

ID	Action	Lead Role/Team/Partner	Associated Teams/Partners	Timeline	Outcome
<b>1. Public realm</b>					
<b>1A - Streetscape</b>					
1A.1	Develop an innovative and effective <b>enforcement mechanism that allows for the securing of St John's Square</b> , allowing for pedestrian flow and the restriction of vehicle movement where required, whilst adding to the quality of the urban environment. This could include the utilisation of Traffic Regulation Orders where required.	Built Heritage	Highways, Parking, Planning Strategy, Blackpool BID Town Centre Management Group	April 2024	Improved usability of St John's Square, safer events, improved pedestrian flow, improved public realm
1A.2	<b>Improve shop frontages on key routes</b> through the town centre, identifying focus areas that will remain part of the retail core, enforcing against standards set out locally, and ensuring tie-in where possible with other significant public realm works to minimise disruption.	Built Heritage	Growth & Prosperity, Blackpool BID Town Centre Management Group, Planning Enforcement	Ongoing	Improved built environment, additional footfall draw, better perceptions
1A.3	Introduce a <b>regular 'deep clean' regime into the town centre</b> , improving street cleanliness to the level of that supported by the Welcome Back Fund in 2021.	Blackpool BID Town Centre Management Group	VisitBlackpool, Enveco	Ongoing	Improved built environment, better perceptions of the town centre
1A.4	Undertake a <b>town centre-wide street furniture audit</b> , looking at clutter that can be removed from the town centre's footpaths and pedestrianised areas, and identifying useful street furniture that is currently lacking in the town centre that can be installed strategically rather than on a piecemeal basis.	Highways	Planning Enforcement, Telecomms and other utilities, Growth & Prosperity, Built Heritage	June 2023	Better navigation of public spaces, more inviting built environment, increased dwell times
1A.5	<b>Undertake assessments, and create a rolling programme of ongoing actions, relating to footway and highway quality</b> throughout the town centre, and particularly outside key assets in the town centre, including retail, food and beverage, leisure, cultural and heritage assets, to ensure visitor experience is positive and safe.	Highways	Blackpool BID Town Centre Management Group, Growing Places	June 2023, then ongoing	Improved town centre safety, better navigation of public spaces, improved perceptions
1A.6	<b>Develop a cohesive approach to public realm creation, maintenance and development</b> that provides consistency across the town centre whilst maintaining unique character in specific areas, and ensuring other strategic documentation is referenced when creating public realm.	Highways	Built Heritage, Planning Policy, Growing Places	June 2024	More cohesive and inclusive public realm, better quality urban design
1A.7	Undertake a <b>town centre pilot for multi-faceted enforcement</b> to ensure standards across all areas are maintained via a designated 'taskforce'.	Blackpool BID Town Centre Management Group	Growing Places, Highways, Enforcement Teams	September 2023	Improved standards across the town centre, better quality built environment, improved user experience.
1A.8	<b>Investigate co-ordinated approaches to utilities management</b> , via the sharing of work programmes, that does not have a detrimental effect on investment in the public realm.	Highways	Utilities providers, Blackpool BID Town Centre Management Group	Ongoing	Improved user experience, better quality streetscape (particularly surfacing)
1A.9	Seek to improve the streetscape, and identify future projects and investment for the ' <b>priority streets</b> ', including: <b>Bank Hey Street; Victoria Street; Church Street; Birley Street; Topping Street.</b>	Growing Places	Blackpool BID Town Centre Management Group, Ellandi, Highways	Ongoing	Focus for investment, improvement to most visited areas
1A.10	Assess the town centre's built environment to <b>identify opportunities to increase public open space</b> , external dwelling areas with seating and town centre greening	Growth & Prosperity	Planning Strategy, Parks and Green Environmental Services	Ongoing	Improved visitor experience, more green space, longer dwell times
1A.11	Ensure that any <b>physical interventions within the town centre's built environment support climate adaptation</b> , enabling the area to better cope with increased extreme weather events.	Strategy and Climate Team	Growth & Prosperity, Built Heritage, Highways, Private Sector Developers	Ongoing	Better longer term user experience, less disruption brought about via weather events

1B - Environment					
1B.1	<b>Undertake a town centre 'greening audit'</b> , which aligns with the audit of town centre streetscape and identifies current green space within the town centre, and identifies potential new locations to install greenery and planting at all scales across the central area.	Parks and Green Environmental Services	Strategy and Climate Team, Planning Strategy, Growth & Prosperity, Highways, Blackpool BID Town Centre Management Group	September 2023	Better understanding of current green picture, locations outlined for planting
1B.2	<b>Develop a strategic approach to introducing green infrastructure into the town centre</b> , which builds on existing strategic documentation and looks to source resource and other forms of support to aid greening.	Parks and Green Environmental Services/Planning Strategy	Growth & Prosperity, Highways, Strategy and Climate Team	September 2024	Stronger strategic approach to introduction of green space, improved town centre greening
1B.3	<b>Explore options regarding, and pilot, temporary planting within the town centre</b> , utilising movable planters that can be relocated during periods of adverse weather, and look for additional value in locating temporary planting in key areas and in areas where additional infrastructure, such as power supply, is present. Loading and access considerations need to be made when determining locations. Innovative planting methods should also be explored in order to best utilise limited space, with research partners acquired where possible.	Parks and Green Environmental Services	Strategy and Climate Team, Planning Strategy, Growth & Prosperity, Highways, Blackpool BID Town Centre Management Group	Ongoing	Improved greening in the town centre, better quality streetscape
1B.4	<b>Identify funding sources, or alternative options, for the maintenance of planting and greening</b> within the town centre, and establish a maintenance programme to support greening and planting efforts.	Parks and Green Environmental Services	Growing Places, Blackpool BID Town Centre Management Group	Ongoing	Improved perceptions, better quality streetscape, improved greening
1B.5	<b>Connect community projects that look to support greening activity with potential spaces within the town centre that could benefit from planting</b> , to increase perceptions of ownership and support community development.	Parks and Green Environmental Services	Strategy and Climate Team, All private sector partners, Street Scene, Growing Places, Blackpool BID Town Centre Management Group, Public Engagement	Ongoing	Improved sense of community, improved green space
1B.6	<b>Explore options regarding the development of new, purposely-developed green space</b> within the town centre, replacing hard landscaping which currently dominates.	Parks and Green Environmental Services	Growth & Prosperity, Planning Strategy, Development Control, Strategy and Climate Team	Ongoing	Better quality town centre green spaces, more green areas in the town centre
1B.7	Identify options and sites for the installation of infrastructure that will <b>support the sustainable generation of electricity in the town centre</b> , including the option of utilising roof spaces as urban solar farms, and work with private sector partners who have expertise and experience in delivering this infrastructure.	Strategy and Climate Team	Growing Places, all private sector partners, Estates	Ongoing	Addressing of Blackpool's Climate Emergency, sustainable electricity provision, reduced reliance on grid infrastructure
1C - Illuminate					
1C.1	<b>Undertake a town centre 'lighting audit'</b> that aligns with the audit of town centre streetscape and identifies key streets and areas that should be prioritised for a lighting upgrade.	Illuminations	Coastal and Environmental Partnership Investments, Growth & Prosperity, Planning, Blackpool BID Town Centre Management Group	September 2023	Develop a better understanding of areas that require improved lighting
1C.2	<b>Develop a Lighting Strategy for the town centre</b> , which looks to set out a footing to provide lighting that is both practical and attractive across the central area, whilst also taking into account other strategic documentation regarding planning, highways, transport and the Climate Emergency.	Illuminations	Coastal and Environmental Partnership Investments, Highways, Growth & Prosperity, Planning, Blackpool BID Town Centre Management Group	September 2024	Develop a framework that provides standards, ambition and consistency for lighting across the centre of Blackpool

1C.3	Work with our street lighting provider to <b>improve lighting coverage in areas where this is required</b> , and develop innovative and feature-based lighting solutions for areas of high footfall that aid with security, streetscape and wayfinding. Consideration should be made of potential conflict between commercial requirements and residential locations within the town centre.	Illuminations	Coastal and Environmental Partnership Investments, Highways, Growth & Prosperity, Planning, Blackpool BID Town Centre Management Group, Strategy and Climate Team	Ongoing	Improved lighting coverage, better safety perceptions, easier navigation
1C.4	<b>Utilise the expertise of the Illuminations team and Lightpool project leads</b> to animate key areas of the town centre outside of display and festival periods.	Illuminations	Lighting, Highways, Blackpool BID Town Centre Management Group	Ongoing	Develop existing skills, improve local streetscape, drive footfall
1C.5	<b>Ensure feature lighting is built into key new developments</b> , wherever possible and enforceable, to enhance the built environment after dark.	Planning Strategy	Growth & Prosperity, Development Management, Enforcement, private sector developers	Ongoing	Improved streetscape, improved security
1C.6	<b>Identify innovative and sustainable ways of powering street lighting</b> , as well as other forms of illumination, that addresses long term provision and accommodates any increased capacity.	Strategy and Climate Team	Lighting, Highways, Illuminations	Ongoing	Addressing the Climate Emergency, economic savings
1C.7	Work with street lighting providers to <b>install physical and electrical infrastructure</b> that allows for the continuation of Blackpool's innovative history with lighting, and allows for additional illuminated features to be installed alongside street lighting.	Illuminations	Coastal and Environmental Partnership Investments, Growing Places, Highways, BID Town Centre Management Group, PFI Contractor	Ongoing	Improved streetscape, driving additional footfall, stronger seasonal offer
1C.8	<b>Install innovative lighting in key areas that increases activation of those areas</b> , and provides a footfall draw into those key areas, and into the town centre generally from peripheral areas. Victoria Street is a specific example for inclusion.	Illuminations	Growth & Prosperity, Highways, Coastal and Environmental Partnership Investments, Ellandi	Ongoing	Improved streetscape, driving additional footfall, improved connectivity

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<b>2. Clustering and Town Centre Usage</b>					
2A - Connectivity					
2A.1	<b>Outline walking and active travel routes from key arrival points into the town</b> , including Blackpool North railway station and Blackpool Central/Yeadon Way, into the heart of the town centre, and introduce clear and, where possible, innovative wayfinding measures into the heart of the town centre. This work should also influence wayfinding provision.	Highways	Transport, Growth & Prosperity, Blackpool BID Town Centre Management Group, Planning Strategy, Built Heritage, Illuminations, Parks and Green Environmental Services, Blackpool BID Town Centre Management Group, Blackpool BID Tourism Group, Active Travel	Ongoing, with work to begin in April 2023	Easier navigation from key arrival points to places of interest, footfall generation into less-visited streets
2A.2	Identify funding opportunities that will <b>allow the improvement of gateways and key routes from the Promenade into the town centre.</b>	Growth & Prosperity	Blackpool BID Town Centre Management Group, Blackpool BID Tourism Group, Highways	Ongoing	Conversion of higher levels of Promenade footfall into town centre footfall
2A.3	<b>Identify key entries into streets that act as vital thoroughfares</b> to be further developed, with additional greening and illumination, to promote their importance as connected streets.	Growth & Prosperity	Blackpool BID Town Centre Management Group, Highways, Blackpool BID Tourism Group	Identification to commence in April 2023	Improve attractiveness of walking routes through the town centre, further identify connected streets
2A.4	<b>Develop an overarching, integrated Town Centre Travel Plan</b> , addressing more sustainable travel options into, and across, the town centre. The Travel Plan should look to improve multi-modal access to, and through, the town centre, and include an audit of active travel provision, which assesses facility provision and priority levels for active travel users. This should include identifying a way to move forward with improving travel in the light of the failure to secure the Town Centre Access Scheme in LUF Round 2.	Transport	Highways, BTS, Growth & Prosperity, Planning Strategy, Strategy and Climate Team, Active Travel	June 2024	Improved town centre travel provision, better active travel links, reduced town centre traffic
2A.5	<b>Undertake improvements to Blackpool North Station</b> that are inclusive of greening.	Network Rail	Transport, Growth & Prosperity	June 2025	Improved arrival and departure points, improved perceptions, higher quality built environment
2A.6	Investigate <b>technological options around allowing limited access for certain vehicles to specific areas</b> within the town centre, and identify areas in which limited vehicle access could be beneficial.	Transport	Highways, BTS	Ongoing	Safer town centre usage, improved public transport provision
2A.7	Ensure <b>provision is maintained for coach parking, drop-off and pickup</b> in the town centre, to complement the town's transportation offer.	Highways	Development Project Managers, Private Sector Developers, Transport, VisitBlackpool, Parking	Ongoing	Maintained transport mix, inclusive town centre experience
2A.8	Ensure <b>provision of sufficient parking and infrastructure</b> within the town centre to accommodate the growth in <b>electric vehicle (EV) usage.</b>	Parking	Private Sector Developers, Strategy and Climate Team, Growing Places	Ongoing	Future-proofing of the town centre, better vehicle access, combatting the Climate Emergency
2A.9	Explore options around <b>shared ridership schemes</b> , including 'E-bikes for hire', that will allow people to move around the town centre quickly and easily.	Strategy and Climate Team	Transport, Active Travel	June 2024	Improved town centre accessibility, reduced travel times
2A.10	<b>Develop improved cycle routes into the town centre</b> , and improve cycling infrastructure within the town centre, including cycle parking. Development of the draft Fylde Coast Local Cycling & Walking Infrastructure Plan should be taken into account when establishing cycling route improvements, as should links to housing intervention areas.	Highways	Strategy and Climate Team, Growing Places, Lancashire County Council	Ongoing	Improved town centre accessibility, better quality provision for active transport, combatting the Climate Emergency, associated health benefits

2B - Town Centre Realignment					
2B.1	Identify opportunities and implement options to <b>encourage the co-location of complementary businesses and uses across the town centre</b> , including specific marketing activity, in order to support clustering and providing clearer identities for areas within the town centre, whilst supporting mixed-use development and accommodating the National Planning Policy Framework	Growth & Prosperity	Blackpool BID Town Centre Management Group	Ongoing	Create a clearer town centre identity, develop key destination points within the town centre
2B.2	<b>Explore the potential for pre-approval for street furniture in specific areas</b> to encourage street dining/cafes in areas where this will not be detrimental to trade or navigation.	Built Heritage	Planning Strategy, Development Control, Private Sector Partners, Blackpool BIDs	June 2024	More vibrant streets, improved trading potential, active frontages
2B.3	Where clusters within the town centre emerge or are established, develop methods of <b>promoting these clusters to specific audiences</b> within Blackpool and on a more broad basis.	Blackpool BID Town Centre Working Group	Communications, Arts, Growth & Prosperity, VisitBlackpool	Ongoing	Broadened visitor base, wider demographic attraction, increase in town centre footfall
2B.4	Explore options to <b>promote the Circular Economy</b> (incorporating the sharing, leasing, reusing, repairing, refurbishing and recycling of existing materials and products for as long as possible) within the town centre.	Strategy and Climate Team	Private Sector Partners, Growth & Prosperity	Ongoing	Less business wastage, reduced expenditure, improved business relationships
2B.5	Continue to <b>develop a recognised professional services and learning cluster at Talbot Gateway</b> , initially through the development of Talbot Gateway Phase 2 (Holiday Inn and tram terminus), Talbot Gateway Phase 3A (Civil Service Hub), and Talbot Gateway Phase 4 (Multiversity).	Growth & Prosperity	Estates, Planning Strategy, Development Control, Blackpool BIDs, Central Government, Blackpool & The Fylde College	Ongoing	Improved built environment, more year-round town centre footfall, improved employment opportunities, improved educational opportunities
2B.6	Develop a <b>world class year-round leisure development</b> within the town centre boundary at the <b>Blackpool Central</b> site.	Nikal	Growth & Prosperity, Blackpool Tourism BID, VisitBlackpool	2028	Improved town centre offer, improved visitor offer, better built environment
2C - Signage and Wayfinding					
2C.1	Work with other public, as well as private, sector partners to <b>develop a comprehensive and integrated wayfinding strategy</b> , that supports uniformity and creativity in aiding navigation of the town centre whilst improving the built environment. This wayfinding strategy should take into account active travel provision, existing strategic documentation, key transport nodes and provision for disabled town centre users, and should also look to develop links across the town centre between similar functions and areas of interest.	Transport	Blackpool BID Town Centre Management Group; Blackpool BID Tourism Group, Built Heritage, Planning Strategy, Highways, Growth & Prosperity	June 2024	Improve town centre navigation, improve attractiveness of town centre, increase footfall through underutilised areas
2C.2	Explore options to <b>promote the cultural sector, and any other prominent sectors</b> via trails or routes identified via wayfinding.	Growth & Prosperity	Built Heritage, Ellandi, VisitBlackpool, Communications	September 2023	Broadened user base, increased footfall, more diverse town centre offer
2C.3	Work in conjunction with Google Maps and other mapping services to <b>ensure highlights of the town centre are notable within apps and online services</b> that are now primary methods of wayfinding.	Growth & Prosperity	VisitBlackpool, Communications, Ellandi	Ongoing	Better user experience, improved perceptions, better connectivity

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<b>3. Community</b>					
<b>3A - Residents and Businesses</b>					
3A.1	<b>Support businesses in addressing planning, trading and other concerns</b> tied to public sector activity by establishing a communications route through the Town Centre BID that will provide key information to business owners and managers	Blackpool BID Town Centre Management Group	Planning, Trading Standards, Licensing, Highways	Ongoing, to commence in March 2023	Higher levels of business confidence, better communication between the public and private sector
3A.2	Support the business community by undertaking <b>dedicated marketing and promotion of town centre improvements and business achievements</b> to as broad an audience as possible. Develop a strategic approach to communications around town centre improvements, developments and openings, as well as wider town centre activity, including cultural and event-based activity.	Blackpool BID Town Centre Management Group	Visit Blackpool, Communications, Blackpool BID Town Centre Management Group, Ellandi	Ongoing	Improved perception of the town centre, better business recognition, improved footfall
3A.3	Re-establish key town centre facilities, and establish new town centre facilities once they are developed, as <b>community hubs for activity and information</b> . Look to support the development of the Creative Community to become an active, concurrent business community where this is required.	Arts	Town-wide arts organisations and community groups, Growth & Prosperity, Economic Development	Ongoing	Improved sense of community, better perceptions amongst local residents, higher footfall
3A.4	Where high quality interventions are made within the town centre that tackle the Climate Emergency, explore the possibility of allowing these <b>interventions to be used as demonstrator projects</b> for the local residential and business communities.	Strategy and Climate Team	Estates, Growth & Prosperity, Private Sector Developers	Ongoing, as projects are complete	Tackling the Climate Emergency, better business relationships, improved sense of community
3A.5	Undertake <b>promotional activity for the town centre's evening and night-time economies</b> amongst resident, visitor and business communities.	Blackpool BID Town Centre Management Group	VisitBlackpool, Private Sector Operators	Ongoing	Broadened visitor base, increase in footfall, development of overlooked economic elements
3A.6	Capture Fylde Coast spend by <b>improving the comparison retail, food and beverage and services offer</b> across the town centre portfolio, and ensure that the town centre continues to operate as a district centre for local residents.	Growth & Prosperity	Private Sector Operators and Landlords, Ellandi, Blackpool BID Town Centre Management Group	Ongoing	Stronger retail offer, more reasons to visit the town centre, better user experience
3A.7	Support the development of Blackpool's business community via the <b>development of The Edge</b> , with support from Town Deal funding.	Economic Development	Growth & Prosperity, Estates	March 2025	Improved business facilities, new catalyst for business growth
<b>3B - Wellbeing</b>					
3B.1	<b>Highlight health and wellbeing benefits</b> in the development of the town centre's active travel infrastructure.	Transport	Highways, Blackpool BID Town Centre Management Group, Communications, Public Health	Ongoing	Improved health locally, better accessibility
3B.2	<b>Promote the benefits of cultural activities</b> available within the town centre to mental and physical wellbeing.	Arts	Communications, Public Health	Ongoing	Improved mental wellbeing, improved access to cultural activity
<b>3C - Social Value</b>					
3C.1	Look to derive <b>as much social value activity as possible from all contracts</b> tied to town centre development work, and ensure social value activity outlined at the time of contract award is undertaken throughout the contract period. Assess the quality of social value work undertaken during contracts, and identify opportunities for improvement.	Growth & Prosperity	Social Value Coordinator, Procurement	Ongoing	Increased community engagement, broader town centre benefits
3C.2	Deliver <b>at least one job fair per year</b> within the town centre.	Ellandi	Growth & Prosperity, Communications, Social Value Coordinator	Annual	Improved sense of community, improved employment prospects locally

3C.3	Comprise a <b>report to measure social value derived from activity within the Houndshill Shopping Centre</b> , and look to extend this measurement to a town centre-wide assessment.	Ellandi	Growth & Prosperity, Social Value Coordinator	September 2023	Longer term improvement in social value activity
3C.4	Encourage businesses to help <b>maintain the quality of the town centre visitor experience through social value action</b> including maintaining green spaces, working parties that address cleanliness and other such activities.	Blackpool BID Town Centre Management Group	Private Sector Partners, Social Value Coordinator, Growth & Prosperity	Ongoing	Better user experience, higher quality urban environment
3C.5	<b>Encourage businesses to provide voluntary opportunities</b> , including work experience, for local residents and others in nearby communities.	Blackpool BID Town Centre Management Group	Growth & Prosperity, Private Sector Partners, Social Value Coordinator	Ongoing	Better opportunities for local people, improved skills, broader workforce

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<b>4. Events &amp; Meanwhile</b>					
<b>4A - Events</b>					
4A.1	<b>Create a strategy for events in the town centre that looks at balancing requirements from the BID, Council and private organisers.</b> The strategy must consider management costs, as well as delivery costs, and include the integration of events across multiple venues, including the Winter Gardens, Abingdon Street Market, and Houndshill. The development of a group of organisations that are likely to hold events in the town centre should develop and manage this strategy.	Blackpool BID Town Centre Management Group	Arts, Growth & Prosperity, Private and third sector events organisers, Ellandi, VisitBlackpool	December 2023	Improved events programme, improved cost management, better cohesion
4A.2	Establish a <b>booking mechanism for St John's Square</b> to allow for the space to be secured at will, with consideration of quality and curation of activity, for events and meanwhile uses (subject to other approvals).	Growth & Prosperity	Built Heritage, Highways, Blackpool BID Town Centre Management Group, VisitBlackpool	December 2023	Increased usage of a key town centre asset, footfall driven by additional events and meanwhile uses
4A.3	Ensure town centre businesses, particularly those in the food and beverage and associated hospitality sectors, are <b>aware of events and activities that will drive town centre footfall</b> , via a dedicated and specific communications route, in order to allow for adjustment of opening times and additional staffing requirements	Blackpool BID Town Centre Management Group	Communications, VisitBlackpool	Ongoing	More activated space in the town centre, improved town centre spend, additional footfall drivers
4A.4	<b>Create and promote events that connect with, and integrate, other communities</b> , particularly through food and drink, and utilising advisory support where available.	Blackpool BID Town Centre Management Group	Ellandi, Private and third sector events organisers, VisitBlackpool	Ongoing	Increased diversity, broader demographic base for town centre visits
4A.5	Undertake a <b>town centre-wide assessment of infrastructure needs to support future events in key spaces.</b>	Blackpool BID Town Centre Management Group	Growth & Prosperity, Highways, Illuminations	September 2023	Improved opportunities for events, increased footfall
<b>4B - Meanwhile initiatives</b>					
4B.1	Establish a range of locations, alongside St John's Square, where <b>temporary seating and dining spaces can be installed</b> that would be beneficial to both town centre users and nearby food and beverage businesses.	Highways	Blackpool BID Town Centre Management Group, Growth & Prosperity, Planning, VisitBlackpool	June 2024	More activated streets, improved dining options, improved streetscape
4B.2	Explore options for <b>incentivising extended opening for retail, food and beverage and hospitality businesses</b> within the town centre during major events and other periods of high levels of activity	Blackpool BID Town Centre Management Group	Growth & Prosperity, Ellandi, other landlords and agents	Ongoing	More activated streets, improved dining options
4B.3	<b>Increase street furniture that allows for added dwell time in key areas</b> of the town centre, particularly on Victoria Street, in order to increase social activity and develop additional spend opportunities for surrounding businesses.	Blackpool BID Town Centre Management Group	Ellandi, Growth & Prosperity, Highways, Planning	June 2024	Improved visitor experience, increase in dwell time, improved spend amongst nearby businesses
4B.4	Develop a <b>Council-owned shop or other space</b> , potentially within the Winter Gardens' western frontage or within alternative prime location, and utilise a <b>not-for-profit model to support young and growing businesses</b> in developing a high street presence.	Built Heritage	Growth & Prosperity, Blackpool BID Town Centre Management Group	June 2024	Improved town centre offer, better opportunities for local entrepreneurs
<b>4C - Vacant Space</b>					
4C.1	<b>Develop a Landlords Register</b> that identifies landlords in Blackpool who are willing to engage in pop-up uses across the town centre and who can benefit from initiatives aimed at tackling vacancy.	Growth & Prosperity	Blackpool BID Town Centre Management Group, Ellandi	December 2023	Better meanwhile usage, reduction in short term vacancy



4C.2	<b>Support landlords overseeing vacant units in the town centre</b> in attracting new tenants, by providing data and supporting documentation, and exploring financial support options, including grant and loan funds, where appropriate.	Blackpool BID Town Centre Management Group	Growth & Prosperity, Ellandi, Strategy and Climate Team	Ongoing	More active street frontages, better retail and food and beverage offer, improved footfall
4C.3	Catalyse the activation of vacant units by <b>connecting landlords overseeing vacant space with those looking for meanwhile town centre uses</b> , including pop-up retail, pop-up food and beverage, and temporary arts and cultural uses.	Growth & Prosperity	Blackpool BID Town Centre Management Group, Ellandi, Private Sector Landlords and Property Owners, External Agents	Ongoing	Improved town centre retail, food and beverage and cultural offer, activation of inactive frontages, improved leasing prospects
4C.4	<b>Explore agencies and other organisations</b> who are already well-established in marrying vacant spaces with meanwhile or more permanent uses within town centres.	Growth & Prosperity	Blackpool BID Town Centre Management Group, Ellandi	September 2023	Better cohesion, reduced vacancy, improved town centre offer
4C.5	<b>Engage with Creative Lives</b> regarding their Meanwhile Use programme	Built Heritage	Growth & Prosperity, Blackpool BID Town Centre Management Group	June 2023	Better meanwhile usage, improved access to potential users
4C.6	Tackle retail vacancy through the <b>re-initiation of the Culture Shops programme</b> .	Built Heritage	Growth & Prosperity, Arts, Blackpool BID Town Centre Management Group	June 2024	Reduction in vacancy rate, increase in reasons to visit, better access to cultural activity
4C.7	Develop a <b>coordinated marketing approach</b> to promote Blackpool's town centre as a place to do business.	Growth & Prosperity, Blackpool BID Town Centre Management Group	VisitBlackpool, Communications, Ellandi	Ongoing	Improved recognition of Blackpool as a business destination, improved longer term offer
4C.8	Complete the <b>redevelopment of Abingdon Street Market</b> , with support from the Shared Prosperity Fund, and look for ways in which the refreshed offer can be used to catalyse further rejuvenation of the area.	Growth & Prosperity, Private Sector Operator	Ellandi	Spring 2023 / Ongoing	Improved offer to town centre users, variation in offer, incentivisation of improvement to surrounding area
4C.9	Following the unsuccessful application to the Levelling Up Fund, look to support private sector developers in <b>rejuvenating the former General Post Office</b> building on Abingdon Street.	Private Sector Developers	Growth & Prosperity	Ongoing	Improved built environment, reduced vacant space, improved visitor offer
4C.10	Ensure there is a continued drive to generate continued occupancy across Blackpool Council's town centre retail and leisure portfolio, and <b>continually look to improve the town centre's retail and leisure offer</b> .	Growth & Prosperity	Ellandi	Ongoing	Improved town centre offer, reduced vacancy

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<b>5. Culture &amp; Entertainment</b>					
<b>5A - Storytelling and Entertainment</b>					
5A.1	Develop <b>links between any required wayfinding and Blackpool's individuality</b> and history.	Built Heritage	Growth & Prosperity, Blackpool BID Town Centre Management Group, VisitBlackpool, Communications, Private Sector Developers and Operators	Ongoing	Better feeling of community and locality, improved accessibility
5A.2	Develop an <b>aligned strategy for town centre marketing and promotion</b> that looks to combat negative perceptions of the area.	Blackpool BID Town Centre Management Group	Growth & Prosperity, Private Sector Developers and Operators, Communications, VisitBlackpool	September 2023	Improved perceptions, increased footfall
5A.3	Support the continued development of the town centre's entertainment offer through the <b>completion and promotion of the IMAX cinema</b> within the extension to the Houndshell Shopping Centre	Growth & Prosperity	Backlot Cinema, Ellandi, Blackpool BIDs, VisitBlackpool, Communications	September 2023, Ongoing	Improved perceptions of the town centre, better built environment, improved offer for residents and visitors
<b>5B - Cultural initiatives</b>					
5B.1	Undertake a <b>feasibility study of the Grundy Art Gallery and Central Library</b> , and its surrounding area, considering facility expansion and overarching regeneration requirements in the immediate vicinity.	Arts	Growth & Prosperity, Economic Development	September 2023	Improvement in cultural facilities, regeneration of peripheral area, establishment of localised strategic direction
5B.2	Ensure the <b>Cultural Strategy shows alignment with the Town Centre Strategy</b> and Action Plan.	Arts	Economic Development, Growth & Prosperity	December 2023	Better cohesion, stronger spatial and strategic alignment
5B.3	Ensure that the <b>three Arts Council England National Portfolio Organisations</b> with a presence within the town centre (Grundy, Grand Theatre, Illuminations) <b>work cohesively to deliver a high quality, recognised cultural offer</b> across the town centre in conjunction with other cultural assets and organisations.	Arts, Grand Theatre, Illuminations	Other cultural groups and organisations	Ongoing	Improved cohesion, improved cultural offer, better visitor offer, higher footfall
5B.4	<b>Nurture independent art and cultural organisations</b> across the town centre and include their activity in the publicised cultural offer.	Arts	Blackpool BID Town Centre Management Group, VisitBlackpool, Communications	Ongoing	Improved arts and culture recognition,
5B.5	<b>Explore options regarding a public and street art festival</b> across the town centre, that will help to activate the streetscape and leave legacy artwork in key locations.	Arts	Blackpool BID Town Centre Management Group, Blackpool BID Tourism Group, Local arts and cultural organisations and individuals	September 2023	Improved public art offer, street activation, increased footfall
5B.6	Look to <b>marry cultural activity across the town centre with key events and other programming</b> , such as Word Fest, to create a broader events calendar.	Arts	Winter Gardens, Grand Theatre, Visit Blackpool, Communications	Ongoing	Improved cultural offer, town centre cohesion, increased town centre-wide footfall
5B.7	Ensure <b>Blackpool's libraries, and specifically Central Library, are included in any consideration of Blackpool's town centre cultural offer.</b>	Libraries	Arts, Economic Development, Communications, Visit Blackpool, Blackpool BID Town Centre Management Group	Ongoing	Broader cultural offer
5B.8	Develop a <b>joined up approach to promotion of the town centre's cultural visitor offer</b> that outlines cultural destinations and events alongside Blackpool's broader visitor and attraction-based offer, and marry cultural activity across the town centre with key events and other programming, such as Word Fest.	Arts	Communications, Visit Blackpool, Blackpool BID Town Centre Management Group, Blackpool BID Tourism Group	December 2023	Better recognition of cultural offer, broader demographic amongst visitor base, potential for increased spend and higher footfall
5B.9	Ensure <b>Blackpool Council's Heritage and Arts Collections are available for public access</b> in a suitable facility.	Heritage, Arts	Growth & Prosperity, Economic Development, Estates	Ongoing	Stronger community assets, better built environment
5B.10	<b>Complete the development of Showtown</b> , and actively promote it as an addition to Blackpool's cultural visitor offer.	Showtown team	VisitBlackpool, Blackpool Tourism BID, Communications, Heritage	March 2024	Improved cultural offer, stronger visitor offer

ID	Action	Lead Role/Team/Partner	Associated Teams/Partners	Timeline	Outcome
<b>6. Heritage</b>					
<b>6A - Protection of Assets</b>					
6A.1	Utilise the findings of the previously outlined feasibility study to support the identification of <b>funding streams that will allow for the protection of both the Grundy Art Gallery and Central Library.</b>	Arts	Growth & Prosperity, Heritage, Economic Development	June 2025	Improved built environment, long term protection of heritage assets, better visitor experience
6A.2	<b>Support the Grand Theatre in acquiring funding</b> to deliver its heritage capital plan, in order to maintain the building's physical material.	Built Heritage	Growth & Prosperity, Friends of The Grand	Ongoing	Improved visitor experience, long term protection of heritage assets, improved built environment
6A.3	<b>Identify funding sources</b> , provide supporting advice for development and ensure compliance with legal requirements in <b>protecting the Winter Gardens, Blackpool Tower and North Pier.</b>	Built Heritage	Strategic Leisure Assets, Blackpool Entertainments Company Ltd, Merlin Entertainments, Private Sector Owners, Growth & Prosperity	Ongoing	Improved built environment, long term protection of heritage assets, better visitor experience
<b>6B - Heritage Action Zone (HAZ)</b>					
6B.1	<b>Create a panel with professional skills from the creative sector to curate tenancies in the live/work units</b> developed as part of the HAZ initiative, and establish a governance process that empowers the local creative community to facilitate development of young local creatives.	Built Heritage	Arts, Growth & Prosperity, Economic Development	June 2024	Diverse town centre mix, better governance, improved creative offer, potential broader demographic visitor base
6B.2	Provide <b>support and assistance to the operators of 28 Topping Street</b> , and monitor outputs associated with the facility.	Built Heritage	Non-Council Operators	Ongoing	Adherence to funding requirements, support for a community asset
6B.3	Investigate the <b>opportunity for expanding the 28 Topping Street model</b> into other properties to provide gallery/creative space/repair café-type activities.	Built Heritage	Growth & Prosperity, Economic Development, Arts	March 2024	Stronger town centre offer, better community assets
6B.4	Tackle retail vacancy through the <b>re-initiation of the Culture Shops programme.</b>	Built Heritage	Arts, Growth & Prosperity, Economic Development	September 2023	Reduced vacancy, stronger engagement with cultural activity
6B.5	Explore opportunities to <b>fund the repair of stonework on the northern frontage of the Winter Gardens building.</b>	Built Heritage	Growth & Prosperity, Estates	September 2023	Better quality built environment, protection of a heritage asset

ID	Action	Lead Role/Team/Partner	Associated Teams/Partners	Timeline
<b>A. Governance</b>				
<b>Delivery</b>				
G1	<b>Develop a Town Centre Working Group</b> across Blackpool Council's officer cohort, with external support, to aid in coordinating town centre interventions.	Growth & Prosperity	Blackpool BID Town Centre Management Group, All key Council services	June 2023
G2	Continue to <b>explore all avenues for the centralised funding of town centre schemes</b> and interventions.	Growth & Prosperity	Economic Development, All other service areas	Ongoing
G3	Utilise LTP funding to <b>improve transport and highways provision where possible.</b>	Transport	Highways, Growth & Prosperity	Ongoing
<b>Partnership</b>				
G4	<b>Establish a Cultural Steering Group</b> to draft and deliver Blackpool's new Cultural Strategy, including its town centre elements.	Arts		June 2023
G5	Put together a <b>register that identifies and recognises key networks and organisations</b> that utilise key spaces across the town centre	Growth & Prosperity	Town centre-wide input	December 2023
G6	<b>Support organisations such as Blackpool Civic Trust, the Winter Gardens Trust and the Friends of the Grand</b> in their fundraising for the maintenance and development of key assets.	Built Heritage	Growth & Prosperity, Corporate, other data holders	Ongoing
G7	<b>Utilise business networks, such as BBLG, to promote town centre developments.</b>	Communications	Town centre-wide input	Ongoing
G8	Look to develop a <b>cohesive working arrangement across Blackpool's theatres</b> to create complementary programming across the town.	Winter Gardens, Grand Theatre, Arts	Blackpool BID Tourism Group, VisitBlackpool	Ongoing
G9	Ensure the <b>Blackpool Heritage &amp; Museum Trust is fully recognised in town centre governance</b> when shifting to a new arms length organisation framework.	Arts	Council-wide, Economic Development, Blackpool Heritage & Museum Trust	March 2024
<b>Measurement</b>				
G10	Undertake <b>Event Impact Evaluation activity for all major events</b> within the town centre, utilising data sources already available, as well as additional surveys where necessary.	Blackpool BID Town Centre Management Group	VisitBlackpool, Strategy and Climate Team, Growth & Prosperity, Blackpool Tourism BID, Ellandi, Communications	Ongoing
G11	<b>Utilise data sources, such as the Visitor Insights footfall data, effectively,</b> and in a way that improves the visitor experience within the town centre.	Blackpool BID Town Centre Management Group	Growth & Prosperity, Blackpool Tourism BID, Communications, Ellandi, VisitBlackpool	Ongoing
G12	Undertake a <b>study that measures the social impact of Houndshill Shopping Centre,</b> with a view to implementing similar measurement across the broader town centre.	Ellandi	Growth & Prosperity, Blackpool BID Town Centre Management Group	September 2023
<b>Enforcement</b>				
G13	Support building and planning enforcement, traffic enforcement, trading standards enforcement and other <b>enforcement activity that improves the town centre user experience</b> by addressing resourcing issues where possible.	Council-wide	Police, security officers, all town centre stakeholders, Blackpool BID Town Centre Management Group	Ongoing
G14	Support the <b>enforcement of existing Traffic Regulation Orders</b> and review the need for new TROs in the town centre.	Transport	Highways	Ongoing
G15	Explore the <b>possibility of moving management of traffic offence enforcement to the civil enforcement team</b> in order to address resourcing.	Transport	Police, Highways	June 2024

G16	Ensure the <b>more peripheral areas within the town centre boundary benefit from enforcement activity</b> to the same degree as the Principal Retail Core.	Blackpool BID Town Centre Management Group	Council-wide, Security officers, all town centre stakeholders	Ongoing
G17	Initiate a <b>joined up approach to the management of CCTV</b> across the town centre.	Blackpool BID Town Centre Management Group	Police, security officers, CCTV operators	September 2023
G18	Work alongside the Police and other bodies to <b>address significant antisocial behaviour issues across the town centre</b> and explore ways to design out these issues within developments.	Blackpool BID Town Centre Management Group	Council-wide stakeholders, Police, Growth & Prosperity, Enforcement	Ongoing