

## **Stanley Park Master Plan Overview**

### **Background**

Stanley Park, Blackpool's largest Park, is a Grade II listed heritage park that has previously won the Fields in Trust Park of the Year Award in 2017 and 2019. The park is very popular with local residents and tourist alike, attracting intergenerational groups through its broad range of activities and facilities. Stanley Park contains a number of facilities and attractions including a lake, bandstand, Italian gardens, rose gardens, art deco café, children's play area, 3G pitches and athletics arena, BMX track, skate park, bowling greens, tennis courts, a cricket pitch with clubhouse, *model village* and visitor centre which is operated by the Friends of Stanley Park group who proactively support with the upkeep and promotion of the park. The park map (Map 1) highlights the key infrastructure within the park.

In 2005 a £5.5m Heritage Lottery Fund-aided programme of repair, conservation and enhancement was undertaken to help restore key infrastructure in the park including the Italian Gardens, Art Deco Café and rose garden

Since then the park has seen little investment beyond the day to day maintenance regime and now has areas that require substantial refurbishment and redevelopment.

Furthermore, some facilities and areas of the park are underutilised due to decline in particular activities such as bowling and therefore there is an opportunity to rethink and redesign areas of the park to reflect modern day usage to increase footfall and full utilisation of the space for local residents and visitors.

The park has suffered from ASB over recent years. The council have recently invested in monitored CCTV in key areas of the park to help reduce ASB and the damage that is caused by this. Furthermore, the council are exploring the possibility of lighting key routes through the park to encourage responsible use outside daylight hours including dog walking and exercise.

A draft masterplan document will be developed to identify areas requiring significant refurbishment and areas that present opportunities to invest to increase footfall and potentially attract new target markets to the park.

### **Key Principles**

The masterplan will be developed collaboratively using the following seven principles to create a framework with which to develop ideas and opportunities;

1. Create a welcoming place
2. Healthy, safe & secure
3. Sustainability
4. Create an inclusive space for all to access
5. Enhance biodiversity and heritage
6. High quality destination
7. Community collaboration

## **Park Zones**

The zoning map (Map 2) outlines potential zones for the park that have been identified by the Parks Development Service. The proposed zones have been developed from an understanding of the existing space utilisation and potential future opportunities. The proposed zones will be used and shared as part of the consultation process to help shape and aid discussions and feedback.

## **Consultation**

Consultation will play a key part in developing the masterplan, with key stakeholders including the Friends of Stanley Park, ENVECO, park concessionaires. Local councillors and Heritage Lottery Fund as well as consultation with the local community including users and non-users of the park. The consultation process will involve community meetings and drop in sessions to explore ideas as well as online surveys to engage non-users and the broader Blackpool community.

## **Project prioritisation**

Identified projects within the masterplan will be prioritised using a scoring matrix of 1 – 5 for the two areas

- The level of decline/damage of heritage assets
- Public desire/ interest
- Cost benefit
- Social return on investment

## **Work in progress**

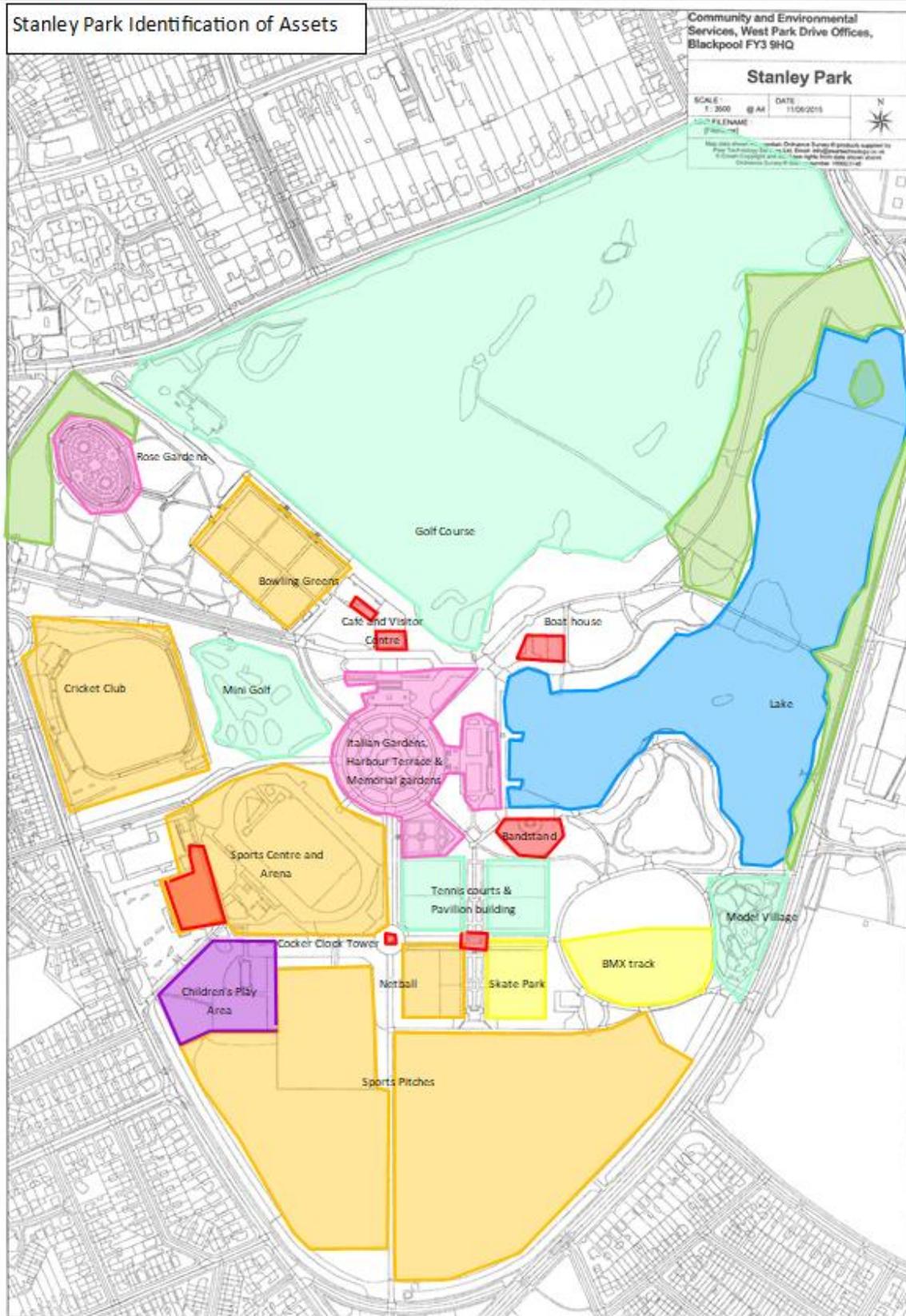
Whilst the Masterplan is developed, it is important that investment continues to be explored and secured to develop priority areas. There are a number of projects that are either underway or actively being explored currently which include:

- Stanley Park Playground refurbishment to replace broken equipment and improve the overall appearance;
- £220,000 improvement in the Skate Park area, secured by Stanley Park Skateboard Group to create enhance concrete skating facilities;
- Upgrade of the toilet facilities to enable DANFO operation.

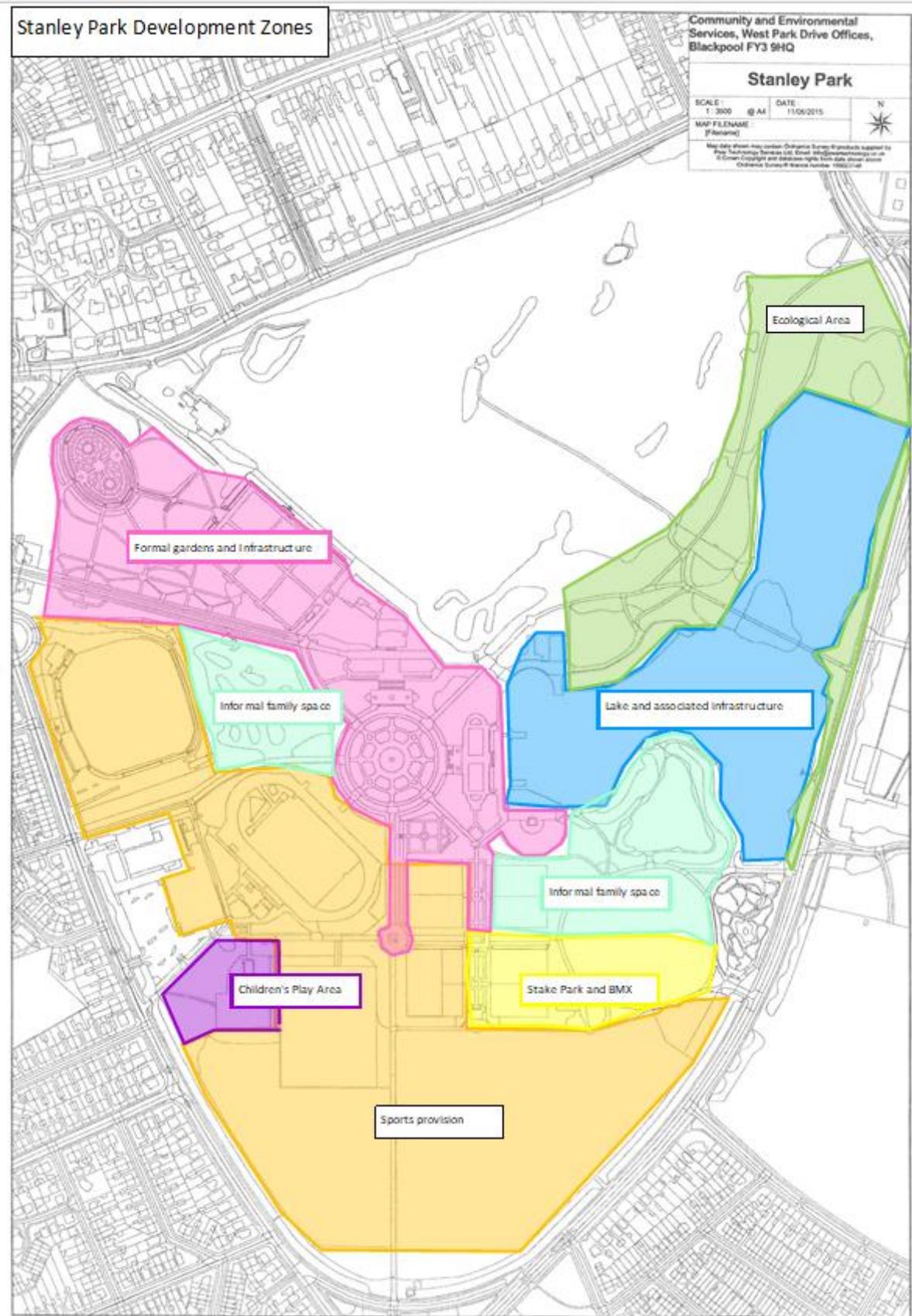
## **Timescales**

The timeline at the end of this appendix outlines the scope of the master planning process which will commence in January 2022 with completion projected to be in August 2022.

Map 1



Map 2



Timeline

