

## Design Code Pilot Phase 2 – Expression of Interest Submission

### Section 1: context

1. Name of your local authority or neighbourhood planning group

**Blackpool Council (lead authority) and Fylde Borough Council**

2. Name, job title and email address of main point of contact

**Tom Barrett, Senior Planner, Blackpool Council**

**tom.barrett@blackpool.gov.uk**

3. Select your region

**North West**

4. Are you a: Mayoral Combined Authority, County Council, District Council, Unitary Council, Parish Council, Neighbourhood Planning Group or other?

**Unitary Council**

5. Please select the geographic area or context you would like to develop a design code for. Please select all that apply.

a. Urban (an existing or future urban place that may include high rise city, town/ city centre or urban neighbourhood area types)

**b. Suburban (an existing or future suburban place that may include suburb, outer suburb, local centre or village area types)**

c. Rural (an existing or future rural place that includes village surrounded by landscape and/ or rural settlement area types)

6. Please select the scale at which you want to produce a design code:

a. Area wide (covering an entire council area)

b. New or existing settlement scale (including an entire village, town or city)

**c. Centre scale (such as a local, town or city centre as well as existing single use centres such as a business park)**

- d. Neighbourhood scale (including a defined neighbourhood planning area)
- e. Other (please specify)

## **Section 2: commitment to the process**

Through the pilots we are seeking to establish exemplars in both the process and design code produced, with demonstrable support from communities for the design standards set and the development this will enable. Therefore, we are asking those applying to be pilots to commit to the following: (answer yes, no or unsure for each one)

7. If selected, will you work with the local community from an early stage of the process to set standards of design that meet their aspirations for greener and more beautiful homes and neighbourhoods?

**Yes.**

8. If selected, will you find ways to demonstrate that the design standards set have demonstrable support from the local community and should lead to locally popular development?

**Yes.**

9. If selected, will you follow the coding process set out in the National Model Design Code in preparing your local design code (analysis, vision and code), with community engagement throughout the process?

**Yes.**

10. If selected, will you co-design a process and detailed proposal with the Office for Place?

**Yes.**

11. If selected, will you produce a design code which is aspirational in its aim to achieve beauty in development and sets simple, concise, illustrated design requirements?

**Yes.**

12. If selected, can you work within the programme outlined above, or deliver a code sooner than indicated?

**Yes.**

13. If selected, will you agree to the outputs of the programme being published for other local authorities and neighbourhood planning groups to learn from, including details of the process

you have followed and the resulting design code? (And that the copyright of the products of the pilot programme e.g, reports or design codes can be shared with MHCLG?)

**Yes.**

14. Do you have full support for your expression of interest and these commitments from relevant senior officials and elected members?

**Yes.**

### **Section 3: your aspirations**

15. Why do you want to be selected to be part of this design code pilot programme? (200 words maximum)

**The Blackpool Airport Enterprise Zone presents an opportunity to create a regionally significant business location, providing high quality employment space in a high quality environment. The Enterprise Zone is a key part of the diversification of the Fylde Coast economy. The use of a Design Code here can act as an exemplar for other Enterprise Zones, ensuring that the Government support given to business and industry yields high standards of design, particularly where land values are low.**

**A masterplan has been developed for the Enterprise Zone that provides a framework to guide development of the site. A Design Code would supplement this, ensuring the delivery of high quality development that supports the vision of the Enterprise Zone as a regionally significant and attractive business location. The Masterplan sets out design principles and character areas that can be developed into a Design Code following national guidance.**

**The development of a Design Code can ensure that development meets wider aspirations for green and blue infrastructure and improving health and wellbeing, underpinned by Blackpool Council's Green and Blue Infrastructure Strategy and Action Plan. Embedding these principles in a Design Code can support further work in other areas across Blackpool and Fylde.**

16. What other issues will you seek to address through design coding e.g. regeneration, climate change, biodiversity, active travel, supporting SMEs and housing need? (200 words maximum)

**Blackpool Local Plan Policy DM8 (currently subject to Examination) requires the Enterprise Zone to be developed following a design framework that includes building, landscape, green infrastructure, sustainable drainage systems and walking and cycling connectivity, taking into account the objectives of the Blackpool Green and Blue Infrastructure Strategy and Action Plan. The adopted Fylde Local Plan Policy EC4 supports the delivery of a Masterplan and design framework for the site.**

**The design principles set out in the Masterplan include form, urban grain, scale and massing, movement, open space and street design.**

**Design Coding will help deliver an enhanced and attractive environment within the Enterprise Zone, supporting the economic ambitions of both Councils and meeting the needs of a range of businesses already located within the site and support inward investment and the retention of employers in the local economy. A Design Code will need to respond to economic challenges and provide sufficient flexibility to work within changing market conditions.**

**Elements of the Design Code for the Enterprise Zone could then form the basis of design coding work in other areas of Blackpool and in Fylde district and provide best practice for Enterprise Zones nationally.**

17. Outline the design skills, capacity and commitment to design quality within your organisation and whether you will be drawing on any external consultants for additional support. For local authorities, please indicate who (individuals and / or team) would lead the design coding pilot from the local authority and if you are likely to procure / or have already procured consultants (designers, proptech, etc) or other partners (neighbourhood forum, parish, districts, developers etc) who you are anticipating supporting this process; and what role they are likely to play. (200 words maximum)

**The implementation of the Enterprise Zone Masterplan is being supported and developed by Cassidy and Ashton, a local multi-disciplinary Architectural and Town Planning consultancy practice on the councils EZ Consultancy Framework. Cassidy and Ashton would continue to help evolve the EZ Masterplan and prepare the Design Codes, working alongside planning and regeneration officers from both local authorities.**

**Other external Consultants already involved with development/ planning at the EZ include highways, drainage, M&E and ecology and will continue to be involved throughout the EZ development. All Consultants have the capacity and expertise to deliver within the various planning use classes as identified within the current EZ Masterplan, with initial building developments on site demonstrating the high-quality design aspirations of the council.**

**Both Local Planning Authorities have planning and urban design qualified staff with a range of skills. Fylde have already delivered a Development Order at Warton EZ which guides development.**

**Consultation and support from local businesses and neighbourhood forums has already been undertaken at various initial stages for the EZ and will continue to be an important process as the EZ Masterplan and Design Codes develop over time.**

18. Would you plan to adopt the local design code that you produce? Please explain your response. (200 words maximum)

**The Councils will follow the plan making advice set out in Planning Practice Guidance to adopt the Design Code as a Supplementary Planning Document, the relevant policy hooks are listed below.**

**The relevant local policies in Blackpool from Local Plan Part 1 (adopted January 2016) include CS3 Economic Development and Employment, CS5 Connectivity, CS6 Green Infrastructure, CS7 Quality of Design, CS9 Water Management, CS10 Sustainable Design and Renewable and Low Carbon Energy and Policy CS24. The relevant policies from Local Plan Part 2 (submitted June 2021) include DM8 Blackpool Airport Enterprise Zone, DM17 Design Principles, DM21 Landscaping, DM25 Public Art, DM31 Surface Water Management and DM35 Biodiversity.**

**The relevant local policies from the Fylde Local Plan (adopted October 2018) SL2 The Fylde Blackpool Periphery Strategic Location for Development, GD7 Achieving Good Design, EC4 Blackpool Airport Enterprise Zone, HW1 Health and Wellbeing, T4 Enhancing Sustainable Transport Choice, T5 Parking Standards, CL1 Flood Alleviation, Water Quality and Water Efficiency, CL2 Surface Water Run-Off and Sustainable Drainage, ENV1 Landscape and ENV2 Biodiversity.**

Those bidders who are shortlisted may be invited to an interview and / or be asked to share additional information with us based on their submission.

All local authorities should consider their duties under the Equalities Act of 2010 in their response to the Expression of Interest.