

## Appendix 5e: Budget Engagement Survey Results

The survey window ran between December 21<sup>st</sup> 2022 and 16<sup>th</sup> January 2023 with both an online and paper version. Paper copies were available in children’s centres, sports and leisure services and in public facing council buildings. 106 responses were submitted via the online method and 12 paper surveys were completed. Residents and local businesses were asked to rate the level of importance of services on a 5 point scale ranging from very important to very unimportant. The areas were presented in line with the 2 Council priority areas.

<b>Resilient Communities</b>	
Help and Support Services	Delivering services for children and adults including those with additional needs and/or disabilities, safeguarding responsibilities including reducing the number of children in care by improving the social care system. Offering drug and alcohol services and family hubs in local neighbourhoods. Delivering benefits services and general customer services including complaints, comments or inquiries.
Increasing Resilience	Continuing to support people as we recover from the pandemic working more closely with other services such as charities NHS and schools, improving the coordination of volunteers across the town to help build better community services, supporting businesses to maximise take up of loans and funding.
Environment	Household recycling and bin collections, Household Waste Recycling Centre, street cleaning, maintaining parks, open spaces, wildlife and biodiversity, supporting businesses to reduce carbon emissions. Supporting businesses to receive external funding to reach net-zero carbon emissions, planting more trees and council activity is net-zero by 2030.
Improving Housing	Continuing to refurbish private sector properties to a high standard through the council’s company “My Blackpool Home” and giving greater help to housing developers to allow them to build more affordable houses in Blackpool.
<b>Resilient Economy</b>	
Jobs and Skills	Growing the Blackpool Enterprise Zone providing hundreds of jobs to add to the quality and range of work spaces in Blackpool, continuing “The Platform” for youth employment support, supporting business digital connectivity though high speed fibre internet and encouraging business growth via “Multiversity” a carbon-neutral new campus in the town centre.
Transport	Improving local transport services via tram extension works, new car parks, supporting growth of energy, aviation and food businesses, improving roads and pavements, improving electric car charge points and creating a Central Business District at Talbot Gateway.
Things to do	Sport and leisure facilities, Winter Gardens Conference Centre, Blackpool Illuminations, libraries, museums, galleries, theatres, and Blackpool Central which will include attractions including the UK's first flying theatre. Increasing co-ordination and promotion of events and tourism through Blackpool Business District.

## Representation

118 residents and 4 businesses took part in the engagement and cover a relatively diverse range of residents responses with different ethnic identities, sexual orientations and health conditions, however there was low level of engagement with residents aged over 75 and aged under 24 and females were over-represented. Therefore findings may not be representative of all genders nor the views of younger and older residents.

## Scoring

### Residents

Rank	Relative Importance	
1	10 out of 10	<b>Help and Support Services</b>
2	7 out of 10	<b>Increasing resilience</b>
3	7 out of 10	<b>Environment</b>
4	6 out of 10	<b>Things to do</b>
5	5 out of 10	<b>Improving Housing</b>
6	4 out of 10	<b>Transport</b>
7	3 out of 10	<b>Jobs and Skills</b>

Out of 118 resident surveys, help and support services was scored as the most important area, with the increasing resilience environment as very close second and third most important areas. 'Things to do' was ranked the fourth most important. Improving housing was ranked fifth most important area. Transport was ranked the second least important and jobs and skills was the lowest area of important for residents.

### Businesses and organisations

Rank	Relative Importance	
1	10 out of 10	<b>Jobs and Skills</b>
2	7 out of 10	<b>Improving Housing</b>
3	5 out of 10	<b>Help and Support Services</b>
4	3 out of 10	<b>Transport</b>
5	3 out of 10	<b>Things to do</b>
6	1 out of 10	<b>Increasing resilience</b>
7	1 out of 10	<b>Environment</b>

Businesses scored jobs and skills as the most important area with improving housing as the second most important area. Help and support services was ranked third. Transport and Things to do were a very close fourth and fifth rank area. Increasing resilience was the second lowest important area and the environment was scored the least important area. However 4 businesses took part so this is not likely to represent wider business views in Blackpool.

## Comments

The survey also welcomed comments from residents and businesses to understand more about the reasons underpinning the scores.

For resilient communities, housing was most frequently commented on, despite overall residents scoring this area as the relatively least important one. Housing comments discussed quality of housing stock, landlords, quantity of homes and affordability.

For a resilient economy, things to do was most frequently commented on followed by transport. Comments discussed the variety of things to do that support tourism and residents where residents receive access and discounts as well as see benefits of the investment from tourist attractions. Transport links and poor road conditions were commented on too.

## Suggestions

The survey also welcomed suggestions from residents and businesses about income generation and providing value for money.

For income generation; stronger enforcement and fines were a popular suggestion. For value for money, requests to not increase council tax rates, request to reduce business rates, invest in parks and green spaces, regenerate derelict buildings, raise youth aspiration, improve transport, invest in local landlords and companies, and resurface roads and increase bin collection / size of bins.

A full list of comments is included later in this document.

**Resident Raw Scores (base = 118)**

Rank	Relative Importance		Very unimportant	Quite unimportant	Neither unimportant or important	Quite important	Very important	response rate
1	10 out of 10	<b>Help and Support Services</b>	2	1	12	27	44	75%
2	7 out of 10	<b>Increasing resilience</b>	4	7	13	23	32	70%
3	7 out of 10	<b>Environment</b>	4	4	28	46	30	95%
4	6 out of 10	<b>Things to do</b>	5	7	13	21	20	53%
5	5 out of 10	<b>Improving Housing</b>	4	5	5	3	17	34%*
6	4 out of 10	<b>Transport</b>	11	14	27	32	31	98%
7	3 out of 10	<b>Jobs and Skills</b>	6	4	14	19	9	48%

\*indicates low response rates

**Business Raw Scores (base = 4)\***

Rank	Relative Importance		Very unimportant	Quite unimportant	Neither unimportant or important	Quite important	Very important	response rate
1	10 out of 10	<b>Jobs and Skills</b>	0	0	0	0	2	50%*
2	7 out of 10	<b>Improving Housing</b>	0	0	0	2	2	100%*
3	5 out of 10	<b>Help and Support Services</b>	0	1	0	0	2	75%*
4	3 out of 10	<b>Transport</b>	0	0	1	1	0	50%*
5	3 out of 10	<b>Things to do</b>	1	0	1	0	2	100%*
6	1 out of 10	<b>Increasing resilience</b>	1	0	0	1	0	50%*
7	1 out of 10	<b>Environment</b>	0	1	0	0	0	25%*

## Who took part?

118 responses from Blackpool Residents.

### Sex

Female	76	64.06%
Male	38	32.20%
Skipped	4	3.39%

### Age

16-24	1	0.85%
25-34	25	21.19%
35-44	29	24.58%
45-54	21	17.80%
55-64	25	21.19%
65-74	11	9.32%
75+	1	0.85%
Skipped	5	4.24%

### Disability

No	73	61.86%
Yes, but it doesn't limit me	10	8.58%
Yes, limited a little	18	15.25%
Yes, limited a lot	13	10.92%
Skipped	4	3.39%

### Ethnicity

Black or Black British (Caribbean/African/Other)	1	0.85%
Other ethnic group (e.g. Arab)	1	0.85%
White (British/Irish/Other)	111	94.07%
Skipped	5	4.24%

### Sexual Orientation

Asexual	1	0.85%
Bisexual	2	1.70%
Heterosexual	91	77.12%
Homosexual	10	8.47%
Skipped	14	12.71%

## Comments from residents: Resilient Communities

### Housing

"**There are so many properties in blackpool that could be renovated** rather than building new on what little green space we have left. Private sector are making big profits from many struggling individuals. It's time the council took back responsibility and supported a social housing solution long term. "

"**More council houses** need to be built"

"As a landlord I keep my properties up to a good and decent standard. Some landlords get away with putting people into homes with leaking roofs and no heating! I've seen it with my own eyes!!! I have worked super hard at mine and believe me I don't earn much at all! And these landlords you let into Blackpool who don't live here and get away with everything illegal and they have huge disposable income! It's wrong. **You'd be better off giving the funding to local small end landlords who know the homes, the area and the people of the community.**"

All these areas have a knock on implications to improving lives which in turn reduces further budget pressures dealing with symptoms of a poor society. Good quality housing, open spaces and wellbeing results in less ASB, Health problems and addiction issues just a few examples) which means communities can be stronger and more connected and on a positive spiral which then means they can 'help themselves' better through volunteering and community projects. You can't expect someone with poor quality housing and in high deprivation to be part of a 'friends group' or support community food banks etc. to help others and the environment around them. They have to be a few steps up on Maslow's hierarchy of needs and **the council should help folks 'step up'**

"Maintaining safe clean environment with appropriate housing that is safe for all because there is **not enough housing available.**

Housing and Education are important for the wellbeing of children, at the end of the day, it's our children that will look after Blackpool in the future, however, there are elements of education which aren't much use in modern day Blackpool and unfortunately that's for the education department of central government to sort out, housing and the improvement of it is increasingly important, there are **multiple abandoned and derelict properties in Blackpool which could and should be taken over and converted into housing** for local people or those with a local connection especially if we anticipate a rise in homelessness due to the cost of living crisis, services should look at developing enough school places for all children to access education, libraries are an important factor and need to be maintained and in addition, further investment into the local economy to boost jobs and even volunteer opportunities.

**Not enough housing is driving rent prices very very high** and often they are extremely poor quality landlords too who do not do repairs until it's an emergency. Having increased housing allows better competitive market while simultaneously being able to get housing for new and old people.

"Private sector should be able to pay for these from the money they already receive via their tenants/council. **Housing development doesn't need help for costs as they don't pass profits on.** Although important for them include affordable housing this is normally via 50/50 share for example with the person and the cost of building a house hasn't gone up as dramatically as it has for purchasing a house. When the houses are sold they make substantial profits even if 50/50 share. "

"**They will never build affordable homes.**"

"**More social housing** less private multi-house owning profit gaining landlords"

"**Everyone needs a home** so there needs to be a wide selection."

The environment is key for long term resilience in the town. Maybe make it so that all new builds have to have solar? Plant more trees, especially in the central area. Lytham road and central drive especially are urban nightmares with no greenery - depressing."

"The people of Blackpool need suitable accommodation which is currently in dire need. **More social housing is needed as well as quality but affordable private accommodation.**

"Residents need to be given support but also shown how to take responsibility for things such as getting into work and family matters."

### Climate

"It is important to maintain a clean and healthy environment but I don't believe achieving net zero should be part of this. Maintain and improve existing housing but **slow down the rate of house building.**"

"Should prioritise help for those with the greatest needs. Environment and housing options need to include move towards **retrofitting poorer quality older housing with energy efficient heating and insulation** (which will help environmentally and with cost of living)"

"We have a huge climate emergency that appears to be accelerating. We may be able to lever funding to support other issues, but the **environment should be our main priority.** "

"Quite simple really. All of the above are of enormous importance, but the **health of the planet and its population must receive priority.**"

"The **environment effects everyone** and not just for certain individuals"

"**The environment is the absolute top priority** in our household, particularly changing from car use to cycling and walking."

"Housing support is beneficial to those who need it **and the environment is important for children.**"

"Green space and access to **active transport is very important.** We want less money spent on facilities for cars."

## Town Pride

"There are many areas in Blackpool that are **tardy** at best."

"Having recently visited the town centre in both the evening and the daytime I no longer feel able to relax and enjoy shopping or socializing there. The very obvious presence of an increasing number of people exhibiting what appear to me to be drug induced states is, in my opinion, **seriously undermining the entire regeneration scheme**. There appears to me to be a goal of "gentrifying" Blackpool. That cannot, in anyone's book, be achieved whilst leaving this issue unaddressed. Lovely new attractions, facilities etc. are all very nice but something must urgently be done about the number of people sleeping rough and begging in shop doorways. Never mind the posh paint job grants. Let's tackle the dreadful impression of Blackpool as a centre for drug addiction, and the anti-social behaviour of people apparently under the influence of drugs. I used to be proud of Blackpool. Now? Not so much. All those millions of pounds being spent of the regeneration scheme will be money down the drain if the drug issues and homelessness is not addressed with a cohesive, joined up plan of co-operation with charities and council. It's an utter disgrace that this issue has been allowed to fester whilst trumpeting about all the money we have been given to improve the town. These sad people will all have complex needs to help them change their lifestyle. Where's the allocation for that?"

"Everything is reliant on the other it's like a circle. Education less drugs better affordable homes better area to live"

"I work full time an own my own home, other than emptying my bins etc. **I feel I don't really see any benefit for the large amount of money I have to pay each year as council tax**. I'm just out of the threshold to gain any benefits so have to struggle on regardless, I should sell my house quit my job and rely on benefits I would be better off."

"Any funds must be spent on the **residents of Blackpool; not the tourists**."

## Support Services

"**Adult & Children's Social care needs system redesign**."

"**Families require support** in all aspects".

"I see how **much support is needed**."

"**Social Care is really in need of an overhaul** giving direct help to families in need. An estimated 10.6 million Carers in the UK are unpaid. This has a real time effect on their health, employment and finances which in turn affects the value of the care."

"I'm a single person. I live in a 3 bed house I need to downsize preferably near to where I work I'm being charged for an extra room, I'm having trouble keeping up with council tax but **nobody listens**."

"**Drug and alcohol services** are important and keeping families together"



### Levelling Up

“Ever increasing divisions in society generally are mirrored specifically in the Blackpool area. Anything that assists a “levelling up” process is important. **Blackpool Council, really needs to step up to the plate and lead seriously by example.** Hopefully such steps would enable far more people to become engaged thus ultimately increasing aspects of resilience.”

"Blackpool has traditionally been known as a town that is high on all the different deprivation lists. Traditionally the town has had MP's from both major parties however in the last 3 years there have been more MP's from the governing party which in turn has seen an increased investment in the town. It's been refreshing to see the council have sufficient additional funds to start making it a better place to live and work. There have been some innovative thinkers placed in roles that have seen a shift in how services are managed. Services of note are adult social service. There are continued areas for development and I would like to see more contracts awarded to companies that have their H.O in Blackpool. This would in my opinion help the local economy by **keeping the money in the locality** rather than it going to other geographical areas. Tenders ask if there is a town presence but a business just needs to open a shop or office (sometimes a promise is enough) more emphasis and higher priority should be given to businesses whose primary directors live in the area.”

“As two parents who are in full time well paid work, I would appreciate **spending that focuses** on more than supporting the deprivation, addiction etc. And some thought to Blackpool **residents who do not fall in to these categories** as there are a number of us living here.”

### Homelessness

"**It is outrageous in 2023 that people are living in squalor** or paying greedy landlord high rent for this! Blackpool you just have to get these 'people' off the streets and promenade up near North pier area ...It is not acceptable to let them take ownership of this area/shelters/doorways opposite/the area on the prom there with the pillars should be developed for local and tourists to enjoy all stinks of wee and we are scared to walk down there past tents are rubbish from their partying!! People enjoying the air show had to endure this...there is plenty of help for these people they don't want it! Have a zero tolerance on 'street people' they are given gifts of bedding etc. its left all over the place if they won't accept help then they should not be made welcome."

“**Blackpool streets are terrible** for Litter and there is Homeless people all over the town centre, we need to improve the street scene more trees planted, Make the town centre nice like Preston. Clean the Back streets of Blackpool better, fine people who Litter. Add more bins next to Bus stops on Talbot road. You need to change people's attitude towards where they live, Blackpool is a Transient Town and it's a shame. You need to Clamp down on Pubs and Clubs serving drunk people. Blackpool is a scary place at Night time, to many Fights and people attacked. You need better CCTV in town and more police. Crime in Blackpool is bad and Younger Kids don't care, it's getting scary”

### Jobs and Skills

“Mainly **tech** hopefully save money and **bring new jobs**”.

## Comments from residents: Resilient Economy

### Things to do

"I think **Blackpool is well stocked** in 'Things to do'"

"This brings **lots of tourists** which aids the local economy."

Blackpool rely on leisure so need constant input to keep things up to date, **shopping in general has gone down** but with the plans that are already in place (everything mentioned above) of which funding has already been granted will hopefully bring more foot fall to town centre and make our town more interesting for private businesses to invest in

"**I really can't see how you are improving things for residents!**"

"Activities and **things to do are important for children and adults wellbeing** and mental health".

"**The illuminations are on too long wasting energy** on week days in the winter. People do not come to Blackpool for the illuminations during a school week.

"Creating more opportunities and **providing the means for people to access** them is of great importance. Increasing Blackpool's cultural offer is important for both tourists and residents alike."

"The council needs to concentrate on **regular everyday sports facilities for Local residents** and not private enterprise schemes such as the flying theatre which should be left to private businesses to develop."

Wages and salaries in Blackpool are low and the prices in the local sports centres are too high and prohibitive. This will not help Blackpool residents to improve their health and fitness"

"All of these services and organisations have a huge benefit to the town and need continued investment. **More coordination would be beneficial.**"

"Help young people to find jobs. Maintain existing transport infrastructure. Maintain existing sports and leisure facilities. "

**More free & cheap things to do for Blackpool residents** OR help to improve the poverty in Blackpool so families can actually afford to visit these attractions

"I don't play sport and feel the other **benefits are aimed at tourism.**"

"Very nice but **clean up the other areas is more important the contrast is alarming** between these developments is alarming! It look like Blackpool doesn't care! I heard people on the tram coming south towards North pier (yes another gateway to Blackpool (say comments like:-what has happened to those building why they don't (you) make use of them? Why are all those people drinking and partying in doorways mummy? Why doesn't Blackpool do something...telling kids not to look...? "

## Roads and Transport

"**The roads around Blackpool are appalling!!** I'm fed up of having to avoid unnecessary bumps from drains/ grids in the middle of the road, or avoid pot holes. Our council tax continuously rises yet the roads don't improve. Stop raising our council tax to spend on unnecessary things in Blackpool. Use it on what helps residents day to day. "

"**Not interested in electric car charging points.**"

"We have **good transport and leisure** facilities already."

"It is not about the tram extension you need to **improve the bus services**, increase the frequency and reliability. If you don't do this you are not going to get 3,000 more people in the town centre."

"**I don't believe EV charging points should be installed** on residential roads as this will cause problems with residents. For example, if you do not own a EV and a charging point is installed outside your house you will not be able to park there, i completely understand that it is Public Highway however this will cause residents to fall out and possibly worse. I have no problem with EV charging points in the town centre and car parks."

"The library and leisure facilities are the only ones we benefit from. **Only sustainable transport is of interest to us**, not new roads and certainly not new car parks."

"**Extending the tram service** is highly important to us.

"**Aviation growth is not compatible with a net zero strategy.**"

"The roads around Blackpool are in a terrible state and cause problems with our cars and unless the council will start contributing to car repairs, **the roads need sorting ASAP**".

## Jobs and Skills

"Jobs locally are important otherwise the **bigger cities take over leaving us with nothing.**"

"**Jobs and skills keep up families' income, confidence and social skills.** Transport is important for those who don't drive, tourism generates business.

"Jobs and skills - **focus should be on providing sustainable careers for local young people** rather than seasonal hospitality and tourism work"

"**More jobs and skills** will lead to increased resilience."

"As a **young professional I feel quite alone** in Blackpool"

"Blackpool still has a high number of people claiming benefits due to a variety of reasons.

**Employment should be encouraged** and businesses should be supported to be able to offer a more diverse variety of individuals to take up work

Transport links that are improved will assist both visitors and locals to access the town and should be improved in a way that will reduce the towns overall carbon foot print

There has been some recent innovation in the type of leisure services that have become available for both visitors and locals however I would like to see more free or significantly reduced solutions so that a holiday in Blackpool or a stay vacation becomes a viable option.

It's well documented that access to quality jobs boosts self-esteem, independence and people's lives all round. **Blackpool needs well paid jobs** otherwise it will 'drain' young people with ambition and privilege and become a sink for those who are more disadvantaged"

"Blackpool prides itself on being a tourist centre. Obviously then, funds should be sensibly directed towards that. With WFH having become a substantial component of the "new normal" do we really need more office space and business facilities in the town centre? Really? In an increasingly digital world, the desktop has become virtual for most of us (certainly for me). When it comes to business meetings perhaps encouraging hospitality venues and smaller business to offer their spaces for small business meetings may be the way to go. OR how about encouraging the landlords who let properties to shops to convert the upper parts of their buildings into useable office space. That way the disgraceful state of some of those buildings may improve. Again, it's all very lovely having improved shop fronts among the larger new facilities, but people CAN see the many eyesores that comprise the upper portions of retail tenanted premises. **A very poor impression still lingering and ruining the regeneration effort.**"

### Green Space

**"Public spaces and parks should be protected** and maintained."

"Libraries are sufficient as they are, and the **galleries and museums should raise additional funding through business sponsorship** not tax payers money."

"I would love to see **more trees** in residential areas. I used to live in [another city] where there were so many break out green spaces so that everyone could access nature easily. I love Stanley Park, but it's only one place to visit. I find Blackpool is a bit bland. Lytham has got more greenery along roads and has parks scattered across it. This helps the place to feel safer, and I think attracts a demographic of people who have money to build the economy.

**"More trees** would help Blackpool to be a majorly better place to live."

### Interconnected economy

"Things to do is important as a seaside town, our economy is very reliant on seasonal workers (which need housing) our transient population (transient because they come for the season to fill jobs) the tourists keep the town going and **without things to do, tourism will cease and our economy will suffer**, we need investment into public transport as not all residents drive or have access to a car and are reliant on public transport for shopping, commuting to and from work/school/college, for family contact and a whole host of other reasons, if public transport is not on time or affordable then people can become isolated and that in turn can affect mental

health which then impacts on their ability to work etc.”

“Our health service and social care needs more input as well as our road conditions improved and fly tipping addressed.”

### Comments from residents: Savings or income maximization

#### Refuse and Recycling

"Instead of charging people to dispose of their waste e.g. inert waste/bulky items, **offer free collection to avoid fly tipping.**

More frequent bin collection for public areas and those who have no wheelie bins to refuse the litter problems in those areas.

Encourage volunteers to assist in park clean ups etc.

Offer rewards like free attraction/gym pass/cinema tickets/bus pass for time given. Local businesses could donate and generate advertising. "

“The Council could attempt to **deal efficiently and effectively with fly-tipping** rather than continue with the currently, hugely wasteful sticking plaster approach it insists on using!”

“Invest in volunteers who help litter pick for no pay in their areas, there is good people in this town, but a lot of People who couldn't care less. Provide Dog poo bags on the streets so people can pick up better, and provide more Bins. Educate tourists to respect the Town better and engage with Hotels, create nicer healthy communities, and prioritise residents above Tourists. Everything is aimed at Tourists in Blackpool. But you will not create a cleaner better Blackpool if you leave the back streets, of the town to ruin were people Live. **Invest more into Residents Health and clean the alleyways properly.**”

#### Housing

“**Stop housing refugees in hotels.** Provide accommodation for local homeless population instead”.

"**Stop giving funding to out of area landlords...** stop giving facilities to people who definitely don't need it...I had a client who claimed to be blind and was getting a guide dog.... I watched her reading a pamphlet perfectly and getting up and leaving a room with no assistance at all.... People like these are skimming local money”

#### Buildings

“**Reduce office space** through hybrid working.”

“Some of the more **derelict buildings in the town could be bought and then leased** to the college for Trainees to do up giving proper hands on experience. These buildings could then on completion be used to house homeless and or immigration asylum seekers in a much more cost effective way. Charities could be given the opportunity to run them providing additional job

opportunities both as volunteers and as paid staff”

“**Sort out the eyesore** patch (steel structure seems abandoned) on the prom near Waterloo Rd and the old Hartes building. The state of these make that area extremely unattractive. Could there be more car parking facilities in that area?”

### Commissioning

"Rethink libraries. Can they be more of a community hub or **integrated into community hubs** like @the Grange. I do think they are important so please don't close but can the assets be used better?"

“Need to continue work to **reduce Children Services costs** of looked after children.”

“**Help the volunteer sector** and charities doing vital work such as star Blackpool and counselling in the community.”

"The good investment we are currently seeing will hopefully reap rewards for future years. I'd **consider reviewing the current private health and social care contracts**, particularly the large profits these companies are making, i.e. care homes for young people, and consider bringing services like this back into council control. This isn't demonstrating good value for money.

**Work with local businesses**, inputting more into illuminations or the communities they work with. Support the third sector to deliver what the council can't - although do so in a way that is cost effective as often council ends up paying expensive 'on costs' when commissioning work with the third sector who have a local reputation of over promising and under delivering in many areas. Work with local communities to better connect people and build their own resilience.”

“Build upon the excellent Blackpool Business Leaders' Group. The greatest asset any organisation or town has is its people. Ask successful business owners large and small for ideas. Increase the flow of information and co-operation. There was a lot to be said for the meetings that used to go on back in the 1980s and early 90 between hoteliers and larger venues. Re-instate those and see what happens. Broaden the categories to include retailer's large and small, hospitality and entertainment. Consult with them face to face before spending money. Discover their needs and desires directly. Facilitate more conversation and less presentation. People want to feel more heard and less talked at. Don't leave "consultation" at a digital portal and expect to garner the true breadth and depth of people's opinions. Conversation and coffee can go a long, long way toward gaining insight. Look to see what smaller trade companies may be able to do within the greater scheme. **Put the money back into the local economy by involving local sub-contractors** rather than relying solei (as I perceive it- and let's face it perception is nine tenths of reality) on huge conglomerates who's fees may not feed back into the local economy but be spent elsewhere. The cost of a few cups of coffee may pay dividends for many years to come. Sort out the housing issue. Then you'll get more council tax. No brainer.”

## Tourism

**“Hold more events throughout the year**, perhaps introduce a 1940's weekend (encourage locals and visitors to dress up, have big bands, displays, 1940's tea dance) , a steampunk weekend, extend the Christmas market beyond food and fairground rides (there is literally a whole stretch of seafront from North pier right up to South pier, Lytham St Anne's have much more to offer with their Christmas market - Santa, local crafts, food, bars, local produce, locally made goods etc. etc.) Blackpool has a wealth of old buildings - open a few up for ticketed ghost hunts in collaboration with local groups of paranormal investigators and local psychics, hold a geek convention, have some re-enactment shows (Vikings, medieval, Roman etc. - it's educational and fun) the list of things that could be done is endless .”

**“A big music arena that bigger artists will perform at.** Will also help out hospitality sector, create jobs and means not having to travel to the big cities over an hour away. There's plenty of population to fill an arena”

"I think it's great that the lights are on for longer to attract more people to the area in the winter, but as we know the weather is not always with us, so maybe more indoor seating on the seafront like **igloos for people to book online and also make the ice rink bigger but make a charge for it.** I've moved here 18 months ago and see a big difference. You need to be attracting people from the cities to come to the seaside all year round. But they will only come if it's worth it”

Don't know how you do it but **bring in some big shop names to the town centre** - mainly the pedestrian area outside hounds hill and Church Street on the other side of m and s that is now cheap shops and tat.”

“Invite corporate businesses to invest, to create a diverse job sector. It appears all we have is tourism, health care and mental health. The town is dying and has been since the late 80's. South shore has died already. Is the same going to happen to central? **Stop spending on tourism** and look inland (1 street back from the promenade) all areas”

**“More small independent bars, restaurants and social settings**, more night time activities for 20 year olds that are niche and unique, rather than the unsafe, un-inviting, tourist stag do drug taking drunken 60+ year old queens street filth.”

“Don't waste money on **illumination and public events**”

“Maybe investing in folk that have nothing to do with **tourism** would help as that **seems to be the sole interest of the council** normally.”

"Would running the **illuminations through winter weekends** not be cost effective? Do we get enough tourism at winter weekends?

**“Run attractions yourself** and stop letting Blackpool be a Merlin resort, the sandcastle was profitable, yet you squandered it!”

**“Compulsory take control of buildings/shops which are left in a disgusting state** give grants to

those struggling but want to clean them up but not greedy landlords. Charge tourist a fee to go through the light a minimal fee like £10 a car why should everything be free? Lots of people do not 'spend a penny' literally when they visit...they bring picnics ...throw rubbish out of the windows for local to pick up near their properties and yes use our spaces as toilets. Fireworks etc. the Xmas market was lovely but who made money? Out of town companies! Yes I live on the prom see it all!"

### Staff pay review

"Pay review for all staff. Some are overpaid by 10s of thousands while other staff are way underpaid for their skills when compared to the private sector."

"Stop paying **top jobs too much money** -too many chief not enough Indians"

"Perhaps look at **spending less on ridiculous wages** of those in senior positions which are ridiculous."

"**Get rid of your over/high paid executives** & get the conservatives back in the helm"

"Increase efficiency, **chop dead wood from highly paid positions that don't deliver**, employ motivated and informed people in council over career people some of whom don't have any rooted investment in Blackpool Use common sense."

### Accountability

"**Services need to join together more**. Spend time creating one council team rather than services that blame each other and push customers between them. So much is 'double handled' as it's pushed around departments. Need to create teams that work together".

"Minimise horrendous expenditure on attractions or tangible items that seems to be sinking the budgets down i.e. tram benches, and put that money to better use. Perhaps, instead of throwing the debt at residents by increasing council tax, start **managing your budgets better** through better due diligence of how that money is being spent and used to improve the long-term quality of life in Blackpool.

Be more responsible with the money. Rather than throwing a lot of it at those simply choose to sit on their bottoms and claim benefits and council help with everything, greater tighter requirements and start getting people to work and pulling tighter funding for those who choose to get everything for the taxes paid for by those who go to work, pay the bills and yet, more and more is being drained from our bank to fund the living and services of those who don't deserve it due to the lack of their contribution to society. In short, stop being a 'clowncil' and start acting for its residents! Thank you."

"**Reduce reliance on private sector advisors** tend quasi to the council - you already employ people to do this if they can't make the decision why are they needed?"

**Stop wasting money on stuff that's not needed like 100k trees** and use funds better to look after residents and council tax payers!"

"To be quite honest, I am frankly astonished that the council seemingly goes for the most



expensive and useless services. It's a common complaint, but **WHY did you put £10,000 per tree** for multiple trees on Cookson Street. How was that 10k each! I have spoken to many local contractors who are shocked as they wouldn't have charged half as much per tree if they thought they could get away with it.

Not enough checks are being done to ensure the cost and design are appropriate. **For £100,000 does that sound correct to place ten trees** on a street with minimal disruption to the space they take up? I would understand full size oak trees, but not the chopsticks that ended up there. It's very inappropriate and more people need to check these applications before it's approved and paid for. It makes my brain implode when I see these things the council does."

"Stop the corruption within council and **employ proper loss prevention team** who can investigate ALL levels."

"Cut back on Councillor vanity projects and focus on what is best for the town as a whole rather than **Cllrs 'competing' against each other.**

"Stop wasting money on **vanity projects.**"

"**Cut the amount of money the council leaders and mayor / mayoress get!** By my reckoning it would save at least £60,000. It is not hard to see where you can start making savings."

### Climate

"**LED street lights** save electricity and **lower the co2** foot print"

"Invest in **tidal energy.**"

"The promotion of **green tourism** to take advantage of the growing market."

"Change the some of the space given to private vehicles to **infrastructure for protected bike lanes and pleasant walking.**"

"Please **stop funding net zero.**"

"Stop wasting money planting trees in the middle of summer (e.g. at revoe park) they all died because no-one watered them! **Trees should be planted in autumn** and winter."

"**Stop laying stone pavements!** They look great, but they are slippery when wet and cost loads... tarmac is cheaper. Also, when the slabs are removed, they are replaced with tarmac! Turn off lights in your public buildings at night."

"You bought trees for the centre of Blackpool for another exaggerated amount? Someone in the **council is profiting** from these!"

### Leisure

"**Passport to leisure:** Discount for attractions and leisure centres for local residents on certain benefits i.e. DLA, PIP, under 18, students and Pensioners on pension credits  
Each one costing under 10 pounds per year per person gives discounts

For gym membership or single use of gym or pool or class at leisure centre tickets at winter Gardens and grand theatre as well as sand castle and school holiday events such as blackpool fc football in community events”

### Enforcement

“**Fines for litter and dog fouling** to be reinvested in the town”

“**More security cameras** on the streets the ones you got are pathetic you can’t see nothing”

**Cut down on waste within departments**, for example the other year you decided to put in place a potential plan for transforming all of at Whalburgas road, no one requested this and only section would should have been considered is from St Mary's school which already had a cycle lane. It was thrown out as not required everyone knew this!

"**Hire more traffic wardens** and enforcement officers to deal with anti-social behaviour etc., the money you get in penalties will more than cover the labour cost and make £££s in the process.

### Jobs and Skills

“Why is a scheme not developed where **unemployed people** can attend and earn their benefits by **getting involved in local projects, and community work**, the scheme would create jobs to run and **teach new skills to unemployed** people and improve the local area.”

"The Council should become a **major provider of PPE** to ay sector that needs it. They have done a sterling job during the pandemic providing free PPE to social care. They could continue this service and with the buying power of the council they would then be able to offer PPE potentially at a very competitive rate and make some money from it?"

### Additional Comments from residents:

“Good luck! It’s an impossible task as deprivation creates expensive local issues to solve and without quality jobs and housing it’s hard to reverse the trend of a whole town when council budgets are being squeezed to only be reactive.”

“The council is doing an excellent job despite the current challenges and the attempts by our MP to discredit this work.”

“Please do what is best for Blackpool. You are elected because residents trust you to work in their best interests. Thank you for the work that you do.”

### Businesses

“**Reduce rates** for commercial premises and save local retailers. Make it easier for small businesses to trade in the town rather than online. Brings people in and benefits other traders

“Consider visiting local **businesses** on what could help their businesses thrive a little better; temporary **discounts on rates, grants** to have improvements made e.g. to the exterior or for needed repairs”

### Transport links

**"Make more use of the coastal paths** and links for visitors"

"Plan to **extend the trams to St Anne's**. This would be very popular with residents and tourists too. "

**Resurface St Anne's Road."**

**"Provide park and ride** for day trippers from Whitehills Industrial estate."

"There is a road which has so many **pot holes** that needs fixing a little further on the road next to South Shore Academy."

"Where is the money for separate, **safe cycling?**"

"Please consider the residents before you go off on one of your hair brained schemes. Plus the **roads are a disgrace** they all seem to have developed smallpox."

### Tourism

**"Make it easier for people to Airbnb their own homes?** It's the modern way!!"

**"Make Blackpool family friendly** again and get rid of the tacky old-fashioned bars where drugs and drunkenness are rife"

**"Promote and support** (through events, grants, safe spaces and opportunities) Blackpool's **artists, musicians, writers and activists** Blackpool's image should be showcasing the creativity, the music, the talent, the skateboarding culture that Blackpool's youth thrive in instead of topping the table for deprivation, poverty, low employment, lowest life expectancy, highest rate of child exploitation, domestic abuse & suicide."

"Help **existing b and b owners** rather than building new chain hotels."

**"Don't slash everything,** residents need to be prioritized, we need healthy green 🌳 communities. Not everything is about Tourism. Better police and Blackpool hospital should have a tax were people who don't live in Blackpool have to pay to be seen at hospital. Residents cannot get good care because it's full of Tourists been drunk from Night out, Blackpool should be a special case, because it's a seaside Town and people come here from all over the UK and Victoria hospital and dentists, GPS are all overstretched, because people come here from other parts of the UK and need services, it's not fair on residents who live here"

### Regeneration

"Just **clear the dilapidated buildings** so builders have something new to build on"

**"Regenerate south shore** (Bond Street is a prime example)"

"Consider options **not always focused on promenade properties,** as many residents and businesses will say; it feels that many areas one street and onwards from the promenade are heavily neglected in support"

“Consider the future of some very rundown buildings, e.g. a couple on Tyldesley Road, by deciding whether they should receive **heavy renovation or be replaced with a newer building**”

“Encourage a contractor to **finish the housing area** across from the Blackpool Transport corporation building as it is extremely derelict. Could a new feature or park be more appropriate at this stage?”

“Build a small free concrete **skate park on Grange Park** to give the kids some purpose”

### Green Space

“**More money spent on local parks**, Blackpool is a deprived area and with most families struggling with the rising cost of bills, escapism to local parks and free activities for children should be at the forefront. Stanley park play area is in need of refurbishment even with the most recent changes”

“If you could **inject more 'Green'** into Blackpool centre and surrounding areas. Trees, shrubbery etc... It looks so much better when there's 'Green' around. I used to live in [another country] and each town has a green quota...They had to have so many trees and planted areas. It's a well-documented fact on how green spaces affect the psyche of people as well as the cooling aspect of shaded areas during hot months...then there's the environmental impact. Concrete jungles are easier to maintain but green spaces earn their keep in so many ways.”

“Please **stop selling off green space.**”

“**STOP SELLING OFF GREEN SPACES, WE BARELY HAVE ANY LEFT!!!!**”

“The idea of '**net zero**' is **not achievable** for most-although I agree efforts should be made, central government are setting impossible standards that will not be met and at what cost to communities?”

### Refuse and Recycling

“Consider **high capacity bins** for waste especially around the town centre similar to methods used in places such as the Netherlands, if not more frequent bins to reduce the overflow that occurs frequently.

“**More recycling** especially for flats and HMOs”

### Specialist support

“**Consider a program**, perhaps a safe haven or halfway house, for **addicts and homeless to rebuild their lives** and try to get out of their hole that seems to always get deeper, or have a more involved helping hand with existing organisations, perhaps offering things such as therapy for example”

### Enforcement

“**Prosecute more** shop lifters instead of ignoring shop keepers pleas for help people take what they want and you lot ignore it”.

"CCTV cameras needed"

Council tax rises

"No more vanity projects at the expense of local services please"

"Putting up council tax again should be avoided. Its hard enough with the cost of living and increased bills - it is very worrying :( "

"Help people with council tax do I have to do what my neighbours have done? Rent my home out and go live in a caravan? Try looking after your residents...can't get UC as income too high! My income is same as 32 yrs ago! Open your eyes I am by far not the worst off resident but **wish I had not moved here!!** Will be selling up asap "

"Council tax payment keep rising but I don't feel like services improve, bin collections aren't frequent enough or bins need to be bigger, the streets are in a disgusting state, dog fouling is a huge issue, crime is on the rise **and very little seems to be done.**"

"We need **cheaper rates.**"

"Give tax payers value and **stop cutting services** to low band council tax payers in favour of more affluent areas. Deplorable, yet ongoing!"

"On the topic of council tax, there is a cost of living crisis with every household worrying about paying their bills - for this reason **how about not increasing it this year.**"

### Comments from businesses and non-resident workers: Resilient Communities

**“Invest more in residents** and their opportunities and services to reduce transience **rather than our tourism industry**, which we do need and is fantastic but residents feel they are being left out for the sake of profits.”

**“Headway Blackpool Wyre Fylde** is a charity that provides services to adults with brain injuries they offer 1:1 support as well as two weekly support groups and receive no funding at all to pay for staff wages. They work just as hard at the stroke group and provide arrange services that **should get some commissioned support** even if it was just to pay for 2 staff wages. Without this services over 50 families would have no support.”

**“Sort the begging** situation out in the town. Also there needs to be somewhere for people with **mental health issues to drop in** and talk”

### Comments from businesses and non-resident workers: Resilient Economy

**“Improve transport opportunities that promote independence**, not ones that make people depend on an external service. **The range of things to do could be expanded to include more creative activities** e.g. the work that Left Coast & Show Town do with the community sector is incredible - more of that please.

**Improving job opportunities for our young people will raise aspiration** (e.g. I won't have 12 year olds asking for work placements in takeaways and pound shops because they believe they aren't good enough to do anything else or that there isn't anything else out there).”

### Comments from businesses and non-resident workers: Savings or income maximization

**“Turn of street lights after 11pm.** Stop spending on your tourism and **invest instead on upskilling residents** and changing the work culture. **Utilise existing staff skills instead of buying in consultants”.**

“I am interested to know about the future of the once boating pool on North shore. Any time I have visited I have not seen it being used as a go kart track.

**Convert boating pool back to original use with water sports.** (Safe area, paddle boarding -it's fashionable!). A social space that's good for the environment, residents & tourists.”