

BLACKPOOL TOWN PROSPECTUS



Photo: By Gregg Wolstenholme,
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2030 AGENDA FOR ACTION

FOREWORD

BLACKPOOL IS ON THE MOVE

Over the last five years, Blackpool has brought together a unique local partnership between the Council, businesses and the voluntary sector, supported by Business in the Community (BITC), to find new ways to tackle the town's long-standing issues together. With significant support from central Government programmes, the Blackpool Pride of Place Partnership, has delivered a united and confident vision for Blackpool as a creative, digital and educational hub for the North-West and beyond.

£700 million investment since 2012 and £1 billion more in the pipeline

Unprecedented levels of physical regeneration

Today, the joined-up, innovative approaches that Blackpool is driving forward are demonstrating real-world results – in educational performance, inward investment, renewal of the town's fabric and in the regeneration of some of our worst housing. We have more to do, but we now have evidence of what works, and we have the confidence that comes from the successful tackling of what were previously considered to be intractable problems: 'levelling up' through action. For the first time in a generation, Blackpool has a chance to finish the job, to turn around the decline of the late twentieth century and build a thriving community for the twenty first. This prospectus outlines the next stage in our journey.

FIXING BLACKPOOL: THE STORY SO FAR

At the heart of Blackpool's success to date, has been a commitment to community and collaboration, bringing together local public, private and voluntary sector partners to work together to define our local strategy and make it happen. Regeneration, housing, health, education, business investment and economic opportunity are inextricably linked – and so we have set about realising the potential of the town in an integrated way.

500 quality refurbished homes delivered by My Blackpool Home with 1,000 by end of 2024/25

Significant improvement in secondary schools

Football and spend best recovery in the Country

We are extremely grateful for the significant support we have received from central Government through numerous funding schemes, including the Town Deal and Opportunity Area programmes – and we in turn have delivered on our commitments in relation to these programmes, and will continue to do so.

FINISHING THE JOB

We know we have further to go to realise our vision for the town.

Deprivation levels remain among the worst in the country and too many people in Blackpool suffer with poor health. Through clearances and conversion, we have made significant progress on housing, but too many flats in the town are still not of an acceptable, or decent, standard. We need to build a broader economic foundation, based on the success of our creative and visitor economies, but need to be sufficiently agile to take advantage of new opportunities that come with some of the best digital infrastructure in the UK – and we need to equip our young people with the skills to play a full part in that new economy, so they can access economic opportunity and social mobility in their own community.

We do not underestimate the scale of the challenge, but for the first time we have a clear vision, a united town, and new, proven, solutions to old problems – we have the opportunity to finish the job, and transform Blackpool for the 21st century as a beacon for regeneration by the community for the community.

But to do that, we need help. Along with our vision for this town, this prospectus sets out the areas where we need support from central Government, businesses and all our partners inside and outside the town.

We need to broaden our partnership model to get full value from central Government programmes. We need to build a new digital foundation for the town's economy and embed the skills that will support it. We need to deliver decent housing and encourage healthy, thriving communities in all our neighbourhoods.

Below, we set out the key asks that support each of our ambitions, aligned to the overall vision for the town's future, and underpinned by what we have learned from the successes of our partnership over the last four years. We could not have reached this stage without of the enthusiastic support that has come from outside our town, and we hope that supporters old and new will join us in the next phase of Blackpool's incredible transformation.

Lynn Williams

Leader, Blackpool Council

Christine Hodgson CBE **Chair, Blackpool Pride of Place, Chair, Severn Trent**

Blackpool Council



The Prince's
Responsible
Business Network

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HEADLINE OUTCOMES BY 2030

Establish the national perception of Blackpool as a 'can do' place with a buzz, attracting graduates, families, businesses and visitors to a credible business investment location, brimming with local pride

Create and safeguard at least 10,000 jobs and grow the economy by £1bn through turbocharging tourism, building on existing and emerging economic strengths and innovative opportunities

Tackle the concentration of deprivation in the inner areas (the worst in England) raising it out of the bottom decile and creating 3,000 new quality homes

Achieve top quartile employment rates for 16-24-year-olds compared to other Lancashire Local Authorities through a particular focus on health, well-being, resilience and preparedness for work through upskilling and reskilling

KEY ASKS OF GOVERNMENT

PRIMARY ASK

Our success has been based on bringing together the local public, voluntary and business sectors in a unique model of partnership collaboration. We now need to broaden that partnership to include central Government, to help realise the full benefits of the different programmes that support Blackpool's turnaround.

The Government has allocated departmental civil servants to Blackpool to support individual programmes such as the Town Deal and Opportunity Area and they have played key roles in creating specific successes. We ask the Government to build on this approach and help reinforce the over-arching Pride of Place Partnership by appointing a single senior civil servant to push the boundaries of place-based working and help us develop innovative cross-cutting solutions, with a mandate from Ministers to work across all Government departments to make them happen. This new way of integrating central Government into place-based transformation could be piloted for a limited time and be assessed as part of Lancaster University's current work providing rigorous evaluation of our approach to date.

We believe this approach could be the key to unlocking some of the biggest challenges for the levelling up agenda in Blackpool and beyond.



I'm a 'Born and Bred' Ambassador because I grew up in Blackpool when the town was ablaze with tourism, theatre and business. It was, and still is, a great place to live, study and work. Like every other town, Blackpool has problems; we recognise them and I want to help solve them.

Sir Andrew Parmley
Lord Mayor of the
City of London 2016-17

PRINCIPAL ASKS

Creating healthy thriving neighbourhoods and decent homes

Housing

A £100m investment in capital funding to intervene at scale in the failed housing market in inner Blackpool, would involve selective clearance, remodelling of existing properties and the creation of green spaces. This could be supported with further access to Homes England's Affordable Housing Programme and the creation of a new style of 'Housing Action Zone'. This would pilot changes in policy, approach and associated funding, aimed at tackling the inner area's challenges and building on our innovative approach to eliminating substandard housing.

Communities

Back the Claremont and Revoe plans submitted to Homes England - developed by their local communities - which set out a wider approach to the regeneration of each area, including greening and pocket parks, reducing the density of urban development, improving connectivity across Blackpool, and creating safe spaces for children and families. Deliver funding to support more successful projects like @TheGrange to flourish and breathe life back into community centres.

Health

Ensure the Governance of the Integrated Care Partnership delivers tangible devolution to Blackpool so place-based health care can integrate seamlessly with the existing array of complementary social support.

Realising our economic potential - and embedding essential skills for the future

Digital

Work to utilise and capitalise on the international fibre connection to Europe and the USA to diversify Blackpool and the Fylde Coast's economy to maximise community opportunities. Support our schools to develop a non-traditional, business-led digital curriculum alongside the creation of a digital education hub that is accessible to all children in Blackpool, providing local focus and skills to fuel this growing sector.

Education & Skills

Support a successor programme for the Blackpool Opportunity Area until 2030 so we can maintain improvements in educational performance and inclusion,

supplemented with targeted support for those who are hardest to reach in our community, making sure there is a place for everyone in the workforce. Support the development of the Multiversity in the town that will inspire all young people and act as the hub to develop a truly inclusive Blackpool workforce.

Regeneration

Support an extension of the Enterprise Zone Business Rate Relief and Enhanced Capital Allowances until 2025, provide backing for Blackpool's Levelling Up Fund bids and provide ongoing support for regeneration from the UKSPF. Provide support for the Court's relocation business case to unlock a major development opportunity in the town. As part of the 'Restoring your Railway' programme, invest in reopening the 5-mile Poulton to Fleetwood line and a passing loop on the South Fylde line to double rail frequency for commuters and students.



PLACE

INTRODUCING BLACKPOOL

The Fylde Coast has a population of around 350,000 residents, with each distinct community area playing its specific part in making this a desirable location to live, work and play.

Blackpool is the heart of the Fylde Coast and one of the most densely developed boroughs in Britain, with around 140,000 residents. Blackpool's past and present are inextricably linked with the tourist industry. The town was originally developed as a health resort and holiday destination following the arrival of the first trains in 1846 and the increased prosperity and leisure time of the working class. This brought with it an epic physical transformation, with the first Illuminations in 1879 and the opening of the first electric tramway in the UK in 1885, catalysing the development of the town's iconic attractions. Despite a decline in visitors prompted by the rise of cheap package holidays abroad from the 1970s, Blackpool has continued to retain a unique place in the nation's imagination and is currently experiencing

growth in its visitor economy, with renewed interest from investors and holidaymakers alike. Blackpool, renowned as famous for fresh air and fun, officially has both the cleanest air in England and Stanley Park was voted the best park in the UK.

Blackpool's international profile as a centre for entertainment means it continues to be one of Britain's most visited destinations. There are over 18 million visitors annually who come to enjoy cultural and visitor attractions such as the historic Blackpool Tower and Winter Gardens conference complex, the three piers, the promenade, a lively events programme including the Air Show and Fireworks Festival, theatre and art through the Grand Theatre and Grundy Art Gallery, family fun at the Blackpool Illuminations and heart-pumping action at the Blackpool Pleasure Beach.

The resurgent visitor economy is creating new opportunities for local residents and the economy is

diversifying. Future growth potential exists within emerging sectors including aerospace and advanced engineering, advanced materials technologies, food manufacturing and digital and cyber technologies, as well as energy-related businesses that draw upon the strength of the North West in this sector.

Blackpool is a true British icon, the only urban seaside resort with 150 years of heritage, the first working class holiday resort in the world and one with an unshakeable vitality. A town that has a place in the hearts of the British public.

Blackpool's story is one of continual reinvention, notable for its scale, speed and ambition. Driven by the desire for progress and the need to respond to the effects of an ever-evolving society, the town seeks new ways of working and innovating. Blackpool's unmistakable entrepreneurial spirit has endured through a 'can do' culture of tackling

problems in a nimble way that constantly seeks positive change rather than fighting to maintain an archaic *status quo*. There is a healthy partnership between Blackpool Council, businesses, investors, and the community which makes things happen in a coordinated way.

Arguably the highlight of the Blackpool calendar is the arrival of the BBC and the Strictly Come Dancing team. Every November, technical vehicles arrive on the Promenade and over a five-day period the BBC creates the famous set within the Blackpool Tower Ballroom, for one of the most popular episodes in the globally popular series.

The strategic relationship with the BBC is hugely important to the town with the show's positive coverage of the Resort providing a huge endorsement of Blackpool and a significant impact on the civic pride of the local community. Heads are held high when the celebrity and pro dancers talk of their ambition to make it to Blackpool!

PLACE

ARTS, SPORTS AND CULTURE



Photo: Blackpool Grand Theatre

Arts, Sports and Culture are an important element of transformation and regeneration. Blackpool has a rich entertainment history from The Opera House in the Winter Gardens complex to the Grand Theatre, which is the UK's National Theatre of Variety.



Photo: Hive Exhibition Space by Dawn Mander

The HIVE café survived the pandemic and transformed itself into an Urban Farm and Coffee Shop. It continues to support the creative community which now styles itself as HIVE arts with the Coffee and Farm Shop on the ground floor and two floors of exhibition space above, which hosts events and major exhibitions.



Football Clubs are the heartbeat of many towns and cities and Blackpool is no different. Life-long fan Simon Sadler bought the club in 2019 and continues to invest, restoring pride in the local football club, which is an essential part of Place. Blackpool Football Club has a strong heritage with its brand of 'Backing Blackpool' connecting fans, businesses and the wider community.



Photo: Blackpool Football Club

The brand uses the signature colours of tangerine and white in supporting the club's nickname of 'The Seasideers.' Blackpool Council and Blackpool Football Club are developing proposals in the Southern Quarter of Revue, to work with the local community to create a sports village with a mix of sports, educational and residential uses alongside a brand-new football academy thereby investing further in the future of the club and the town.



Blackpool will open the doors to its first museum, Showtown, in 2023. It will capture how Blackpool touched the lives of millions as a favourite seaside resort and reveal how it plays an unrivalled role in the development of British popular entertainment. Open year-round, the museum will be fun, accessible and fully immersive, filled with objects, film, music and performance.



It will mix the best experiences of museums and visitor attractions and give visitors an opportunity to look behind the scenes at what it took to make Blackpool special. Showtown will be divided into six themes: seaside, magic, shows, circus, illuminations and dance.

It will feature Britain's first permanent displays of circus, music, variety and ballroom dance, utilising Blackpool's internationally significant collections and loans from national partners and individuals. Located on Blackpool's Golden Mile, close to the new 5-star Sands Resort Hotel, it will attract 296,000 visits annually, deliver 39 FTE jobs and provide £13.16m of regional economic benefit.



Showtown will have a dedicated education and public programme, changing temporary exhibitions and a skills development programme for staff and volunteers.

PLACE

THE CHALLENGES

However, Blackpool's profile comes with significant social and economic costs. Shorter stay visits have created pressure on the sector to keep costs and wages low and jobs seasonal - disincentivising long-term investment.

Former B&B's are the biggest contributor to Blackpool's mass of thousands of Houses of Multiple Occupation (HMO), three quarters of which are occupied by transient renters. Significant numbers of often absentee landlords have a poor track record of maintaining these properties, profiteering from artificially high housing benefit levels, whilst enabling the spread of a morass of social and health problems. The result is the greatest concentration of deprivation in England, with high numbers of incoming low-income and vulnerable people with poor social networks from other towns. Such is the poor quality of this accommodation that those who find a way of improving their lives move away from the resort, creating a continuous cycle for landlords to fill with those who are less fortunate. This is a core intractable problem and one that leads to extreme pressure on local public services.

The statistics are stark. Low wages, low employment rates, high levels of benefit claimants, poor health and high exclusion rates from school mean that child poverty is unacceptably prevalent in the town. In inner Blackpool, 50% of households live in private rented accommodation, further de-stabilising the permanency of communities. Together, this has led to an economic malaise that is further exacerbated by a high proportion of residents with long term debilitating illnesses and some of the poorest mental and physical health outcomes in the country. With young people under-performing at GCSE level, aspirations in the town are frequently low. The corresponding low skills levels and low numbers of graduates remaining or returning to the town, provides little incentive for employers with professional or technical careers to choose Blackpool as a place for growth.

THE OPPORTUNITY

For most towns, and coastal ones in particular, this story ends with terminal decline into stasis but Blackpool has an energy which even this complex combination of issues cannot suppress. This Prospectus draws a line in the sand, choosing instead to focus on what Blackpool could become. Whilst Blackpool may be at the epicentre, it takes into account the wider geographic position, our shared social challenges with for example Fleetwood and the economic opportunities and benefits to be realised by working collaboratively across the Fylde Coast. Starting from a fresh, with inspirational vision and narrative, it looks at the interrelated economic and social issues the town faces, the key projects already being delivered and follow-on aspirational projects which require input and investment from other parties. These are balanced against the 'asks' we need for these to happen. Taken together, there is potential pathway towards a new flourishing Blackpool with a healthier economy and a thriving community that plays a significant beacon role for reinventing and regenerating deprived areas.

POSITIVE PROGRESS

Fantastic progress has been made over the last three years, with The Blackpool Pride of Place Partnership and Blackpool Council working together with national Government, to realise the regeneration aspirations set out in this ambitious Prospectus.

In January 2020, a Town Deal Board was created to encourage residents and civic leaders to create plans for a Town Deal. Led by the Blackpool Pride of Place partnership, the Town Deal Board secured £39.5m for seven projects, including; a Youth Hub to support young people in the town, relocating the Blackpool central courts to enable the full delivery of Blackpool Central, the Multiversity, infrastructure investment at Blackpool Airport Enterprise Zone, Revoe Community Sports Village in the Southern Quarter, The Edge – a business hub, and modernisation of the iconic Blackpool Illuminations.

Investment of £8.6m has been granted for two projects through the Getting Building Fund. The first is the development of the Houndshill Shopping Centre, to create a 9 screen cinema with an IMAX-style screen, two restaurants and a relocated Wilko store; the second is the rejuvenation of Abingdon Street Market.

The Town Deal Board is also working on the submission of Levelling Up Fund bids in order to support the delivery of the Growth and Prosperity programme.

We are grateful to Government for the funding received for economic regeneration and we welcome a continued dialogue to strengthen our economy, grow the private sector and create jobs. Despite the challenges of Covid-19, we will drive maximum social value through these projects across all sectors of society to ensure that it is targeted at those who need it most. These life opportunities will complement those being created through our Careers Hub, supported by our innovative Responsible Business Network.

It is undeniable that this local partnership with central Government is working. We have already seen 1,000's of new jobs created and improvements in outcomes for young people. Some progress has been made on improving the worst of the housing stock. Whilst the momentum is good, there is much to do and now would not be the time for this partnership to take its collective foot off the accelerator.

We are keen to secure the long-term strategic partnership we are seeking with central Government, to deliver improved housing, health and educational outcomes and to ensure effective and efficient levelling up for people and place.

PLACE

THE VISION

Blackpool will be a buzzing, vibrant and attractive town of which residents will be rightfully proud, where businesses thrive and there are career opportunities for all. It will be a 21st century year-round leisure destination that appeals to everyone, from visiting conference delegates and high-income tourists staying in the award-winning 5-star hotels, to a younger, hipper crowd in search of a weekend away full of partying, music and fashion festivals. Families will enjoy the rejuvenated promenade, markets and attractions. It will be a green town which is carbon neutral and enjoys the cleanest air in the country.

The town centre will be transformed with extensive covered walkways and an abundance of open, recreational space to enjoy all-weather activities. This has attracted new businesses and increased footfall. There are innovative family entertainment offerings, new and exciting independent retail shops as well as kids' activities, a cinema/music venue and fun food festivals.

Sub-standard buildings have been replaced and there are welcoming fit-for-purpose flexible workspace centres for SMEs and graduate entrepreneurs, attracted by Blackpool's 'Silicon Sands' reputation which is built on its future thinking, town-wide, digital infrastructure, connected to the transatlantic loop from New York. There is high-quality, affordable accommodation, with well-resourced community hubs for adult training, education and drug/alcohol rehabilitation, including specialist help for children coming out of the care system. Local schools are well resourced and flourishing, whilst crime levels have been reduced.

Blackpool remains the mecca for all ballroom dancing fans, and a year-round dance school will attract new and repeat visitors young and old, as well as feeding into the healthy living ethos for the ageing population. A healthy living zone has been developed for those seeking an active retirement with easy-access to new build accommodation designed to encourage communal healthy living and high-quality preventative health care, including gyms and activities that can be shared across the generations, creating two-way beneficial relationships. Blackpool will become the healthiest and happiest place to live.



Photo: Look to the stars by I-Am-Sean

HOUSING

SITUATION

Inner Blackpool is home to the most intense concentration of deprivation in England, with 8 of the 10 most deprived neighbourhoods in the country in inner Blackpool alone. This is linked to very poor-quality private rented housing and the way the housing market operates. Thousands of people move to the town every year, often running away from problems for a new start at the seaside but find themselves housed in dense, poorly converted small flats, which compounds their personal issues.

Like many coastal towns, Blackpool has a core of holiday accommodation built with little means to support community infrastructure, given it was established to serve a visiting, rather than residential, population such that a fall in the number of staying visitors has led to reduced need for traditional bed and breakfast accommodation. Over successive decades, thousands of former B&B's and other properties have been turned into the next viable business model of poor quality private rented accommodation, typically into houses of multiple occupation (HMOs). Poor housing is also one of the biggest drivers of poor health in Blackpool, creating high demands on the public services.



In the inner area of Blackpool, over 50% of all properties are now poor quality privately rentals, with the area dominated by small flats and bedsits in former guest houses. Over 80% of private rented tenants in this area receive housing subsidy (HB/UC) and 40% of landlords receive rent directly because of tenants' vulnerability.

With little alternative market for these flats and bedsits, rents reflect the Housing Benefit levels set and paid by Government through the Local Housing Allowance regulations. The rents are based on the wider area, which includes more affluent resorts like Lytham St Annes. The rents received by the landlords are not linked to the quality of the accommodation, nor to its real market value and the high rental yields disincentivise investment and make it very difficult for public and private investors to buy up buildings for positive redevelopment.

In inner Blackpool there is no discernible link between housing subsidy and the size or quality of the accommodation other than the number of bedrooms. This system therefore creates perverse incentives for landlords to pack as many small units into their properties as possible. The result is that inner Blackpool now houses the single most vulnerable population in the country and they live in the most inappropriate accommodation, compounding disadvantage. This population commonly has multiple and complex health needs.

The continued expansion of unregulated supported housing is also serving to further intensify these dangerous dynamics, with landlords targeting and drawing in individuals with complex needs, thereby extracting inflated levels of housing benefit, alongside sustaining artificially high capital values that are frequently sold on to remote investors.

VISION

To deliver a balanced housing market, in particular via intervention in inner Blackpool, to significantly raise housing standards and choice, alongside support for the vulnerable in more balanced communities.

STRATEGY

The objective is to improve housing quality and reduce the concentration of deprivation in the following ways:

- Uplift the quality of homes and create a better balance of home sizes through more affordable housing and intervening in the housing stock, including acquiring, demolishing and refurbishing properties
- With partners, deliver 3,000 quality eco homes of mixed tenure in the inner area
- Expand the Foxhall Village development, as people want to invest and buy in the centre of Blackpool if the quality is right. Blackpool Council is now working with partners to take forward and complete the next phases as well as options for the wider area. The Council and its partners such as Blackpool Football Club and the local community have a plan in Foxhall for further residential development and sporting community facilities
- Creating a housing offer that supports community stability and aspiration. There is the opportunity for a wider mix of family homes aimed at a mixture of income groups, close to new town centre employment, leisure attractions and upgraded public transport
- Introduce new area masterplans to tackle public realm and place making
- Work with Government to remove the current perverse incentives that reward the private market for delivering substandard living in inner Blackpool



I spent a fascinating and moving couple of days in Blackpool where I was born as a wartime refugee. It has some of the worst social problems in the UK, but it also has teams of deeply impressive, dedicated people who are working hard to solve them.

The Blackpool Pride of Place partnership's plan to regenerate the town over the next 10 years gives "real grounds for optimism".

John Simpson CBE
BBC World Affairs Editor

HOUSING

INITIATIVES ALREADY UNDERWAY

- Blackpool Council has used mandatory, additional and selective licensing across the inner area, targeting the poorest private rented housing stock. These licensing regimes typically involve a detailed approval process from central Government and have enabled the Council to enter and inspect thousands of homes, and enforce against statutory minimum housing standards. The ability to enter homes has also enabled the Council to link up vulnerable tenants with other support services
- Within the last year, the Council has worked with MBH to establish a subsidiary registered provider – Lumen Housing Ltd. This subsidiary is now accessing Homes England's Affordable Housing Programme to support investment in the creation of further quality housing
- Over recent decades Blackpool Council has explored a number of potential routes to reform with central Government departments (DWP, DLUHC). The purpose of reform would be to remove the existing perverse incentives that drive failure, and lead to the creation of a more balanced market that can support the improvement we seek in health and other outcomes
- The Council formed Blackpool Housing Company Ltd as a wholly owned private housing company in 2016 operating with the brand My Blackpool Home (MBH). The company's mission is to acquire, remodel and manage problematic property in inner Blackpool, creating quality, affordable new homes for rent. To date, MBH has now created over 500 quality new homes out of failed B&Bs, HMOs and private rented accommodation. This intervention was made possible via £70m of investment from the Council, and MBH is on track to deliver approximately 1,000 quality new homes in inner Blackpool by 2025/6. It has enabled hundreds of individuals and families to rent a well-managed, affordable property, put down roots, stabilise lives and improve outcomes. However, such is the scale of private sector housing failure in inner Blackpool, MBH is only able to acquire and remodel a small minority of the poor private rented housing stock, with around 10% completed to date. Transformation of housing quality – and wider health and socioeconomic outcomes in inner Blackpool – therefore requires national, as well as local action



- A pilot is underway to look at supported housing and a long-term solution is required to address the growing problems of this sector

ASKS OF GOVERNMENT

- Plans have been worked up by the local communities of Claremont and Revoe with Blackpool Council through Homes England's Community Housing Fund. Led by young people from Claremont's Magic Club, and through The Revoelution in Revoe, they have created innovative community led masterplans to enhance and transform their communities. There are plans for the South Shore area around Waterloo to develop a community lead masterplan
- Blackpool Council is in the process of building hundreds of quality new Council homes for affordable rent. The first hand-overs have happened at Troutbeck on Mereside, and construction will commence later in 2021 on Grange Park for a further 131 Council homes
- Foxhall Village is an example of regenerating a deprived area. This scheme of 400 homes with mixed tenure including Homes for Sale has established a distinctive and desirable new neighbourhood in the country's twelfth most deprived ward. The Council is now working with the adjacent football club to incorporate a Sports Village into this development using the Government's Town Deal funding
- A £100m investment in capital funding to intervene at scale in the failed housing market in inner Blackpool, would facilitate selective clearance, remodelling of existing properties and the creation of green spaces. This could be supported with further access to Home England's Affordable Housing Programme
- Work with Blackpool Council to develop a new style of 'Housing Action Zone' which pilots changes in policy, approach and associated funding, aimed at tackling the inner area's challenges
- A pilot to change the way benefits currently work, to end the perverse incentive for private landlords to attract more people with complex needs into the town and into the most inappropriate housing. As an example, the Council has proposed that localised Local Housing Allowance (LHA) rates are introduced that link directly to the standard of accommodation, offering lower payments than current rates for small and low-quality flats and higher payments for larger and better-quality homes
- Appropriate regulation of supported Housing
- Homes England to provide capital funding for the delivery of Claremont and Revoe Masterplans (which were created via Homes England support)
- Tough, localised standards in the private rented sector, recognising that special measures are needed to attack the extent of failure in inner Blackpool. In recent years, Blackpool Council has worked with DLUHC and DWP to explore how the payment of housing subsidy could be made conditional on proof that minimum statutory standards (as defined in the HHSRS) had been met
- Explore the feasibility of providing transition funding of up to a year, from the home authority when those in receipt of social care move into Blackpool lifting the town out of an 'end of the line' perception

HEALTH

SITUATION UPDATE

The male suicide rate in Blackpool is the 2nd highest in the country

High rates of smoking cause high rates of lung disease and cancer, whilst drug deaths, alcohol-related harm, significant levels of mental health issues and a high suicide rate all contribute to people in Blackpool living shorter lives with fewer healthy years. The disparity is caused and exacerbated by deprivation and poor housing, creating low work expectations and aspirations which impact directly on the potential to develop a skilled, resilient workforce and the health benefits which go along with stable, well-paid good quality jobs.

The Chief Medical Officer's 2021 annual report highlighted additional disadvantage caused by coastal location and the "long tail of preventable ill health" these communities will suffer without vigorous and systematic effort. The consequences of ill health experienced in coastal areas like Blackpool are compounded by the difficulty in attracting a high-quality health and social care workforce.

Dysfunctional domestic relationships contribute to high levels of risk of spousal and child abuse, with young people at a higher risk of Adverse Childhood Experiences than elsewhere. Blackpool has the highest rates of children in need and looked after children in the country.

Mental ill-health continues to be an issue in Blackpool with high rates of diagnosed severe mental illness. There were over 500 hospital admissions for intentional self-harm in 2018/19 and suicide rates amongst males are the fifth highest in the country. Many people have (re)co-occurring substance misuse and mental health issues.

71.6% of adults in Blackpool are overweight or obese

Government support is needed to fund an academic study on the pathways to improving health in Blackpool

The number of children in need and looked after children remains the highest in the country

31% of pupils are below average on the mental toughness scores

New neighbourhood health models need all key partners around the table; and that includes communities as well as health providers if they are to be fully integrated. It is evident to me that the health and wellbeing of Blackpool's residents is improving, however, there remain considerable challenges we must address collaboratively in order to build on and accelerate the progress made.

Dr Arif Rajpura
Director of Public Health, Blackpool Council

VISION

To harness the opportunity offered by the Fylde Coast Place Based Partnership to work collaboratively to tackle the underlying causes of health inequality in Blackpool, while continuing to support innovative initiatives to reduce drug misuse and its social consequences.

STRATEGY

Government plans for Integrated Care Systems and local place-based partnerships bring a statutory duty for health and care organisations to collaborate, plan and deliver joined-up services and to improve the health and wellbeing of people who live and work in those areas. Healthier Fylde Coast, Blackpool's place-based partnership, is chaired by the recently appointed chair of Blackpool Teaching Hospitals NHS Foundation Trust. Governance of the Integrated Care System must deliver tangible devolution to the Healthier Fylde Coast partnership so place-based health care can integrate seamlessly with the existing array of complementary social support services to tackle the social challenges in Blackpool. In this context, the Trust is currently refreshing its 5-year strategy to ensure "Safe, Effective Care for Everyone, Every day".

Reflecting the national situation, the Trust is prioritising the restoration of health outcomes and waiting times to pre-pandemic levels. The Trust is a major local employer that, through careful local collaboration, can offer fabulous employment opportunities to local people helping to mitigate against the myriad of underlying causes of ill health.

Regarding Public Health, Blackpool continues to import disproportionate numbers of people with existing issues, so treatment remains a costly necessity that drains the public purse and reduces the opportunities for prevention of ill health. The only effective sustainable approach to improving health in the town is to tackle the causes of poor health, and the Joint Health and Wellbeing Strategy for Blackpool identifies four priorities in this regard:

- Housing
- Tackling Substance Misuse (alcohol, drugs and tobacco)
- Building Community Resilience and Reducing Social Isolation
- Early Intervention

INITIATIVES UNDERWAY

Initiatives outlined elsewhere in this Prospectus seek to tackle the 4 priorities by encouraging prevention and creating opportunity; immediate need is dealt with by existing statutory services and a wide range of voluntary sector support. Nevertheless, the scale of the challenge relating to drug misuse in Blackpool requires additional focus:

Blackpool suffers from the highest number of drug related deaths in England and has recently been the recipient of the new Project ADDER (Addiction, Diversion, Disruption, Enforcement, Recovery) to tackle this issue. Project ADDER is a 3-year pilot using a whole systems approach to influence system change and gather evidence throughout project delivery.

2.5 times higher than the Country average for opiate and/or crack cocaine use

4 times higher than national average death rates from drugs misuse, the highest in England and Wales, with a rising trend

2.5 times the national average for 15-24yrs hospital admissions due to substance misuse

HEALTH

The key aims are:

- A reduction in the rate of drug deaths
- A reduction in the level of drug related offending
- A reduction in the prevalence of drug use

Successful outcomes for Project ADDER will have a positive effect on Blackpool as a “place” and on the quality of life in our communities and is therefore a major priority for the Town.

Harm reduction strategies reduce deaths from opioid use. Methadone treatment must be supplemented with other effective treatments such as running Heroin Assisted Treatment and Supervised Injection Sites (Shooting Galleries), where opioid users take Heroin and other effective substitutes, under supervised conditions on a pilot basis.

Public and voluntary sector organisations must work collaboratively to find new ways of engaging with people with multiple complex needs, providing a coordinated ‘whole person’ approach to service provision. Successfully engaging people who face multiple disadvantages can be challenging due to experiences of trauma. It is essential that mental health services work alongside substance



misuse treatment services, to use a trauma-informed approach to treat underlying mental health conditions that can be a consequence of experiencing trauma. Given appropriate delegated powers, the Healthier Fylde Coast Partnership will provide the mechanism for this collaboration.

Changing Futures is a three-year national pilot being delivered in Blackpool that will build upon Project ADDER and will test new delivery models that ensure enhanced collaboration between service providers to support people facing multiple disadvantages. This cannot be another top-up programme, Changing Futures must result in mainstream services delivering care differently from day 1.

ASKS OF GOVERNMENT

- Government support is needed to ensure governance of the Integrated Care System delivers tangible devolution to the Healthier Fylde Coast partnership so place-based health care can integrate seamlessly with the existing array of complementary social support services to tackle the social challenges in Blackpool
- Government to implement a Minimum Unit Price for alcohol and include a 5th public health objective in the Licensing Act 2003
- Government to prioritise Blackpool and restore waiting lists to pre-pandemic levels to help alleviate the already high levels of ill health and deprivation, accompanied by restoration of Public Health budgets eroded during the pandemic
- Address the mismatch between health and social care worker deployment and the prevalence of poor health in coastal areas through the funding of additional workers in Blackpool
- Encourage and fund the availability and sharing of data and research on coastal communities
- Ongoing support to embed the Changing Futures pilot in all mainstream health services

EDUCATION, SKILLS AND EMPLOYMENT

SITUATION

The Blackpool Children and Families Strategic Partnership Board drives the town-wide strategies to improve outcomes for children and families. It engages wider expertise, provides external support and challenge, and builds on existing strengths in partnership working to help create better life chances and stabilise communities. The Blackpool Education Improvement Board (BEIB) reports directly into this board and is responsible for setting the strategic direction for improvements in education, recently articulated in the ten-year 2020-2030 Education Strategy. This is supported by a number of key groups including the Opportunity Area (OA) Partnership. Primary School standards have never been higher, with 94% of Primary Schools rated as Good or better by Ofsted. Sixth Form provision is outstanding, as is the Special School sector. The Pupil Referral Unit has been a Good school for a number of Ofsted cycles, with realistic aspirations to be Outstanding. Post - 16 provision is some of the best in the country, with Blackpool and the Fylde College and Blackpool 6th Form College achieving Ofsted Outstanding status.

50% of Blackpool Secondary Schools are rated as Good, with a realistic ambition for them all to be Good or better by 2023. Currently, around 29% of Blackpool children, educated in Blackpool attend secondary schools which 'require improvement' compared to 10% nationally. This has previously been reflected in attainment figures, with the second lowest rate of pupil progress in England, and only 48% achieving grades 9-4 in English and Maths at GCSE (2018-2019 figures). A significant proportion of these children also did not go on to sustained education, employment or training, despite the town benefiting from two 'outstanding'-rated tertiary colleges. 16/17-year-old NEET and destination unknown figures are double the national average. There have been progressive improvements within recent years, with Opportunity Area (OA) projects resulting in a marked decrease in exclusions and at Key Stage 3 a significant reduction in the gap between actual and expected reading age facilitating increased access to the curriculum which is beginning to translate into improved attainment outcomes at Key Stage 4.

The Careers Hub and Enterprise Adviser Network have gained momentum with support from the Blackpool OA using the Blackpool Careers Journey. Performance against the Gatsby Benchmarks is significantly higher than the national average and across other OA areas with all Blackpool secondary schools, including special schools and the colleges, engaged in driving careers excellence. This boosts aspiration and enables informed choices regarding transition to the world of work.

In Blackpool there are currently many good quality work opportunities vacant owing to a lack of suitable local applicants. For example, the Council Kickstart gateway currently has over 300 Kickstart vacancies, confirmed by feedback from local businesses. Implementing the Lancashire Skills and Employment Strategic Framework is crucial to Blackpool's success with the themes of Future Workforce and Inclusive Workforce are particularly relevant key themes.

EDUCATION, SKILLS AND EMPLOYMENT

VISION

The ten-year Education Strategy sets out a clear vision of how we will improve educational outcomes for children, underpinning everything we are striving to achieve for the residents and the town of Blackpool. This Vision is supported by a set of clear targets and highlights the need to focus on improving outcomes at all ages and phases so that children thrive and achieve their potential in adulthood. The journey starts with the family and with pre-school settings. The clear aim is to support the whole community to live self-sustaining and fulfilling lives, with the key to this being stable employment with adequate pay.



STRATEGY

The Education Strategy identifies two key priorities for collaborative endeavour: Improving outcomes by addressing standards of literacy and promoting inclusive practice. These will:

- Reduce the number of children who are NEET (not in employment, education or training)
- Improve the level of attainment and progress for children across the town
- Reduce the number of pupils who are excluded from school
- Improve attendance

Alongside this, the key themes from the Skills Framework shape the strategy for successful transition into work:

Future Workforce: working with education providers and businesses to establish a talent pipeline and future workforce that meets the current and future demands of the local labour market with four key priorities:

- Careers Hub: Excellent careers provision underpinned by Labour Market Intelligence (LMI) Lancashire's Technical Education Vision: roll out of T levels & progression pathways to higher technical qualifications
- Digital Workforce of the future - working with the business-led steering group in Blackpool to create a workforce that fuels the exciting digital opportunities in Blackpool
- Supporting young people who are NEET to re-engage with learning and work by targeting the Blackpool Careers Journey towards those most at risk of becoming NEET

Inclusive Workforce: supporting unemployed and inactive residents into sustainable employment, driving up digital skills and embedding social value to 'level up' Blackpool and accelerate inclusive growth, with 4 key priorities:

- Boost employability and skills of unemployed and economically inactive residents and support their journey into work, particularly in disadvantaged areas supported by Lancashire Adult Skills Forum using the 'Lancashire Skills Escalator'

- Sector specific initiatives targeted at areas with labour market demand - Working with DWP, the Blackpool and the Fylde College and other providers are delivering Sector Skills Work Academy Programmes under the 'Plan for Jobs' to skill up local people for specific vacancies, Digital Bootcamps are also supporting people into higher technical roles
- Raise Digital Inclusion - working with the business-led steering group in Blackpool to tackle digital poverty
- Embed social value in commissioning, procurement and planning processes

This approach is integrated with the three ongoing town-wide programmes:

Better Start focuses on 0–3-year-old children, improving social and emotional development, communication, language skills and diet and nutrition to ensure that children are ready for school. Focused on the town's most deprived wards, nevertheless it provides a town-wide approach, on key issues such as extending the health visitor scheme to cover more visits, including a dedicated pre-school visit.

EDUCATION, SKILLS AND EMPLOYMENT

HeadStart supports young people's transition into secondary school. It takes a universal approach to building mental health resilience, supplemented by targeted initiatives (such as providing resilience coaches for pupils across transition years 6 and 7), to help those with greater needs.

Opportunity Area (OA) - One of 12 areas nationally providing additional DfE funding to accelerate the progression of children across the town. The OA Partnership has been active for over 4 years delivering projects under three themes:

- **School Attainment** - with particular focus on literacy at secondary age to facilitate student access to the whole curriculum
- **Inclusion** - with particular emphasis on supporting schools and families to reduce exclusions
- **Supporting Young People into work and further education** - implementing the Blackpool Careers Journey, underpinned by the bespoke IT Platform "Start Blackpool" with additional focus on NEET reduction



The programme has achieved significant measurable success, although the outcomes for students will be realised in the longer term and we therefore believe a tapered extension of funding for the programme beyond year 5 is highly justified and desirable. The programme is spreading its influence and expertise beyond the Blackpool borders via two "Twinning" projects: **Football Mentoring**, led by Blackpool Football Club Community Trust and **Lancashire Careers Journey** led by the Careers Hub.

INITIATIVES UNDERWAY

Acknowledging the significant strides made in Blackpool schools, we are building on this academic progress, developing it into successful life outcomes for young people ensuring they all have access to work opportunities that reflect the needs of the regional economy. This involves deployment of a multi-faceted strategy outlined below:

Future Workforce - Young People

- a) The highest quality universal careers education offer for those aged 5 years onwards. The Blackpool Careers Journey, through Primary Futures and the Careers Hub, is underpinned by the Start in Blackpool digital platform allowing businesses and young people to share and log their careers support activities. This offer addresses the issue of "work-readiness", which obstructs the progression of many Blackpool young people into work

b) “Spend to save” targeted careers support identifying NEET risk, preventing where possible, reducing to minimal levels, and providing support for successful, sustainable transition into work. This targeted support for the hardest to reach young people is delivered through an Integrated NEET programme that brings together key partners, aligning NEET projects under three key strands of work:

- **Prevention** - building an evidence-based approach to NEET prevention in schools undertaken by the Pathways for All programme
- **Reduction** - Youth Hub is being established to provide targeted support for unemployed 16 – 24-year-olds and linked to Blackpool Council’s Positive Steps into Work Service
- **Sustainability** - Post 16 education, training and transition support building on Positive Steps into Work

c) Connecting all young people with those work opportunities or the support they need to develop work-readiness - the new Youth Hub will bring providers together to enable a coordinated approach to supporting 16–24 year olds into education, learning and work

Inclusive Workforce - Adults

- d) Post 25 years of age - “spend to save” targeted support via the Lancashire Adult Skills Forum and the Blackpool Adult Skills and Employment Partnership with DWP to maximise the impact of programmes such as Restart
- e) “On the job” upskilling - Colleges supported by a new Multiversity enabling progression in the workplace
- f) Creating high quality job opportunities through Government relocations, development of the Enterprise Zone, and the maximisation of employment opportunities created by the ongoing capital investment in the town

ASKS OF GOVERNMENT

- Support a successor programme for the Blackpool Opportunity Area until 2030 so we can maintain improvements in education performance and inclusion, supplemented with targeted support for those hardest to reach in our community, making sure there is a place for everyone in the workforce
- Continuation of funds for the Lancashire Careers Hub, Enterprise Adviser Network and Youth Hub for a further 3 year
- Support the development of a Multiversity in the town that will inspire all young people and act as the hub to develop a truly inclusive Blackpool workforce. This places education at the heart of the town
- Support the bid from Blackpool and The Fylde College to fund an Institute of Technology (IoT) for Lancashire to enable progression routes from T Levels to Higher Technical Qualifications
- Provide incentives to employers to recruit and train previously disengaged adults and young people, by continuing to incentivise Apprenticeships in disadvantaged areas

DIGITAL

SITUATION

Blackpool aims to be a 'Smart Resort' using the latest digital technology to add value for residents and visitors alike. Digital transformation is fundamental to the continued revival of the town, that will create an enhancing experience for residents, visitors and businesses.

Internationally, Blackpool is at the centre of the North Atlantic ultra-high-speed data cable, connecting New York, the U.K. and Northern Europe. Landing at Blackpool Airport Enterprise Zone, the network is designed to support the needs of cloud-based networks, internet service providers and global media. The Cable presents an ideal opportunity for businesses to relocate to Blackpool, who need access to high speed, low latency connectivity, including data centres, fintech, electronic gaming and shared business services.

Locally, Blackpool has led the UK roll out of Local Full Fibre Network (LFFN) programmes. Through a £3.1m investment from the Department of Culture Media and Sport (DCMS), it has laid fibre optic cables that run the length of the promenade, which also provides free public Wi-Fi at all tram stops, libraries, council buildings, NHS sites and at the Winter Gardens Conference Centre. It is also one of the first locations to benefit from 5G technology. The town's local cooperative fibre network provides cheap direct access to high-speed internet and is at the heart of the regeneration of the town.

Local providers of education and training are able to equip students with digital skills for life, work and further study. They also support the provision of essential digital skills training for adults in community settings through the Adult Education Budget. They also deliver Essential Digital Skills Qualifications (EDSQs), which are based on the new national standards, along with the new digital T level, helping Blackpool to meet the diverse learning needs, motivations and starting points of adults with no or low digital skills.

Situated offshore is one of the world's largest wind farms, generating over 1,000 megawatts of green power. The Digital Strategy seeks to utilise the Fylde Coast's world-class renewable energy sector. The combination of international connectivity with a carbon neutral energy source available at the Enterprise Zones puts Blackpool in a prime position for new investments to decarbonise digital infrastructures and support the development of new industries and applications.

Blackpool will maximise the opportunity presented by this new digital infrastructure so that citizens and businesses can participate in the global network of information and digital democracy.

VISION

Blackpool's Digital Vision, brought to life through a Rich Picture, sets an ambitious plan for the next nine years, which aligns to the 2030 Town Prospectus, as part of Blackpool's regeneration ambitions to be a thriving coastal community by 2030.

In a world where digital is a key enabler, the town's stakeholders have created this vision to support Blackpool to become the smartest and best-connected town in the UK. This plan will help Blackpool build for the digital economy and improve the socio-economic outcomes for its citizens.

The Vision builds on Blackpool's key digital infrastructure so it becomes a catalyst for transformation, one that develops, nurtures, and attracts employment and industry to strengthen economic growth.

Photo: North Atlantic Loop ultra-high-speed data cable



Blackpool is creating a thriving digital business community, with an eco-system for tech skills and a pipeline of talent that encourages investors. Through all phases of education all children and young people will be equipped with the right digital skills to prosper. The aim is for employers to have one of the highest digitally skilled workforces in the north of England and access to a pipeline of highly skilled digital

professionals, ending the digital brain drain from the town as ambitious professionals choose to remain, and return, to work and build their businesses.

Investment in digital skills training will lead to a technology savvy employee base, creating a digital mindset so that enterprises lead the way in utilising technology to capture business opportunity.

STRATEGY

As part of their role on the Blackpool Pride of Place board, and their ongoing commitment to the Town, Atos and Cisco are working to drive forward this ambitious digital vision. Atos have sponsored the vision and will use their organisation's people and capability to drive delivery.

Cisco will convene and chair a business-led steering group, to start bringing the digital strategy to life. It will work on the themes described in the narrative and form a strategy for delivery, bringing the best of the voluntary, public and private sectors together.

DIGITAL

INITIATIVES UNDERWAY

- A £60m investment by City Fibre will give almost every home and business access to next generation gigabit-capable broadband by 2024. This will boost business productivity and innovation and deliver millions in economic benefits for Blackpool, whilst giving residents access to the UK's fastest broadband services
- Cyber Girls First (CGF) has launched its first event in Blackpool, with 60 young women across 3 high schools taking part, to learn about careers in the tech and cyber world. CGF aims to play an important role in trying to improve gender diversity in cyber security and encouraging uptake in computer science amongst girls
- InnovateHer, is committed to preparing females for the tech industry and the tech industry for girls. It is working with ITS, a key partner in the cooperative fibre optic laying consortium in the town, to provide free training, supported by digital business mentors, for females aged 13-16 years. The intention is to enable every young woman in this age group to have access to this free course
- During the pandemic, significant investment was made nationally to reduce the digital divide that was being experienced by low-income families. In February 2021 the town brought together many businesses, education settings and interested groups and individuals to consider what needs to happen to capitalise on the digital investment. Professional support and guidance for education leaders, leaders of computing in schools and governors have been created and shared
- To reduce digital poverty, Age UK and other organisations across the town have distributed tablets and other devices to those unable to remain connected due a lack of funds for devices. Social Prescribing Link Workers, in VCFSE locations across the town, continue to identify where people are more isolated, and address this issue. The CVS grants scheme enabled basic training to be offered to people unable to use tablets and smart phones
- Plans are currently being considered to create a digital education base where teachers from across the town can consider how best to adapt their teaching to make best use of the increased digital resources available to them and their pupils
- Claremont Digital Library is a partnership between Empowerment and Claremont Park Community Centre that focuses on loneliness and isolation in Claremont. It encourages residents in Claremont to engage in friendship, support, and to participate in meaningful activities across the community
- To tackle digital exclusion, Blackpool Council are working on a pilot project with Groundwork and the Libraries to launch a digital lending library. The concept is that in the same way you can borrow a book from a library, you can borrow either a laptop (Chromebook) or Connectivity (MiFi Router), or both. The laptops are redundant Council laptops, repurposed as Chromebook devices with Cloud Ready Software and new faster SSD hard drives. There are currently 10 devices in the pilot with an aim to scale this and increase to 50

2030 VISION

RIDING THE DIGITAL WAVE
TO ECONOMIC & SOCIAL PROSPERITY

NEW YORK

BLACKPOOL

DENMARK



DIGITAL

ASKS OF GOVERNMENT

- Work with Blackpool to utilise its international fibre connection to Europe and the USA to diversify Blackpool and the Fylde Coast's economy
- Work with Blackpool Council to bring a feeder cable to Blackpool Airport Enterprise Zone, to power digital hubs and provide modern manufacturers with green energy to support the commitment of net zero carbon
- Enable every child from Y1-Y13 in the town to have a high quality, free digital device, regularly updated and / or replaced, to allow them to engage digitally in their education provision
- Support all teachers to make best use of these devices in the classroom, through a bespoke CPD programme that is jointly developed by them and those chosen, through procurement, to provide the devices
- Support the creation of a digital education hub in one of the secondary schools, accessible to all children in Blackpool, where teachers can utilise cutting edge digital technology with their pupils and train teachers in how best to teach children how to use this technology
- Provide all schools with fully-funded, full-fibre broadband that is effective to support the shift in focus to digital learning
- Ensure that all schools are able to capitalise on high-speed, full-fibre broadband and eliminate incompatible, end of life IT infrastructure and wireless capability
- Fund perpetual software licences for schools so that they can access up-to-date apps, programmes and resources, without being constrained by finances
- Grant Blackpool secondary schools permission to develop, alongside world-leading researchers and innovative employers, a more appropriate GCSE for computing, so that it serves the needs of digital businesses more effectively and does not prevent non-mathematicians from following the course

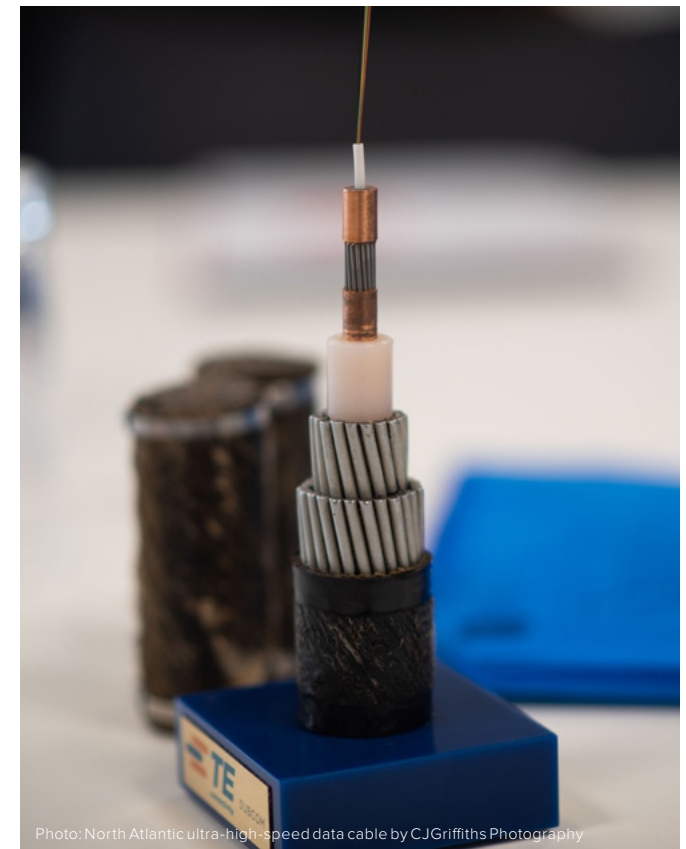


Photo: North Atlantic ultra-high-speed data cable by CJGriffiths Photography

COMMUNITIES

SITUATION

Blackpool has the highest concentration of deprivation in England, with 8 of the most 10 deprived neighbourhoods in the country located in inner Blackpool alone. Nevertheless, there is great strength and determination in Blackpool's communities, with significant voluntary sector activity mitigating the effects of deprivation, including the National Lottery Community Fund, Blackpool Carers, Blackpool Boys and Girls Club, Street Angels, Fulfilling Lives and many more. Town-wide strategies have been developed to tackle many of the challenges including:

- Education Strategy
- Inclusion Strategy
- Young People Skills and Employment Strategy
- Social Value Strategy
- Early Help Strategy
- Violence Reduction Strategy
- Public Health Strategy
- Housing Renewal Programme

...and a wide range of projects tackling specific issues such as drugs and alcohol abuse, mental wellbeing, and domestic violence. Progress is encouraging and our communities are beginning to show that these interventions are starting to have direct impact. Opportunities exist to deploy the resources more collaboratively within individual communities to target specific issues and to provide coordinated services to individuals. Working together, partner organisations can share resources and data to facilitate:

1. Early identification of young people and families with multiple needs
2. Deployment of early collaborative intervention, bespoke support for individuals and families
3. Tracking of outcomes to deliver and evaluate successful outcomes

We are implementing a pilot approach in Claremont, one of our most deprived communities, and linking this into the Council's vision of community-based service provision using a network of Family Hubs. A successful approach to early identification and intervention will minimise adverse impact on families and ultimately reduce the burden on public services.



The pandemic has hit young people disproportionately in Blackpool and NEET numbers have risen dramatically. Working within communities, connecting schools with youth provision and redeveloping community centres will allow the issue to be addressed with some urgency.

COMMUNITIES

VISION

To improve the quality of life in the communities of Blackpool by lifting neighbourhoods out of the most deprived deciles in England.

STRATEGY

The strength of a community is determined by key factors including the quality of Housing, Health, and Education - they are all inter-dependent. Civil Society needs to harness the assets in Blackpool and work with local partners to use them to build better and stronger communities, helping communities to understand what they can do by themselves and where they need help to make progress.

Ventures such as @TheGrange and The Claremont Project - examples of what can be achieved locally by a community working together with partners – will be evaluated and evidence used to justify replication in other neighbourhoods, such as Revoe and the Waterloo and Bond Street area of South Shore.

Using initiatives like Homes England's Community Housing Fund, residents and stakeholders can create masterplans that enhance and transform their communities, as Claremont and Revoe have, in partnership with Blackpool Council.

To advance the work of creating more sustainable communities, more work needs to be done locally and nationally to remove some barriers set for example through GDPR, and to encourage more co-production with young people.

INITIATIVES UNDERWAY

- Groundwork and Blackpool Council partnered to create @TheGrange, which took a rarely used Community Centre and created a vibrant Hub that provides a focus for community life. It comprises a pharmacy, shop, theatre, library and community farm, which grows fresh produce for use in the café, and has had an amazing impact on this community
- The Claremont Project, sponsored by The Pride of Place Board and supplemented with strategic investment from the Blackpool Opportunity Area, is an intensive neighbourhood approach that was created in September 2018. It aimed to bring together the best of the local community, voluntary, public and private sectors and help them work together better on the issues which are most important to the community, collaborating to identify need and provide support – see Claremont Project for more information
- A proposal for a Masterplan for South Shore funded by the Community Renewal Fund building on the lessons learned from the work in Claremont

ASKS OF GOVERNMENT

- Greater flexibility on use of funding from Government to address the key issues in communities - support to pool resource passed down from separate Government departments
- Greater funding for Civil Society post pandemic, as support has been cut to the very organisations that provide for the most vulnerable in the heart of our communities
- Funding to support more projects like The Grange to flourish in communities and breathe life back into community centres

Community intervention in Claremont

SITUATION

Claremont ward forms around a quarter of Blackpool's inner area and suffers from intense deprivation, facing challenges of high rates of unemployment and crime combined with poor health outcomes and low average household incomes. Its townscape is mainly densely packed streets of poor quality privately rented houses, many of which are of multiple occupancy. Led by the Pride of Place Partnership, The Claremont Project is an intensive neighbourhood approach in a Ward of Blackpool, which corridors public service interventions and ensures that lessons learned can be rolled out more widely.

The last three years have seen The Claremont Project develop a strong team of community, public service agencies, business leaders, civil society organisations, young people and Council representatives meeting regularly to tackle issues. It has concentrated on three themes: health, housing, and young people, all led by a prominent business leader from within the town. In the past year this project has been supplemented by an Opportunity Area (OA) pilot project aimed at early identification of need, followed by very early intervention with the aim of preventing the endless stream of issues facing the Claremont Project.

VISION

By 2030, Claremont will have risen, and the pressure on public services will lessen as a community-friendly public realm flourishes. Anti-social behaviour will reduce, with fewer young people not in education, employment or training (NEET's), there will be less transience, and people in Claremont will feel proud to belong to their community.

Many more young people in Claremont will be safe, skilled, supported and helped into work, with improved resilience, self-sufficiency and aspiration. Continual support for young people's leadership in tackling social isolation, improving health and accessing employment opportunities will continue to drive the vision of the Claremont team.

STRATEGY

An orchestrated campaign, supporting and encouraging coordinated community intervention from the public, private and voluntary sectors supplemented by collaborative preventative action to stem the volume of need.

Aligning the OA pilot project with the ongoing Claremont Project will create a co-ordinated approach dealing with the causes of the social issues as well as the ongoing effects.



Photo: The Magic Club by CJGriffiths Photography

COMMUNITIES

INITIATIVES UNDERWAY

- An OA funded pilot project comprising an innovative and long-term preventative programme implemented initially by education, police, and Council partners with the intention of adding other key delivery partners as need is identified by the community. In 2021/22 the OA is funding additional family support workers based in the community, building on the Council's vision for community-based services and linking to the emerging Young People Employment and Skills Strategy
- The Claremont team has developed joint working relationships with key public service providers within Claremont. Working in collaboration with the GP practice, social prescribers and Public Health England has ensured that the health professionals are working more closely with the community and other connected organisations such as housing providers
- The housing group continues to develop training for landlords and tenants, undertaking street walks around the neighbourhood to identify properties of disrepair and any environmental issues. Working with local councillors the team has supported rubbish amnesties to improve the environment of the area
- Westminster Academy, which is a primary school within the ward, and Unity Academy, both part of the Fylde Coast Academy Trust, continue to support the young people and their families. Working with the school, the Claremont team has hosted a community drop in advice evening which ran alongside the parents evening. They also hosted a successful careers event for year 5 and 6 pupils. The mini police cadet scheme has been successfully introduced at the school developing deeper knowledge of the work of the police. The GP surgery has also facilitated several health sessions for pupils and the wider community
- The Claremont team is determined to develop opportunities for the community to build their own futures by supporting stronger, vibrant and well-resourced community organisations. Claremont First Steps Community Centre and Claremont Park Community Centre - amongst others - seek to tackle social isolation, community engagement and improve health and support to residents
- Discussions to develop a project led by the police to analyse the high number of police call outs to HMO's of which a significant number were registered as supported living, which attracts a higher rate of benefit payment



- Strengthen the partnership between the Youth Work and the schools of Claremont, enlisting the work of Blackpool Football Club Community Trust, the private sector and civil society, so as to continually support young people's leadership in tackling social isolation, improving health and accessing employment opportunities

ASKS OF GOVERNMENT

- Back the Claremont and Revoe plans submitted to Homes England, which advocates a wider approach to the regeneration of the area, such as greening and pocket parks, reducing the density of urban development, improving connectivity to the rest of Blackpool, focusing on the conversion of existing units as well as some demolition of derelict sites to provide new affordable housing units, reducing single occupancy and creating safe space for children and families
- Help to facilitate the sharing of data across Government departments to allow a common evidence base to be created, which can be used to develop evidence-driven collaboration
- Fund the aspiration to create a body of evidence through the combined Claremont project and the OA pilot project that will be rolled out across other wards in Blackpool and beyond, and used to inform future Government policy
- Support investment to the OA and other funding to build capacity in Claremont to develop, manage and co-ordinate operational activity that reflects the agreed strategy
- Support for creation of a Public Service Partnership Board to drive the pooling of budgets over a 5-year period to tackle prevention/early intervention
- Support for Youth Futures funding for NEET prevention post OA and Youth Endowment funding to tackle crime prevention

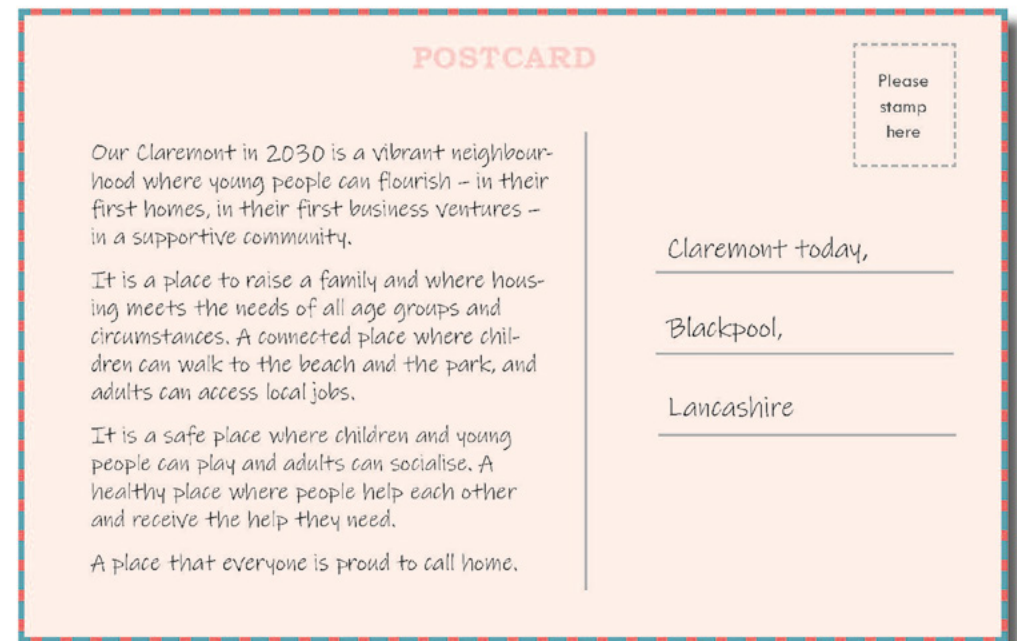


Image: Claremont postcard by LDA Design, Lambert Smith Hampton

COMMUNITIES

IMPACT STORIES

The Grange

@TheGrange is a community centre in Blackpool run by Groundwork with support from Blackpool Council. Opened in 2018, the centre has quickly become a vibrant hub bringing together local residents and providing a focus for community life.

The centre is based on the Grange Park estate, which is home to approximately 6,000 people. The area has significant socio-economic challenges and is among the 10% most deprived neighbourhoods in the country. At the time plans for @TheGrange were being developed in 2017, 45.5% of local children and young people were living in income deprived households, compared to 19.9% nationally. Residents of Grange Park were more likely to be long-term unemployed compared with other Blackpool residents and England as a whole. 11.6% of residents described their health as bad or very bad, compared to 5.5% of people in England.

The centre is home to a library, @TheGrange Pharmacy, a One Stop shop, a community café, theatre space and the HIS Community Shop.



@The Grange creates significant social benefits, connecting neighbours, building skills, helping people to move into work or education, and improving health and wellbeing. It has also created environmental benefits, improving local habitats and connecting people with nature. The pandemic has challenged this facility, but it has also highlighted its importance.

It is open to all ages and is the 'social space' for the local community, with social interactions becoming as important outside the Hub as in it, as people make friends for life and social isolation reduces. Since it has opened, over 10,000 people have attended activities and events held at @TheGrange.

Being part of the Hub @TheGrange has had a positive impact on the health and wellbeing of volunteers, where many have come after an adverse life event to speak compellingly about how having a space to come to where they are valued as part of a community, helps them cope with these challenges. Over 300 residents have been supported to manage complex problems including housing issues and health concerns.

The centre's outdoor space has been developed into Grow Blackpool, a community farm where volunteers benefit from the therapeutic effects of working together in the outdoors. Since the farm started, over 1 ton of fruit and vegetables has been grown for use in the community café.

The centre also provides space for the local police, local councillors' surgeries, and for other organisations to hold events and meetings in the community.

One of the characteristics that marks out community hubs is their ability to bring people together from different walks of life, breaking down barriers in the community. People come to the hubs through different routes and for different reasons but spend time together with a shared purpose, fostering understanding and mutual respect.

IMPACT STORIES

The Magic Club

The work of the Magic club is the key to the development of, and engagement with, the young people of Claremont. Established in 2018 it has seen its numbers grow to over 200 members offering trips, residentials, The Duke of Edinburgh programme and project work including entrepreneur skills, arts and drama. These are all provided free of charge.

Holiday schemes are now in place supported by the Blackpool Opportunity Area, and the Magic Club is continuing to support the wider community, developing volunteering and training opportunities and increasing the number of young people who can access exciting opportunities that they may not otherwise have access to and developing partnerships to improve outcomes for members.



The Magic Club works with 7 to 16-year-olds at four youth club sessions a week

Over 200 members and welcoming 110 young people to the club each week

Sharp decline in youth Anti-Social Behaviour reported by the police since opening in Claremont

The Fleetwood Trust

Sponsored by the Pride of Place Board, the project in Fleetwood is one of seven projects across the UK undertaken by The Prince's Foundation to coincide with The Prince's 70th birthday in 2018 in a campaign known as 7 for 70. Spearheaded by communities and supported by The Prince's Foundation, the seven projects focus on landmark buildings and sites, whether neglected, in need of a new use, or requiring construction. Work has been underway for two years to transform the old Fleetwood Hospital - a derelict building - into a Community Hub, which aspires for the top two floors to be home to support and promote Health provision. The ground floor will be a centre of community, with voluntary sector organisations collaborating to ensure the whole building has a holistic impact on health and well-being.

ECONOMIC GROWTH AND REGENERATION

THE WIDER ECONOMY

Blackpool has embarked on a transformational £1billion Growth and Prosperity Programme with long awaited private sector interest in all areas of the economy beginning to emerge. This is particularly relevant to leisure, retail and hospitality, with investment planned to reach £500m over the next 5 years. Plans to reinvigorate Blackpool as the leading retail and office destination on the Fylde Coast began with Blackpool Council bringing 1,000 office workers into the centre of the town. This has borne fruit with several hundred private sector office jobs relocating there, bringing a noticeable difference to the year-round viability of restaurants, shops and attractions in the town centre.

Two projects using the Governments Getting Building Funding are now underway; The Houndshell Shopping Centre now owned by Blackpool Council, is being extended to include a 9 screen IMAX-ready cinema, a relocated Wilko and restaurants; and a revitalised Abingdon Street market to provide a food court and high-quality retail, food and beverage offerings is underway.

Office accommodation will continue to be built in the Talbot Gateway Central Business District, enabling the creation of a Civil Service Hub to relocate 2,800 Civil Servants from DWP's Warbreck House into central Blackpool, providing additional economic stimulus to the Town Centre. Work has already commenced on demolition and the main build will be complete in 2024.

Blackpool was reliant on the fortunes of its constituent companies to expand and create job opportunities. With declining business start-up rates, low growth rates and no significant direct foreign investment, the engine of non-tourism related job creation needed fuel. Blackpool Airport Enterprise Zone provides a fabulous opportunity to attract new and existing growth-oriented companies with a delivery plan now focused on establishing this as a premier business location, with the potential to host in excess of 5,000 jobs by 2040. It has already delivered 1,600 new jobs by attracting 73 new companies. In terms of social value, there is a determination to ensure the local community derives maximum benefit from this economic growth, and by working with local Colleges to develop a skills base that reflects future business need, Blackpool will give local residents the best chance of being appointed to these new jobs.

New businesses cite brand recognition, the catchment area and cost competitiveness as strengths and the team at Blackpool Council provides support and advice to businesses looking to invest in the town including a £200m Business Loans Fund that is used to support major schemes delivering investment and jobs. The loans fund has already created or safeguarded over 1,500 jobs and has helped to establish 4 new branded hotels much needed to support the aspiring Business Tourism economy. The total investment of over £300m has been crucial to beginning to change the towns fortunes. The fund is entirely commercial and does not benefit from grants or underwriting from other sources.

ENVIRONMENT, INFRASTRUCTURE AND TRANSPORT

In 2019, Blackpool Council declared a climate emergency and committed to making the Council's carbon emissions net zero and using 100% clean energy across the Council's services by 2030. In recognition that they are responsible for 3% of the total carbon emissions in Blackpool, the Council has established a Climate Action Partnership (CAP) to work with residents and partners across the town to make a real change. The CAP has developed a plan to achieve the Council's aspirations and will lead the work towards achieving the same across the whole town, while reflecting the opportunities these changes can create in Blackpool such as encouraging "green" businesses and exploiting digital skills and connectivity.

The plan is based on some simple rules to help work towards the goal:

- Reducing emissions, not compensating for them
- Working with residents as part of a Climate Assembly
- Leading by example and working out what we need to do and by when
- A "just" transition to consider local people's economic and social situations
- Focus on positives so we make the best financial and personal choices that both support the environment and improve people's lives

To deliver the comprehensive approach needed to change how we do things, the CAP have identified ten key themes:

- Housing
- Buildings and the Built Environment
- Transport, Getting Around and Digital
- Power and Heat
- Cleansing, Food, Water and Waste
- Community Leadership, Communication and Involvement
- Working With Others
- Business
- Natural Environment
- Building Knowledge, Capacity and Financial Resources

It is an ambition to have an integrated transport system across the Fylde Coast. This would be supported by electric buses and green technology with the aim of having a fully electric bus fleet by 2030, supporting a plan to continually reduce traffic congestion in the town centre. A permanent park and ride site with charging for electric vehicles is also planned.

Development of a 15mW photovoltaic solar farm on the Blackpool Airport Enterprise Zone could contribute up to 5% of the Council's carbon reduction target.

The Walney Extension off the coast of Blackpool is the world's biggest offshore wind farm generating 659 megawatts and is capable of powering 590,000 homes.

ECONOMIC GROWTH AND REGENERATION

ENVIRONMENT, INFRASTRUCTURE AND TRANSPORT

The Fylde Coast is a peninsula with limited maritime services since the end of freight and passenger services from Fleetwood, leaving trade and access reliant on major road and rail links running eastwards. Whilst Blackpool has recently benefited from the £255m electrification of the main line to Manchester making the line faster and more reliable, there remain weak rail links to the south (a single-track railway) and the north (the redundant Fleetwood/Poulton line) of the Fylde Coast despite regular direct trains between London Euston and Blackpool North Station.

A feasibility study to reopen the Poulton to Fleetwood railway was submitted by Lancashire County Council to the Department for Transport in June 2021 for consideration within the Government's 'Restoring Your Railway' programme. Developed in partnership with the Department for Transport, Blackpool Council, Blackpool Transport, Fleetwood Town Council, Network Rail, Poulton & Wyre Railway Society, and Wyre Borough Council, the study looked at three options:

- Restoration of the heavy rail link
- Extending the existing tram network at Fleetwood Ferry to Poulton-le-Fylde
- A tram/train hybrid scheme

On the South Fylde line, investigation into a passing loop to improve the heavy rail service between Preston and the Pleasure Beach continues. This would seek to double the number of trains able to use the line and allow better access for commuters, students and tourists.

Transport enhancements include a £23m extension of the Blackpool tramway to connect with the railway at Blackpool North facilitating a 4-star Holiday Inn hotel and Marco's New York Italian Restaurant. There will be 'look and feel' improvements to this "Talbot Gateway" with an underpass connection from Blackpool North railway station to the tram terminus and an improved bus interchange. The enabling phase of the new Blackpool Central development will include a 1300 space car park to replace the equivalent number of surface-level spaces required by the development.

Other transport infrastructure plans for the next few years include new access roads into the Blackpool Airport Enterprise Zone, and an upgraded road link between Lytham St Annes and the M55. A £150m scheme is underway to upgrade 5km of the A585 linking Fleetwood and the Hillhouse Enterprise Zone to the M55.



A thriving hub for business, medevac and general aviation, Blackpool Airport offers aircraft handling, parking, engineering and refuelling services, flight and instrument training – and has both executive lounge and crew briefing facilities available. Situated on the Fylde Coast, the airport lies at the centre of the Blackpool Airport Enterprise Zone, and provides a gateway to the north west's vibrant business and leisure destinations – a role it has been proud to perform since 1909.

TOURISM

Blackpool's brand is instantly recognisable for tourism, its primary industry. The loyalty of the Northern and Scottish visitors to Blackpool is extraordinary but the deprivation and social issues that uncomfortably sit alongside the visitor economy hinder attempts to attract new business investment. This underinvestment for decades prior to 2010 resulted in a decline in visitor numbers year-on-year.

18.2 million visits per year, with an economic impact of £1.58bn, supporting 25,387 jobs.

Merlin Entertainments plays a key role in Blackpool, operating the largest cluster of Merlin attractions globally and the only UK Madame Tussauds outside London. They have a clear vision to increase the number of businesses they operate in the Resort, driving up the demand for overnight accommodation, further enhancing the appeal of the UK's most popular seaside town with the use of world-famous IP's combined with world class guest experiences.

Merlin Entertainments together with Blackpool Council created a Destination Marketing Campaign to position Blackpool at the top of the agenda for families holidaying in the UK. Now in its eighth year, the campaign continues to raise awareness and remind the British public of the exceptional attractions and amazing experiences to be had in the UK's favourite Resort.

Tourism declined as a result of competition from overseas package holidays in the late 20th century and around 22 million people are 'lapsed' visitors, citing preferred options elsewhere or travel to Blackpool as issues. Nevertheless, the town has recently seen a revival with visitor numbers back to around 18.2m. However, these visitors are less likely to stay overnight and their average spend is low. There has been a recent upturn in the number of overnight stays and the construction of new quality 4-star and 5-star hotels, with 1,000 bed places providing top quality accommodation choices for business and leisure visitors.

One of the most famous attractions is Blackpool Pleasure Beach, which is the UK's most iconic theme park and home to the legendary Big One and Icon.

Ongoing £4.5m improvements to the Blackpool Illuminations together with the planned £300m Blackpool Central development, represents the biggest single investment in Blackpool for more than a century and a 'Resort App' is planned linking Blackpool's wide-ranging offer of attractions to facilitate the best visitor experience.



Photo: Blackpool Illuminations tram

ECONOMIC GROWTH AND REGENERATION

INITIATIVES UNDERWAY

A new £26m Conference Centre will open soon at the Winter Gardens, expanding capacity to 7,000 delegates. Recently built hotels, the 3-star Hampton by Hilton and the 4-star Boulevard Hotel, attract high occupancy rates soon to be supplemented with the 5-star Sands Resort Hotel, a 4-star Holiday Inn and others planned with c1000 new hotel rooms added to Blackpool's high-end stock to support business and leisure tourism.

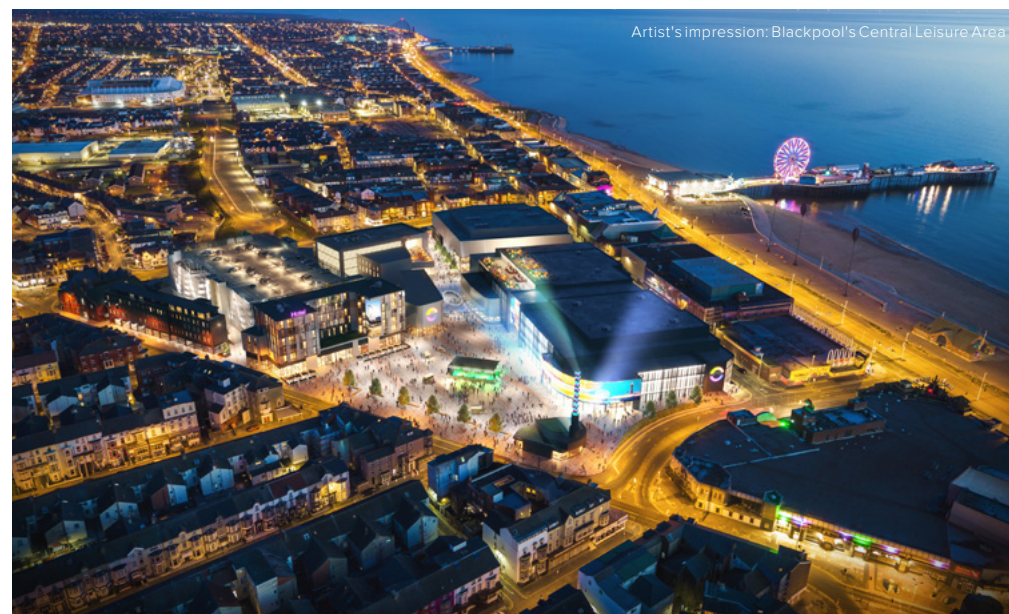
The £72m development of the Blackpool Airport Enterprise Zone includes £28.8m of Council investment to develop new infrastructure to create opportunities for new investment and build on the existing successes including the Lancashire Energy HQ Training Centre. The offer of the significant fiscal benefits of Business Rate Relief (until 2022) and Enhanced Capital Allowances (until 2023), will help consolidate further jobs though, following development delays caused by the pandemic, these

timescales need to be extended to ensure that the momentum is established and maximised.

Low-cost office facilities are available at Blackpool Council's Enterprise Centre, and FYCreatives in the town centre, with some privately-owned office/industrial workspaces on the business park. Secured debt finance for growth-oriented companies is available through the Council's £200m Business Loans Fund which facilitates economic growth and regeneration. It has been instrumental in supporting many key hotel, transport and housing renewal investments.

Through the Blackpool Pride of Place, national and local ambassadors from the town have been recruited under the 'Born and Bred' campaign to promote the reputation of the town actively.

The existing Business Improvement District has been renewed for 5 years, with a view to improving the quality, maintenance of the public



Artist's impression: Blackpool's Central Leisure Area

realm and perceived safety in the town centre. An integrated strategic plan for the marketing and delivery of events along the whole of the Fylde Coast will be developed. Local businesses have voted to establish a complementary Tourism Business Improvement District (TBID), which has been developed for promenade

properties and other tourist attractions to further enhance the tourism offering, providing £1million of investment over 5 years. Overarching governance of the TBID comprising levy payers and voluntary members is a significant innovation guaranteeing the optimisation of investment.

PLANNED INITIATIVES

- Known as Blackpool Central this £300million private sector development will bring 1,000 new jobs and £75m pa visitor spend. A £7m investment of Towns Fund will assist with the relocation of the Courts' service and the demolition of the building to enable the later phases of the development to proceed, and contribute towards the c£40m relocation of the Courts' Service
- Other planned Town Deal investments include a Youth Hub (£500k), the Multiversity (£9m), the Revoe Community Sports Village (£5.5m), The Edge business incubation centre (£4.5m), Blackpool Airport Enterprise Zone infrastructure (£7.5m) and the Illuminations revitalisation (£4.5m)
- It is recognised that social enterprise is a model for better and more sustainable business in Blackpool. It will grow social enterprises by embedding them in the supply chains of public and private organisations, by measuring the impact of social value in procurement. Blackpool will become a beacon of social enterprise, brought about by robust cross sector working and by a bid for Social Enterprise Place status
- Blackpool will play its part in the industrial strategy grand challenge of 'clean growth' as part of the North West's energy coast, working up proposals for an innovation zone with Lancaster University connected to Big Data and new energy technologies
- Implementation of a town-wide social value strategy coordinating training, apprenticeships, work experience, mentoring and other support, that will increase and spread opportunity towards those who are currently most distant from the world of work

ASKS OF GOVERNMENT

- DLUHC to support Blackpool's Round two Levelling Up Fund submission to address the major regeneration challenges it faces
- Recognition and support for the carbon neutral 2030 programme recently launched by the Council
- DLUHC to support Blackpool's bids to the forthcoming Shared Prosperity Fund to ensure these challenges are addressed with both capital and revenue funding
- Cabinet Office to consider further relocations to the Civil Service Hub as part of the Government's Places for Growth Programme
- DLUHC to work with Blackpool to establish a national exemplar and sustained approach to Levelling Up through the forthcoming Shared Prosperity Fund and other measures
- DfT to invest in the reopening the 5-mile Poulton to Fleetwood line as part of the 'Restoring your Railway' programme
- DfT to invest in a passing loop on the South Fylde line to double rail frequency for commuters and students
- Treasury support for Courts' Relocation business case to facilitate Blackpool Central, £300million private sector development bringing 1,000 new jobs and £75mpa visitor spend
- DCMS and ACE funding to be managed by the newly formed Tourism Business Improvement District, to support a Resort wide, year-round events calendar and marketing campaign to drive new, higher spending, visitors to the Resort
- Enterprise Zone - extension of Business Rate Relief and Enhanced Capital Allowances until 2025, to ensure that the momentum is established and maximised

GLOSSARY

@TheGrange	A community hub for the Grange Park area of Blackpool
Better Start	An NSPCC-led partnership funded by National Lottery Community Fund, working closely with the Early Intervention Foundation on the health and development of 0-3-year olds
Blackpool Housing Company	Owned by Blackpool Council, refurbishing flats and providing a tailored service to support tenants to set up home and maintain their tenancies
Born and Bred Network	A network of alumni for Blackpool and the Fylde Coast to influence nationally and drive activity locally
Careers and Enterprise Company	An organisation to inspire young people for the fast-changing world of work
CVS	Council for Voluntary Services, a charity that works with groups and organisations in the Voluntary, Community and Faith sector
DFE	Department for Education
DLUHC	Department for Levelling Up, Housing and Communities
Energy HQ	One stop shop for all of the energy sector's training needs, delivering the next generation of engineers and technicians for the renewable and oil and gas energy sectors. Working with the energy industry to upskill its workforce
Enterprise Zone	Blackpool Airport EZ is a 144-hectare site including the existing airport and surrounding commercial areas. Hillhouse International EZ is a former chemical production facility located on the Fylde Coast.
Claremont First Steps	Community Centre based in the Claremont ward of Blackpool. A community centre for all ages, responding to the needs of the community
Fulfilling Lives	National Lottery Community funded initiative run by Addaction charity, helping people with chaotic lifestyles towards productive lives
Future High Street Fund	Future High Streets Fund will support and fund local areas' plans to make their high streets and town centres fit for the future.
Gatsby	A set of benchmarks for good career guidance
HeadStart	A multi-agency National Lottery Community funded programme aimed at building resilience in young people across Blackpool
Healthier Fylde Coast Partnership	An alliance of NHS providers that work together to deliver care by agreeing to collaborate, including hospitals, community services, mental health services and GPs. Social care and independent and third sector providers may also be involved
HMO's	Houses of Multiple Occupation. Often ex Bed and Breakfasts housing people on housing benefit
NEETs	A young person who is Not in Employment, Education or Training
Opportunity Area	12 areas funded by the Department for Education to improve social mobility. The aspiration is to raise education standards by creating partnerships with early years providers, schools, colleges, universities and businesses
Positive Steps	A Blackpool Council service designed to get unemployed people back into work and, at the same time, help local businesses to recruit local people into their jobs
Pride of Place (PoP)	Is a group people from business, voluntary and public sectors who have come together to promote economic development and tackle some of the area's challenges
Responsible Business Network	Local businesses committed to making tangible interventions in the community, in schools and to develop and support people into work including apprenticeships
Selective Licensing	A scheme seeking to improve the management and condition of rented properties
SME	Small and medium-sized enterprises
The Magic Club	A new youth facility for young people aged 7 – 16 in the heart of Claremont, Blackpool
Town Deal	Towns across England will work with the government to develop innovative regeneration plans
VCFSE	Voluntary, Community, Faith and Social Enterprise

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Alan Cavill	Director, Communication and Regeneration, Blackpool Council
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