

Blackpool

Blackpool makes it work



The Spirit to Succeed

“The challenges are too big for anyone to go it alone but together, we can go much further.”



The Spirit to Succeed.

Achievement in business isn't down to luck. It's hard won.

Success here comes through grit and determination, from a desire to always find a way forward. It comes with the imagination to innovate and a sense of adventure.

And most importantly it comes from the community pulling together, supporting each other, through working as a team.

In Blackpool, Fylde and Wyre, you'll find the perfect space for your business, from our Enterprise Zones to our multi-million pound town development programmes. We'll help you recruit the right talent for your business. Discover fantastic places to live as well as work. And our Growth and Prosperity Team will offer you all the help and assistance you need as you land in your new home.

We work hard for our rewards and as the world knows, we do it with a smile on our faces.

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Selling Blackpool and the Fylde Coast

- We're telling the story of Blackpool's major growth and prosperity programme.
- We're not waiting for opportunities to present themselves, but actively pursuing them.
- Blackpool Makes It Work is the second largest inward investment campaign in Lancashire – and growing.

Working in partnership

- Using the benefits of the entire Fylde coast as a means to attract new businesses and investment to the area.
- Working with Blackpool, Fylde and Wyre Councils to increase the profile of the area as a business destination.
- Sharing opportunities where relevant to make the most of each area's unique selling points.
- Directly advertising the benefits of doing business or relocating a business to Blackpool

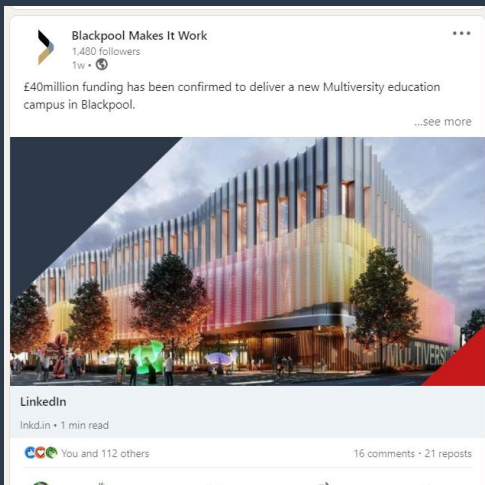
Activity

- Using www.businessinblackpool.com to increase awareness and change perceptions of the Fylde Coast in business and investment circles.
- 11,000 visits to the website in 2022 and this has grown by 50% already in 2023, resulting in new businesses and leads downloading the Blackpool Makes It Work investment guide.
- Our messages have been read over 50,000 times on social media alone so far this year.
- A plan to continue to grow this footprint throughout the year.

Investment Guide



Website activity



Promoting our area at regional events



Place North West Development Update
February 2023

Promoting our area at regional events



Airports and Future Of Aviation Conference
March 2023

Promoting our area in key publications

CONSTRUCTION
DEBATE

IN ASSOCIATION WITH:
Brabners
we make the difference

THE PRESSURE IS BUILDING

Volatile construction costs are having a major impact on Lancashire levelling-up projects and building development across the county. We brought sector leaders to law firm Brabners' Walton Summit offices to discuss 'the big squeeze' and the strain it is putting on them

Zoe Whittaker

Andrew Cross

Chris Everett

Ian Parkinson

Jennie Jones

Joss Urrrow

Nick Gerrard

Norman Tenby

Zoe Pond

What kind of decisions in construction have... The challenge is, if the environment changes... elements, using different materials. In certain

Blackpool

Blackpool Makes it Work

A bold vision, multimillion-pound investment programmes and the spirit to succeed is transforming the Blackpool business environment.

There are £1bn+ reasons to invest in Blackpool.

In Blackpool, you'll find the perfect space to help your business grow, from our Enterprise Zones at Blackpool Airport and Hillhouse to our multi-million pound town centre development programmes.

- We've passed the green light on phase one of our £1.2bn investment... multimillion-pound investment programmes and the spirit to succeed is transforming the Blackpool business environment.
- Contribution is well underway with the extension of the Blackpool Airport... multimillion-pound investment programmes and the spirit to succeed is transforming the Blackpool business environment.
- The £1.2bn Gateway development... multimillion-pound investment programmes and the spirit to succeed is transforming the Blackpool business environment.
- Plus, we're offering Enterprise Zones at Blackpool Airport and Hillhouse... multimillion-pound investment programmes and the spirit to succeed is transforming the Blackpool business environment.

Our Growth and Prosperity team are ready to offer you all the help and assistance you need as you start your new venture.

Here in Blackpool we work hard for our residents and all the more reason, we do it with a smile on our faces.

Discover for yourself how Blackpool makes it work.

- World-class industry clusters.
- Big talent from leading local universities.
- High-quality, well-located.
- Great value.

www.visitblackpool.com

Telling success stories

- A series of case studies on businesses on the Fylde coast which are thriving and growing.
- Supporting businesses to explain in their own words the benefits of business in Blackpool and on the Fylde coast.
- Looking at growing this further in 2023, including some video case studies

Telling success stories



“The Enterprise Zones showcase the area’s expertise in engineering, manufacturing and aerospace sectors”

Sophie Addison, Business Growth and Marketing Manager



“We also chose Blackpool Airport EZ as we had fantastic support from the Council and the Enterprise Team were extremely supportive, from helping us to secure loans for the business to day-to-day assistance if we need it.”

**Steve Williams,
Managing Director of Force Technology**



Major conferences

- **Blackpool Makes It Work attended UK Real Estate and Inward Investment Forum in May 2023.**
- **Over 8,000 delegates including developers, investors and occupiers in one place to discuss opportunities around expansion and relocation.**
- **A number of Blackpool representatives leading on speaking panels, from the future of cities, investment facilitation sessions, media roundtables and the future of the digital economy.**



THE UK's
**REAL ESTATE
INVESTMENT &
INFRASTRUCTURE**
FORUM

POWERED BY
BE Built
Environment
Networking

**We are exhibiting
at UKREiif 2023**

See you there!

16-18 May 2023 • Leeds • www.ukreiiif.com

Blackpool

Blackpool makes it work



UK REiif 2023



UK REiif 2023



Blackpool Central
£300m leisure investment



Get involved

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