

APPENDIX 4a: SUMMARY OF THE 7 TOWN DEAL PROJECTS

1) Blackpool Illuminations

The overall aim of the project is to rejuvenate the Blackpool Illuminations as a means to attract an increasing number of visitors to the town in the autumn and winter period, and extending the traditional illuminations season by two months, from the current September to November season until January. This will be done by designing and creating a number of new centrepiece attractions over a five-year period and improving the lighting infrastructure and provision of essential equipment needed to deliver the illuminations in an efficient and sustainable manner. This project will support the famous Blackpool illuminations through modernisation and innovation. This £13.2m scheme, with £4.5m of Town Deal monies will be delivered by Blackpool Council as scheme promoter and accountable body with the Blackpool Illuminations Department leading on project delivery.

2) Blackpool Youth Hub

The project purpose is to support young people in the town to access jobs and training and to make a fully supported and smooth transition from school or unemployment into a positive destination. While there is a range of provision available, Blackpool currently lacks an integrated NEET strategy and support for young people is fragmented, resulting in further disengagement. The Youth Hub will seek to address this issue directly, by providing a 'one stop shop' or 'one place base' for young people providing quality advice for young jobseekers aged 16-24. The hub will provide a focal point for young people and space for partners to collaborate and pilot what works, with a view to refining future service delivery and longer-term investment. The scheme will repurpose a vacant town centre unit within Bickerstaffe House, a Council owned building to deliver provision.

The Town Deal element of the project will run from July 2022 to March 2024. The project is seeking £500k from Town Deal with no co-funding during this element of the scheme. However, Blackpool Council have also bid successfully into the Community Renewal Fund (CRF) for c£444k to commence delivery of the Youth Hub from November 2021 through to the end of June 2022 when this funding is scheduled to end.

3) Blackpool Airport Enterprise Zone

This project aims to support business and jobs growth within the Blackpool Airport Enterprise Zone through the creation of new highways and associated infrastructure that will aid in the mitigation of a number of existing barriers to development. Firstly, this project looks to create a new entry and exit point for traffic into the Blackpool Airport Enterprise Zone to the east of the designated area, negating the business park's current status as a cul-de-sac and reducing travel times and standing traffic, particularly at peak vehicle flow times. Secondly, its route through the east of the Enterprise Zone will also open up 10.5 hectares of previously inaccessible development land for the creation of serviced plots, therefore managing the current lack of new development space within the Enterprise Zone to accommodate businesses looking to locate and grow there. This £18m scheme, with £7.5m of Towns Fund monies, will be delivered by Blackpool Council as scheme promoter and accountable body, with the Council's Enterprise Zone team leading on project delivery.

4) The Edge

The core aim of the project is to expand the quality and range of flexible managed workspace within Blackpool town centre to accommodate the needs of new and growing small businesses; complemented by tailored business advice for growth-ambitious small businesses.

Stanley Buildings has been identified as a suitable building within the town centre to achieve this aim. It is local authority owned and ideally located given its proximity to several flagship regeneration projects, local amenities and transport networks. The distinctive triangular shaped building was constructed in the mid- 1930's with an art deco faience tiled cladding, still present in a number of heritage buildings around the town). Given its architectural merit it is a locally listed building which is a material consideration in any planning consent. Most of the upper floors are currently void and in an unlettable state, but the wider Stanley Buildings houses FYCreatives, a small but successful managed workspace facility; and various ground floor retail and commercial uses.

The Edge is the name given to the proposed expanded managed workspace aiming to knit together large parts of the upper floors of the building to create a vibrant business hub providing a choice of offices, meeting rooms, co-working and breakout space. Council co-investment will ensure the renovation of the wider Stanley Buildings, including ground floor shopfronts and repurposed adjacent building.

The Edge aims to :-

- a) Create a destination small business hub, enabling innovative and high growth businesses to expand; accessing bespoke support on their business growth journey;
- b) Address market failure by meeting unfulfilled demand for affordable serviced office space for small businesses within the town centre;
- c) Facilitate the creation of skilled job opportunities in growing business sectors, ensuring businesses have key facilities such as full fibre infrastructure, as well as business networks and know how on which to thrive;
- d) Strengthen business support provision - ensure it is demand-driven and relevant to the needs of growth-oriented Blackpool businesses.
- e) Bring sensitive refurbishment and regeneration to a signature 1930's locally listed building

The project is a £6.8m capital scheme (£4.5m of Town Deal; £2.3m Council co-funding to be included within the capital programme) to be delivered by Blackpool Council as scheme promoter and accountable body.

5) Blackpool Central Courts Relocation

This project aims to support the development of Blackpool Central, a £300m private sector investment in Blackpool's visitor economy, by accelerating site assembly. At present, the development of the full site proposed for Blackpool Central is inhibited by the presence of in-use County and Magistrates Courts and a former Police HQ, which occupy a prominent and large area within the wider site boundary. In order to realise its full potential, HMCTS services need to be relocated, and the current tired facilities demolished, along with the former Police HQ, with subsequent land treatment works being undertaken to leave a cleared and clean site.

The investment of £6.95m in this project will both support the relocation of HMCTS services from the current site on Chapel Street to a new site at Devonshire Road, close to the town centre, and allow for the demolition of the existing Courts and former Police HQ buildings, as well as treatment of the site.

The creation of a major mixed leisure, hospitality and food and beverage development, with associated infrastructure, on the Blackpool Central site will be a major driver in Blackpool achieving its goal of becoming a year-round visitor destination. If the current Courts and former Police HQ site was not able to be cleared, the development potential of the site would be significantly reduced, meaning the development would have less of an economic impact and a reduced transformative effect on the local area.

The rationale for the project is based on market failures and equity. The private sector would be unable or unwilling to undertake the proposed development without public sector intervention, and significant employment benefits might not be realised without this intervention.

Key objectives of the project are as follows:

- a) To support the relocation of the existing Blackpool Courts from Chapel Street to an alternative site at Devonshire Road by March 2025 through making land available and assistance with costs associated with early termination of the existing lease.
- b) To make the vacated site of 0.8ha at Chapel Street ready and available for redevelopment as part of Phase 3 of the Blackpool Central scheme by September 2025 through demolition and clearance of the existing Court buildings and the adjacent former Police Headquarters building, together with site treatment and preparation works.
- c) To facilitate the comprehensive development of the Blackpool Central scheme comprising an estimated 81,390 sq. m of new world-class leisure and associated facilities and 1.2ha of public realm, that will lead to the attraction of an estimated 600,000 additional visitors per annum and additional visitor spend, and accommodate an estimated 830 new gross jobs, as set out in the scheme masterplan.
- d) To contribute to the wider growth and development of Central Blackpool, the leisure sector, and assist in the related provision of modern public sector assets within the government estate.
- e) To support the overall aims of the Growth Deal for Blackpool district within the context of the Fylde Coast

6) Multiversity

The overall vision for the project is to bring forward regeneration proposals through the creation of a new 'Multiversity Campus' in the heart of Blackpool Town Centre. The Multiversity Campus will facilitate the aspirations of Blackpool & the Fylde College (The College) to create a world class University learning environment which will be carbon neutral in operation.

'University Centre Blackpool' (UCB) will be a unique proposition, providing a cutting-edge response to local, regional, and national priorities delivered by the College. Through a high quality, dedicated and distinctive technical and professional curriculum, co-created with employers and in partnership with Lancaster University, UCB will support high level skills growth and individual success, now and in the future. With courses focusing on automation, mobility, artificial intelligence, data, population ageing and sustainability, the Multiversity will focus on training, learning and education opportunities for regional businesses to up-skill their workforces.

The College's existing University Centre Campus at Park Road in Blackpool is situated away from the town centre amenities and rail network and is as such is disconnected from the core of the Town. The College needs to relocate from its current campus to realise its full potential in collaboration with Lancaster University as University Centre Blackpool.

It is not economically viable to repurpose the existing campus buildings and there is insufficient site capacity for the additional floorspace that is required to achieve the vision of the University Centre Blackpool. The College is therefore looking for a new campus site where it can expand and re-focus its higher education offer to incorporate a wider range of higher level technical qualifications and is seeking to relocate to a new site which is located near to the Talbot Gateway Central Business District on the edge of Blackpool Town Centre.

The relocation to a new carbon neutral in operation campus will improve education, skills and learning in Blackpool and the wider area and provide a major contribution to the regeneration of Blackpool Town Centre.

The overall Multiversity scheme is an estimated £85m, the first stage of which involves the purchase of the site using £9m Towns Fund. The full scheme £9m of Town Deal monies will be delivered by Blackpool Council and the College as scheme promoters and accountable bodies who will work in collaboration to deliver the project.

The new Multiversity Campus has been designed to accommodate over 3,600 learners.

SMART objectives have been developed for the first phase of the project which will be delivered through the Towns Fund:

- By 2023/24 to have acquired / assembled and cleared the Multiversity site
- By 2025/26 to have brought the site into use as the Multiversity or, if necessary, for an alternative regeneration scheme option

Key Outputs/Impacts:-

- Acquisition and clearance of visually unappealing area
- Re-location of existing residents and businesses
- Development of a higher education building which can accommodate over 3,600 students Increased proportion of Blackpool residents with higher level skills and qualifications
- Creation of collaboration space to support business and academia joint working
- Upskilling of potentially an additional c.650 learners per year
- Accommodation of 157 jobs at the Campus and support of 32 new jobs in the town centre through student spending
- Re-development of the Park Road site for residential use
- Increased spend within the town centre, supporting wider regeneration efforts

7) Revoe/Southern Quarter Community Sports Village

The Revoe/Southern Quarter Community Sports Village project has been designed to respond to need identified in the local community, and to leverage and enable investment within the Blackpool FC Bloomfield Road ground and surrounding environment. Without a comprehensive and joined-up approach to the design and delivery of this project, investment could result in greater severance of the existing Revoe community, and undermine the potential to deliver community facilities that will benefit local people for years to come.

The overall project aim is to establish a sports village with leisure, education, and residential uses using £6.5m Town Deal while leveraging up to £17m of private and other investment.

Bloomfield Road – the home of Blackpool Football Club - is located in Revoe, a highly deprived area of Blackpool which adds further challenges to the project. This manifests in particularly high levels of unemployment, and issues in particular with unemployment in younger people. Health deprivation is of major concern, and there is an identified shortage of local community provision within the area. The disconnect between the Revoe community and Blackpool FC as a key asset for the town is a major missed opportunity to improve local economic circumstances and encourage active lifestyle at all ages.

Whilst Bloomfield Road is an important asset for Blackpool its East Stand is a temporary structure in need of significant investment. More widely there is vacant brownfield land between the Foxhall residential development area and Bloomfield Road which has stood undeveloped for a number of years. This area of land is fenced off and not open to the community. The hard standing, parking areas and disused land do not offer any wider community benefit or facilitate / enable community integration. The proposed project boundary currently comprises: Blackpool FC Bloomfield Road Football Ground plus associated uses including hard standing, surface level car parking, and groundsman area; residential properties and commercial uses located on the western side of Henry Street; and vacant development land to the south of the Foxhall residential development.

As discussed above the deprivation around the Football Club is material and extensive. Therefore, there is a clear need to invest in the area and improve many of the shortcomings and challenges currently faced by the local community. Sports and Playing Pitch Need: The Blackpool FC Community Trust has been working with the local community over a sustained

period of time to provide support and opportunities for football and sports related programmes across a number of age groups. In the current area, which includes three local schools, no current facilities exist and chance to engage in such activity is very difficult.

The project will include the direct delivery of the following within a coherent Sports Village:

- 1x Under 16s 3G pitch
- 4,600 seat new East Stand with associated within-stand concourse to support match day activity
- New club shop, club bar and ticket office to North Stand frontage
- New Timber Yard
- 7,332m² public realm delivery to include creation of new North Stand Public Realm
- 139 reprovided car parking spaces

And enable and safeguarded delivery of:

- 7,410m² brownfield land for the purposes of future development to Central Drive frontage
- 6,709m² brownfield land for the purposes of additional sports infrastructure delivery

The following benefits have been identified as being leveraged through the scheme:

- Community playing pitch provision
- Healthier lifestyles for local community, increased participation in sports / active training, education and learning programmes leading to reduced mental health illness and reduced obesity within local population, increased life expectancy within local population with improved disability access,
- Public realm delivery: direct benefit of public realm on the local community
- Coherent integration of Sports Village within Revoo community.
- East Stand / Bloomfield Road delivery: direct benefits of greater match day attendance, direct benefits of increased commercial activity within the ground and long term sustainability of Blackpool FC and increased local employment opportunities.
- Regeneration activities: direct benefits of construction programme through demolition and development phases.