

| ID | Action | Lead Role/Team/Partner | Associated Teams/Partners | Timeline | Outcome |
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| 1. Public realm | | | | | |
| 1A - Streetscape | | | | | |
| 1A.1 | Develop an innovative and effective enforcement mechanism that allows for the securing of St John's Square , 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 | Improve shop frontages on key routes 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 regular 'deep clean' regime into the town centre , 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 town centre-wide street furniture audit , 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 | Undertake assessments, and create a rolling programme of ongoing actions, relating to footway and highway quality 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 | Develop a cohesive approach to public realm creation, maintenance and development 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 town centre pilot for multi-faceted enforcement 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 | Investigate co-ordinated approaches to utilities management , 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 ' priority streets ', including: Bank Hey Street; Victoria Street; Church Street; Birley Street; Topping Street. | 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 identify opportunities to increase public open space , 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 physical interventions within the town centre's built environment support climate adaptation , 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 |
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| 1B - Environment | | | | | |
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| 1B.1 | Undertake a town centre 'greening audit' , 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 | Develop a strategic approach to introducing green infrastructure into the town centre , 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 | Explore options regarding, and pilot, temporary planting within the town centre , 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 | Identify funding sources, or alternative options, for the maintenance of planting and greening 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 | Connect community projects that look to support greening activity with potential spaces within the town centre that could benefit from planting , 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 | Explore options regarding the development of new, purposely-developed green space 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 support the sustainable generation of electricity in the town centre , 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 | Undertake a town centre 'lighting audit' 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 | Develop a Lighting Strategy for the town centre , 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 |

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| 1C.3 | Work with our street lighting provider to improve lighting coverage in areas where this is required , 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 | Utilise the expertise of the Illuminations team and Lightpool project leads 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 | Ensure feature lighting is built into key new developments , 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 | Identify innovative and sustainable ways of powering street lighting , 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 install physical and electrical infrastructure 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 | Install innovative lighting in key areas that increases activation of those areas , 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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| 2. Clustering and Town Centre Usage | | | | | |
| 2A - Connectivity | | | | | |
| 2A.1 | Outline walking and active travel routes from key arrival points into the town , 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 allow the improvement of gateways and key routes from the Promenade into the town centre. | 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 | Identify key entries into streets that act as vital thoroughfares 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 | Develop an overarching, integrated Town Centre Travel Plan , 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 | Undertake improvements to Blackpool North Station 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 technological options around allowing limited access for certain vehicles to specific areas 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 provision is maintained for coach parking, drop-off and pickup 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 provision of sufficient parking and infrastructure within the town centre to accommodate the growth in electric vehicle (EV) usage. | 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 shared ridership schemes , 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 | Develop improved cycle routes into the town centre , 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 |
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| 2B - Town Centre Realignment | | | | | |
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| 2B.1 | Identify opportunities and implement options to encourage the co-location of complementary businesses and uses across the town centre , 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 | Explore the potential for pre-approval for street furniture in specific areas 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 promoting these clusters to specific audiences 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 promote the Circular Economy (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 develop a recognised professional services and learning cluster at Talbot Gateway , 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 world class year-round leisure development within the town centre boundary at the Blackpool Central 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 develop a comprehensive and integrated wayfinding strategy , 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 promote the cultural sector, and any other prominent sectors 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 ensure highlights of the town centre are notable within apps and online services that are now primary methods of wayfinding. | Growth & Prosperity | VisitBlackpool, Communications, Ellandi | Ongoing | Better user experience, improved perceptions, better connectivity |

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| 3. Community | | | | | |
| 3A - Residents and Businesses | | | | | |
| 3A.1 | Support businesses in addressing planning, trading and other concerns 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 dedicated marketing and promotion of town centre improvements and business achievements 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 community hubs for activity and information . 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 interventions to be used as demonstrator projects 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 promotional activity for the town centre's evening and night-time economies 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 improving the comparison retail, food and beverage and services offer 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 development of The Edge , with support from Town Deal funding. | Economic Development | Growth & Prosperity, Estates | March 2025 | Improved business facilities, new catalyst for business growth |
| 3B - Wellbeing | | | | | |
| 3B.1 | Highlight health and wellbeing benefits 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 | Promote the benefits of cultural activities available within the town centre to mental and physical wellbeing. | Arts | Communications, Public Health | Ongoing | Improved mental wellbeing, improved access to cultural activity |
| 3C - Social Value | | | | | |
| 3C.1 | Look to derive as much social value activity as possible from all contracts 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 at least one job fair per year within the town centre. | Ellandi | Growth & Prosperity, Communications, Social Value Coordinator | Annual | Improved sense of community, improved employment prospects locally |

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| 3C.3 | Comprise a report to measure social value derived from activity within the Houndshill Shopping Centre , 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 maintain the quality of the town centre visitor experience through social value action 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 | Encourage businesses to provide voluntary opportunities , 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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| 4. Events & Meanwhile | | | | | |
| 4A - Events | | | | | |
| 4A.1 | Create a strategy for events in the town centre that looks at balancing requirements from the BID, Council and private organisers. 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 booking mechanism for St John's Square 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 aware of events and activities that will drive town centre footfall , 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 | Create and promote events that connect with, and integrate, other communities , 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 town centre-wide assessment of infrastructure needs to support future events in key spaces. | Blackpool BID Town Centre Management Group | Growth & Prosperity, Highways, Illuminations | September 2023 | Improved opportunities for events, increased footfall |
| 4B - Meanwhile initiatives | | | | | |
| 4B.1 | Establish a range of locations, alongside St John's Square, where temporary seating and dining spaces can be installed 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 incentivising extended opening for retail, food and beverage and hospitality businesses 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 | Increase street furniture that allows for added dwell time in key areas 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 Council-owned shop or other space , potentially within the Winter Gardens' western frontage or within alternative prime location, and utilise a not-for-profit model to support young and growing businesses 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 |
| 4C - Vacant Space | | | | | |
| 4C.1 | Develop a Landlords Register 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 |

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| 4C.2 | Support landlords overseeing vacant units in the town centre 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 connecting landlords overseeing vacant space with those looking for meanwhile town centre uses , 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 | Explore agencies and other organisations 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 | Engage with Creative Lives 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 re-initiation of the Culture Shops programme . | 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 coordinated marketing approach 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 redevelopment of Abingdon Street Market 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 rejuvenating the former General Post Office 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 continually look to improve the town centre's retail and leisure offer . | Growth & Prosperity | Ellandi | Ongoing | Improved town centre offer, reduced vacancy |
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| 5. Culture & Entertainment | | | | | |
| 5A - Storytelling and Entertainment | | | | | |
| 5A.1 | Develop links between any required wayfinding and Blackpool's individuality 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 aligned strategy for town centre marketing and promotion 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 completion and promotion of the IMAX cinema 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 |
| 5B - Cultural initiatives | | | | | |
| 5B.1 | Undertake a feasibility study of the Grundy Art Gallery and Central Library , 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 Cultural Strategy shows alignment with the Town Centre Strategy and Action Plan. | Arts | Economic Development, Growth & Prosperity | December 2023 | Better cohesion, stronger spatial and strategic alignment |
| 5B.3 | Ensure that the three Arts Council England National Portfolio Organisations with a presence within the town centre (Grundy, Grand Theatre, Illuminations) work cohesively to deliver a high quality, recognised cultural offer 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 | Nurture independent art and cultural organisations 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 | Explore options regarding a public and street art festival 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 marry cultural activity across the town centre with key events and other programming , 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 Blackpool's libraries, and specifically Central Library, are included in any consideration of Blackpool's town centre cultural offer. | Libraries | Arts, Economic Development, Communications, Visit Blackpool, Blackpool BID Town Centre Management Group | Ongoing | Broader cultural offer |
| 5B.8 | Develop a joined up approach to promotion of the town centre's cultural visitor offer 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 Blackpool Council's Heritage and Arts Collections are available for public access in a suitable facility. | Heritage, Arts | Growth & Prosperity, Economic Development, Estates | Ongoing | Stronger community assets, better built environment |
| 5B.10 | Complete the development of Showtown , 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 |
|--|---|------------------------|---|----------------|---|
| 6. Heritage | | | | | |
| 6A - Protection of Assets | | | | | |
| 6A.1 | Utilise the findings of the previously outlined feasibility study to support the identification of funding streams that will allow for the protection of both the Grundy Art Gallery and Central Library. | Arts | Growth & Prosperity, Heritage, Economic Development | June 2025 | Improved built environment, long term protection of heritage assets, better visitor experience |
| 6A.2 | Support the Grand Theatre in acquiring funding 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 | Identify funding sources , provide supporting advice for development and ensure compliance with legal requirements in protecting the Winter Gardens, Blackpool Tower and North Pier. | 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 |
| 6B - Heritage Action Zone (HAZ) | | | | | |
| 6B.1 | Create a panel with professional skills from the creative sector to curate tenancies in the live/work units 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 support and assistance to the operators of 28 Topping Street , 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 opportunity for expanding the 28 Topping Street model 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 re-initiation of the Culture Shops programme. | Built Heritage | Arts, Growth & Prosperity, Economic Development | September 2023 | Reduced vacancy, stronger engagement with cultural activity |
| 6B.5 | Explore opportunities to fund the repair of stonework on the northern frontage of the Winter Gardens building. | 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 |
|----------------------|---|--|--|----------------|
| A. Governance | | | | |
| Delivery | | | | |
| G1 | Develop a Town Centre Working Group 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 explore all avenues for the centralised funding of town centre schemes and interventions. | Growth & Prosperity | Economic Development, All other service areas | Ongoing |
| G3 | Utilise LTP funding to improve transport and highways provision where possible. | Transport | Highways, Growth & Prosperity | Ongoing |
| Partnership | | | | |
| G4 | Establish a Cultural Steering Group to draft and deliver Blackpool's new Cultural Strategy, including its town centre elements. | Arts | | June 2023 |
| G5 | Put together a register that identifies and recognises key networks and organisations that utilise key spaces across the town centre | Growth & Prosperity | Town centre-wide input | December 2023 |
| G6 | Support organisations such as Blackpool Civic Trust, the Winter Gardens Trust and the Friends of the Grand in their fundraising for the maintenance and development of key assets. | Built Heritage | Growth & Prosperity, Corporate, other data holders | Ongoing |
| G7 | Utilise business networks, such as BBLG, to promote town centre developments. | Communications | Town centre-wide input | Ongoing |
| G8 | Look to develop a cohesive working arrangement across Blackpool's theatres to create complementary programming across the town. | Winter Gardens, Grand Theatre, Arts | Blackpool BID Tourism Group, VisitBlackpool | Ongoing |
| G9 | Ensure the Blackpool Heritage & Museum Trust is fully recognised in town centre governance when shifting to a new arms length organisation framework. | Arts | Council-wide, Economic Development, Blackpool Heritage & Museum Trust | March 2024 |
| Measurement | | | | |
| G10 | Undertake Event Impact Evaluation activity for all major events 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 | Utilise data sources, such as the Visitor Insights footfall data, effectively, 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 study that measures the social impact of Houndshill Shopping Centre, with a view to implementing similar measurement across the broader town centre. | Ellandi | Growth & Prosperity, Blackpool BID Town Centre Management Group | September 2023 |
| Enforcement | | | | |
| G13 | Support building and planning enforcement, traffic enforcement, trading standards enforcement and other enforcement activity that improves the town centre user experience 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 enforcement of existing Traffic Regulation Orders and review the need for new TROs in the town centre. | Transport | Highways | Ongoing |
| G15 | Explore the possibility of moving management of traffic offence enforcement to the civil enforcement team in order to address resourcing. | Transport | Police, Highways | June 2024 |

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|-----|--|--|---|----------------|
| G16 | Ensure the more peripheral areas within the town centre boundary benefit from enforcement activity 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 joined up approach to the management of CCTV 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 address significant antisocial behaviour issues across the town centre and explore ways to design out these issues within developments. | Blackpool BID Town Centre Management Group | Council-wide stakeholders, Police, Growth & Prosperity, Enforcement | Ongoing |
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