The Prince's Responsible Business Network

2030 VISION RIDING THE DIGITAL WAVE TO Economic & Social Prosperity

Blackpool's Digital Narrative

Riding the Digital Wave to Economic and Social Prosperity

We are Blackpool and the Fylde Coast
An icon of the world and the UK's capital of enjoyment
We are Strictly
We are tourism
We are festivals
We are the home of variety and entertainment
We are fish and chips

We are fresh air and fun
We gave the world a Tower
And 135 years after electric trams - we continue to innovate
We are Silicon Sands and we are connected
We are unique
We are ready!

Connectivity and Infrastructure

Connectivity has always driven prosperity. Trains and trams brought huge numbers of people into Blackpool and over 18 million visitors still come today! The connectivity of the industrial revolution became the life blood that fuelled Blackpool to prosper.

Today, the industrial revolution has been replaced by digital transformation and Blackpool is at the forefront of digital connectivity. The arteries of our internet are built with fibre optics and when it comes to fibre, Blackpool has it all. Whether it is Gigabit local connectivity to homes and businesses, or split-second connectivity across the Atlantic, Blackpool is the place for business.

The local and international fibre backbones have made Blackpool a major node on the North Atlantic Loop, a high-capacity ultra-low latency network which connects America to Europe. It connects hyperscale data centres - used by the world's largest internet companies - to Blackpool and boasts round trip data speeds of around 60milleseconds to New York, offering affordable transatlantic connections with speed and capacity that surpasses London.

Local fibre runs the full length of the Fylde Coast, from Starr Gate to Fleetwood, connecting both the Blackpool Airport and Hillhouse Enterprise Zones. Both harness renewable energy sources for power, feeding into our 2030 carbon-neutral commitment.

Free public Wi-Fi along the full length of the tramway provides Blackpool with its smart promenade capabilities and 5G coverage in Blackpool grows by the day.

Blackpool digital's infrastructure is ready to serve.

Royal Founding Patron: HRH The Prince of Wales
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Digital Communities and Digital Citizens

We want a better Blackpool for its people and businesses, and we will help deliver that by maximising the opportunity presented by this new and essential digital infrastructure.

We want all residents and businesses to have affordable high-speed internet access, so citizens and businesses can participate in the global network of information.

We will ensure a digital democracy, where politicians are more accessible to the electorate. All voices should be heard, and communities empowered and connected, working together to solve local issues.

Our digital inclusivity will transform communities and create a vibrant and well-resourced Civil Society.

We will aim to level up our communities and improve outcomes for citizens through digital literacy and inclusion – no one will be left behind.

There will be access to devices, training, and connectivity for every citizen.

Together we are working to reduce digital poverty and inequality.

Digital Skills

Education and learning are lifelong processes. Literacy is the active ingredient in an empowered and prosperous democracy. It has given individuals the tools for empowerment, regardless of age or socio-economic background. In order for individuals to have the same empowerment and prosperity opportunities in the 21st century, digital literacy is an essential life skill.

We will cultivate a thriving digital business community, with an eco-system for tech skills and a pipeline of talent that encourages investors. We will grow, nurture and retain our talent.

Through primary and secondary, we will equip all young people with the right digital skills to prosper. We will inspire them to be digitally competent, so they are equipped for employment and entrepreneurship in a digital world.

Employers will have one of the highest digitally skilled workforces in the north of England and access to a pipeline of qualifying digital professionals.

We will end the digital brain drain as newly qualified professionals remain – and return - to work and build their businesses.

Our citizens will be both digitally enabled and digitally literate, even in the most challenged neighbourhoods. No one will be left behind.

Business

Silicon Sands is where speed and connectivity meet the essence of Blackpool - entrepreneurial spirit.

At the heart of the ultra-high-speed transatlantic data cable connecting New York, the U.K. and Northern Europe is Blackpool, which can connect you to New York 10 milliseconds faster than London.

The cable presents an ideal opportunity for businesses to both establish and relocate to Blackpool to take advantage of the ultra-high-speed connectivity. Data centres, fintech, electronic gaming and shared business services are all opportunities to be discovered.

The consolidation of a civil service hub in Blackpool will be more operationally and cost effective – and with lower overheads and living costs it makes Blackpool an ideal location for a northern civil service hub.

Building on an ecosystem of 'meet-ups' and mentoring, our Hub will build a community that nurtures talent and innovation for tech. We will Start-up and Scale Up, Incubate and Collaborate.

Talent and ideas will be fed into bigger digital businesses, giving opportunity to capitalise on the opportunity and grow.

For digital entrepreneurs, we will seek to develop access to capital, provide space and infrastructure, and find appropriate networks to grow your business.

With an engaged youth and a talented generation emerging, job opportunities will be there for people to aspire to.

Tourism & Hospitality

We will embrace technology to deliver a world-class digital offer. Heritage and innovation will meet to create a unique world-class experience!

England's best fresh air is free to all. Our Smart Promenade means that families can expect cleanliness and creative ways to be entertained and have fun. Data will drive incredible guest experience

We will develop a connected and improved guest experience through shared data in a Resort App, which will start to link things together. It will compliment the Resort Pass and make the best of residents' and visitors' time.

Business Tourism will thrive through the new Conference Centre as emerging markets of entertainment such as E-Sports take advantage of space, connectivity and low latency, in order to compete nationally and internationally.

Health

With the best fresh air, golden sands and blue flag beaches, our Smart Promenade is the best medicine for health and wellbeing.

The health of our citizens matters! Through the Internet of Things, we will digitally activate citizens, promoting and driving wellbeing along the coast. Inclusion will enable literacy and advocacy.

We will collaborate and secure our data, so we can share it anonymously, in order to improve services and outcomes. We will shift culture and mindset away from health only being thought of as when you are poorly - we will promote wellbeing.

We will encourage knowledge, skills and learning, to ensure that digital activation and health literacy is not a barrier. We will aim to make this simple.

We will empower all citizens to improve their mental health.