on event staged in association with MTV on the night of Friday 4 September 2020. The streamed event was watched by around quarter of a million households around the world.

A further 48 Corona Heroes have illuminated images of themselves included within that section. They were chosen from hundreds of nominations from across the UK.

### 6.3 COVID-19 Impact

During the coronavirus pandemic, the Illuminations team has adopted new working practices to ensure a COVID-secure environment.

These measures included the introduction of social distancing measures, particularly for those working in small teams on the installation process, the hire of additional vehicles and purchase of materials that comply with new Government guidelines.

Due to high volumes of visitors in the opening weeks of the Illuminations season, a team of marshals was deployed in the tableaux section on The Cliffs to assist with social distancing.

### 6.4 Sponsorship and External Funding

The annual Illuminations display is partly dependent on external income including sponsorship, advertising and donations from public and business. The combined target for the current financial year is circa £168k.

Year-to-date, the team is on course to achieve that target with good gains made on sponsorship with new clients including Coral Island, Fox Brothers, Access Fylde Coast and The Sooty Show. Existing sponsors include Beaverbrook's, Genting, Houndshell, Beach House and Cubbies.

Earlier this year, a business development manager role was created within the Illuminations service. A key responsibility for this role is to identify and secure sponsorship and other

income generation opportunities in support of the Illuminations.

Given the difficult trading conditions since the onset of COVID-19, the post-holder has made good progress securing new clients for this year and identifying several opportunities for next year.

#### 6.5 Lightpool Festival

This annual festival was launched in 2015 after a successful bid to the Coastal Communities Fund. It enabled us to bring more innovative light-based technology into the Illuminations including the use of 3D projection shows on to the front of The Blackpool Tower buildings.

Since then, the festival has become an integral part of the October half-term holiday weeks featuring new projections, art installations, an illuminated tram parade, live performance and community-based projects such as Glow Football.

It has grown from a few days at the outset to two weeks in duration and is supported by the Arts Council. The festival is also a part of the Light Up The North network which comprises light festivals in major towns and cities across the north of England.

This year's festival was postponed due to the pandemic, but detailed planning is already underway for next year.

#### 6.6 Christmas Lights/External Work

The Illuminations service has been contracted to deliver Blackpool's town centre Christmas lights for the last three years. Discussions are currently underway with the Town Centre BID company for staging of the 2020 display.

The team has also worked on Christmas lighting displays for several other towns and cities in the north of England including Chorley, Lytham, Lancaster and Morecambe.

This year, it has also worked with Crewe Council to develop a new winter lighting festival, Lumen Crewe, as well as installing pieces at Durham and Worcester.

This development of the commercial arm of Lightworks is a work in progress, but presents a good opportunity to use our in-house knowledge and expertise to create an additional income stream that can be invested in our own Illuminations product to make it more sustainable and reduce dependence on Blackpool Council funding.

Note that the work undertaken in other areas tends to be on small-scale lighting schemes and therefore not intended to compete with Blackpool's Illuminations.

## 6.7 New Investment

Where appropriate, the service continues to invest in new equipment and processes to reduce costs of manufacture and increase efficiency.

This includes the introduction of robotic carving and cutting equipment, and 3D printing. The service is currently bedding in this new technology and will secure increased efficiencies as the manufacturing process evolves.

## 6.8 Towns Fund

The Government has announced that Blackpool will receive more than £39m in the first wave of new Town Deals. This will facilitate a number of capital infrastructure projects, including investment in the Illuminations.

The original bid to the Towns Fund included a request for up to £4m in the Illuminations (spread over five years).

This creates an excellent opportunity to invest in upgraded lighting infrastructure on the Promenade and town centre as well as creating new light-based art installations developed in conjunction with recognised artists.

As the final Town Deal offer is around £10m less than that original bid, each project will be required to submit a business case prior to any funds being allocated.

6.9 Does the information submitted include any exempt information? No

## 7.0 **List of Appendices:**

7.1 None

## 8.0 **Financial considerations:**

8.1 See section on "Towns Fund".

## 9.0 **Legal considerations:**

9.1 None

## 10.0 **Risk management considerations:**

10.1 None

**11.0 Equalities considerations:**

11.1 None

**12.0 Sustainability, climate change and environmental considerations:**

**12.1** A number of measures have been introduced in recent times to make the Illuminations display more sustainable.

As part of the Council's wider agreement with power suppliers, EDF, the Illuminations are now powered by renewable energy.

In addition, investment in LED technology continues to reduce our overall power consumption and lighting components are manufactured to a bespoke Illuminations specification which increases lifespan and reduces waste.

The Illuminations service continues to provide Christmas trees for individual wards and is working closely with the Parks service to provide more sustainable options such as planted trees and the option of faux trees rather than natural ones.

**13.0 Internal/external consultation undertaken:**

13.1 None

**14.0 Background papers:**

14.1 None

<b>Report to:</b>	<b>TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Sharon Davis, Scrutiny Manager
<b>Date of Meeting:</b>	18 November 2020

## SCRUTINY WORKPLAN

### 1.0 Purpose of the report:

- 1.1 The Committee to consider the Workplan and to monitor the implementation of Committee recommendations, together with any suggestions that Members may wish to make for scrutiny review topics.

### 2.0 Recommendation(s):

- 2.1 To approve the Committee Workplan 2020-2021, taking into account any suggestions for amendment or addition.
- 2.2 To monitor the implementation of the Committee's recommendations/action.
- 2.3 To agree the amended format for Single-Use Plastics reporting.
- 2.4 To note the outcome of the Active Lives Strategy Review Panel.

### 3.0 Reasons for recommendation(s):

- 3.1 To ensure that recommendations/actions are being monitored, the Workplan is up to date and is an accurate representation of the Committee's work.
- 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? N/A
- 3.3 Other alternative options to be considered:  
None.

**4.0 Council Priority:**

4.1 N/A

**5.0 Background Information**

**5.1 Scrutiny Workplan 2020/2021**

5.1.1 The Workplan is a flexible document that sets out the work that the Committee will undertake over the course of the year.

5.1.2 Committee Members are invited, either now or in the future, to suggest topics that might be suitable for scrutiny in order that they be added to the Workplan.

**5.2 Monitoring Implementation of Recommendations**

5.2.1 The table attached at Appendix 9(c) has been developed to assist the Committee in effectively ensuring that the recommendations made by the Committee are acted upon. The table will be regularly updated and submitted to each Committee meeting.

5.2.2 Members are requested to consider the updates provided in the table and ask follow up questions as appropriate to ensure that all recommendations are implemented

**5.3 Scrutiny Review Checklist**

5.3.1 The Scrutiny Review Checklist is attached at Appendix 9(b). The checklist forms part of the mandatory scrutiny procedure for establishing review panels and must therefore be completed and submitted for consideration by the Committee, prior to a topic being approved for scrutiny.

5.3.2 The Committee is recommended to place an emphasis on the priorities and performance of the Council when considering requests for scrutiny reviews.

**5.4 Single Use Plastics Reporting**

5.4.1 Prior to the pandemic, Communications had developed a campaign around Single Use Plastics (SUP) which was due to be rolled out just before lockdown. However this was postponed due to the outbreak of COVID-19 and the subsequent lockdown.

There has been no further significant progress other than what's already been reported to the committee at previous meetings. Adoption of the policy by the Council and WOC's, changes to the procurement policy (supply chain) with a specific focus on SUP's and substituting disposable plastic products in Council offices, where

possible, with more sustainable alternatives.

However, with the advent of the Climate Emergency work stream, SUP's have been recognised as naturally falling into this agenda.

It is therefore proposed that going forward, an update on SUP's will be included in the wider Climate Emergency update. As part of the Climate Emergency work stream, services will be developing their own environmental impact analysis' which would extend to reporting on their activities around the reduction of SUP's.

The Committee is therefore asked to agree to this amended form of reporting for SUP updates. If agreed the next Climate Emergency Update is scheduled for the 3 February 2020 and will include an update on progress against the SUP Action Plan.

#### 5.4 **Active Lives Review Panel**

5.4.1 On 25 September 2020 members of the Tourism, Economy and Communities Scrutiny Committee and the Adults Social Care and Health Scrutiny Committee held a joint review panel meeting to consider the Active Lives Strategy which would replace the Sports and Physical Activity Strategy that had ended in 2019.

5.4.2 The review panel made the following comments to be taken into consideration during development of the strategy;

- More detail on how the sea-front can be utilised to encourage active lifestyles;
- Consideration be given to developing a communication and marketing program to help engage the public; and
- Greater consideration be given to how to increase the use of the facilities available in the town to encourage active lifestyles.

5.5.3 A copy of the review panel's report can be found at Appendix 9(d)

Does the information submitted include any exempt information?

No

#### 5.6 **List of Appendices:**

Appendix 9(a) - Tourism, Economy and Communities Scrutiny Committee Workplan

Appendix 9(b) - Scrutiny Review Checklist

Appendix 9(c) – Tourism, Economy and Communities Committee Action Tracker

Appendix 9(d) – Active Lives Review Panel Report

**6.0 Legal considerations:**

6.1 None.

**7.0 Human Resources considerations:**

7.1 None.

**8.0 Equalities considerations:**

8.1 None.

**9.0 Financial considerations:**

9.1 None.

**10.0 Risk management considerations:**

10.1 None.

**11.0 Ethical considerations:**

11.1 None.

**12.0 Sustainability, climate change and environmental considerations:**

12.1 None

**13.0 Internal/ External Consultation undertaken:**

13.1 None.

**14.0 Background papers:**

14.1 None.

<b>Tourism, Economy and Communities Scrutiny Committee - Work Plan 2020-2021</b>	
18 November 2020	<ol style="list-style-type: none"> <li><b>1. Car Parking Performance</b> to include performance, financial information, spend on maintenance and the impact of the pandemic on income.</li> <li><b>2. Tourism Performance</b> - To include a representative of a Blackpool Tourist attraction, the impact of lockdown and recovery, future plans and details of Business Tourism.</li> <li><b>3. Illuminations Report</b> – To include plans for 2021, future sustainability and the impact of lockdown.</li> <li><b>4. Single Use Plastics</b> To include update Members on changes to SUP reporting.</li> <li><b>5. Report back from the Active Lives Strategy Review Panel</b> held in September 2020</li> </ol>
3 February 2021	<ol style="list-style-type: none"> <li><b>1. Waste Services and Street Cleansing</b> update on domestic waste collection new company performance, however, focus on services still provided by the Council such as street cleansing to prevent duplication with the work of the Shareholder’s Advisory Board. To include details of household waste recycling.</li> <li><b>2. Engagement of Consultants Annual Report</b></li> <li><b>3. Flood Risk Management and Drainage Annual Report</b> including input into revision of Flood Risk Strategy</li> <li><b>4. Bathing Water Quality Annual Report</b></li> <li><b>5. Climate Emergency Update</b> – Steps taken following declaration of Climate Emergency in Full Council July 2019 and an update on progress organising the Climate Assembly and details of progress on the <b>Single Use Plastics</b> Action Plan.</li> <li><b>6. Housing and Homelessness Scrutiny Review Final Report</b> – To agree the final report and recommendation of the review. If agreed the report will be submitted to the Executive for consideration.</li> <li><b>7. Report back from CSP Review Panel</b> held 2 December 2020</li> </ol>
14 April 2021	<ol style="list-style-type: none"> <li><b>1. Town Centre Regeneration Update</b> – To include information on the progress, the long term impact of lockdown on economic development and forecast for current and planned regeneration projects and how these will support job creation in the town.</li> <li><b>2. Tourism Performance</b> - To include a representative of a Blackpool Tourist attraction and details of Business Tourism. To look forward to the 2021 season and any long term impact from the pandemic.</li> <li><b>3. Parks and Green Environment Annual Report</b> – To include information on the impact of the 2020 Covid-19 Lockdown and future plans.</li> <li><b>4. Climate Emergency Update</b> – <i>Steps taken following declaration of Climate Emergency in Full Council July 2019 and the outcome of the Climate Assembly.(Subject to change)</i></li> </ol>

<b>Scrutiny Review Work</b>	
Recommencing 23 September 2019 <i>Ongoing</i>	Full scrutiny review of <b>Housing Strategy/Homelessness</b> . To have a look at the impact of strategy and policy on homelessness levels and prevention of homelessness. The scope of the review will be revisited to reflect the impact of the pandemic on provision.
23 September 2020	<b>Active Lives Strategy Review Panel</b> to consider draft strategy – September 2020 (jointly with the Adult Social Care and Health Scrutiny Committee)
18 November 2020	Following consideration at Committee, a potential in a day review of the <b>illuminations</b> impact and sustainability. Future plans.
2 December 2020	<b>Community Safety Partnership Review Panel</b> – to consider the performance of the CSP and impact of lockdown on its work.
January 2021	<b>Arts and Culture</b> - Details of the impact of Covid-19 arts and culture within Blackpool.
February 2021	<b>Economic Development</b> - Details of the impact of Covid-19 on Economic Development within Blackpool.
March 2021	<b>Lancashire Waste Strategy Policy</b> development scrutiny of the draft strategy.
April 2021	<b>Sustainability Strategy Policy</b> development scrutiny of the draft strategy.
TBC	<b>Air Quality Strategy</b> policy development scrutiny of the draft strategy.

**SCRUTINY SELECTION CHECKLIST**

**Title of proposed Scrutiny:**

The list is intended to assist the relevant scrutiny committee in deciding whether or not to approve a topic that has been suggested for scrutiny.

Whilst no minimum or maximum number of ‘yes’ answers are formally required, the relevant scrutiny committee is recommended to place higher priority on topics related to the performance and priorities of the Council.

Please expand on how the proposal will meet each criteria you have answered ‘yes’ to.

	Yes/No
The review will add value to the Council and/or its partners overall performance:	
The review is in relation to one or more of the Council’s priorities:	
The Council or its partners are not performing well in this area:	
It is an area where a number of complaints (or bad press) have been received:	
The issue is strategic and significant:	
There is evidence of public interest in the topic:	
The issue has potential impact for one or more sections of the community:	
Service or policy changes are planned and scrutiny could have a positive input:	
Adequate resources (both members and officers) are available to carry out the scrutiny:	

Please give any further details on the proposed review:

Completed by:

Date:

## MONITORING THE IMPLEMENTATION OF SCRUTINY RECOMMENDATIONS

.	DATE OF REC.	RECOMMENDATION	TARGET DATE	RESPONSIBLE OFFICER	UPDATE	RAG Rating
1	23 January 2019	That bi-annual updates on the implementation of the Single Use Plastics Policy be included on future agendas	Ongoing	John-Paul Lovie/John Greenbank	Items for monitoring the implementation of the SUP policy have been scheduled for every six-months. Next Update Autumn 2020	Ongoing
2	23 January 2019	That bi-annual updates on the progress of Town Centre Regeneration Projects be included on future agendas	Ongoing	Nick Gerard/John Greenbank	Items for monitoring the progress of Town Centre Regeneration Project have been scheduled for every six-months. Next Update 9 September 2020.	Ongoing
3	8 January 2020	That more could be done to advertise the benefits of the investments outside of the borough to the wider public.	April 2020	Steve Thompson/Alan Cavill		Ongoing
4	5 February 2020	That the Flood Risk Management Annual Report 2020-2021 include the following; <ul style="list-style-type: none"> <li>- An update on Highways England's involvement with the Lancashire Flood Risk Strategy</li> <li>- An update on the work of Flood Forums</li> <li>- Details of Projects in flood affected areas</li> </ul>	January/February 2021	Clare Nolan-Barnes/John Greenbank		Ongoing

5	5 February 2020	That United Utilities be contacted to determine if information is available on the number of releases of overflows into the sea.	April 2020	Clare Nolan-Barnes/John Greenbank		Ongoing
6	5 February 2020	That a letter be written by the Chair to Blackpool's MPs to request support in seeking additional Bathing Water Quality funding.	April 2020	Cllr Mitchell/John Greenbank		Ongoing

<b>Report to:</b>	<b>TOURISM ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE</b>
<b>Relevant Officer:</b>	Mr John Greenbank, Senior Democratic Governance Adviser (Scrutiny)
<b>Date of Meeting</b>	18 November 2020

## SCRUTINY INPUT INTO ACTIVE LIVES STRATEGY

### 1.0 Purpose of the report:

1.1 To update on the work undertaken by members of the Tourism, Economy and Communities Scrutiny Committee and the Adult Social Care and Health Scrutiny Committee on the development of the Active Lives Strategy.

### 2.0 Recommendation(s):

2.1 To consider the update and endorse the recommendation of the Review Panel as follows:  
That the strategy include:

- More detail on how the sea-front can be utilised to encourage active lifestyles;
- Consideration be given to developing a communication and marketing program to help engage the public; and
- Greater consideration be given to how to increase the use of the facilities available in the town to encourage active lifestyles.

### 3.0 Reasons for recommendation(s):

3.1 To ensure the Committee has an overview of work that has been undertaken within its remit.

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 None.

**5.0 Council priority:**

5.1 The relevant Council priority is

- The economy: Maximising growth and opportunity across Blackpool
- Communities: Creating stronger communities and increasing resilience

**6.0 Background information**

6.1 At its meeting on 19 June 2019 the Tourism, Economy and Communities Scrutiny Committee (TEC) considered the Leisure Services Annual Report where it was informed that a new Active Lives Strategy would be developed. The Committee subsequently agreed to undertake scrutiny of the proposed strategy's development.

6.2 The Council had previously had a Sports and Physical Activity Strategy that had ended in 2019. Officers involved in the development of the strategy agreed to expand its proposed scope to include health and wellbeing from an active lives perspective and that it be renamed the Active Lives Strategy.

6.3 As a result of which it was determined that the strategy would cross-cut the remits of the TEC and the Adult Social Care and Health Scrutiny Committee (ASCH). Therefore, with the agreement of the Chairs of both Committees, it was agreed that a joint review panel should be held to allow input into the strategy's development.

6.4 On 27 February 2020 members of the Tourism, Economy and Communities Scrutiny Committee and the Adult Social Care and Health Scrutiny Committee held a joint review panel meeting to input into the development of the proposed Active Lives Strategy. Following this meeting it was agreed that a second meeting would be held to consider the draft strategy.

**7.0 Active Lives Strategy Review Panel**

7.1 On 25 September 2020 members of the Tourism, Economy and Communities Scrutiny Committee and the Adults Social Care and Health Scrutiny Committee held a joint review panel meeting to consider the draft Active Lives Strategy. Councillor Mitchell chaired the meeting with the following members also present;

7.2	Councillor P Galley	Councillor P Hunter
	Councillor D O'Hara	Councillor Mrs M Scott
	Councillor D Scott	Councillor P Wilshaw
	Councillor G Walsh	Councillor J Wing

7.3 The meeting was also attended by Ms Lisa Arnold, Head of Parks, Leisure and Catering Services, and Ms Laura Ivinson, Sports Development Manager.

- 7.4 The strategy outlined the challenges facing Blackpool in encouraging residents to live healthier lifestyles.
- 7.5 Blackpool was shown to have an adult average weight higher than the national average, however children's weight was described as being below the national average but growing. This was combined with levels of average activity that were lower than those found elsewhere nationally.
- 7.6 Although there were other partners in Blackpool, such as sports clubs, that could contribute to helping people live healthier lives, it was recognised that Blackpool Council was best placed to be the lead strategic partner. In this role the Active Lives Strategy was designed to drive forward the activity agenda. It was also noted that although the strategy encouraged all people to lead more active lifestyles, a key target group for the strategy was young people, whom it was hoped would continue being active into adulthood.
- 7.7 The strategy also made clear that the Council recognised that there is no single approach to encouraging people to lead more active lifestyles and therefore aimed to develop and support as wide a range of approaches as possible with a variety of partners. This meant that the Council would work to deliver activities and programs from its own facilities and support other programs delivered by third party providers, including from the private sector.
- 7.8 The Review Panel noted that greater use of school sports halls for holding leisure activities would help support the strategy. Officers recognised this but noted that many venues were not owned by the Council and some did not allow community use for various reasons. Wherever possible the Council encouraged schools to use their facilities for as wide a range of activities as possible.
- 7.9 The issue of how it was possible to assess the effectiveness of the strategy's outreach to the community was queried by Councillors. In response it was stated that it was possible to track attendance levels at Council owned facilities and that services commissioned by the Council were encouraged to share their data, which could then be used to monitor overall performance.
- 7.10 Members also discussed greater use of the sea front, in particular the beach, to encourage active lifestyles. It was noted that the beach represented an easily accessible open area where a number of activities could take place. Officers replied that more work needed to be done to make best use of this resource, however it was also stated that there remained challenges in perception from local people of the beach as a 'tourist' area.
- 7.11 The use of the sea to develop skills such as sailing and swimming was also discussed. Members were informed that activities on the beach and in the sea were encouraged and nature focussed beach and forest schools for young people also took place on the sea front.
- 7.11 The Review Panel was also informed that there was no single funding stream to support the

activities and sports programs in Blackpool. However, the strategy aimed to outline a long-term approach under which the promotion of activities could take place.

- 7.12 The creation of new leisure facilities in deprived areas of Blackpool were also discussed. Officers explained that the Green and Blue Infrastructure Strategy would link into the Active Lives Strategy by looking to identify areas where more green space could be developed.
- 7.13 It was also highlighted that pet owners could be an under-appreciated group of individuals leading active lives through activities such as dog-walking. Members of the Review Panel asked if there was a method through which this could be recorded to count towards levels of activity in Blackpool. Officers explained that there were challenges in how the data would be captured, although the use of digital devices was being explored. This could be from apps downloaded by residents to monitor activity such as walking, cycling and gardening.
- 7.14 Members also discussed embedding the encouragement of activity into the commissioning of services across the Council. In response Officers explained that this was an aim of the strategy and it was intended that encouraging active lifestyle would be part of other strategies and policy frameworks going forward.
- 7.15 Encouraging the greater take up of sport among women was also discussed. It was noted that there was there was a lower participation rate among women in Blackpool, but work was being undertaken to improve this. Activities identified included teams sports such as football and netball. It was also reported that there was pan-Lancashire funding available to encourage young women develop and to take up activities.
- 7.16 Although the focus within the strategy of improving the access of residents living in deprived areas to leisure activities was welcomed the Review Panel also asked that it be noted that less deprived areas also lack access to leisure facilities.
- 7.17 The Review Panel requested that the following details be included in the finalised strategy;
- 7.18
- More detail on how the sea-front can be utilised to encourage active lifestyles;
  - Consideration be given to developing a communication and marketing program to help engage the public; and
  - Greater consideration be given to how to increase the use of the facilities available in the town to encourage active lifestyles.

Does the information submitted include any exempt information?

No

**7.0 List of Appendices:**

7.1 None

**8.0 Financial considerations:**

8.1 None

**9.0 Legal considerations:**

9.1 None

**10.0 Risk management considerations:**

10.1 None

**11.0 Equalities considerations:**

11.1 None

**12.0 Sustainability, climate change and environmental considerations:**

12.1 None

**13.0 Internal/external consultation undertaken:**

13.1 None

**14.0 Background papers:**

14.1 Scrutiny Input Into Active Lives Strategy – 27 February 2020

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