



Monday 11th October 2021

Blackpool Central

Dear Councillor

I am writing to you in your capacity as a member of Blackpool Council's Planning Committee. Ahead of the scheduled Planning Committee meeting on Tuesday 12th October – which will consider our plans to redevelop the Blackpool Central site into a world-class, year-round leisure destination – I wanted to write to you directly to provide an overview of the scheme and the approach we have taken to get us to this key milestone.

Our plans

We have submitted detailed plans for the initial phases of Blackpool Central, which include a new 1,306 space Multi Storey Car Park and proposals to create a Heritage Quarter. The delivery of a new Multi Storey Car Park is critical to unlocking the wider Blackpool Central scheme as it will free up land for the future phases of development and ensure that there continues to be an appropriate level of parking provision for visitors to the town and local residents.



Blackpool Central – Aerial CGI

We plan to create a thriving new Heritage Quarter, restoring the site's existing heritage buildings. The Grade II Listed former King Edward VII Picture House will be transformed into a new Artisan Food Hall, which spills out onto an area of new outdoor space for al fresco dining. The locally listed King Edward VII pub will be refurbished into a new pub and hotel, creating a modern, family friendly environment offering quality food and beverages. The King Edward VII apartment building will be renovated into a high-quality Aparthotel, whilst retaining its original character.

Alongside this we have submitted outline plans for the future phases of the scheme, including:

- A design-led public square and landmark in Blackpool for live events – including music concerts, light shows, sporting events and markets – and new pedestrian links to Central Drive, the town centre and Foxhall neighbourhood to the south and east of the site;
- Three indoor entertainment centres, including a flying theatre, fully immersive, whole body Virtual Reality experience using the latest technology, and a rooftop bar; and
- A hotel, restaurants and additional leisure and hospitality space across the site.

We have shaped our plans to help realise the huge potential of Blackpool's visitor economy. As part of this we have worked hard to ensure that Blackpool Central will complement and dovetail with Blackpool's existing attractions and the town centre.



Levelling up benefits

Blackpool Central is a project of national importance and underpins the overarching regeneration strategy for the town. The scheme will significantly enhance the town's current leisure and tourism offer, and help drive Blackpool's post-COVID recovery by delivering a host of significant benefits:

- **Investment of up to £300m** – the largest single investment in Blackpool for more than a century
- **Attract 600,000 additional visitors** to the town every year, helping to futureproof Blackpool's leisure and tourism offer
- **Boost annual spend in Blackpool by around £75m**
- **Create more than 1,000 new jobs**, building a legacy of new local employment opportunities
- **Drive forward the Blackpool Town Deal** – a bold vision to regenerate the town, tackle entrenched deprivation challenges, and supercharge Blackpool's economy
- **Deliver a new leading year-round destination** that will appeal to both domestic and international tourists, and encourage longer stays in the town
- **Help the town thrive in a post-COVID environment** by creating a major new public square and four public spaces for events and dining
- **Provide a catalyst for improving and regenerating the surrounding area and Central Drive**
- **Build a sustainable development to best-in-class standards**, using the Building Research Establishment Environmental Assessment Method and supporting the council's green agenda

Our work with the local community

Against the background of COVID-19 we ran a comprehensive consultation on the plans to encourage participation from across the Blackpool community and beyond. Using traditional press, community newsletters, social media, online Q&As, a consultation website, and council and partner channels, we gained feedback from residents, stakeholders, community groups, businesses and tourists.

Over 700 people participated in the consultation and an overwhelming 90% of respondents expressed support for our vision, which we hope highlights the level of excitement and demand for Blackpool Central.

We believe that Blackpool Central has an integral role to play in regenerating Blackpool and helping the town's visitor economy build back better. The scheme will enhance Blackpool's reputation as a must visit UK destination. We urge you to help us grasp this once in a generation opportunity and hope that both our vision and your officer's report put forward a compelling case to approve our plans.

Yours sincerely,

Richard Fee
Chief Executive Officer, Nikal