

BE WHO YOU WANT TO BE

Business and Community Area
of the
Claremont Ward



Public Realm

Safety and Security

Arts, Heritage and Culture

Young People

Health and Wellbeing

Business and Community

Marketing and Communications

Governance



North Shore Business
(NSB) Group
BLACKPOOL

community discussion group for local
businesses, landlords and property owners

SUPPORTED BY

Blackpool Council

ID	Action	Lead Role	Associated Teams/Partners	Timeline	Outcome
1. Public Realm					
1A - Streetscape					
1A.1	Undertake a highway and traffic management review, considering network efficiency and potential changes to the network that will aid traffic and pedestrian usage alike.	Highways	NSBG, Businesses, Community	Ongoing	Improved traffic flow and accessibility to all
1A.2	Undertake assessments and invest in the look and feel of the highway appropriate to the area, ongoing actions, relating to footway and highway quality particularly outside key assets in the area, including retail, food and beverage, leisure, cultural and heritage assets, to ensure residents and visitor experience is positive, helping to create a sense of place.	Highways	NSBG, Arts, Community, Businesses	February 2024	Create a sense of place
1A.3	Undertake an area-wide street furniture audit, looking at clutter that can be removed from the areas footpaths and pedestrianised areas, and identifying useful street furniture that is currently lacking in the area that can be installed strategically rather than on a piecemeal basis.	Highways	Telecomms and other utilities, Growth & Prosperity, Built Heritage, NSBG	September 2024	Better navigation of public spaces, more inviting built environment, increased dwell times
1A.4	Seek to improve the streetscape, and identify future projects and investment for the 'priority streets', including: Queen Street, Dickson Road, Abingdon Street, Lord Street.	Growing Places	NSBG, Ellandi, Highways	Ongoing	Focus for investment, improvement to most visited areas
1B - Environment					
1B.1	To continue to work with NSBG to improve the cleanliness of the area, cutting across domestic and commercial waste, including activities to address fly-tipping, dog fouling and through guidance and support encouraging people to do the right thing in relation to their waste.	ENVECO	NSBG, Waste Policy and Partnerships, Environmental Protection, Dog Wardens, Highways, Keep Britain Tidy	Ongoing	Improve the look and feel of the area in terms of a clean and pleasant environment
1B.2	Develop a strategic approach to introducing green infrastructure in to the area, which builds on existing strategic documentation and looks to source resource and other forms of support to aid greening.	Parks and Green Environment, Planning Strategy	Growth & Prosperity, Highways, Strategy and Climate Team, NSBG, Businesses, Community	September 2024	Stronger strategic approach to introduction of green space, improved area greening
1B.3	Explore options regarding, and pilot, temporary planting within the area, 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. Innovative planting methods should also be explored in order to best utilise limited space, with research partners acquired where possible.	Parks and Green Environment, Planning Strategy	Strategy and Climate Team, Planning Strategy, Growth & Prosperity, Highways, NSBG, Businesses, Community	Ongoing	Improved greening in the area, better quality streetscape
1B.4	Ensure greening activity undertaken as part of the High Street Accelerator pilot programme supports government objectives to design out anti-social behaviour	High Street Accelerator Group	Parks and Green Environment, NSBG, Businesses, Community		

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1. Public Realm					
1B.5	Identify funding sources, or alternative options, for the maintenance of planting and greening within the area, and establish a maintenance programme to support greening and planting efforts.	Parks and Green Environment, Planning Strategy	Growth & Prosperity, NSBG	Ongoing	Improved perceptions, better quality streetscape, improved greening
1B.6	Connect community projects that look to support greening activity with potential spaces within the area that could benefit from planting, to increase perceptions of ownership and support community development.	Parks and Green Environment, Planning Strategy	Strategy and Climate Team, all private sector partners, ENVECO, Growing Places, NSBG, public engagement	Ongoing	Improved sense of community, improved green space
1B.7	Explore options regarding the development of new, purposely developed green space within the area, replacing hard landscaping which currently dominates.	Parks and Green Environment, Planning Strategy	Growth & Prosperity, Planning Strategy, Development Control, Strategy and Climate Team, NSBG	Ongoing	Better quality green space(s)
1C - Illuminate					
1C.1	Undertake an area 'lighting audit', which identifies key streets and areas that should be prioritised for a lighting upgrade.	Coastal and Environmental	Highways, Growth & Prosperity, Planning, NSBG, CLP	September 2024	Develop a better understanding of areas that require improved lighting
1C.2	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 area.	Coastal and Environmental	Highways, Growth & Prosperity, Planning, NSBG, CLP, Strategy and Climate Team	Ongoing	Improved lighting coverage, better safety perceptions, easier navigation
1C.3	Install illuminations in key areas that provide a footfall draw in these areas, and in to the area generally.	Illuminations	Growing Places, Highways, Coastal and Environmental Partnership Investments, Ellandi, Community, Businesses, Arts	Ongoing	Improved streetscape, driving additional footfall, improved connectivity
1C.4	Utilise the expertise of the Illuminations team and Lightpool project leads to animate key features of the area.	Illuminations	Highways, NSBG, Coastal and Environmental Partnerships, CLP, Arts, Businesses	Ongoing	Develop existing skills, improve local streetscape, drive footfall
1C.5	Encourage feature lighting is built in to key new developments, wherever possible and to enhance the built environment after dark.	Planning Strategy	Growth & Prosperity, CLP, private sector developers	Ongoing	Improved streetscape, improved security

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2. Safety & Security					
2A - Security					
2A.1	Carry-out a review of CCTV provision within the area	CCTV	NSBG, Highways, Police, Community, Businesses, BID	June 2024	Improve safety and security within the area for businesses, residents and visitors alike.
2A.2	Promote the opportunity of volunteering at the CCTV control centre	CCTV	NSBG, Highways, Police, Community Safety, Community, Businesses, Community Safety	September 2024	Support the CCTV service sustainability agenda and community involvement in creating a safe environment
2A.3	If additional CCTV requirement/need is demonstrated, consider funding options/opportunities	CCTV	NSBG, Public Protection, Community Safety, Police, BID	September 2024	Improve safety and security within the area for businesses, residents and visitors alike.
2A.4	To review the current position and the potential development in relation to 'Street Angels' service(s)	Renaissance	Community Safety, Police, Public Health, BID, Public Protection, LGBTQ+ Foundation	Ongoing	Improve safety, support and services to vulnerable
2A.5	Extension of the Pub Watch Scheme Area	BID	Community Safety	Ongoing	
2A.6	Look at opportunities to provide a safe space for night time economy	Renaissance	Community Safety, Public Health	Open by April	Safeguarding vulnerable people in NTE
2A.7	Facilitate hoteliers workshop where they can meet to discuss and support the new area, i.e. information sharing/recommendations	BAG	NSBG	March 2024	Improved safety and violence reduction
2A.8	Build upon Operation Night Guardian	VRN	Police	Periodic	Violence reduction
2A.9	Introduce Operation GRIP into the area	VRN	Police	Periodic	Violence reduction
2A.10	Police patrol plan, additional night time economy patrols in the areas of concern	Police	Community Safety	Ongoing	Violence reduction

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2. Safety & Security					
2B - Anti Social Behaviour					
2B.1	Robust multi-agency approach to begging/street drinking/ASB	Police, Public Protection	BID Team, Pub Watch, CCTV, NSBG, Community, Businesses	Ongoing	Improved community safety and security
2B.2	Further development of the 'Safer Taxi' scheme	Community Safety	Public Health, Taxi Liaison Group	Ongoing	Improved community safety and security
2B.3	Green Dot training offered to licensed premises	Public Health	FCWA, Empowerment, Businesses	Ongoing	Improved community safety and security
2B.4	Promote the 'Ask for Angela' safety scheme	Licensing	Police, Businesses	February half term	Improved community safety and security
2B.5	Hotel Watch - link to BAG's	BAG's	NSBG, Police	January 2024	Improved community safety and security
2B.6	Promote the 'In the Know' reporting scheme	Police	Community Safety, Businesses, Community	Ongoing	Improved community safety and security
2B.7	Overlay data sets, to produce a risk rate for targeted operations	Police	Community Safety	Ongoing	Improved community safety and security
2B.8	Introduction of the 'Make Safe' scheme related to exploitation	Police	Visit Blackpool, Community Safety	Ongoing	Improved community safety and security
2B.9	Introduce the licensing Savi premises safety scheme	Licensing	Police, Businesses	March 2024	Improved community safety and security
2B.10	Ketamine proactive work	Public Health	Community Safety	September 2024	Improved community safety and security

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3. Arts, Heritage & Culture					
3A - Cultural Initiatives					
3A.1	Commission independent feasibility study on refurbishment and extension needs of Grundy Art Gallery and Central Library to create a high quality cultural offer fit for 21st century for community and visitors.	Arts Service/Cultural Services (Grundy, Libraries, Showtown Heritage Collections)	Growth & Prosperity, Economic Development	Feasibility completed July 2023	Independent Study setting out benefits of capital project to spearheading regeneration of Queen Street and surrounding area.
3A.2	Commission architects to design extension to Grundy & refurbishment to Central Library with SPF funding secured to RIBA Stage 3	Arts Service/Cultural Services (Grundy, Libraries, Showtown Heritage Collections)	Growth & Prosperity, Economic Development	Completed 31 March 2023	Design for Blackpool Culture Hub ready with planning permission and detailed budget to enable fundraising to proceed.
3A.3	Undertake fundraising for Blackpool Culture Hub development as and when relevant regeneration/cultural development capital funds are announced nationally	Arts Service/Cultural Services (Grundy, Libraries, Showtown Heritage Collections)	Growth & Prosperity, Economic Development	Ongoing	Major capital investment secured for this area which will act as beacon for other regeneration initiatives to build on
3A.4	Ensure Be Who You Want to Be area cultural programme is included in Blackpool Cultural Strategy Action Plan	Local creatives/arts organisations on Cultural Strategy Steering Group	Growth & Prosperity, Economic Development, VisitBlackpool, BID, local cultural sector, freelance artists	January 2024	Cultural Programme for the area potentially attracts investment through ACE Place Bid
3A.5	Grundy Art Gallery to continue to develop its work with LGBTQ+ artists and communities. Summer 2024 - first solo show by a Blackpool Queer Artist, Garth Gratrix. Engagement programme to be delivered as part of the exhibition. Series of artist commissions will support the exhibition.	Grundy Art Gallery	Artists, VisitBlackpool (to promote the exhibition)	June 2024	High profile exhibition of Blackpool artist from the LGBTQ+ community at nationally recognised gallery. Engagement activity and exhibition will contribute to inclusion and understanding of diversity within the community.

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3. Arts, Heritage & Culture					
3A.6	Nuture independent art and cultural organisations across the area and raise awarness of the cultural offer they already deliver. Explore accessible space for Abingdon Studios downstairs in Market for groups to meet; Old Electric - Sunday Boys project mentoring local choir Electric Pink Voices resident at Old Electric. The choir could be commissioned to perform at outdoor events in the area. For example: Feb commission for LGBTQ month. Visiblity of the group - needs support. Sustainability for Old Electric as Dry Space as social space for activities to develop; Friday night at Old Electric - visiting productions night. Up to 50% of performers are visiting queer artists/women/neuro-diversity - need support in promoting the offer and need investment to grow offer.	Independent Cultural Organisations - Abingdon/Old Electric/Aunty Social/ House of Wingz working with range of partners including Council that can promote work through VisitBlackpool/Council Comms	Blackpool BID Town Centre Management Group, Visit Blackpool, Communications	Ongoing	Profile of cultural offer in the area raised will support growth in audiences and participants; this in turn will mean more people in the area visiting venues and changing feel of the area.
3A.7	Explore options regarding public art and street performance/festivals in the area that will help to activate the streetscape and leave a legacy of artwork enhancing the area/enriching unique identity for the area. For example: Grundy could commission artists to produce ideas for street art for Queen Street including working with light; flashmobs - House of Wingz could develop event. Parade down Dickson Road - Old Electric could work with Pride to expand its promenading. Feb and June - target delivery of activity for LGBTQ month and Pride.	Grundy working with Illuminations; House of Wingz; Pride Board; Old Electric	Blackpool BID Tourism, local arts and cultural organisations, individuals, community, businesses	Develop activity over a 3 year period to align with Cultural Strategy delivery of pilot activities	Improved public art offer, street activation, increased footfall
3A.8	Explore programme of activity using Heritage Collections and Central Library as a resource for different community groups to meet, research and celebrate different diverse communities with a connection to the town	Libraries; Showtown Heritage Collections Team	Grundy, local arts organisations, artists	Develop activity over a 3 year period to align with Cultural Strategy delivery of pilot activities	Awareness raising, and celebration of diverse communities from Blackpool
3A.9	Document and celebrate the heritage of the area - build on the 'We're still here' 2022 project - lead by Garth Gratrix and Harry Clayton-Right (Abingdon Studios)	Heritage	NSBG, Community, Businesses, Art	September 2024	Awareness of and understanding of the areas heritage
3A.10	Commemorate the areas heritage whether that's people or events	Heritage	NSBG, Community, Businesses, Art	November 2024	Story boards or plaques to commemorate people or events
3A.11	Continue to develop groups such as the current LGBTQ+ Book Group that currently meets at Central library	Libraries	Libraries Connected and Know Your Neighbourhood	Ongoing	Develop a sense of belonging and sharing ideas and thoughts on reading and literature

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3. Arts, Heritage & Culture					
3A.12	Offer spaces for support sessions to offer the local LGBTQ+ groups	Libraries	NHS, Renaissance	Ongoing	Offer a trusted, non clinical setting for people to access advice and support on a range of issues including addiction, isolation and sexual health.
3A.13	Continue to work with local groups within the community	Libraries	Electric Pink Voices choir	Ongoing	Offer alternative spaces in the local community for events for the community in which Central library sits
3A.14	Develop a specific theme to next years World Book Night to celebrate LGBTQ+ books and material	Libraries	Phil Fairhurst and Electric Pink Voices choir	March 2024	Develop a sense of belonging and sharing ideas and thoughts on reading and literature
3B - Heritage					
3B.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
3B.2	Document and celebrate the heritage of the area	Heritage	NSBG, Community, Businesses, Art	September 2024	Awareness of and understanding of the areas heritage
3B.3	Commemorate the areas heritage whether that's people or events	Heritage	NSBG, Community, Businesses, Art	November 2024	Story boards or plaques to commemorate people or events

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4. Young People					
4A -Engagement					
4A.1	Undertake a Town wide engagement survey co designed by young people directed to ages 12-25 to measure young people's opinions, ideas and solutions	UYA/Young People	South Shore Academy, The Magic club, Blackpool Sixth Form	September - December 2024	Developed a clear awareness and understanding of young people's view, ideas and solutions to the area.
4A.2	Align young people's engagement survey key findings to main 'Town wide' survey within each of the key areas.	UYA/Blackpool Council/ Infusion Research team	LGBTQ+ partners	January 2024 - onwards	Awareness of public perceptions with a clear youth voice input, and an analysis of key findings from online surveys, workshops, focus groups and the engagement process.
4A.3	Develop scope for a 'We asked, you suggested, we did' follow up engagement approach for young people to continue to influence and work with other stakeholders	UYA/Blackpool Council/ Infusion Research team	LGBTQ+ partners	January 24 - onwards	Ensure ongoing stakeholder meetings are inclusive and accessible for young people. Agree communication plan to involve young people in developments of project
4B- Voice and influence					
4B.1	Create a core group of young people to co design and work within project to led on youth voice/influence, ensuring voice/influence is accessible to all	UYA/Blackpool Council Governance group	South Shore Academy, The Magic club, Blackpool Sixth Form and associated youth groups	January 2024 - onwards	Stronger co working relationships with young people as part of governance of project, develop community ownership and youth leadership
4B.2	Conduct a youth led audit within each of the key priorities to establish alignment within youth voice and influence - linked to key findings of survey.	UYA/Blackpool Council	LGBTQ+ partners	January 2024 - onwards	Youth voice influence and presence across the key priorities
4B.3	Undertake a walk and talk with young people and key partners to influence perceptions of the area within a youth lens for instance 'walk in their shoes 'night time economy	Young People/UYA/ LGBTQ+ partners	LGBTQ+ partners	January 2024 - onwards	Stakeholders to have an improved awareness of young people's perceptions and ideas for the area. Take into account when planning development stages.
4B.4	Explore options for a young people's LGBTQ+ community safe space asset within the area.	Young People	LGBTQ+ partners	January 2024 - onwards	Established youth space to improve community cohesion, ensure young people have a sense of place and space and influence, supporting ALL young people, accessibility, neurodiversity, equity for All. Develop relational partnerships with key organisations/stakeholders

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5. Health & Wellbeing					
5A.1	<p>“Through the Health and Wellbeing Board ensure that the health and social care needs of LGBTQ+ communities are identified and responded to.</p> <p>Establish a LGBTQ+ peer supporters network to ensure that all voices are heard in the development of any health or social care strategy.”</p>	Renaissance	Blackpool Council	Subject to successful bid	<p>“January 2024 - March 2026</p> <p>Network in place by September 2024”</p>
5A.2	<p>“Work with NHSE/ICB specialised commissioning to improve the way gender identity services work.</p> <p>Ren+ UK will bid for a specific Blackpool gender diverse worker to build a pathway into gender identity clinics locally (Leeds) and in addition to work with general practice on the effective provision of bridging hormones and other medications.</p> <p>In addition to the Health and Wellbeing workers and building a peer network, we also hope to secure additional funding through a Ren+ UK bid for a specific Blackpool Gender Diverse worker - the worker would link in and build a robust pathway into the nearest Gender Identity Clinics (currently Leeds) - the worker would support them whilst on the waiting list, liaise with local GPs to provide bridging hormones and other medications where necessary and improve knowledge and relationships with Primary Care services. ”</p>	Renaissance	“ICB Leeds Gender Identity Service Lancashire LGBT”	Subject to successful bid	<p>“January 2024 - March 2026</p> <p>Appointment to posts September 2024”</p>
5A.3	<p>“Improve mental health care for LGBTQ+ people:</p> <ul style="list-style-type: none"> • The Ren+ plus service will also work to address the issue of positive mental health. • Commission training on supporting the LGBTQ+ community to access mental health services as part of the community mental health transformation programme.” 	Renaissance	“ICB Voluntary Sector LGBTQ+ Sector Community Support Groups”	Jan 24 - Mar 2026	Mapping of support groups across Blackpool by December 2024
5A.4	Undertake a Trans and Gender Diverse Needs Assessment for Blackpool and wider Lancashire to identify recommendations to improve health and reduce inequalities.	Public Health	Ren+, Lancashire LGBT	July 2024	Needs assessment and recommendations.
5A.5	Support improved monitoring of sexual orientation and gender identity in healthcare services by providing training and guidance to all relevant services on their policies and procedures. This has already been completed with BTH sexual health services.	Renaissance	“BTH GPs/Primary Care”	March 2027	Improved recording.

5A.6	"Committed to ensuring access to sexual health clinics, providing early diagnosis and treatment of all STIs, including HIV through undertaking annual equity audits."	Renaissance	BTH, Public Health	March 2027	Improved equity audit to include gender identity.
5A.7	"Continue our work to increase LGBTQ+ inclusion in sport and physical activity. Look to increase staffing representation within sporting establishments through a review of recruitment policies and procedures."	Renaissance	"Blackpool Community Football Trust Blackpool Council"	Ongoing	Increased LGBTQ+ individuals within the sports workforce.
5A.8	Ensure targeted mental health promotion and suicide prevention activity for the LGBTQ+ community, including the availability of peer support networks.	Renaissance	"Public Health ICB"	December 2024	Increased membership of LGBTQ+ community groups.
5A.9	Implement recommendations made in the NHS Talking Therapies LGBTQ+ positive practice guide once it is released.	BTH	Public Health, Renaissance	TBC	TBC
5A.10	The pilot dedicated sexual health clinic for Men who have Sex with Men (MSM) on Dickson Road had low uptake. Revisit the option of a specialist LGBTQ+ sexual health clinic if a dedicated LGBTQ+ safe space is developed in Blackpool, including the provision of PrEP.	BTH	Public Health, Renaissance	December 2026	Increased uptake of PrEP.
5A.11	Work through Renaissance to undertake an exercise to better understand how Horizon treatment services can market and encourage uptake of their service to reduce problematic and high risk drinking and use of recreational drugs.	Renaissance	"Public Health Community and voluntary groups"	December 2026	Increased uptake of Horizon services.
5A.12	Blackpool has signed up to the international Fast Track Cities approach to eradicating new diagnoses of HIV by 2030. An action plan will be developed to achieve 95-95-95 target for 95% of people living with HIV to be diagnosed, 95% of people diagnosed to be receiving anti-retroviral therapy (ART) and 95% of people on treatment to be virally suppressed and unable to pass on the infection.	Public Health	"Ren+ BTH Community and voluntary groups"	October 2024	Fast Track Cities action plan produced.

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6. Business Community					
6A.1	Support businesses within the area by establishing channels to market and promote improvements and business achievements.	NSBG	Blackpool BID Town Centre Management Group, Visit Blackpool, Growth & Prosperity	Ongoing	Heightened awareness of business achievements and development in the area
6A.2	Undertake promotional activity for the areas evening and night-time economy businesses amongst resident, visitor and business communities.	NSBG	Blackpool BID, Visit Blackpool, Individual business leaders	Ongoing	A thriving and more varied night time economy sector in the area
6A.3	Open and maintain communication channels that allow businesses to address planning, trading and other concerns through contact with appropriate council departments.	NSBG	Blackpool Council	Ongoing	Improved knowledge of business requirements and easier route to obtaining support and advice
6A.4	Consideration of the potential of a 'Café Culture' in the area, linked to a commercial approach, but also well-being.	NSBG	Growth & Prosperity, Businesses	Ongoing	Quiet places to sit inside and meet friends and people

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7. Marketing & Communications				
7A.1	Following the engagement exercise and feedback about the proposed project we can re look at the key messages, refine and develop them in conjunction with project partners.	Communications and Marketing	All partners	Ongoing
7A.2	As the action plan is developed highlighting key actions and a timeline, overtime a marketing and communications plan and actions can also be developed to sit alongside the operational action plan	Communications and Marketing	All partners	Ongoing

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8. Governance					
8A - Delivery					
8A.1	Development of an overarching 'Friends Group of the Be Who You Want To be Area', which oversees the implementation of the action plan	NSBG	Community and Environmental Services, Public Health, Police, BID, Renaissance, Bag, LGBTQ+ Facebook Friends	February 2024	Groups which oversees the implementation of the plan
8A.2	Formation of sub-groups of the action plan	Community & Environmental Services	NSBG, Police, BID	March 2024	Groups focused on particular actions
8A.3	Development of a High Street Accelerator Board	Growth & Prosperity	NSBG, BID, Community and Environmental Services	February 2024	Funding achieved from High Street Accelerator programme in line with terms and conditions
8A.4	Formation of the 'LGBTQ+' Forum	Renaissance	Bags, LGBTQ+ Facebook Friends, Public Health, Pride, Young People	September 2024	Place to share, support and guide if necessary
8B - Enforcement					
8B.1	Taking a 'whole Council' approach - work in partnership with local businesses and residents to identify areas where enforcement and support is needed to ensure property use is in line with the permissions granted and properties that are impactful on the community, for example empty properties are subject to appropriate action to bring them back to good use.	Public Protection	NSBG, Housing Options, Planning Enforcement, Planning	Ongoing	Improved quality and condition of properties within the area
8B.2	Continue to inspect, advise and educate as part of normal inspection programme ensuring compliance with Food law and Health & Safety Act	Public Protection	Food Hygiene, Health & Safety	Ongoing	Improved standards in food preparation, storage and delivery
8B.3	Promote the upcoming Selective Licensing scheme and encourage participation in the consultation exercise	Public Protection	Infusion	March 2024	Feedback in relation to potential Selective Licensing scheme
8B.4	Continue to intervene in waste/fly-tipping investigations and enforce as necessary	Public Protection	Environment Protection / ENVECO	Ongoing	A clean and pleasant environment

