

Blackpool Council

28 September 2021

To: Councillors Burdess, G Coleman, Collett, Galley, Jackson, Kirkland, Owen, Walsh and Wilshaw

The above members are requested to attend the:

TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE

Wednesday, 6 October 2021 at 6.00 pm
in Council Chamber, Town Hall, Blackpool

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 16 JUNE 2021 (Pages 1 - 6)

To agree the minutes of the last meeting held on 16 June 2021 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 - 24)

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

5 FORWARD PLAN (Pages 25 - 30)

To consider the content of the Council's Forward Plan, October 2021 – January 2022, within the remit of the Committee.

6 TOWN CENTRE REGENERATION UPDATE (Pages 31 - 34)

To consider an update on the progress of Town Centre regeneration projects.

7 TOURISM PERFORMANCE UPDATE (Pages 35 - 52)

To consider tourism performance in 2021 including the impact of the COVID-19 pandemic on the visitor economy and the measures that are in place to aid its recovery.

8 LEISURE SERVICES ANNUAL REPORT (Pages 53 - 78)

To consider an update on the work undertaken, future plans and performance of Leisure Services.

9 SCRUTINY WORKPLAN (Pages 79 - 102)

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 and to note the outcome of the CCTV Scrutiny Review Panel and Arts and Culture Scrutiny Review Panel.

10 DATE OF NEXT MEETING

To note the date and time of the next meeting as Wednesday, 8 December 2021, commencing at 6pm.

Venue information:

First floor meeting room (lift available), accessible toilets (ground floor), no-smoking building.

Other information:

For queries regarding this agenda please contact John Greenbank, Senior Democratic Governance Adviser, Tel: 01253 477229, e-mail 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.

Agenda Item 2

MINUTES OF INFORMAL TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE MEETING - WEDNESDAY, 16 JUNE 2021

Present:

Councillor Jackson (in the Chair)

Councillors

Burdess

Collett

Kirkland

Walsh

G Coleman

Galley

Owen

Wilshaw

In Attendance:

Councillor Neal Brookes, Cabinet Member for Enforcement, Public Safety, Highways and Transport

Councillor Jane Hugo, Cabinet Member for Climate Change

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

Councillor Mrs Maxine Callow JP, Chair of the Scrutiny Leadership Board

Alan Cavill, Director of Communications and Regeneration

John Blackledge, Director of Community and Environmental Services

Steve Thompson, Director of Resources

Scott Butterfield, Strategy, Policy and Research Manager

Clare Nolan-Barnes, Head of Coastal and Environmental Partnerships and Investment

John Greenbank, Democratic Governance Senior Adviser (Scrutiny)

Prior to the start of the meeting, the Chairman explained that it was an informal meeting as agreed at Annual Council on 24 May 2021.

1 DECLARATIONS OF INTEREST

Councillor Maria Kirkland declared a personal interest in respect of Item 4 on the agenda, 'Executive and Cabinet Member Decisions'. As the previous Cabinet Member for Community Cohesion and Leisure she had made Cabinet Member Decision PH40/2021 'Blackpool Playing Pitch Strategy and Action Plan Update'.

2 MINUTES OF THE LAST MEETING HELD ON 14 APRIL 2021

The Committee agreed that the minutes of the meeting held on 14 April 2021 be signed by the Chairman as a true and correct record.

3 PUBLIC SPEAKING

There were no public speakers on this occasion.

**MINUTES OF INFORMAL TOURISM, ECONOMY AND COMMUNITIES SCRUTINY
COMMITTEE MEETING - WEDNESDAY, 16 JUNE 2021**

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 14 April 2021.

Members of the Committee queried Executive Decision EX23/2021 'Levelling Up and Community Renewal Fund' asking if there had been any scrutiny involvement in the application to the fund. Mr Alan Cavill, Director of Regeneration and Communication, replied that due to the limited time provided to submit an application and the restrictions of the pre-election period in May 2021 the involvement of scrutiny members had not been possible.

Executive Decision EX25/2021 'Talbot Gateway Phase 3 – Office Accommodation' was also discussed, with the Committee querying if the office space was still needed in light of changes to working practices in response to the Covid-19 pandemic. Members noted that greater use of home working could lead to no tenant being found if the office accommodation was built. Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation advised that the Council was aware of how such changes could affect the project and that construction of the office accommodation would only commence once a lease had been agreed and signed with a tenant.

5 FORWARD PLAN

The Committee considered the contents of the Council's Forward Plan June 2021 to October 2021, relating to the portfolios of the Cabinet Members whose responsibilities fell within its remit.

Members noted the inclusion of the Blackpool Tree Strategy on the plan and queried what funding was available to support it. Mr John Blackledge, Director for Community and Environmental Services, responded that a report on the strategy would be considered by the Scrutiny Leadership Board at its next meeting. This report outlined that the strategy was the first adopted by the Council and that it would allow access to national funding opportunities once in place. He added that scrutiny would be consulted at every stage of the strategy's development and implementation.

The Committee also raised the decision relating to the Compulsory Purchase Orders (CPO) on King Street to facilitate the Talbot Gateway Phase 3 project and asked if any issues had been encountered with the businesses affected. Mr Cavill responded that the Council was in negotiation with those affected by the project, with a view to purchasing their property and assisting with any relocation, and that the use of a CPO was a last resort in the event no agreement could be reached.

The New Housing Development at Grange Park was also discussed with Members asking if the number of houses planned had been confirmed and if any existing residents would be displaced.

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Councillor Neal Brookes, Cabinet Member for Enforcement, Public Safety, Highways and Transport, replied that no existing residents would be displaced by the development and that the number and mix of planned houses could be provided to the Committee in writing following the meeting.

The Committee queried if agreement of the Community Safety Plan (CSP) had been delayed and if the new plan contained provision for addressing the crime and disorder issues occurring in the town centre in relation to young people. Mr Blackledge responded

that the CSP would be shaped by the outcome of the strategic needs assessment and that the Committee, as the Crime and Disorder Panel, would be consulted on the resulting document. He added that the Police were aware of the issues in the town centre and that they would be working with the Council's Public Protection team going forward.

Members discussed the replacement of the CCTV system in the town centre and asked if greater details regarding the plans, cost and level of coverage could be provided. In response Mr Blackledge confirmed that a review panel meeting would be organised for July 2021 so that the plans for CCTV could be presented to the Committee and allow scrutiny member input. In response to a query regarding funding for live CCTV in the town centre and at Council owned sport facilities, Mr Blackledge stated that the Council considered all possible funding opportunities. He also noted that the replacement of CCTV was a process and therefore infrastructure would not be replaced all at once. The Committee further asked if any consideration had been given to the saturation of CCTV in the town and if a policy existed to determine this, noting possible privacy concerns. Mr Blackledge answered that although no policy existed, all cameras had a risk assessment conducted before they were placed and that locations were determined by the level of concern associated with an area.

6 EXTERNAL CONSULTANTS ANNUAL REPORT 2020/2021

Mr Steve Thompson, Director of Resources, presented the Engagement of External Consultants Annual Report. He informed the Committee that the spend on external consultants had mostly been to support capital schemes. In most cases consultants had been needed as the required skills to support a scheme were not possessed by the Council and the limited timescales associated would have made it unrealistic to employ additional Council staff.

The Committee queried why consultants had been used for a £6k redesign of the screen at the Blackpool Museum, noting that the museum building had only recently been completed. Mr Cavill responded that the Museum rented the building used, therefore when originally designed the Council had to assume the size of the screen needed based on the original plans for the building. The landlord had subsequently changed these plans, which had necessitated a redesign of the screen to fit the new building dimensions.

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7 FLOOD RISK MANAGEMENT UPDATE

Ms Clare Nolan-Barnes, Head of Coastal and Environmental Partnership Investments presented an update on the progress of Flood Risk Management work since the 26 January 2021 Flood Risk Strategy Scrutiny Review Panel meeting. She reported that the Lancashire Flood Risk Strategy public consultation had taken place since the review meeting and the responses had been summarised in the report, the majority of which had been positive. The Committee was also informed that the timescales outlined in the strategy had been linked to the funding strategy developed by the Environment Agency and that further discussions would be taking place with Lancashire Strategic Partners on 23 June 2021.

The Committee asked what the Council's ambitions were for the strategy and what it was hoped would be achieved in Blackpool. Ms Nolan-Barnes responded that the development of the strategy had been led by Blackpool Council and offered an opportunity to engage with local people. The business plan associated with the strategy had been designed to ensure transparency and that information regarding flood risk management was accessible. Details of all the partners involved in flood risk had also been included.

It was also noted that United Utilities had expressed a concern regarding the run-off of water from driveways on new housing developments, and the need to ensure proper drainage. Ms Nolan-Barnes replied that the Council and its partners were aware of the potential issue that water run-off and drainage in new developments could cause. The strategy therefore was designed to allow partners to work with planners and developers to ensure that new builds were supported by sustainable drainage systems.

Members expressed concern regarding reports of blocked watercourses near to the Warren Drive housing development and the impact that this could have on the houses nearby. In response Ms Nolan-Barnes explained that the drainage for the site would be covered in the Local Plan and added that the strategy and associated business plan ensured greater consultation with developers to ensure that drainage schemes were in place for new developments.

The Committee raised reports in local media which had claimed that the impact of climate change on rising sea levels could result in parts of the Fylde Coast being submerged by 2050. Members asked if therefore the Council expected the sea wall to be breached at any point in the future. Ms Nolan-Barnes replied that the Council and partners had invested in new sea defences that were expected to provide protection for one-hundred years. It was further asked in response to this how often the defences were assessed. Ms Nolan-Barnes stated that the Environment Agency undertook monitoring of the defences and that the Council had an increased awareness of how environmental changes affected the sea level.

8 CLIMATE EMERGENCY DECLARATION: CLIMATE ASSEMBLY RECOMMENDATIONS

Mr Scott Butterfield, Strategy, Policy and Research Manager, presented the Climate Emergency update on the outcome of the Climate Assembly.

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He informed the Committee that the Climate Assembly had produced a report outlining its findings and its final recommendations. These were presented in two parts: recommendations which directly addressed issues around the climate emergency and those which were wider reflections covering issues with a less direct impact. He reported that the Council would be considering in detail the recommendations made to understand how these could contribute to the delivery of a net-zero Council and town. He also noted that although some of the recommendations related to local groups and businesses with Blackpool, the majority were Council specific. While some of the recommendations were similar to work already undertaken by the Council, others needed further consideration on how they could be implemented and where funding to support the additional work could be identified.

The findings and recommendations of the Youth Climate Assembly had also been provided to the Committee for information. Mr Butterfield noted that the recommendations from the youth assembly were similar to those made by the Climate Assembly.

The Committee welcomed the report and the outcome of the Climate Assembly and the Youth Assembly and noted their recommendations. However it was asked if officers believed that the Council could do more to promote Blackpool as a 'green town' with a greater diversity of green spaces. Mr Butterfield replied that the Council was adopting an ambitious approach to climate change, including the ambition to be net zero carbon as an organisation by 2030 and the adoption of new strategies, such as those relating to the purchase of electric vehicles. Mr Blackledge also added that the Council had a Green and Blue Infrastructure Strategy which encouraged bio-diversity. Blackpool also had a number of diverse park areas and the strategy was being used to further develop these and other parts of Blackpool to improve access to green spaces. He also stated that as a result of this the Council was in a strong position to attract funding for green spaces and climate work.

Members asked if consideration had been given to what simple big impact actions could be undertaken to achieve the zero carbon ambition for Blackpool and what more difficult actions existed. Mr Butterfield responded to advise that modelling had taken place which had identified that the Government's plans for reduced emissions meant that Lancashire had halved its emissions based on 2007 levels and that actions which emerged from this work would be considered alongside the recommendations of the Climate Assembly to form a "roadmap" to net zero. He added that the biggest issue identified in Blackpool was domestic heating emissions and that work was underway to model possible solutions.

The Vancouver Model of increased town centre living to reduce the need for longer commutes to work and reliance on vehicles was raised by the Committee and it was queried if consideration had been given to implementing a similar model in Blackpool. Mr Butterfield replied that the Council understood that the principles of the "15-20 minute city" could be of benefit to Blackpool, but research would be needed into the core benefits of such a model to support any move to implement one in Blackpool.

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The Committee noted that the Climate Assembly had recommended that a low emissions zone be implemented in Blackpool. While the benefits of such a zone were noted, Members asked if the impact on visitors had been considered, highlighting that such a zone could discourage some from coming to Blackpool. In response, Mr Butterfield accepted that this was a bold ambition that would require close consideration of its impact, including how it would be implemented and where it could be located. He also stated that there could be alternative ways of achieving the aim of the recommendation of reducing emissions in the town centre.

Members also raised the issue of commercial waste recycling in the town centre. It was noted that none currently existed and that there had originally been more but these had been removed. Mr Blackledge responded that the Council would be looking at improved

commercial waste recycling in the town centre with its wholly-owned waste company, Enveco. He added that new technology such as sensors in bins would allow greater monitoring of levels of waste in bins and lead to more efficient waste collection.

9 SCRUTINY WORKPLAN

The Committee considered the Scrutiny Workplan report including an update on work undertaken by the Illuminations Scrutiny Review Panel.

Members noted that the workplan had been updated following its work planning workshop held on 9 June 2021.

The Committee queried the future reporting on the issues identified within the Illumination Scrutiny Review Panel report. Mr John Greenbank, Senior Democratic Governance Adviser advised that a report had been scheduled for the 8 December 2021 of the Committee, following which further work could be identified by members.

The Committee agreed to note the contents of the Scrutiny Workplan and the outcome of the Illuminations Scrutiny Review.

10 DATE OF NEXT MEETING

The date of the next meeting of the Committee was confirmed as Wednesday, 6 October 2021 at 6.00pm.

Chairman

(The meeting ended at 7.20 pm)

Any queries regarding these minutes, please contact:
John Greenbank, Senior Democratic Governance Adviser
Tel: 01253 477229
E-mail: john.greenbank@blackpool.gov.uk

Report to:	TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE
Relevant Officer:	Sharon Davis, Scrutiny Manager
Date of Meeting:	6 October 2021

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 Ivan Taylor, Deputy Leader and Cabinet Member for Partnerships and Performance
- Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation
- Councillor Neal Brookes, Cabinet Member for Enforcement, Public Safety, Highways and Transport
- Councillor Kath Benson, Cabinet Member for Community Engagement, Aspirations and Community Assets
- Councillor Jane Hugo, Cabinet Member for Climate Change

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 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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APPENDIX 4(a)

DECISION / OUTCOME	DESCRIPTION	NUMBER	DATE	CABINET MEMBER
<p>Transfer Of Property At 29a Mansfield Road To Housing Revenue Account For Supported Living Accommodation Managed By Blackpool Coastal Housing</p> <p>The Cabinet Member agreed the recommendation as outlined above namely:</p> <p>To approve the transfer of the vacant property at 29A Mansfield Road at market value from the Council's General Fund to the Housing Revenue Account for Blackpool Coastal Housing to provide Supported Living Accommodation as Managing Agents.</p>	<p>To consider the transfer of a property at 29A Mansfield Road from the Council's General Fund to the Housing Revenue Account, to be managed by Blackpool Coastal Housing as Supported Living Accommodation.</p>	<p>PH44/21</p>	<p>18/06/21</p>	<p>Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation</p>
<p>Transfer Of Property At 331 Bispham Road To Housing Revenue Account For Supported Living Accommodation Managed By Blackpool Coastal Housing</p> <p>The Cabinet Member agreed the recommendation as outlined above namely:</p> <p>To approve the transfer of the vacant property at 331 Bispham Road at market value from the Council's General Fund to the Housing Revenue Account for Blackpool Coastal Housing to provide Supported Living Accommodation as Managing Agents.</p>	<p>To consider the transfer of a property at 331 Bispham Road from the Council's General Fund to the Housing Revenue Account, to be managed by Blackpool Coastal Housing as Supported Living Accommodation.</p>	<p>PH43/21</p>	<p>23/06/21</p>	<p>Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation</p>

<p>National Bus Strategy</p> <p>The Cabinet Member resolved as follows:</p> <ol style="list-style-type: none"> 1. To commit Blackpool Council to delivering an Enhanced [Bus] Partnership in accordance with the Notice of Intent to Prepare an Enhanced Partnership Plan and Schemes at Appendix A and ensure it is in place by the end of March 2022. 2. To agree to the production of a local Bus Service Improvement Plan to be submitted to Executive for approval so that it can be adopted by the deadline of October 2021, liaising closely with Lancashire County Council on cross-boundary issues. 	<p>In line with the National Bus Strategy's (2021) requirements, to commit the Council to an Enhanced [Bus] Partnership by the end of June 2021 and to agree to producing a local Bus Service Improvement Plan with an approved document to be produced and submitted to Government by the end of October 2021. The Enhanced Bus Partnership will need to be in place by the end of March 2022 with all elements having the aim of improving local bus services for passengers and increasing bus patronage.</p>	PH47/21	28/06/21	Councillor Neal Brookes, Cabinet Member for Enforcement, Public Safety, Highways and Transport
<p>Lease for Showown Museum</p> <p>The Leader of the Council resolved as follows:</p> <p>To approve the signing of the lease with Coolsilk Limited by Blackpool Council, on the basis as set out within the report namely a lease of 30 years commencing at £250,000 per year with agreed rent increases every five years.</p>	<p>The purpose of this report is to seek approval for Blackpool Council to sign a lease with Coolsilk Limited for the space within the Sands Building which will be the location for Showtown, The museum of fun and entertainment.</p>	PH56/21	02/07/2021	Councillor Lynn Williams, Leader of the Council

<p>Solaris Centre: Renewable Energy Project - Replacement Wind Turbines Heads</p> <p>The Executive resolved as follows:</p> <p>To approve the project and the Prudential Borrowing of £22,380 required to fund the renewable energy project to install new wind turbine heads at the Solaris Centre.</p>	<p>To seek approval for the project and the Prudential Borrowing required for a renewable energy project to install new wind turbine heads at the Solaris Centre to provide cost viable renewable electricity, contributing towards the Council’s Climate Emergency target of achieving 100% clean energy across the Council’s full range of functions by 2030.</p> <p>The cost of the project is £22,380 to be Prudentially Borrowed over 15 years, which amounts to £30,097 including £7,717 interest.</p>	<p>EX33/21</p>	<p>12/07/21</p>	<p>Councillor Jane Hugo, Cabinet Member for Climate Change</p>
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<p>Proposed Appropriation And Disposal Of Land At Blackpool Central</p> <p>The Executive agreed the recommendations as outlined above namely:</p> <ol style="list-style-type: none"> 1. To delegate authority to the Director of Communications and Regeneration, to appropriate for planning purposes the Subject Land under section 122 of the LGA 1972 and conditional on the grant of planning permission subsequently invoke section 203 and section 204 of the Housing and Planning Act 2016. 2. To delegate authority to the Director of Communications and Regeneration to negotiate and enter into legal agreements with third parties in order to secure the modification or release of rights or covenants (and the grant of new rights) (“the Rights) which may otherwise be an impediment to the ‘Enabling Phase’ of the Blackpool Central Site. 3. In the absence of legal agreements being entered into to release the Rights, to delegate authority to the Director of Communications and Regeneration to deal with the settlement of any claims for compensation made pursuant to section 204 of the Housing and Planning Act 2016 that may arise by virtue of the operation of the overriding power contained in Section 203 of the Housing and Planning Act 2016. 4. To authorise the Head of Legal Services to enter into any such documentation as may be necessary to give effect to or flowing from the appropriation for planning purposes of the Subject Land. 	<p>To seek approval to appropriate for planning purposes, a parcel of land to the rear of the Former King Edward Apartments within the Blackpool Central Site as shown edged blue and coloured green on the attached plan 1 (“the Subject Land”), pursuant to Section 122 of the Local Government Act 1972 (“LGA 1972”) and conditional upon the grant of the hybrid planning permission with application number 21/0517 to enable the building of a Multi-Storey car park which is the ‘Enabling Phase’ (as illustrated edged green on plan 2) of the Blackpool Central development invoke section 203 and section 204 of the Housing and Planning Act 2016 (“HPA 2016”) .</p>	<p>EX39/21</p>	<p>12/07/21</p>	<p>Councillor Lynn Williams Leader of the Council and Councillor Ivan Taylor Deputy Leader of the Council</p>
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<p>Community Renewal Fund</p> <p>The Executive agreed the recommendation as outlined above namely:</p> <p>To note the Community Renewal Fund bid and the process undertaken to prepare it.</p>	<p>This report is to provide the Executive with an update on the submission of a Community Renewal Fund bid following the Executive’s decision on 12 April 2021 where it was agreed:</p> <p>a) To note the arrangements that have been put in place to invite submissions to enable them to be appraised and submitted by the 18 June 2021 deadline.</p> <p>b) To agree for approval of the final bid to be submitted to be delegated to the Chief Executive after consultation with the Leader of the Council and relevant Cabinet Members (note consultation not to take place in schemes where the Leader of the Council or Cabinet Members have interests.)</p> <p>c) To agree that the Executive will receive a report on the bid submitted.</p>	<p>EX38/21</p>	<p>12/07/21</p>	<p>Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation</p>
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<p>Levelling Up Fund</p> <p>The Executive agreed the recommendation as outlined above namely:</p> <p>To note the Round One Levelling Up Fund bid and the process undertaken to prepare it.</p>	<p>This report is to inform the Executive of the Levelling Up Fund bid submitted following the Executive’s decision on 12 April 2021 where it was agreed:</p> <p>a) For the Council to submit one Levelling Up Fund bid by 18th June 2021 (with the final content of the bid to be delegated to the Chief Executive after consultation with the Leader of the Council)</p> <p>b) Subject to confirmation of the Council’s eligibility, for a second bid to be submitted at a later date to be confirmed (with the final content of the bid to be delegated to the Chief Executive after consultation with the Leader of the Council)</p> <p>c) For the possibility of a cross boundary transport bid to be explored with Fylde, Wyre and Lancashire County Council.</p> <p>d) For the Town Deal Board and the local MPs to be consulted on the proposed bids.</p> <p>e) For the Executive to receive a report on the bid submitted.</p>	<p>EX37/21</p>	<p>12/07/21</p>	<p>Councillor Lynn Williams Leader of the Council</p>
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<p>Blackpool Street Lighting And Traffic Signals Private Finance Initiative (PFI) - Replacement Led Luminaires</p> <p>The Executive agreed the recommendations as outlined above namely:</p> <p>That subject to the approval of the Head of Legal to engage Browne Jacobson (legal advisors) to assist the Council and commence contract procedures with the Community Lighting Partnership (CLP) to enable a change to the Blackpool Street lighting and Traffic Signals PFI Contract, namely the replacement of all High Pressure Sodium and Cosmopolis lanterns with Lighting Emitting Diode lanterns</p> <p>To fund this scheme by Prudential Borrowing of £4.8m, the borrowing to be repaid from energy savings resulting from the installation of LED's.</p> <p>To commence implementation of the change following the successful completion of the contract formalities to enable a saving of £688,000 per year to be achieved and reduce carbon emissions by in excess of 1000 tonnes per year.</p>	<p>To provide a background information to enable the Executive to approve the recommendation to commence contract procedures and implement a change with the Community Lighting Partnership (CLP) to change the current High Pressure Sodium (SON) and Cosmopolis (CPO) street lighting sources to Lighting Emitting Diode (LED) luminaires.</p> <p>This report outlines the advantages to the Council of changing the current luminaires, the associated energy cost savings and climate change impact in terms of the carbon reduction achieved by implementing this proposed change.</p> <p>The project will realise a 1,029 tonnes of CO2 reduction per year, based on current emissions rates, which represents an 8% reduction on the total utility related carbon emissions of the Council. This level of reduction is vital to the Council's 2030 pathway to net zero works, as the project delivers essentially a unique opportunity to deliver a large scale of energy and CO2 reduction in a singular instance, which would be impossible to replicate in any other Council setting or asset.</p>	<p>EX36/21</p>	<p>12/07/21</p>	<p>Councillor Jane Hugo, Cabinet Member for Climate Change and Councillor Neal Brookes, Cabinet Member for Enforcement, Public Safety, Highways and Transport</p>
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APPENDIX 4(a)

<p>Blackpool Tree Strategy 2021 to 2031</p> <p>The Executive agreed the recommendation as outlined above namely:</p> <p>To approve Blackpool’s 10 year Tree Strategy with effect until 31 December 2031, which will contribute to the Council’s climate change agenda.</p> <p style="writing-mode: vertical-rl; transform: rotate(180deg);">Page 11</p>	<p>To provide an overview of Blackpool’s first Tree Strategy and the consultation process undertaken, with a view to the strategy being formally approved by the Executive.</p>	<p>EX35/21</p>	<p>12/07/21</p>	<p>Councillor Kath Benson, Cabinet Member for Community Engagement, Aspirations and Community Assets and Councillor Jane Hugo, Cabinet Member for Climate Change</p>
<p>@the Grange Renewables Project</p> <p>The Executive agreed the recommendation as outlined above namely:</p> <p>To approve the match funding of £68,300 to be funded by Prudential Borrowing required to support @the Grange Park community building renewables project.</p>	<p>To seek approval for the match funding and Prudential Borrowing for an European Regional Development Fund renewable energy project at the @the Grange Park community building comprising the installation of roof mounted solar photovoltaics and a ground source heat pump to improve the building’s sustainability and reduce the associated carbon dioxide emissions.</p> <p>The cost of the @the Grange renewables project is £165,000, with £96,700 European Regional Development Fund funding requiring Council match funding of £68,300. The match funding of £68,300 is to be prudentially borrowed over 15 years, which amounts to £91,850, including the £23,550 interest.</p>	<p>EX32/21</p>	<p>12/07/21</p>	<p>Councillor Jane Hugo, Cabinet Member for Climate Change</p>

<p>Public Transport Hub Traffic Enforcement Cameras</p> <p>The Cabinet Member agreed the recommendations as outlined above namely:</p> <ol style="list-style-type: none"> 1. To authorise the statutory consultation and advertisement of notice of the intention of the Council to introduce a prohibition of left turn from the Promenade to the junction with Church Street. 2. To authorise the statutory consultation and advertisement of notice of the intention of the Council to introduce bus only roads on Church Street, Corporation Street and West Street. 3. To authorise the statutory consultation and advertisement of notice of the intention of the Council to establish a traffic enforcement camera zone for the Public Transport Hub on Market Street (between West Street and Church Street), Church Street (between Market Street and Corporation Street) and Corporation Street (between Church Street and West Street) as indicated in the plan attached at Appendix A. 4. To authorise the statutory consultation and advertisement of notice of the intention of the Council to authorise publishing of public notices of the Council's intention to introduce a one-way system for Back Church Street from Corporation Street to Church Street (west to east). 5. If no objections are received in relation to the proposals or if any objections are received are subsequently withdrawn to authorise the Head of Legal to make the Traffic Regulation Order. 	<p>The report seeks authorisation for officers to proceed with the statutory consultation, advertisement and making of a proposed Traffic Regulation Order in respect of the Council's proposal to</p> <ol style="list-style-type: none"> a) Introduce a prohibition of left turn from the Promenade to the junction with Church Street b) Introduce bus only roads on Church Street, Corporation Street and West Street c) introduce a traffic enforcement camera zone within the Public Transport Hub on Market Street (between West Street and Church Street), Church Street (between Market Street and Corporation Street) and Corporation Street (between Church Street and West Street) d) to introduce a one-way system for Back Church Street from Corporation Street to Church Street (west to east) <p>In respect of the 1.1 c) the report further seeks authorisation to set the level of the Penalty Charge Notice in line with guidance and comparable to neighbouring Authorities in the Northwest and to incorporate the proposed Penalty Charge Notice charge to the Fees and Charges schedule held by the Highways and Traffic section, within the Community and Environment Directorate.</p>	<p>PH65/21</p>	<p>24/08/21</p>	<p>Councillor Neal Brookes, Cabinet Member for Enforcement, Public Safety, Highways and Transport</p>
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APPENDIX 4(a)

<p>6. To set the Penalty Charge Notice at the level of £60, reduced to £30 (if paid within 14 days of service of PCN) and £90 (if paid after service of charge certificate). This charge to have effect until the 31 March 2022 when the charge would be reviewed along with all Highways fees and charges.</p>				
<p>The Borough Of Blackpool (Various Roads) (Various Restrictions) And (Revocations) Batch Order No 1 2019 (Scott Close)</p> <p>The Cabinet Member resolved as follows:</p> <p>To proceed with the proposed Traffic Regulation Order subject to the amendment outlined in paragraph 6.6 of the report.</p>	<p>To consider the representation and alternative option of the advertised proposed restriction on Scott Close.</p>	<p>PH59/21</p>	<p>02/08/21</p>	<p>Councillor Neal Brookes, Cabinet Member for Enforcement, Public Safety, Highways and Transport</p>
<p>Proposed Lease Of Third Floor Municipal Buildings To Department Of Work And Pensions</p> <p>To approve a five-year lease of the 3rd floor of Municipal Buildings to the Department of Work and Pensions, equating to 8,701 sq feet on the terms set out in the Heads of Terms attached at Appendix B.</p>	<p>To consider the proposal to lease the 3rd floor of Municipal Buildings, to the Department of Work and Pensions (DWP).</p>	<p>PH67/21</p>	<p>02/09/21</p>	<p>Councillor Mark Smith, Cabinet Member for Business, Enterprise and Job Creation</p>

<p>Replacement Of The Core Cctv System, The Purchase Of A Cctv Mobile Unit And Relocation Of The Control Room</p> <p>The Executive agreed the recommendations as outlined above namely:</p> <ol style="list-style-type: none"> 1. To agree to the replacement of the core CCTV system, the purchase of a CCTV Mobile Unit and the relocation of the control room to Municipal Buildings at an estimated cost of circa £2m. 2. To delegate to the Director of Community and Environmental Services, after consultation with the Director of Resources, the authority to replace the system and purchase a Mobile CCTV Unit and fund the replacement through the Self Insurance Reserve and in conjunction with the Director of Communications and Regeneration to obtain a contribution from the town centre capital investments as per paragraph 6.29. 3. To authorise the Director of Community and Environmental Services, in conjunction with the Tourism, Economy and Communities Scrutiny Committee, to formulate a framework for the review of cameras and CCTV requirements outside of the core system over the next 12 months. 4. To recommend that the Director of Resources identifies £100,000 within the Mid-Term Financial Strategy to support the revenue consequences of the CCTV service as part of the Council's budget setting process. 	<p>To consider the replacement of Blackpool's core CCTV system, the purchase of a CCTV Mobile Unit and the relocation of the CCTV control room to the Municipal Buildings</p>	<p>EX42/21</p>	<p>13/09/21</p>	<p>Councillor Neal Brookes, Cabinet Member for Enforcement, Public Safety, Highways and Transport</p>
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<p>Investment in the Town Centre – Adelaide Street</p> <p>The Executive resolved as follows:</p> <ol style="list-style-type: none"> 1. To agree that Appendix 4b, to the Executive report, risk management considerations continued, is not public for publication by virtue of Paragraph 3 of Part 1 of Schedule 12A of the Local Government Act 1972 as the costings would undermine the Council’s position in continuing and future negotiations. 2. To approve the purchase of the land and properties required to enable the development to proceed outlined in the map at Appendix 4a, to the Executive report. 3. To delegate authority to the Director of Communications and Regeneration, after consultation with the Leader, to finalise the transactions when all due diligence has been completed, within the financial limits set out in this report. 4. To delegate authority to the Director of Resources, after consultation with the Leader of the Council, to Prudentially Borrow up to £8m. 5. To delegate to the Director of Communications and Regeneration the negotiations and grant of Leases to the proposed end users which will form part of the Adelaide Street health campus. 	<p>To consider the development of a new town centre health centre off Adelaide Street, Blackpool.</p>	<p>EX43/31</p>	<p>13/09/21</p>	<p>Councillor Lynn Williams Leader of the Council</p>
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<p>6. To delegate to the Director of Communications and Regeneration the negotiations and agreements/contracts for any work related to the stopping up of any roads, diversion of utilities, construction, professional appointments and any other practical matters relating to the project and management thereafter; the costs of which are included in decision 4.</p> <p>7. To authorise the Head of Legal to prepare legal documentation and enter into and complete appropriate documents/contracts as necessary to complete the transactions.</p>				
<p>Design Codes</p> <p>The Cabinet Member agreed the recommendations as follows:</p> <p>To agree the Expression of Interest for phase 2 of the national pilot scheme for Design Codes at Appendix A and approve its submission to Ministry of Housing, Communities and Local Government.</p>	<p>To consider the submission of an Expression of Interest for phase 2 of the national pilot scheme which seeks to secure funding and additional support from Central Government for the production of a Design Code at the Blackpool Airport Enterprise Zone; and how this can support further Design Guides and Codes throughout the Borough.</p>	<p>PH69/21</p>	<p>23/09/21</p>	<p>Councillor Lynn Williams, Leader of the Council</p>

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Report to:	TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE
Relevant Officer:	Sharon Davis, Scrutiny Manager
Date of Meeting:	6 October 2021

FORWARD PLAN

1.0 Purpose of the report:

1.1 The Committee to consider the content of the Council's Forward Plan October 2021 to January 2022, 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 and Cabinet Member for Culture and Tourism
- Councillor Neal Brookes, Cabinet Member for Enforcement, Public Safety, Highways and Transport
- Councillor Jane Hugo, Cabinet Member for Climate Change
- 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 October 2021 to January 2022.

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.

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EXECUTIVE FORWARD PLAN - SUMMARY OF KEY DECISIONS**(OCTOBER 2021 TO JANUARY 2022)***** Denotes New Item**

Anticipated Date of Decision	Matter for Decision	Decision Reference	Decision Taker	Relevant Cabinet Member
October 2021	Town Centre Investment (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)	1/2021	Executive	Cllr Williams
October 2021	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)	2/2021	Executive	Cllr Williams
October 2021	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)	3/2021	Executive	Cllr Smith

Anticipated Date of Decision	Matter for Decision	Decision Reference	Decision Taker	Relevant Cabinet Member
October 2021	Lancashire and Blackpool Flood Risk Management Strategy	11/2018	Executive	Cllr Hugo
October 2021	Local Bus Service Improvement Plan	15/2021	Executive	Cllr Brookes
October 2021	Sex Establishment Licensing Policy	16/2021	Executive	Cllr Brookes

Report to:	TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE
Relevant Officer:	Alan Cavill, Director of Communications and Regeneration
Date of Meeting:	6 October 2021

BLACKPOOL TOWN CENTRE REGENERATION UPDATE

1.0 Purpose of the report:

1.1 To provide an overview of progress on the various projects being undertaken to secure the regeneration of Blackpool Town Centre following the last update in April 2021, and to inform the Committee of planned future work.

2.0 Recommendation(s):

2.1 To note the progress being made and to identify any issues requiring additional scrutiny.

3.0 Reasons for recommendation(s):

3.1 To ensure constructive and robust scrutiny of the strategic approach to regenerating Blackpool Town Centre following a request 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"
- "Communities: Creating stronger communities and increasing resilience"

6.0 Background information

6.1 A presentation will be given at the Committee covering the following projects:

- Blackpool Town Centre Strategy
- Talbot Gateway
- Blackpool Central
- Winter Gardens Conference Centre
- Showtown
- Quality Corridors

- Heritage Action Zone

Getting Building Fund Projects

- Houndshell Phase 2
- Abingdon Street Market

Town Deal Town Centre Projects

- Blackpool Central Courts Relocation
- Multiversity
- Youth Hub
- Illuminations
- The Edge (Stanley Buildings)

Levelling Up Fund Projects

- Town Centre Access Scheme
- Post Office
- Winter Gardens/Coronation Street

Welcome Back Fund

Community Renewal Fund

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7.0 Appendices

7.1 None

8.0 Financial considerations:

8.1 Each of the developments referred to have significant financial implications for which individual business cases are prepared and factored into the Council's budget. This includes securing significant levels of private sector investment and grant funding.

9.0 Legal considerations:

9.1 Most of the developments referred to either do or will include individual legal agreements to protect the Council's investment and to secure the planned outcomes.

10.0 Risk management considerations:

10.1 Each of the developments has a business case which includes a review of risks.

11.0 Equalities considerations:

11.1 The implementation of the Council's £1bn+ Growth and Prosperity Programme is designed to create extensive opportunities for employment and economic benefit to Blackpool residents and businesses.

12.0 Sustainability, climate change and environmental considerations:

12.1 Whilst sustainability, climate change and environmental considerations are not a key focus of the outlined projects, each project has its own business case that will look to address sustainability and the environment where appropriate.

13.0 Internal/external consultation undertaken:

13.1 Both formal and informal consultation has been and will continue to be a key part of the implementation of such an extensive programme of improvement.

14.0 Background papers:

14.1 None

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Report to:	TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE
Relevant Officer:	Philip Welsh, Head of Tourism and Communications
Date of Decision/ Meeting	6 October 2021

TOURISM PERFORMANCE UPDATE

1.0 Purpose of the report:

1.1 To provide information on tourism performance and the measures that are in place to aid its recovery following the Covid-19 pandemic.

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 Earlier this year, Blackpool Council unveiled a £1m package to kick-start the town's tourism economy after businesses suffered unprecedented losses over the course of the pandemic.

6.2 Attached at Appendix 7(a) is a detailed report which sets out some of the initiatives that have been put in place to accelerate resort recovery and help businesses recoup some of the significant losses incurred during the Covid-19 pandemic.

6.3 These include:

- A two-month extension to the Illuminations season, stretching to January 3, 2022;
- Large-scale investment in a programme of destination marketing and new events over the remaining months of this year, including a greatly-enhanced package of Christmas entertainment and attractions;
- The establishment of a Tourism Business Improvement District (TBID), led by key stakeholders in the tourism industry and giving the potential for a further £1.4m of funding for marketing and events over the next five years

6.4 The report also details work to support following events and attractions;

- World Fireworks Championship
- Slimefest
- The Lightpool Festival
- The “Showtown” museum of entertainment; and
- Art installations in Blackpool (including the reinstallation of the Mirror Ball on the south promenade)

6.5 Information on the publication of a resort guide covering events in autumn and winter 2021, other Destination Marketing and Ongoing Business Support work, such as the Tourism Recovery Group, is also included along with initial performance indicators showing the pace of recovery during the summer months.

6.6 Does the information submitted include any exempt information? No

7.0 List of Appendices:

7.1 Appendix 7(a) – Report on Resort Recovery

8.0 Financial considerations:

8.1 Appendix 7(a) outlines the use of a £1m package to assist tourism recovery following the losses incurred during the Covid-19 Pandemic.

8.2 The private sector led Tourism Business Improvement District is expected to raise up to £1.4m of investment in tourism for Blackpool over the next five-years.

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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THE ROAD TO RECOVERY

KICK-STARTING BLACKPOOL'S TOURISM INDUSTRY IN 2021



£1m INVESTMENT TO KICK-START TOURISM

Earlier this year, Blackpool Council unveiled a £1m package to kick-start the town's tourism economy after businesses suffered unprecedented losses over the course of the pandemic.

This special edition of the Business Partnerships Report sets out some of the initiatives that have been put in place to accelerate resort recovery and help our businesses recoup some of their losses. These include:

- ❖ A two-month extension to the Illuminations season, stretching to January 3, 2022
- ❖ Large-scale investment in a programme of destination marketing and new events over the remaining months of this year, including a greatly-enhanced package of Christmas entertainment and attractions
- ❖ The establishment of a Tourism Business Improvement District (TBID), led by key stakeholders in the tourism industry and giving the potential for a further £1.4m of funding for marketing and events over the next five years

EXTENDED ILLUMINATIONS SEASON

The main strand of Blackpool's tourism recovery plan for 2021 is an extension of the Illuminations which will see the display continue until the Bank Holiday Monday on January 3, 2022.

A number of attractions and accommodation providers have already committed to remaining open into December to ensure that they can capitalise on the extension.

This year's display sees two of Britain's leading designers bringing a unique twist to the annual display. Blackpool-born Jack Irving, best known for creating wildly-theatrical outfits for Lady Gaga, has produced Astral Dreams, a new laser-mapped show that is being projected nightly on to the front of The Blackpool Tower building.



And Laurence Llewelyn-Bowen, the Illuminations' creative curator and star of Channel 4's new remake of *Changing Rooms*, has re-imagined a spectacular water feature at South Beach, turning it into a drag-themed sound and light show, *Venus Remixed*.

Other new features include a series of interactive light-based installations on the Tower Festival Headland including two giant pixelated beach balls, the Spiro interactive light tunnel, and a specially commissioned *I Love BPL* installation, manufactured at the Lightworks depot and standing eight feet tall (pictured on previous page).

The 2021 display also sees the return of the hugely-popular Spitfire Island at Gynn Square and a recreation of a historic section of lighting on Princess Parade that was first visited by royalty more than a century ago.

Commercial sponsors of this year's Illuminations include Access Fylde Coast; Affinity Lancashire; Barclaycard; Beaverbrooks; Better Start; City Fibre; Comedy Station; Coral Island; Fox Brothers; Fylde Coast Women's Aid; Hangar 42 Visitor Centre; Hikvision; Houndshell Shopping Centre; Nickelodeon; Northern Rail; Partington's Holiday Parks; Sooty; and White Ribbon.

SWITCH-ON

The Blackpool Illuminations Switch-On celebration was watched by a worldwide audience with more than 160,000 views from as far afield as Australia, Canada and the United States.

The freely-accessible streamed show, which was broadcast from The Blackpool Tower Ballroom, saw Shirley Ballas, head judge of BBC's Strictly Come Dancing, pull the switch to trigger four months of Illuminations in the resort.

It was the culmination of a spectacular live concert, produced by MTV and featuring performances by KSI, Wes Nelson, Ella Henderson and The Wombats.

Pre-COVID, the annual event has been staged in an outdoor arena on the promenade with a live audience of around 20,000 people.

This year, VisitBlackpool and MTV created a "hybrid" event including the show in the ballroom, attended by an audience of around 1,500 lucky ticket ballot winners, and the live stream.

It was the first time in history that an Illuminations Switch-On – the biggest event in Blackpool's calendar – has been staged in the ballroom, which has just reopened after a £1m make-over.



On the promenade headland outside the ballroom, tens of thousands of people gathered to watch the lights come on along with a celebratory burst of fireworks at the top of The Tower.

MTV has announced that two more shows will be created from the Switch-On celebrations: An individual artist special, *MTV Live: KSI* and a compilation show, *MTV Live From Blackpool Switch-On: The Best Bits*.

Both shows will be broadcast on MTV MUSIC at 6pm and 6.30pm respectively on Friday 15 October and at midday and 12.30pm on Saturday 16 October. There will be further scheduled repeats during November.

RIDE THE LIGHTS

The Switch-On ceremony was preceded earlier that week by a return of the annual Ride The Lights event.

Thousands of cyclists of all ages took advantage to ride along a traffic-free promenade and get a sneak preview of the Illuminations at the same time.

WORLD FIREWORKS CHAMPIONSHIPS BLACKPOOL



Blackpool's annual fireworks season has returned with a new beachfront launch pad. Four spectacular displays, all set to music, are scheduled to take place over the promenade in front of The Blackpool Tower on alternate Saturday evenings during September and October.

The first one on Saturday 11 September featured a display by Russia (pictured above) and attracted a huge number of spectators to the seafront. The second display by Ireland took place on Saturday 25 September with similar large volumes of people on the seafront. The third display, by Germany, will take place on October 9 with a showcase by firework company Titanium on October 23.

The free displays start at around 8.30pm each night subject to prevailing winds and weather conditions.

FESTIVAL VILLAGE

Throughout the Illuminations season, 12 wooden cabins are being offered rent-free to local businesses.

The cabins, located on the Tower Festival Headland, are offering a mixture of gifts, food and beverages at weekends and peak periods during September and October.

From November onwards, the cabins will become part of the Christmas village that will be created on the headland.



The cabins are only being offered to locally-based businesses and are part of the plan to help traders recoup some of the losses sustained during the pandemic.

LIGHTPOOL FESTIVAL



Blackpool's award-winning Lightpool Festival is back for October half-term.

It will be staged over 16 nights from October 15-30 and will feature a vast programme of indoor and outdoor free entertainment with spectacular large-scale light installations, projection shows, music and live performance.

Featuring national and internationally-renowned artists, it includes 16 new artworks, nine world premieres and one UK premiere, creating the biggest and most spectacular Lightpool Festival the resort has seen.

It will include some favourites from previous years including the LumiDogs workshops, the illuminated tram parade headlined by the Spark! LED drummers, and the Carnival Of Magic with giant puppets, Indian elephants and musicians.



The new artworks include some extraordinary installations including Aqualux (shown above), a 3.5m high pigeon crafted from old London taxis and House of Cards, a beautiful light art installation comprising 128 light boxes in the form of playing cards.

The Lightpool Festival programme will be complemented by the Illuminations, 3D projection shows and seafront festival village on the Comedy Carpet. A brochure promoting the numerous events and attractions has just gone to print and will be distributed over the coming weeks. Full details at www.visitblackpool.com/lightpoolfestival

WHITE TIGER

A stunning artistic interpretation of the car that played a starring role in the hit film, *The White Tiger*, has gone on display in Blackpool town centre.

The car, which includes an illuminated white tiger on its roof, has been created by the renowned international artist, Chila Kumari Singh Burman.



It is being exhibited in the former Disney store in the Houndshell Shopping Centre every day until Saturday 30 October.

The car was created to celebrate the Netflix launch of the critically-acclaimed film, which is based on the New York Times bestseller and 2008 Man Booker Prize-winning novel of the same name.

The White Tiger car will be on display in the Houndshell Centre each day during normal opening hours until October 17. Between October 18 and 30, the opening hours will be extended until 10pm each night so Lightpool Festival-goers can see her work up close.

Chila is an internationally-recognised artist who has just completed a large-scale neon exhibition in London's Covent Garden. Last year, she transformed the iconic façade of the Tate Britain in the capital. In October, she will be unveiling a new commission on the front of Blackpool's Grundy Art Gallery to celebrate the resort's annual two-week Lightpool Festival.

Here, visitors will be able to delight in a display of multi-coloured new light works that have been specially commissioned for the exterior of the building. Brought together under the title, "Blackpool Light of My Life", the exhibition is the artist's love letter to the town which she visited regularly as a child, with Blackpool Illuminations being an abiding memory.

The appearance of the White Tiger Car in Blackpool is part-funded by the European Regional Development Fund and utilises an award from the main Welcome Back Fund.

CHRISTMAS CAMPAIGN



November and December will see the biggest programme of Christmas entertainment that the resort has staged in years.

In addition to the Illuminations remaining lit throughout, there will be an indoor festive market at the Winter Gardens, a Christmas By The Sea village on the Tower Festival Headland with synthetic skating rink, magic forest, snowfalls, and themed light projection shows.

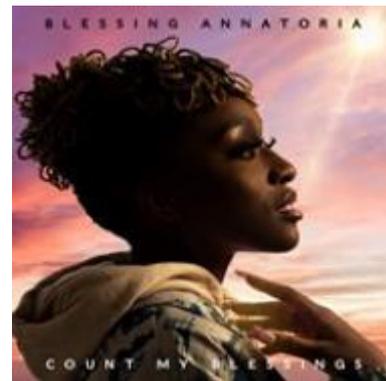
The new attractions will be complemented by traditional shows and pantomimes, and for the first time outside London, the FriendsFestive exhibition celebrating all the best seasonal moments from the hit TV show. It will run at the Winter Gardens from November 5-19.

SLIMEFEST

Nickelodeon's SLIMEFEST shows return to Blackpool in October after a two-year absence.

Four shows will be staged at the Pleasure Beach Arena over the weekend of Saturday 16 and Sunday 17 October

Actress and broadcaster Fleur East and The Voice 2020 winner Blessing Annatoria (pictured right)



are the latest stars to be named in the line-up. Fleur will headline the Saturday shows.

They will be joined by BAFTA award-winning dance group, Diversity, Wes Nelson, singer Kid Rain, and by best-selling artist John Newman who will headline the two Sunday shows.

SLIMEFEST is presented by Nickelodeon in partnership with VisitBlackpool and will be hosted by Diversity's Jordan Banjo and Perri Kiely, as well as hosts, social media stars and singers Max & Harvey, and TikTok sensation Holly H.

Check out the www.visitblackpool.com/slimefest for ticket details.

SHOWTOWN

A lease has now been signed for Showtown, Blackpool's first museum of entertainment, to be constructed in the new Sands Venue Resort Hotel building.

The project team for the new attraction have been working with Lancashire-based construction firm, Conlon, who are laying the groundwork. Work commenced at the beginning of September and the museum has a new opening date of April 2023.

Once open, the museum will allow visitors to get up close with the entertainers who put Blackpool on the map – the comedians, dancers, acrobats, performers and larger-than-life characters who turned a seaside resort into the home of show business.

It is being created within the Sands Venue building, which is planned as Blackpool's first five-star hotel when it opens next year with 91 luxury rooms and penthouses, restaurants, spa, and conference facilities.

The Wild West Diner is already trading on the ground floor along with Spy Glass, a new themed cocktail bar.

MIRROR BALL IS BACK

Blackpool's iconic Mirror Ball is returning for the autumn season after undergoing a full refurbishment. Preparations for installing the work back in its original location on the South Promenade began earlier this month.

The artwork was originally created by artist Michael Trainor and, at six metres in diameter, is reputed to be the world's largest.

The artist was inspired by and named the work after the 1969 Hollywood film 'They Shoot Horses Don't They?' which features a large Mirror Ball. It was originally installed in 2002 as one of a series of commissioned artworks known as The Great Promenade Show.



The refurbishment project has been undertaken by a range of partners led by the Council's Property Services Department.

It has involved the structure being completely re-mirrored with the mirrors being supplied by local company Jordan's Glass and the tiling undertaken by Mirror Finish North West. Students and staff from the Blackpool School of Arts as well as local volunteers have all played a part in removing and replacing the 47,000 mirror tiles.

DESTINATION MARKETING

VisitBlackpool has published a second destination guide covering the autumn/winter season after facing unprecedented demand for copies of its annual guide.

The 84-page glossy guide spans the entire Illuminations season ending on January 3, 2022.

At the same time, an e-version of the Blackpool Events Guide has been produced as the opening up of venues sees more and more shows and entertainment being reinstated over the second half of the year.

The new printed destination guide, which is part-funded by the European Regional Development Fund and the Welcome Back Fund, is now freely available and features the most extensive programme of events that the resort has offered over the autumn and winter period.

The new Autumn Guide can be viewed and ordered at visitblackpool.com/guide

Hundreds of other events can be found online in the new e-version of the Blackpool Events Guide, which includes a comprehensive collection of what's on listings spanning the period from August 2021 to March 2022. The Events Guide can also be viewed at visitblackpool.com/guide

During the extended Illuminations season, there will be a major destination marketing campaign devised in association with resort partners including Merlin Entertainments and Blackpool Pleasure Beach.

It incorporates TV and video-on-demand advertising, 48-sheet and six-sheet poster campaigns, radio and extensive digital advertising which will run over a three-month period.

The campaign will target day-trippers within 90 minutes' drive time including Lancashire, Greater Manchester and Merseyside as well as overnight stays from potential visitors in Scotland, Yorkshire, the North East and the Midlands.

A specially commissioned TV advert has been produced which will be broadcast on Channel 5, MTV and Nickelodeon channels as well as on video-on-demand services covering All4, Sky, ITV and YouTube.

You can view it here: <https://youtu.be/ggVrGdxSX14>



BEACH PATROL GEARS UP

Blackpool's year-round beach patrol service took delivery of a brand new vehicle as visitors flocked to the coast during the summer months.

The new Land Rover is fitted out with state-of-the-art lifesaving equipment to ensure that the service can provide vital services with the best possible response times.

The vehicle is equipped with the latest VHF radio communication system with a direct link to Holyhead Coastguard's Marine Rescue Co-ordination Centre and has the capacity to house a wide range of life-saving equipment.

The Land Rover is primarily used in a preventative role, patrolling the six miles of Blackpool seafront giving out safety advice and guidance via the on-board PA system and responding to first aid incidents and searches for lost children.

But it also has the capability to support major incidents to ensure that the hundreds of thousands of people who use Blackpool's beaches each year are protected.

The replacement vehicle is also being used to support Blackpool's major events programme, deal with enforcement issues and promote the Beach Safety Education Programme with local schoolchildren.



AIR SHOW CONFIRMED FOR 2022

Blackpool's annual Air Show will take place next year over the weekend of August 13 and 14.

The free event, which attracts up to 100,000 visitors, has been cancelled for the past two years because of COVID restrictions on mass gatherings.

But VisitBlackpool has announced that the show will return for 2022 with some of the world's finest military and civilian aircraft performing over the iconic seafront.



To complement the aerial programme, there will be plenty to see and do on the ground with a wide range of stalls, attractions and food concessions in the Air Show Village on the Tower Festival Headland.

Further details of the air show programme will be released in the early part of next year.

ONGOING BUSINESS SUPPORT

Tourism BID

A new Tourism Business Improvement District (TBID) has been created in Blackpool after tourism businesses voted overwhelmingly in favour.

The ballot result, which revealed support from more than 90% of voters, means that the private sector-led TBID can play a key role in supporting the resort's post-COVID recovery plan by generating around £1.4m of investment over the next five years.

The business plan that supported the ballot process demonstrated how a collaboration between private and public sector could be used to focus on protecting and developing a vibrant tourism economy.

In its prospectus, the TBID promises to deliver marketing and events activity to increase footfall, spend, dwell time and overnight stays, and give businesses a greater say in what is happening across the tourism sector.

The TBID area, which includes more than 250 businesses on the seafront as well as those operating around the Stanley Park and Marton Mere areas, becomes the second Business Improvement District to be formed in Blackpool.

The existing Town Centre BID is long-established and recently won another five-year mandate to support town centre traders.

In order to maximise the benefit of the TBID levy, there will be a close alliance with the Town Centre BID to ensure there is no duplication of resource.

This will result in the formation of a combined Blackpool BIDS board. This will be supported by a TBID steering group, chaired by Kate Shane, Regional Director for Merlin Entertainments, and a Town Centre BID steering group, chaired by its existing chair, Michael Williams, Managing Director of the Winter Gardens.

Both will join the BIDS main board as directors, alongside Philip Welsh, who is head of Tourism & Communications for Blackpool Council, and John Westhead, the Head of Operations for Blackpool Promotions, who has agreed to act as interim chair of the board.

Over the course of the coming weeks, more directors will be appointed to the Blackpool BIDS board and additional members to the TBID Steering Group, to ensure we have a broad representation of Blackpool's tourism industry.

This model is intended to provide clarity of leadership and reduce operating costs by adopting a single management structure.

You can also view an e-version of the TBID business plan at this link:

www.blackpooltbidbusinessplan.com

Tourism Recovery Group

In June 2020 while the tourism industry was still in lockdown, a Blackpool Tourism Recovery Group was established.

It includes key stakeholders from attractions, venues, transport services and the accommodation sector.

Fifteen months on, it continues to meet on a weekly basis to share performance and customer insights, disseminate and interpret Government guidance and restrictions, as well as focusing on forward-looking activities around recruitment, training and destination marketing. It has also played a lead role in lobbying for support for the industry at the height of the pandemic.

It is envisaged that the group will remain in place for the remainder of this year.

Welcome Back Fund

The Government's Welcome Back Fund is also being used to support town centre and resort recovery.

It has already been utilised to provide the pop-up al fresco eating area in St John's Square, a deep clean of town centre streets and radio campaigns supporting the reopening of the town centre and tourism industry in May and June.

Further business support events and initiatives are planned between now and next March when the funding comes to an end.

PERFORMANCE INDICATORS

Whilst we have no formal research on visitor numbers due to our traditional household research being suspended during pandemic restrictions, key indicators such as car parking, inbound rail, and mobile phone monitoring data indicate that Blackpool's tourism industry has enjoyed a remarkably strong recovery to date.

Businesses across most tourism and hospitality sectors in the resort are reporting exceptional results compared to 2019 (the last full year of tourism activity pre-pandemic) and strong bookings over the remainder of this year.

The reinstatement of large-scale events such as World Fireworks has attracted very large numbers of people to the promenade, generating footfall on a scale that we have not seen for many years.

FOOTFALL

We are now using mobile phone data to record footfall in the town centre and promenade. This method replaces the traditional footfall cameras that were positioned in a handful of locations around the town centre with an additional one outside Coral Island.

The following chart illustrates the scale of activity during July and August with footfall on the seafront more than 60% ahead of 2019 levels (pre-pandemic) and almost 47% ahead of last year and similar levels of growth in the town centre over those two months.

	Town Centre			Seafront and promenade		
	July	August	July and August Total	July	August	July and August Total
2019	2,429,515	3,051,723	5,481,238	2,793,972	3,861,442	6,655,414
2020	1,930,471	2,737,102	4,667,573	2,985,963	4,400,031	7,385,994
2021	3,086,972	3,824,129	6,911,101	4,748,189	6,102,629	10,850,818
Change from 2019 to 2021	27.1%	25.3%	26.1%	69.9%	58.0%	63.0%
Change from 2020 to 2021	59.9%	39.7%	48.1%	59.0%	38.7%	46.9%

PARKING PERFORMANCE (by month)

The following charts show how parking patronage has gradually recovered as more parts of the tourism and hospitality industry were allowed to reopen as the Government's phased roadmap out of lockdown was rolled out from April onwards. By June, we had returned to pre-pandemic levels and this has continued for most of the summer. The exception is August which is showing a slight decline against the 2019 figure, mainly due to there being large scale events in 2019 (such as the two-day air show) but none in August this year.

PARKING PERFORMANCE (By month)

April	2019	2020	Variance	2021	Variance
Off Street	93,811	1,172	-92,639	46,208	-47,603
On Street	38,346	2,917	-35,429	27,354	-10,992
	132,157	4,089	-128,068	73,562	-58,595

May	2019	2020	Variance	2021	Variance
Off Street	83,377	18,502	-64,875	69,113	-14,264
On Street	34,554	14,288	-20,266	31,010	-3,544
	117,931	32,790	-85,141	100,123	-17,808

June	2019	2020	Variance	2021	Variance
Off Street	78,787	34,514	-44,273	87,759	8,972
On Street	33,904	20,835	-13,069	38,978	5,074
	112,691	55,349	-57,342	126,737	14,046

July	2019	2020	Variance	2021	Variance
Off Street	97,146	87,937	-9,209	104,422	7,276
On Street	39,119	36,443	-2,676	46,168	7,049
	136,265	124,380	-11,885	150,590	14,325

August	2019	2020	Variance	2021	Variance
Off Street	129,130	128,197	-933	124,300	-4,830
On Street	47,090	48,802	1,712	50,837	3,747
	176,220	176,999	779	175,137	-1,083

Totals	2019	2020	Variance	2021	Variance
Off Street	482,251	270,322	-211,929	431,802	-50,449
On Street	193,013	123,285	-69,728	194,347	1,334
	675,264	393,607	-281,657	626,149	-49,115

Inbound Rail Passengers

Although public transport across the country has been much slower to recover, we have seen some extremely encouraging numbers on inbound rail travel as the chart below illustrates. By June we had not only returned to pre-pandemic passenger numbers but shown considerable growth.

Month	Apr	May	Jun	Jul	Aug	Apr-Aug
2019	110,338	92,822	100,728	126,820	162,588	593,296
2020	1,391	4,951	13,632	55,053	106,251	181,279
2021	57,101	77,643	141,111	136,929	160,545	573,329
Change from 2019 to 2021	-48.2%	-16.4%	40.1%	8.0%	-1.3%	-3.4%
Change from 2020 to 2021	4003.7%	1468.1%	935.1%	148.7%	51.1%	216.3%

Philip Welsh
Head of Tourism & Communications

Report to:	TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE
Relevant Officer:	Lisa Arnold, Head of Parks, Leisure and Catering Services
Date of Meeting	6 October 2021

LEISURE SERVICES PERFORMANCE REPORT

1.0 Purpose of the report:

- 1.1 To review the performance of Leisure Services with an emphasis on service delivery across leisure facilities and community delivery, performance in key areas and the impact of the COVID-19 pandemic on the service. The report provides an update on performance following on from the previous report presented in September 2020.

2.0 Recommendation:

- 2.1 To scrutinise the performance of the service and identify any matters for further scrutiny.

3.0 Reasons for recommendation:

- 3.1 To ensure effective scrutiny of Leisure Services.

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

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

- 3.3 Other alternative options to be considered:

Request Internal Audit to programme in to the annual work plan.
Refer to external audit.

4.0 Council Priority:

- 4.1 The relevant Council priority is
- The economy: Maximising growth and opportunity across Blackpool
 - Communities: Creating stronger communities and increasing resilience

5.0 Report Information

5.1 Scope of the Report

5.1.1 The report provides an update on the performance of Leisure services under the following headings:

- Overview of Service
- Budget Information
- Service Performance and Engagement
- Challenges and Future Priorities

5.1.2 The key statistical data does not cover a full 12 month period, due to the significant closure periods experienced over the previous 12 months as a result of COVID-19.

5.2 Overview of Service

5.2.2 The overall aim of Leisure Services is to increase physical activity levels amongst the local population. Leisure Services deliver a broad range of activities and programmes from within the three main leisure facilities and in community settings to support local residents to lead an active and healthy lifestyle. The service has two sections – the Leisure Facilities Team and the Active Lives Development Team. The scope of this report includes all programmes, activities and projects within Leisure, delivered by these two teams.

5.2.3 A background paper providing a detailed overview of the scope of leisure services and more information about each of its programmes can be found at appendix 8(a).

5.2.4 Leisure Services provide a range of activities and programmes to meet the growing demand of supporting people to lead an active and healthy lifestyle. The range of services include targeted programmes that are free at the point of delivery along with a broad range of universal activities, which are available at a subsidised rate. The leisure facilities offer a range of concessionary pricing options for targeted groups along with 'pay as you go', direct debit and annual membership options for those accessing the facilities on a regular basis.

5.3 Budget Information

5.3.1 Leisure Services has an annual income target of £3.36million. Current full year projections at period five estimate a loss in income of £850,000 as a direct result of COVID-19. However, service savings of £250,000 along with an anticipated Sales, Fees and Charges compensation claim of £250,000 will reduce the overall anticipated deficit by year-end to £350,000.

5.3.2 Over the previous 12 months Leisure Services have secured an additional £571,000 in external funding to deliver outreach and community programmes as well as supporting the COVID-19 response effort. This is a mixture of revenue and capital funding.

5.4 Service Performance

- 5.4.1 Between August 2020 and August 2021, the leisure facilities were closed for four and a half months as a result of the COVID-19 restrictions and when open, operating under strict COVID restrictions impacting on the range of activities and services that could operate.
- 5.4.2 Furthermore, Palatine Leisure Centre underwent a substantial refurbishment to the ground floor and has remained closed to the public from March 2020 until April 2021. The slow easing of restrictions between March 2021 and August 2021 has meant that some activities have seen a faster recovery than other areas.
- 5.4.3 A Performance dashboard can be found in Appendix 8(b) giving a more detailed overview of patronage and memberships figures in key areas along with customer feedback statistics for the period April – August 2021 compared to April – August 2019.
- 5.4.4 The leisure services' covid policies have been audited internally, and found to be to a high standard. Furthermore, the centres have been recognised in a recent assessment from industry body 'Quest', who recognised the operations to be at a standard of 'Very Good'. Particular reference was made to the strong Covid procedures and adherence to these by the staff. The assessment included a mystery shop and site audit which looked at the following areas: Compliance, Cleanliness and Hygiene, Operational Management, Managing the Team, Customer Journey, Programming and Community Engagement.

5.5 Health and Fitness

- 5.5.1 For the period April – August 2021 the gyms and exercise classes combined had over 62,000 visits across the three sites, which is 60% of the 2019 figures for the same period.
- 5.5.2 Gym Patronage year to date is at 74% of the 2019 patronage figures. Moving Communities (a Sport England funded benchmarking platform) shows that recovery for gyms nationally is at an average of 73% as of August 2021. Whilst on average the Gyms are above this figure, the split between sites for the gym patronage year to date is at 107% of 2019 levels at Blackpool Sports Centre, Palatine Leisure Centre is at 54% and Moor Park Health and Leisure Centre is at 62%.
- 5.5.3 The higher than average 'bounce-back' at Blackpool Sports Centre can be attributed to the engagement of customers on the EGYM equipment at Blackpool Sports Centre which was introduced in September 2019. If EGYM users are excluded, Blackpools' gym patronage would be at 68% of 2019 levels year to date.
- 5.5.4 The impact of Palatine Leisure Centre being closed due to a mixture of COVID and refurbishment work for over 12 months has resulted in a significant number of users leaving the facility.

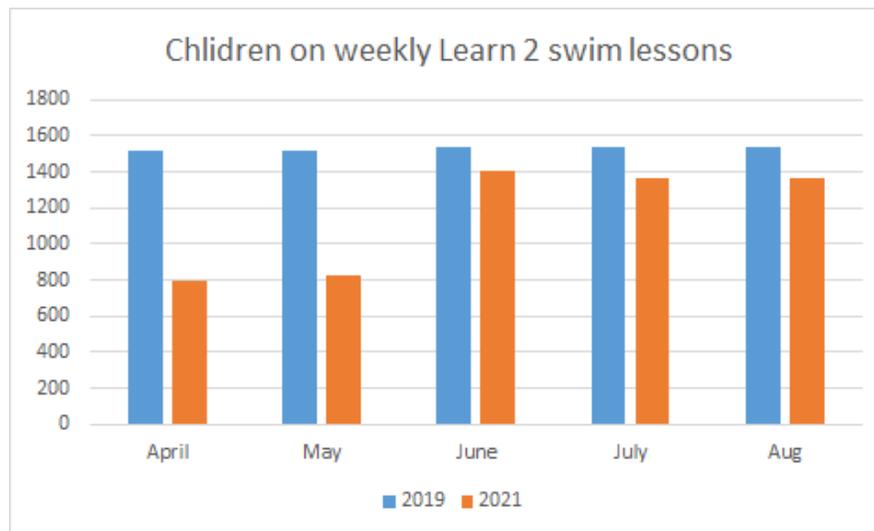
- 5.5.5 The local restrictions being retained within council facilities beyond the lifting of national restrictions, has negatively impacted on the facilities ability to fully meet customer demands and achieve the growth that other providers have achieved throughout July and August.
- 5.5.6 Exercise Classes remain a challenge for the Leisure Centres with class patronage in August at 57% of 2019 levels. Moving Communities benchmarking shows that the bounce-back for group exercise is currently at 62% nationally as of August 2021. The social distancing requirements for exercise classes within the centres significantly impacted on the class experience and number of spaces available across sites. These restrictions were removed within the centres at the beginning of September 2021 and this change is expected to result in an improvement in exercise class patronage in the coming months.
- 5.5.7 A review of the exercise class programme across the centres took place in 2020, with the intention of launching these classes in October 2020. However due to Covid restrictions the launch was delayed until September 2021.
- 5.6 Feel Good Factory
- 5.6.1 Leisure Services have two Feel Good Factory facilities – one at Palatine Leisure Centre and the other at Moor Park Health and Leisure Centre. The facilities are aimed at the older generation and adults who are inactive. The facilities offer a range of toning equipment that are easy to use and low impact in a friendly and social setting, providing a workout environment that is relaxing and informal.
- 5.6.2 Due to the nature of the customers who use the facilities, the return of customers following the facility closures has been slow with patronage in August 2021 at 41% of pre-covid levels. Despite overall attendances being low, the number of Feel Good Factory memberships is at 72% of pre-covid levels, demonstrating that customers may be accessing it less, but are still committed to using the facility.
- 5.7 Swimming
- 5.7.1 Swimming patronage at both sites in August 2021 was at 85% of August 2019. Moving Communities benchmarking shows swimming nationally to be at 78% of 2019 levels as of August 2021. The impressive recovery of swimming in Blackpool can be partly attributed to there being limited local provision elsewhere. Furthermore, the service worked hard to develop videos and processes to reassure customers that the return to their local swimming pool would be safe and enjoyable.
- 5.7.2 Palatine Leisure Centre also benefitted from a refurbishment to the swimming pool tiling, pool changing areas, dryside changing rooms and reception areas which has improved the customer experience, particularly for swimming. It is anticipated these improvements will

also positively impact on the patronage over the coming months.

5.8 Learn to Swim

5.8.1 In 2019/20 (pre-covid) the Learn to Swim programme was delivered alongside public swimming. With support from Swim England and with restrictions in place due to the pandemic there was an opportunity to review the existing pool use and timetable. This was a welcome opportunity for Active Blackpool to deliver exclusive Learn 2 Swim lessons, the feedback from parents was positive and these changes provided a more conducive learning environment for both the teachers and children. The return to the pool was seamless and this format is still in place.

5.8.2 As demonstrated by the graph below, the bounce-back for learn to swim has been impressive with the service back at 88% of pre-pandemic levels as of August 2021.



5.8.3 The launch of the Blackpool Swim Academy in January 2021 in partnership with Swim England has helped develop the swimming teacher workforce, which has previously been in short supply. To date the Council has trained 12 individuals as part of this programme, with an opportunity for permanent employment within the service once they have gained their qualifications. The service will continue to work with other local organisations (Better Start, Head Start) to recruit and upskill.

5.9 School Swimming

5.9.1 Active Blackpools' School Swimming Service were proud to be the first local authority in England to get school children back into the pool when restrictions lifted in March 2021. Despite Palatine Leisure Centre being closed for development, some schools South of the town arranged transport to attend school swimming at Moor Park Health and Leisure Centre as they recognised the importance of teaching children to swim.

- 5.9.2 Active Blackpools' School Swimming Service currently engages with 30 primary schools in Blackpool. The impact of the pandemic is evident on the children who are attending school swimming for the first time. Whilst some schools have continued to bring the same children as pre-covid, other schools have bought new year groups. Leisure Services have seen a significant increase in non-swimmers with the number of non-swimmers increasing by 24% from 60% in 2019 to 84% in 2021 demonstrating that the impact of covid on swimming abilities in children expecting to be significant.
- 5.9.3 Active Blackpool are keen to improve the swimming ability of Blackpool residents and are working with schools, children's centres, and Better Start to raise awareness of the importance of learning to swim and developing this life skill from an early age. Some schools have acknowledged this by increasing their pool time and establishing after school clubs.
- 5.10 Outdoor Activities
- 5.10.1 The Outdoor Activity Service renewed their Adventure Activities Licensing Authority license for another two years until April 2023, enabling them to continue providing a range of watersports activities including kayaking, canoeing and raft building on Stanley Park Lake to children and young people across Blackpool. In addition, the service offers a range of outdoor activity packages, including high ropes activities, team building, den building and ecological activities, rock climbing and bouldering.
- 5.10.2 Patronage on the high ropes for individual bookings is up by 18% compared to 2019 equating a total of 1156 users between April and August 2021.
- 5.10.3 The service has engaged with 16 schools participating in outdoor activities with delivery to over 1400 school pupils. The service also provided sessions with the following groups: Headstart; Streetlife; Lancaster Boys and Girls club; Stanley Community Centre Lancaster; the Holiday Activity Fund Programme; and School Standards, Safeguarding and Inclusion programme.
- 5.10.4 Woodlands School also took part in outdoor sessions between April and July 2021 allowing wheelchair users to access our low ropes provision.
- 5.11. Customer Engagement
- 5.11.1 Leisure Services take a proactive approach to engaging with customers and encourage them to provide feedback on their visitor experience to enable the service to make informed decisions on how to improve the service.
- 5.11.2 Leisure Services uses an internationally recognised system for proactively measuring satisfaction amongst service users. A more detailed overview and performance information taken from the system can be found at Appendix 8(c).

5.11.3 Appendix 8(b) shows that between April and August the leisure centres have improved their NPS scores on 2019 from 51 in 2019 to 57 in 2021. The score of 57 is 16 points higher than the UK average and 19 points higher than UK local authorities and leisure trusts. There have been many positive comments around the covid procedures that have been in place at the Centres and positive comments regarding the staff.

5.12 Exercise Referral

5.12.1 In the last 12 months the Exercise Referral team have introduced covid-rehabilitation to the referral pathway. The referral programme is aimed at individuals who have been impacted by Covid 19 and would benefit from additional support to lead a more active lifestyle.

5.12.2 The Exercise Referral instructors attended the online Future Fit Covid rehabilitation training in April 2021 and developed links with the Long Covid Service running for Blackpool Victoria Hospital. Working alongside the Clinical Specialist Occupational Therapists, a referral pathway has been developed into the Active Blackpool Facilities and Health referral programme. There have been 9 referrals since July 2021.

5.12.3 The service continues to work closely with several specialist health teams including stroke, cardiac, cancer, diabetes, bariatrics and MSK (musculoskeletal) as well as GP surgeries to support patients within these services to lead an active and health lifestyle through a range of activities and programmes.

5.12.4 The programme is open-ended, allowing customers to access the service for life. There is an ongoing cost for customers from the start of the programme, giving them the opportunity to 'pay as you go' or pay for a membership via a monthly direct debit (£20/month).

5.12.5 Between April and August 2019 there were 429 referrals received, which is an average of 85.8 per month. In 2021 between April and August 240 were received which is an average of 48 referrals per month.

5.13 Steps to Health Walking Programme

5.13.1 Between April to August 2019 there were 2,782 attendances compared with 572 in 2020/21. The community health walks were one of the first activities to return post covid due to them taking place outdoors and people feeling safer in an outdoor environment. The service have introduced an additional 3 walks per week from a range of community settings.

5.14 We Are Undefeatable – Sport England Pilot

5.14.1 An Overview of the Sports England Funded programme can be found in Appendix 8(a).

5.14.2 Despite Covid-19 the pilot went ahead, there were some changes made due to Covid-19

restrictions. An online training programme was developed and delivered to 50 Adult Social Care employees, despite the increased pressures within Adult Social Care due to the pandemic.

5.14.3 The pilot evaluation was submitted to Sport England in September 2021. The report demonstrates some key learning that can be carried forward into future work proposed with Adult Social Care focusing on personalised care and the 'Active Ageing' pilot.

5.15 Business Health Matters (BHM)

5.15.1 An Overview of this externally Funded programme can be found in Appendix 8(a).

5.15.2 The BHM launched in September and saw Active Blackpool deliver pilots with 3 local SMEs. To date, four instructors from Active Blackpools' Exercise Referral team have completed training to carry out health checks traditionally provided with GP surgeries as part of the Over 50's health check. Further training is taking place in January 2022.

5.16 Bikeability

5.16.1 The Bikeability programme sees the delivery of a 2-day life skill development programme where children from local primary schools participate in a series of cycling related activities designed to improve their cycling skills and increase their confidence in cycling on roads close to their school and promote active travel.

5.16.2 All schools are given the opportunity to participate in the programme however not all schools take up this opportunity due to factors such as children not having their own bikes and/or helmets. There has been an increase in participation of 64% in 2021 compared to 2019. This is in part due to schools missing out on the programme during lockdown, but also due to the activity being outdoors.

5.16.3 Balance Bikes and Wheels 4 All sessions are also delivered to schools. The Balance Bikes sessions are offered to schools utilising funding from Department for Transport as part of the wider Bikeability Programme.

5.16.4 Wheels 4 All sessions are funded by schools themselves through their PE Premium. One school in particular, Park Community Academy engages in up to 7 sessions each week as they have built the programme into their PE curriculum map as they see the participation in cycling as not only physical education and development, but also the achievement of a life skill. Participation in these sessions has increased from 345 between April and August 2019 to 974 for the same period in 2021 – an increase of 182%.

5.17 Sport4Champions

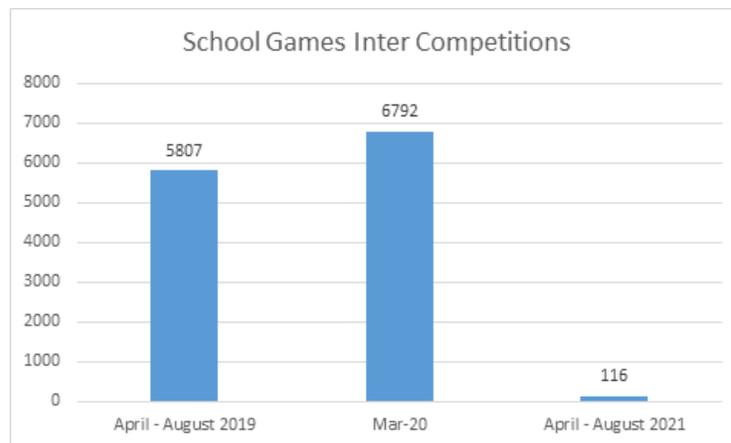
5.17.1 The Sport4Champions programme is offered to 30 educational settings compared to just 14

in 2019 and engaged with 1602 children between April and August 2021. The Council has also seen a greater uptake in the Change 4 Life after school club that is offered to schools as part of the Sport 4 Champions Programme as this supports the schools to offer opportunities for their least active children.

5.18 School Games

5.18.1 The School Games Programme is a national initiative aimed at improving physical activity levels and providing competitive sporting opportunities in educational settings.

5.18.2 When the 2019 summer term for the Blackpool School Games ended no-one could foresee the devastating impact that the Covid pandemic would have on the year ahead and the fact



that we are still having to look at how we engage with schools and their students.

5.18.3

At the first glance of the data shown above, it would be easy to think that the Blackpool School Games simply did not happen in 2021, however this could not be further from reality. With school closures, reduced class sizes, bubbles, amended timetables and isolation periods to deal with, the Active Lives Sports Coaches worked tirelessly to maintain engagement levels through the delivery of a range of Intra School Events delivered on school sites and although the atmosphere from schools coming together was missed, the children still had an opportunity to take part. Active Blackpool also went virtual with its events, which saw challenges being set by the team on screen which were then shared with schools and on social media.

5.18.4

The slight downside to this format was that it was almost impossible to capture engagement levels due to a lack of evidence but from conversations with schools and participants, it was apparent that engagement did take place. In terms of face-to-face delivery for the Blackpool School Games, the last event delivered took place on 11 March 2020 and is yet to return to face-to-face event delivery due to schools expressing a desire not to participate in events.

5.18.5

Active Blackpool have continued to deliver school based support programmes that see delivery taking place both within and outside of the curriculum. Due to schools seeing the importance of maintaining activity levels throughout the pandemic the service has adopted a flexible approach to engagement which has seen additional sessions being delivered to allow for reduced class sizes as well as supporting schools with the re-integration of their students at various stages following on from periods of lockdown.

5.19

5.19.1 FA Girls Football Programme

At the start of the 2020/2021 academic year Active Blackpool became a strategic partner for the FA Girls Football Programme and committed to supporting the national aspiration to ensure every girl has equal access to football in school by 2024. Work has been undertaken with schools to support their involvement in the early stages of the programme as they were given the task of completing registrations, pledges, surveys and training, which formed the initial engagement process ahead of starting their delivery programmes.

5.20

5.20.1 Active Communities Programmes

Active Blackpool continues to develop the community provision and works with several ward councillors to deliver activity programmes to engage young people and promote physical activity.

5.20.2

Active Blackpool continues to develop the community provision. The range of activities delivered as part of the Active Communities Service provides opportunities for children, young people and adults of all abilities in a host of programmes including Man V Fat, Multi-Sports, Street Games, Rounders, Wheels 4 All, Balance Bikes, Cycling, Walking Sports and Tennis. The audiences for these programmes come from local community groups including Warren Manor, Bristol Avenue and Headway along with open access programmes where engagement is encouraged from all community areas.

5.21

5.21.1 Holiday Activities Fund (HAF)

The Holiday Activity Funding saw the delivery of sport and physical activity sessions accompanied by the provision of a packed lunch for those attending with a particular focus in 2021 of engaging children and young people who are in receipt of free school meals. The activity sessions delivered by Leisure Services were at Kingscote Park, Anchorsholme Park, Solaris Park, Cavendish Road Recreation Park and Highfield Road Park resulted in 226 attendances between April – August 2021.

5.22

5.22.1 SEND Inclusion Camp

In the summer of 2021 Active Blackpool began the delivery of a 3 year Inclusion Programme

funded by Blackpool Council SEND team. The programme offers opportunities for children and young people with mild/moderate additional needs to participate in a range of sports and activities. A 5-week programme was delivered at Blackpool Sports Centre and the programme was a success, engaging with 168 children. Plans are now in place to extend this for future school holidays as well as the start of a fortnightly weekend club that will commence in September 2021.

5.23

5.23.1 Get Out Get Active

Get Out Get Active (GOGA) is in its second year of a 3-year programme and continues to grow from strength to strength. The official GOGA launch was delayed due to Covid-19, however the pandemic did present an opportunity for the GOGA team to get out into the community and develop link with external partners and organisations, consult with the community to find out their needs and types of activity they would like to take part in.

5.23.2

As part of the Corona Kindness Campaign the Active Blackpool team were at the heart of the Blackpool Community, delivering food parcels and conducting welfare checks with those who were shielding. During this time the GOGA team delivered activity booklets and equipment, set up monthly challenges and delivered an online zoom session, which is still running on a weekly basis.

5.23.3

The Get Out Get Active programme has something for everyone, and a range of activities have been delivered within the local community including;

- Buggy Walks with Better Start in Bloomfield,
- Health Walks from South Shore Hub and Kinncraig Lake,
- Ping and Table Tennis at Blackpool Coastal Housing Roadshows,
- Boxing with William Lyons House,
- Badminton and Wheels for All with the Stroke Association
- Climbing sessions with N-Vision.

5.23.4

5.24

5.24.1

In April 2021 there were 17 activity interventions, as of August 2021 this has increased to 37 activity interventions, and has recorded 1529 attendances between January and August 2021.

Active Travel

Capability Funding from the Department of Transport - £346,958 has recently been secured. This funding will see a number of walking and cycling initiatives set up within the Blackpool

5.25

Community, working with National partners Living Streets and Cycling UK the Active Travel team will work with local schools, businesses and community groups to promote active travel. The development of a Local Cycling and Walking Infrastructure Plan (LCWIP) is also part of the funding application.

Active Through Football

- 5.26 Funded by the Football Foundation, Blackpool have secured Active Through Football funding of £616,075 over a 5 year period. Working in partnership with Blackpool Football Club Community Trust to deliver recreational football activity within deprived areas of Blackpool.
- 5.26.1 The consortium is made up of Active Blackpool, BFCCT, Active Lancashire, Public Health, Lancashire FA. From 50 applications Blackpool's bid was one of 15 to be successful, the only one in Lancashire.

Work placements and Apprenticeship Opportunities

- 5.27 Leisure Services have worked hard in recent years to establish a strong apprenticeship programme across the service, providing apprenticeships in four different service areas. These apprenticeships are promoted in partnership with children's services to ensure the opportunities reach vulnerable young people looking for employment. The service always looks to recruit from the local area and have had a number of apprentices complete the programme and progress into permanent employment within the service.
- 5.27.1

Kick Start

- 5.28 Leisure Services have created a number of employment opportunities with the Kick Start programme. Active Blackpool currently have 2 sports coaches and 2 swimming teachers engaged, so far it has been a very successful programme with them all gaining new skills and gaining qualifications. The intention is for these young people to continue to work during school holidays and at weekends alongside their university studies.
- 5.28.1

Active Lives Strategy

- 5.28.2 Following the sign-off of the Active Lives Strategy in January 2021, Active Blackpool recognise that the strategy is very ambitious and can only be achieved through a collaborative approach with key partners to embed active lifestyles into all aspects of the community whether that be through sports, physical activity or active travel to deliver the outcomes of the strategy.

The service have identified the key areas to focus on within the first 12 - 18 months and intend to establish 4 working groups initially in the following work areas;

- 6.0
- Disability/Inclusion;
 - Long Term Health Conditions;
- 6.1

- Corporate Leadership (Make Every Contact Count);
- Active Travel.

Service wide challenges and Future Priorities

6.2 The challenge for the Leisure Service is re-engaging the community to participate in activities post covid, particularly in health and fitness, group exercise and swimming as these are significant income generating areas. Furthermore, the growth in private gym providers such as JD Gyms Blackpool, a budget gym close to Palatine, is likely to present an ongoing 'price' challenge to the service.

6.3 Leisure Services believe the key to re-engaging customers is through a varied and targeted marketing approach, utilizing a mix of traditional and modern marketing techniques. The Service have developed a detailed marketing plan aimed at re-engaging previous customers and promoting the breadth of activities available, as well as targeting new customers who have not previously used our service.

6.4 Dovetailing the work of the Active Lives Development team with the leisure facilities team is key to ensuring a smooth and seamless transition pathway into the facilities programmes and activities for those that the service engage within the community that show an interest in what the facilities have to offer.

6.5 The balance and conflict between income generation and engaging those hardest to reach communities in Blackpool remains. Evidence shows that getting someone who doesn't move at all to move just a little will have a greater impact on their health and wellbeing than getting someone who already moves to move more. Therefore, the service is keen to work collaboratively with local partners to engage those local residents that are inactive, which is a key role of the Active Lives Development Team moving forward.

6.6 The unprecedented situation that covid has presented us with, means that there is uncertainty nationally around whether leisure facilities will recover to pre-covid levels and whether there has been significant change in consumer behaviour, such as having found other ways to be active or spend their leisure time, that will impact on leisure facilities moving forward. The service will continue to monitor its recovery and benchmark against national data, whilst exploring new ways to engage with the local community.

6.7 Prior to Covid-19 it had been identified in the Playing Pitch Strategy that a second 3G pitch was needed at Stanley Park, based on the growth and development of football clubs in Blackpool. Covid-19 has created some uncertainty with regards to whether the demand has changed and Leisure Services are working with partners to review the current and projected future demand, to understand whether there is still sufficient demand for a second 3G pitch to be built.

The leisure facilities are facing a challenge with regards to the retention of staff, as staff have

reassessed their circumstances post lockdown. Whilst recruitment is actively ongoing a key priority is further investment in staff training, and discussions have begun with the Chartered Institute for the Management of Sport and Physical Activity (CIMSPA) to explore continuous professional development opportunities for staff through an industry recognised body to support the upskilling and retention of staff through their ongoing development.

7.0 Does the information submitted include any exempt information? **No**

8.0 List of Appendices:

Appendix 8(a) – Leisure Services Background Paper

Appendix 8(b) – Leisure Services Performance dashboard

Appendix 8(c) – Net Promoter Score (NPS) Overview

9.0 Legal considerations:

None

10.0 Human Resources considerations:

None

11.0 Equalities considerations:

None

12.0 Financial considerations:

12.1 Budgetary information is provided at section 5.3 of the report and details of grant funding are discussed throughout.

13.0 Risk management considerations:

13.1 None

14.0 Ethical considerations:

14.1 None

15.0 Sustainability, climate change and environmental considerations:

15.1 None

16.0 Internal/External Consultation undertaken:

16.1 None

17.0 Background papers:

17.1 None

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Appendix 8(a) - Leisure Services; Service Scope

Active Lives Strategy

Following the Active Lives Strategy being adopted in January 2021 there has been an increased strategic focus over the last 12 months within Active Blackpool. The service is the guardian and strategic lead for the Active Lives Strategy and is working collaboratively with partners locally, regionally and nationally to drive the physical activity agenda across the local area. The strategy will interact with several other strategies particularly the council's Blue and Green Infrastructure Strategy and the Health and Wellbeing Strategy.

Leisure facilities

Leisure Services operate the three main leisure facilities strategically located in the north, central and south areas of Blackpool, to make the facilities as accessible as possible to local people;

- Blackpool Sports Centre
- Moor Park Health and Leisure Centre
- Palatine Leisure Centre

Leisure Service continue to develop the partnership established with South Shore Academy in 2019 to operate their sports facilities outside of school hours, making the sports hall, 3G pitch and dance studio open for community use.

The service also manages the Blackpool Outdoor Activity Service, which included the high ropes, and underground caving facilities on Stanley Park as well as the coach led water sport activities on Stanley Park Lake.

Leisure Services operates health and fitness facilities at all three of its leisure centres. The facilities include dedicated fitness studios including an Express Fitness EGYM suite at Blackpool Sports Centre, indoor cycling studios and exercise class studios at each site. The Express Fitness EGYM suite has equipment initially installed in September 2019 and expanded over the lockdown period to include a flexibility, strength and cardiovascular circuit with guaranteed results from just two 60 minute sessions per week.



Exercise Referral

The Exercise Referral programme is aimed at individuals who would benefit from additional support to lead a more active lifestyle. Traditionally the programme has accepted referrals from health practitioners, with a particular focus on GP surgeries. However, over the last few years there has been a focus on increasing the referral partners to other health practitioners and partners including

the Musculoskeletal service located at Whitegate Drive Health Centre, the Stroke Service and cardiac respiratory service located at Blackpool Victoria Teaching hospital as well as specialist cancer, diabetic and pre-diabetic services and more recently referrals from the long-covid service.

We Are Undefeatable – Sport England Pilot

In 2019 Active Blackpool secured funding from Sport England to deliver a pilot working with Adult Social Care and the reablement team. The aim of the pilot was to test an innovative approach to engage with inactive people with long term health conditions (LTHCs) to be more active. The pilot aims to provide education, improve awareness of physical activity opportunities within the community and get people with LTHCs more physically active. The main target audience for this pilot will be those who are referred onto the reablement programme delivered by Adult Social Care.

Business Health Matters

Business Health Matters is a ground-breaking programme that will build a healthier workforce across Lancashire, and beyond. The first of its kind in the country, the Business Health Matters programme supports local businesses in improving the physical and mental health of their employees so that staff are happier, healthier and more resilient. Healthier working-aged individuals who are given opportunities to upskill, remain in employment and live longer, happier lives. Businesses benefit from this with increased productivity and sustained workforces, resulting in reduced absence costs and lower staff turnover rates.

Learn to Swim

The learn to swim scheme which runs at both Palatine Leisure Centre and Moor Park Health and Leisure Centre provides an opportunity for children to learn to swim, develop their aquatic skills and ultimately progress into the local swimming club, Blackpool Aquatics. Leisure Services work in partnership with Blackpool Aquatics to provide a seamless progression pathway and competitive swimming opportunities for local people.

Blackpool Swim Academy, developed in partnership with Swim England is designed to tackle the shortage of qualified swimming teachers locally, supporting the recruitment and professional development of existing and potential swimming teachers to ensure a high quality learn to swim programme is consistently delivered across the service.

School Swimming Service

The school swimming service operates at both Moor Park Health and Leisure Centre and Palatine Leisure Centre, with the majority of Blackpool primary schools buying into the service. Schools swim for a total of 35 weeks/ year and aim to achieve the KS2 criteria which includes swimming 25m unaided and treading water.

Free Swimming

Leisure Services provides free swimming for every child and young person during the school holidays at both of the council operated swimming pools.

Feel Good Factory

Leisure Services have two Feel Good Factory facilities – one at Palatine Leisure Centre and the other at Moor Park Health and Leisure Centre. The facilities are aimed at the older generation and adults who are inactive. The facilities offer a range of toning equipment that are easy to use and low impact in a friendly and social setting, providing a workout environment that is relaxing and informal.

Family Weight Management Programme

The Family Weight Management programme is funded by Public Health and delivered by Active Blackpool. The programme targets Primary School age children (4-11 years) who are above a healthy weight. It is mandatory that a parent/carer of each child attend each session of the programme. The aim of the programme is to improve knowledge and skills around healthy eating and physical activity, to enable them to use these skills to make and sustain healthy lifestyle choices.

Tier II Adult Weight Management Programme

In August 2021 Active Blackpool's Weight Management Services secured Public Health funding to deliver Tier II Weight Management referral programme for a 12-month period to adults in Blackpool, a welcome return to GP's, practice nurses and dieticians in Blackpool as the service has not been recently available. The programme provides dietary and wellbeing advice to those who are overweight to support them in achieving and sustaining a healthy weight.

FA Girls Football Programme

Active Blackpool are proud to be supporting the pledge to provide more opportunities for girls to access football in Blackpool by taking on the role of Strategic Lead for Girls Football in Schools for the town. A series of teacher training courses have been taking place throughout the school year and now we are seeing lots of girls taking part in the beautiful game in the run up to another amazing summer of sport. Primary Schools and Secondary Schools have signed up to the FA Shooting Stars and FA Game Of Our Own Programmes that are designed to provide additional opportunities within the curriculum and through to extra-curricular clubs and ultimately club and community based football.

Sport4Champions

The Sport4Champions programme is a 6-week programme delivered to year 6 children in partnership with Blackpool Catering Services, promoting and encouraging both healthy eating and physical activity, supporting participants to identify their strengths and opportunities to join local activities outside of school to help develop lifelong physical activity habits. The programme is reviewed regularly to ensure the information is up to date and the challenges are suitable for the children.

Outdoor Activities

The outdoor activity service renewed its AALA license in 2021, enabling them to continue to provide a range of water sports activities including kayaking, canoeing and raft building on Stanley Park Lake

to children and young people across Blackpool. In addition, the service offers a range of outdoor activity packages, including high ropes activities, team building, den building and ecological activities, rock climbing and bouldering.

Passport to Leisure

The Passport to Leisure scheme provides free and reduced access to leisure provision for all of our looked after children and young people up to the age of 21 years. Young adults, up to the age of 25 years are also included if in full-time training, education or in an apprenticeship and where they are involved with the Leaving Care Service. The scheme allows access to a broad range of activities and facilities including free access to swimming, gyms, badminton, table tennis, rock climbing and bouldering. It also provides half price access to swimming lessons, gymnastics programmes, holiday activities and exercise classes. Every looked after child is automatically enrolled on the scheme with a leisure card and accompanying information being sent to their residing address.

Active Lives Community Programme

Over recent years Active Blackpool have developed partnerships with organisations in the local community to deliver sport and physical activity programmes. Working alongside 'friends of' groups and local councillors a number of programmes have been delivered, and in the last 12 months the offer has increased.

Get Out Get Active

Get Out Get Active (GOGA) is a three-year programme delivered across the UK which supports the least-active disabled and non-disabled people to enjoy being active together.

The programme is being delivered in partnership Blackpool Coastal Housing. It aims to highlight the benefits of physical activity and increase the number of people who are able to access and enjoy local opportunities.

GOGA is funded by its founder, Spirit of 2012, and has received additional investment from Sport England and the London Marathon Charitable Trust. Active Blackpool's GOGA programme will cater for people of all abilities and will promote the benefits that exercise can have on our self-esteem, physical health and mental wellbeing.

As well as being open to participants, a number of volunteer opportunities are also available, including the chance to become a community peer mentor.

Man V Fat

Man V Fat has been delivered since September 2018 in partnership with Man V Fat. The target audience is to engage with men who are overweight to increase their physical activity levels. The 16 week initiative brings together a 5a-side league combined with weigh-in sessions in an all-male environment to encourage men to discuss the challenges they face and work as a team to score goals and loose weight to win the league.

Leadership and Volunteering

Blackpool Sixth continue to provide a substantial workforce through the Blackpool Leadership Academy and saw many students completing their required leadership hours as part of their studies.

Concessionary Pricing Scheme

Leisure Services operate a concessionary pricing scheme providing reduced price access to leisure facilities and activities to local residents who are either; over 60 years old; under 16 years; on low/no income; disabled.

Free Access for Carers

We allow carers who accompany a disabled user to access a range of activities for free across our three leisure sites, including swimming and the fitness rooms.

Under 5's swim free

Throughout the year, parents can bring a child under the age of five swimming for free.

Blackpool Polar Bears Disability Swimming Club

Blackpool Council, Leisure Services financially support Blackpool Polar Bears to provide free swimming lessons to adults and children with a disability from across Lancashire. The club are provided with free use at Moor Park Health and Leisure Centre every Sunday morning and coaches to support the session are provided by leisure services free of charge.

Over 50's free inductions

Anyone over the age of 50 years is entitled to a free induction within one of our three leisure facilities, to encourage more over 50's to become or remain physically active as they get older.

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Appendix 8(b) - Leisure Services Key Performance Indicators; Service Overview

Leisure Services Performance		Patronage		
		2019/20	2021/22	
		Apr - Aug	Apr -Aug	%
Overall Leisure Services Patronage				
Overall facility patronage		617,021	261,471	42.4%
Health & Fitness		103,463	62,336	60.2%
Swimming		50,980	35,576	69.8%
Active Blackpool		7,706	1,967	25.5%
Feel Good Factory		32,766	13,040	39.8%
Learn to swim		34,937	25,183	72.1%
Community outreach		720	1,940	169.0%

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Memberships	Total membership		
	Aug-19	Aug-21	.+/-
Health & Fitness	3119	2191	70%
Feel Good Factory	759	550	72%
Learn to swim	1431	1392	97%
Active Blackpool	881	696	79%

Leisure Services Customer Engagement & Feedback

	Site	Apr - Aug 19	Apr - Aug 21	.+/-
Net Promoter Score (NPS)	MPHLC	55	50	
	PLC	45	57	
	BSC	53	71	
	Active Blackpool	51	57	
	UK Average	45	41	
Customer feedback questionnaires sent		12654	10072	
Customer feedback questionnaires returned		1547	457	

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Appendix 8(c) – Net Promoter Score Overview

Leisure Services take a proactive approach to engaging with customers and encourage them to provide feedback on their visitor experience to enable the service to make informed decisions on how to improve the service.

Leisure Services uses an internationally recognised system for proactively measuring satisfaction amongst service users.

Net Promoter Score®, or NPS®, measures customer experience across a number of business sectors internationally. Customers are asked ‘On a scale of 0 - 10 how likely are you to recommend Moor Park Health & Leisure Centre to friends and family?’

Respondents are grouped as follows:

Promoters (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.

Passives (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.

Detractors (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.



$$\% \text{ PROMOTERS} - \% \text{ DETRACTORS} = \text{NPS (NET PROMOTER SCORE)}$$

Subtracting the percentage of Detractors from the percentage of Promoters yields the Net Promoter Score, which can range from a low of -100 (if every customer is a Detractor) to a high of 100 (if every customer is a Promoter).

Active Blackpool scored an overall satisfaction score of +57 for the period April to August. This is 16 points higher than the national average across the leisure industry (inclusive of local authority, trust and private operators).

The tables below shows a breakdown by site of detractors, passives and promoters from the responses associated with the overall score.

	Score	Percentage Detractors	Percentage Passives	Percentage Promoters
Moor Park	50	15	19	66%
Blackpool Sports Centre	71	8	13	79%
Palatine	57	12	19	69%
Total	57	12.8	17.8	69.4%

The management team aim to contact every customer who rates the service below 7 to gain further feedback and understand how the service can be improved. There is a clear correlation between following up with customers who are considered 'detractors' and the number of those customers who then 'drop out' of using the service.

As well as scoring the service from 0 – 10, customers have the opportunity to provide a comment on their experience. The top five areas that customers have commented on throughout over the previous 12 months are shown below, along with whether their overall score made them a 'promoter', 'passive' or 'detractor'.

The most positive area that customers have provided feedback on over the period April – August was staffing, with 251 comments received about leisure staff of which 84% have provided an overall positive score (9 – 10). All comments received regarding Covid-19 procedures in place were a positive score (9-10).

Report to:	TOURISM, ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE
Relevant Officer:	Sharon Davis, Scrutiny Manager
Date of Meeting:	6 October 2021

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 note the report of the CCTV Scrutiny Review Panel.
- 2.4 To approve the recommendations of the Arts and Culture Scrutiny Review Panel for submission for consideration by the Executive.

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 The Committee is scheduled to meet on 9 June 2021 to review the Workplan for the 2021/2022 municipal year. A copy of the updated document will be circulated in advance of the meeting.

5.1.3 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 CCTV Scrutiny Review

5.4.1 On 27 July 2021 the CCTV Review Panel meet to discuss the future of the CCTV in Blackpool.

5.4.2 The CCTV Scrutiny Review Report can be found at Appendix 9(d).

5.5 Arts and Culture Scrutiny Review

5.5.1 On 22 September 2021 the Arts and Culture Scrutiny Review Panel met to discuss the impact of Covid-19 on Arts and Culture in Blackpool.

5.5.2 As part of the outcomes of the Review Panel, it was recommended that a Cultural Partnership be established to support the development of a Blackpool Cultural Plan. If the Committee decides to approve this recommendation it will be submitted for consideration to the November 2021 meeting of the Executive.

5.5.3 The Arts and Culture Scrutiny Review Report can be found at Appendix 9(e)

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) – CCTV Review Panel Report

Appendix 9(e) – Arts and Culture 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.

Tourism, Economy and Communities Scrutiny Committee - Work Plan 2021-2022	
16 June 2021	<ol style="list-style-type: none"> 1. Flood Risk Management Update – To include information on the implementation of the Lancashire Flood Risk Strategy, the progress of bids submitted (such as at Stanley Park Lake) and the establishment of Local Flood Forums 2. Engagement of Consultants Annual Report 3. Climate Emergency Update – Steps taken following declaration of Climate Emergency in Full Council July 2019 and the outcome of the Climate Assembly.(Subject to change) 4. Illuminations Review Panel Report – To consider a report on the outcomes of the 27 April 2021 Illuminations Scrutiny Review Panel.
6 October 2021	<ol style="list-style-type: none"> 1. Tourism Performance - 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. 2. Leisure Services Annual Report 3. Town Centre Regeneration Update - 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. 4. CCTV Review Panel Report – To consider a report on the outcomes of the 27 July 2021 CCTV Review Panel 5. Arts and Culture Review Panel Report – To consider a report on the outcomes of the 22 September Arts and Culture Review Panel.
8 December 2021	<ol style="list-style-type: none"> 1. Car Parking Annual Report 2. Climate Emergency Update 3. Annual Customer Feedback Annual Report 4. Housing and Homelessness Update – To include information on the implementation of the recommendations of the Housing and Homelessness Scrutiny Review Panel. 5. Illuminations Report – To consider an update on the work undertaken following the 27 April 2021 Illuminations Review Panel 6. Art Installation On the Promenade – To consider arrangements for the maintenance of art installation on the Promenade. 7. Public Rights of Way Review Panel – To consider a report on the outcomes of the PROWS Review Panel 8. Economic Development Review Panel - To consider a report on the outcomes of the Economic Development Review Panel.
2 February 2022	<ol style="list-style-type: none"> 1. Waste Services Annual Report 2. Flood Risk Annual Report 3. Bathing Water Quality Annual Report 4. Road Maintenance Report – To include details of ongoing and upcoming maintenance plan and details of funding for road maintenance. 5. Town Centre Regeneration Update - 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. 6. Community Safety Partnership Review Panel – To consider a report on the outcomes of the Community Safety Partnership Review Panel.
30 March 2022	<ol style="list-style-type: none"> 1. Parks and Green Environment Annual Report 2. Tourism Performance Update

Scrutiny Review Work	
27 July 2021	CCTV Scrutiny - Details of work being undertaken in relation to CCTV in Blackpool.
22 September 2021	Arts and Culture - Details of the impact of Covid-19 arts and culture within Blackpool.
27 September 2021	Economic Development - Details of the impact of Covid-19 on Economic Development within Blackpool, including details of the Town Deal
21 October 2021	Public Rights of Way – Details of work to maintain and improve rights of way in Blackpool, including a possible site-visit.
TBC	Sustainability Strategy Policy development scrutiny of the draft strategy.
TBC	Lancashire Waste Strategy Policy development scrutiny of the draft strategy.
TBC	Air Quality Strategy 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	SUP has now been incorporated into Climate Emergency Reporting.	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 6 October 2021.	Ongoing
10	14 April 2021	That details of the source of the announced additional £40k in funding for Public Rights of Way be provided	Before 16 June 2021	Ian Large	Details of the funding are planned to be circulated as part of the agreed Public Rights of Way Scrutiny Review Panel.	Ongoing
11	27 July 2021	That the Committee be involved in the consultation for phase 2 of the upgrade of Blackpool's CCTV infrastructure.	October 2021	John Blackledge/John Greenbank	The Committee will be invited to input into plans for the upgrade of Blackpool's wider CCTV infrastructure following the agreement of the upgrade to the core system in September 2021	

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Report to:	TOURISM ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE
Relevant Officer:	Mr John Greenbank, Senior Democratic Governance Adviser (Scrutiny)
Date of Meeting:	6 October 2021

SCRUTINY REVIEW OF CCTV

1.0 Purpose of the report:

1.1 To update on the work undertaken by scrutiny members on the review of Blackpool's CCTV Infrastructure.

2.0 Recommendation(s):

2.1 To consider the update, the recommendations made and identify any further work to be undertaken on the CCTV.

3.0 Reasons for recommendation(s):

3.1 To ensure the Committee has an overview of ongoing work.

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:

- Communities: Creating stronger communities and increasing resilience.

6.0 Background information

6.1 On 27 July 2021, Members of the Tourism, Economy and Communities (TEC) Scrutiny Committee held a Review Panel meeting to consider the future of CCTV in Blackpool.

- 6.12 To support the new digital CCTV cameras being purchased as part of the improvements to the network infrastructure, fibre cable had been built into the masts on which the cameras were mounted.
- 6.13 The new cameras offered a significant improvement over the existing analogue versions currently in use across Blackpool. This included improvement in the quality of the image taken. The new cameras would also be supported by new Internet Protocol (IP) Technology that allowed greater information and timelier sharing with partners, including the Police.
- 6.14 It was also noted that greater use of CCTV would potentially generate risks in relation to personal data under the General Data Protection Regulation (GDPR). Therefore the Council's Senior Information Risk Officer had been involved throughout the development of the proposed improvements to ensure that they were GDPR compliant.
- 6.15 CCTV Services and Development
- 6.16 In September 2021 the Executive would be asked to consider the decision relating to the improvement of CCTV infrastructure. At present the core network in Blackpool Town Centre consisted of 53 columns with 56 analogue cameras, the proposals to be considered would increase this to 59 columns with an increase in cameras to 289, all of which would be digital. This would give each column multiple cameras allowing a 360 degree coverage on the area surrounding them.
- 6.17 It was also proposed that the number of public information speakers, attached to columns, be increased from the 32 currently installed to 105. These would allow the broadcast of information to the public in the event of an emergency incident and would assist in the deterrence of crime and disorder.
- 6.18 Blackpool Council also had a number of cameras at its office buildings and depots and work had begun to identify which of these should be upgraded to digital.
- 6.19 Going forward Mr Blackledge informed the Review Panel that following the upgrade of core CCTV infrastructure there would be a need for a borough wide review to consider where the remaining existing analogue cameras were located and where new cameras needed to be installed.
- 6.20 The installation of new CCTV in Staley Park was also highlighted, but it was noted that this was not included in the proposals being submitted to the Executive. Instead it had been paid for through grant funding applications.

- 6.21 Future Working – Integrated Approach
- 6.22 The new digital recording of CCTV in Blackpool was supported by Lancashire Constabulary as it would support their move to a Digital Evidence System.
- 6.23 Under current arrangement sanalogue CCTV images could only be shared via DVD, which had to be downloaded and physically delivered to the Police. This could lead to delays in the sharing of information. Digital CCTV infrastructure would remove the need for physical copies of CCTV images to be produced and speed up the sharing of such information allowing the Police to investigate incidents faster.
- 6.24 The Council’s Public Protection (PP) team would also make use of the new infrastructure to monitor anti-social behavior and problematic activities such as professional begging. The Committee was also informed that the PP team had also used CCTV evidence to prevent child abuse and monitor the behavior of licensed premises. This emphasized that the new equipment would allow the collection of higher quality evidence to support PP work.
- 6.25 As a result of this all PP staff would be trained in the use of the new digital system to allow 24 hour coverage of the town centre.
- 6.26 It was also planned that the Council would seek to acquire a CCTV van to be deployed as needed at events or in areas where issues had been reported. Under current arrangements the Council was reliant on the use of a Police vehicle and therefore dependent on its availability for Blackpool. A Council owned and operated vehicle would allow improved public safety at events and contribute to reducing crime and disorder.
- 6.27 Future Working - Counter-Terrorism
- 6.28 The impact of the Manchester Arena Bombing had highlighted the important role that CCTV can play in counter-terrorism. In response to the report published following the inquiry into the bombing, Blackpool Council had undertaken a workshop with partners to identify the blind spots in its network and identified a need to expand the training offered for use of the CCTV system. Additional learning had also been gained from an exercise with the Police on how to respond to a terrorist incident. Action identified had included building links with shops and pub watch networks to ensure they were involved in counter-terrorism planning.
- 6.29 The installation of additional speakers on CCTV columns will also allow for better provision of information and warnings to the public in the event of an incident. An improved partnership response could also be provided by the establishment of the Command Centre at the Town Hall as part of the CCTV control room. The command centre would further be supported its proximity to the Council’s IT infrastructure and

the presence of Police and other partners based in the Town Hall.

- 6.30 The Council was also working to implement the protect duty established by “Martyn’s Law” whereby it has responsibility to ensure that reasonable counter terrorism and safety procedures were in place in public spaces.
- 6.31 Future Working – Large Scale Events
- 6.32 When Large Scale Events are held it is the responsibility of the Council to ensure that they are conducted in a safe and secure manner.
- 6.33 The current analogue CCTV system coverage is insufficient for all the public spaces in central Blackpool, and limited staffing resources within the events team presents challenges when covering large outdoor events. The proposed digital system would allow greater coverage of all the areas where large scale events take place. This included the ability to use Blackpool Tower to provide a birds-eye view of events, giving CCTV operators the ability to respond quicker to incidents and provide detailed information to Council staff on the ground.
- 6.34 The new system would also assist in the monitoring of protests that take place, some of which can include a large number of people. During these there is a potential risk to Police and Council staff from protestors. The new system will therefore allow real-time monitoring of events taking place and allow CCTV operators to direct resources to where they are needed.
- 6.35 The Review Panel queried if the new system would be integrated with partners CCTV during large scale events, such as that on Blackpool Transport Services (BTS) buses and trams. In response it was explained by Mr Pope that ‘Martyn’s Law’ would impact all those involved in supporting an event and that a whole-town holistic view was needed. It was added that work was underway to engage more partners, such as BTS, in Blackpool’s Counter Terrorism Group.
- 6.36 It was also asked if any consideration had been given to the use of drones to provide CCTV at events, removing the need for reliance on columns and the Tower. Mr Pope replied that restrictions on the civilian use of drones and their limited flight time made their use impractical for monitoring events. However it was added that the Police and Fire Service had drone capabilities that could be used in an emergency and would share their data with the Control Centre.
- 6.37 Future Working - Safer Streets and Volunteer Development
- 6.38 The Review Panel was informed that Blackpool had progressed to round three of the Safer Streets funding. The application for this funding had been undertaken through the Police and Crime Commissioner (PCC) and would support safer routes to and from

car parks, improved public safety, protecting businesses, suicide prevention and women's safety.

6.39 As part of this the Council was working with Women's Aid to have volunteers support the work in the CCTV Control Room and monitoring of green spaces in Blackpool.

6.40 Funding

6.41 Mr Blackledge reported that discussions had taken place with the Director of Resources and revenue funding to support the services involved in CCTV work had been identified and would be monitored going forward. In addition to this, £1.2 million in capital funding was expected. Money generated from Town Centre development would also be sought to contribute towards CCTV infrastructure.

6.42 Review Panel Comments

6.43 The Review Panel welcomed the information provided and raised a number of queries regarding CCTV.

6.44 The need for a communications strategy to support improvements to CCTV was raised by the Review Panel. Mr Blackledge responded that work was underway to agree a plan that supported and improved public understanding of the system in Blackpool and its role in public safety.

6.45 Members also highlighted that there was an opportunity for Blackpool to lead on CCTV improvements along the Fylde Coast, including commercial opportunities to promote the new infrastructure to the private sector. It was asked that this be taken into consideration when future CCTV work was undertaken.

6.46 The ongoing maintenance cost of the new infrastructure was queried by the Review Panel. Mr Blackledge replied that the ongoing maintenance cost was initially expected to be £100k, however this was expected to increase as improvements were made across Blackpool. He added that this would be monitored going forward. It was therefore further queried if the Police and Business Improvement District (BID) could provide funding to support the new infrastructure. In response it was explained that the BID had already provided some funding, but that it was difficult of the Police to release their capital funding. Therefore funding had been sought from the PCC.

6.47 The ability of Police Community Support Officers (PCSO) to use the system was also queried. Chief Inspector Hannon replied that a discussion had taken place regarding the integration of PCSOs with the system and that he had reviewed the Council's CCTV proposals and supported them.

- 6.48 Members of the Review Panel also discussed whether 24 hour operation of the CCTV Control Room would be introduced. Mr Brown replied that 24 hour operation was not intended as it was not practical as it was primarily operated by volunteers, although it was planned coverage would be increased going forward. Mr Blackledge added that staffing levels were also determined on a basis of need to ensure it operated at peak times, such as during events.
- 6.49 The Panel however noted that despite the presence of existing CCTV cameras on central drive, prostitution remained an issue, and asked how more cameras would improve this situation. Mr Hannon replied that the issue was how partners used the information provided by CCTV and that more data would influence the approach taken, noting different approaches could be undertaken.
- 6.50 It was also queried if the cost and number of cameras to be installed had been set. Mr Blackledge responded that the numbers outlined had been an estimate and that they could change as a result of the procurement process, but that 360 degree coverage would be sought for each column. It was further asked if cameras at other Council owned property such as the sports centre would be installed. Mr Blackledge explained in response that CCTV outside of the core network in the Town Centre would be reviewed after the infrastructure had been improved. As part of the review, existing coverage and the potential of new sightings would be considered. He added that this would include a risk and impact assessment for any new locations.
- 6.51 Mr Blackledge also confirmed that Scrutiny involvement would be sought as the upgrades to CCTV across Blackpool progressed.
- 6.52 The Review Panel made the following comments regarding the proposals for the core network and future CCTV infrastructure in Blackpool;
- That the TEC Scrutiny Committee feed into the review of the wider CCTV Infrastructure in Blackpool.
 - That the Council ensures that CCTV assets are integrated into the wider fibre network across Blackpool.
 - That commercial opportunities be explored for the CCTV to sell services to the private sector.
- 6.53 Does the information submitted include any exempt information? No

7.0 List of Appendices:

7.1 None.

7.2 Financial considerations:

7.3 The Review Panel was informed that the cost of the replacement of CCTV Infrastructure in central Blackpool and the establishment of a new CCTV Control Room would be approximately £2m.

7.4 The cost of new CCTV Infrastructure across Blackpool would not become clear until the review of existing and new equipment was complete.

8.0 Legal considerations:

8.1 None.

9.0 Risk management considerations:

9.1 GDPR Risk is discussed at section 6.14 of the report.

10.0 Equalities considerations:

10.1 None.

11.0 Sustainability, climate change and environmental considerations:

11.1 There were no sustainability, climate change or environmental considerations raised at the review panel meeting.

12.0 Internal/external consultation undertaken:

12.1 None.

13.0 Background papers:

13.1 None.

Report to:	TOURISM ECONOMY AND COMMUNITIES SCRUTINY COMMITTEE
Relevant Officer:	Mr John Greenbank, Senior Democratic Governance Adviser (Scrutiny)
Date of Meeting:	6 October 2021

IMPACT OF COVID-19 ON ARTS AND CULTURE SCRUTINY REVIEW PANEL

1.0 Purpose of the report:

1.1 To update on the work undertaken by scrutiny members on the review of the impact of Covid-19 on Arts and Culture in Blackpool.

2.0 Recommendation(s):

2.1 That representatives from a cross section of cultural organisations and self-employed creatives be invited to a dedicated meeting where they can discuss with members how Covid-19 has impacted on their ability to deliver their offer to audiences, customers and participants and impact on their sustainability.

2.2 That on the information gathered from the cultural sector in Blackpool and discussions with key national partners such as the Arts Council, the Scrutiny Review Panel recommend that a new Blackpool Cultural Partnership with the key task of producing a Blackpool Cultural Plan, be established.

3.0 Reasons for recommendation(s):

3.1 To ensure the Committee has an overview of ongoing work in relation to arts and culture.

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.

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- 6.10 Ms Carolyn Primmet, informed the review panel that as part of work to understand the impact of Covid-19 that the Heritage Action Zone had been surveyed by the cultural organization Aunty Social on behalf of the Council with support from Abingdon Studios.
- 6.11 The survey had highlighted the broad range of cultural and artistic groups and individuals as well as highlighting a desire among them to promote local talent and ideas.
- 6.12 In order to help facilitate this the Council has undertaken a project to open a Creative Hub on Topping Street to provide a space for creative businesses operate from and for providing signposting to groups and individuals seeking support.
- 6.13 The Council was also looking at the establishment of Live-Work spaces for artists in the Town Centre. This would allow creatives to live and work close to where their output would be displayed and give access to people visiting the town.
- 6.14 Attendance at theatres and the larger venues in Blackpool was discussed, with the Panel querying attendance figures, noting that attendance a Blackpool Football Club's matches had been good. In response it was explained that predicting attendance at theatres and other venues was complicated by changes in ticket purchasing behavior. Since the lifting of Covid-19 restrictions the purchase of tickets had often taken place closer to the time of performances. This was believed to be the result of patrons waiting to see if Covid-19 would impact on a performance taking place. However it was
- 6.15 Ms Primett also reported that the Arts Council had ring-fenced funding for Blackpool, in recognition of its cultural diversity. This would allow businesses and groups priority access to grant funding. It was also noted that Blackpool was only one of seven areas that had received such benefits in the North West. In order to support this the Council had sought to develop a Cultural Partnership to develop a Cultural Plan that would outline a vision for Blackpool.
- 6.16 The review panel noted the importance of a partnership having buy-in and leadership from Blackpool's artistic community, which would ensure that the vision outlined was that of local creatives and cultural organisation. It was further understood that should buy-in would strengthen funding grants and support from the Arts Council.
- 6.17 Without a partnership it was considered that there was a risk that Blackpool's cultural offer would become disjointed which would be detrimental to those seeking funding opportunities. A Cultural Plan would also help show where artists and groups would fit into Blackpool's wider cultural offer.

- 6.18 The role of arts and culture can play in the economic development was also discussed. Members expressed the view that work was needed to link up cultural venues. IN order to achieve this the Panel was informed that work had been undertaken with the Council’s Growth and Prosperity Team to ensure that promotion of artistic and cultural venues was included in the Blackpool Town Deal.
- 6.19 The low rate of funding application rate from Fylde Coast artists and cultural organisations was noted with the Panel being made aware that 71% had made no funding applications. Mr Legg explained that this suggested a lack of awareness among certain groups but also that many artists, although professional, did not possess qualifications or certifications. This could make it difficult for them to meet official criteria for funding applications. Discussion had therefore taken place with the Arts Council to determine how such individuals could access support and the establishment of a Creative Hub would assist in helping signpost support artists. Ms Primett also stated that a number of artists were eligible for the Self-Employed Support Grant, which had been made available during Covid-19. Although not specifically aimed at artists, as self-employed individuals they could benefit from its funding.
- 6.20 Officers recommended that the Scrutiny Review Panel meet with representative of cultural organisation to discuss their experiences of Covid-19 and how it has impacted the delivery of their offer. The Panel members welcomed this recommendation and asked if it would be possible for site visit to studios and other venues to discuss work with representative and gain the necessary understanding of the challenges they are facing.
- 6.21 The Review Panel agreed the following;
- That representatives from a cross section of cultural organisations and self-employed creatives be invited to a dedicated meeting where they can discuss with members how Covid-19 has impacted on their ability to deliver their offer to audiences, customers and participants and impact on their sustainability.
 - Based on the information gathered from the cultural sector in Blackpool and discussions with key national partners such as the Arts Council, the Scrutiny Review recommends that a new Blackpool Cultural Partnership with the key task of producing a Blackpool Cultural Plan, be established.
- 6.22 Does the information submitted include any exempt information? No

7.0 List of Appendices:

7.1 None.

7.2 Financial considerations:

7.3 Details of granting funding for the arts and culture sector in Blackpool are provided at section 6.7 of the report.

8.0 Legal considerations:

8.1 None.

9.0 Risk management considerations:

9.1 None.

10.0 Equalities considerations:

10.1 None.

11.0 Sustainability, climate change and environmental considerations:

11.1 There were no sustainability, climate change or environmental considerations raised at the review panel meeting.

12.0 Internal/external consultation undertaken:

12.1 None.

13.0 Background papers:

13.1 None.

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