

## **APPENDIX 2a : KEY STRATEGIES AND PLANS**

### **1. Town Investment Plan**

Blackpool submitted a **Town Investment Plan** in July 2020, with which it was successful in obtaining £39.5m of Town Deal funding against 7 key schemes. There is potential to develop SPF schemes which directly link to or enhance these 7 projects, ensuring complementarity and enhanced benefit generation; building upon these key Town Deal schemes and avoiding “pepper potting”. The 7 Town Deal schemes are:

| <b>Project Name</b>                      | <b>Link to SPF Themes</b>   |
|--|---|
| Blackpool Central                        | <ul style="list-style-type: none"><li>• <i>Communities and place</i></li><li>• <i>Local Businesses</i></li></ul>  |
| Blackpool Airport Enterprise Zone        | <ul style="list-style-type: none"><li>• <i>Local Businesses</i></li><li>• <i>Communities and place</i></li></ul>  |
| Multiversity                             | <ul style="list-style-type: none"><li>• <i>People and skills</i></li><li>• <i>Communities and place</i></li></ul> |
| Youth Hub                                | <ul style="list-style-type: none"><li>• <i>People and skills</i></li></ul>  |
| The Edge                                 | <ul style="list-style-type: none"><li>• <i>Local Businesses</i></li><li>• <i>Communities and place</i></li></ul>  |
| Illuminations                            | <ul style="list-style-type: none"><li>• <i>Communities and place</i></li></ul>                                    |
| Southern Quarter/<br>Revoe Sport Village | <ul style="list-style-type: none"><li>• <i>Communities and place</i></li><li>• <i>Local Businesses</i></li></ul>  |

The TIP identified the main challenges based around:

- Lower skilled, low wage economy
- Declining footfall within the Town Centre
- Availability of suitable office accommodation
- lack of a high-quality housing offer
- Increasing deprivation
- The Impacts of COVID-19

It followed with key Economic Growth Opportunities namely around:

- Blackpool Central,
- Blackpool Airport Enterprise Zone,
- Talbot Gateway – Central Business District,
- Tourism and The Visitor Economy,
- Town Centre Regeneration (to be informed by new Town Centre Strategy),
- Digital connectivity,

- Clean growth
- Inclusive growth (Claremont and Revoe Masterplans specifically noted)

## 2. Town Prospectus

In addition to the Town Investment Plan, Blackpool has the dedicated **Town Prospectus**, relaunched in January 2022. These key documents are joined up in thinking and indeed direct linkages and references are made in each document. It would be possible to focus on opportunities and need outlined in both of these documents.

The Town Prospectus is not as limited as the Town Investment Plan in terms of depth of activities outlined and level of funding need. There are some elements of the Town Prospectus therefore, which are not as relevant to SPF funding for example housing renewal and investment and some wider health programmes, but the challenges and opportunities for the town are well presented and many key aims and objectives fall in line with the SPF themes. It is therefore determined that certain schemes outlined in the Prospectus could be proposed for SPF.

Principal “asks” of Government in the document reflect those in the Town Investment Plan and fall under two themes namely:

### Theme 1: Realising our economic potential and embedding essential skills for the future

- Regeneration
- Education and Skills
- Digital

### Theme 2: Creating healthy thriving neighbourhoods and decent homes

- Communities (Claremont and Revoe Masterplans specifically referred to)
- Health
- Housing

## 3. Town Centre Strategy and Action Plan

In addition to these, is the forthcoming **Town Centre Strategy** (elsewhere on this agenda) which complements them both directly. This incorporates a range of revenue and capital related schemes which could be incorporated.

With regards to the skills agenda, the potential of Lancashire-wide skills programmes will be considered, led by the varying Council teams responsible for adult learning and youth employment who are best placed to determine local need.

#### **4. Blackpool Local Plan Part 2 Evidence Base Local Centres Assessment April 2019**

The “ Blackpool Local Plan Part 2 Evidence Base Local Centres Assessment April 2019 outlines a “local centre” is an area that provides a focus for local convenience, service retail and complementary community facilities. A local centre may include a range of small shops of a local nature serving a small catchment. Typically, local centres might include, amongst other shops a small supermarket, a newsagent, a pharmacy and a hot food takeaway as well as niche shops, cafés or financial services.

At the time of the assessment there were some 46 District Centres across Blackpool outlined, which is clearly too large an amount to suggest direct support. However, there is an opportunity to focus support against those outlined as being “poor” or “fair to poor”. This covers the following areas within both the Blackpool North and South MP Constituency areas:- Egerton Road, Dickson Road, Layton Road, Central Drive, Waterloo Road and Westmorland Avenue.

#### **5. Our Claremont Masterplan (June 2020)**

Lambert Smith Hampton [LSH] and LDA Design Blackpool Council and the Magic Club worked with local stakeholders to articulate a ‘vision’ for the future of Claremont. The Vision, developed with local stakeholders and young people provided a series of potential actions aimed at transforming the neighbourhood of Claremont in the short to long term

#### **6. Revitalising Revoe (July 2020)**

Blackpool Council and Revoelution appointed GL Hearn to prepare a Community led Masterplan and Regeneration Strategy for the Revoe area of Blackpool. The design team, worked in partnership with the community and stakeholders to produce a long term strategy for making Revoe a better place to live. The report presents the current condition of Revoe, the wishes and aspiration of its community and a long term plan for changes to the built infrastructure to improve living standards.

## **7. Blackpool South Regeneration Framework Masterplan (September 2022)**

Homes England and Blackpool Council are working with Avison Young to undertake the production of the Blackpool South Masterplan establishing a regeneration framework and setting out options to regenerate areas within Blackpool South. The Master Plan will be the first step to allow us to create well-designed places reflecting of national Design Code and Homes England's Building for a Healthy Life standards and for people to enjoy with high quality buildings, streets and spaces, whilst conserving and enhancing Blackpool's rich heritage and natural environment. It will assist in strengthening the local economy through encouraging sustainable investment in new enterprise, entrepreneurship, and business start-ups, creating better paid jobs and a wider choice of employment opportunities