

An aerial photograph of Blackpool, showing the coastline, the sea, and the town. The town is densely packed with buildings, and the coastline is marked by a promenade and a pier. The sea is a deep blue, and the sky is clear. The image is used as a background for the slide, with a white diagonal band on the left side containing the Blackpool logo and text.

Blackpool

Blackpool makes it work



Town Centre Strategy & Action Plan

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Blackpool Council

CBRE

Blackpool Town Centre Strategy & Action Plan

Prepared for
Blackpool Council
March 2022



Town Centre Strategy

- Developed in late 2021 and early 2022 by CBRE, funded by the Welcome Back Fund
- Numerous organisations, individuals and bodies across the Town Centre engaged in its development
- Replaced 2013 Strategy and added new areas such as the Climate Emergency and COVID recovery
- Further engagement and approved by the Council Executive February 2023



Department for Levelling Up,
Housing & Communities



European Union
European Regional
Development Fund

Seven Priority Areas

- **Public Realm**
- **Clustering and Town Centre Usage**
- **Community**
- **Events and Meanwhile**
- **Culture and Entertainment**
- **Heritage**
- **Governance**



Governance

- **117 actions across 7 priority areas – to be prioritised**
- **Some ongoing, some to be initiated**
- **Each has a lead partner (and supporting partners)**
- **To be refreshed annually on a 5 year rolling plan**
- **Town Centre Action Group established**
 - **(Blackpool Town Centre BID and Council)**
- **Task and Finish Groups to be established**





UK Shared Prosperity Fund : Town Centre Interventions

- One of 13 projects in the Blackpool SPF programme (£1.5m capital and revenue
- £300,000 used to support the completion of Abingdon Street Market.
- Designed to support the ‘glue’ that holds together the major development projects being undertaken across the area.
- To support four key areas, in line with the initial approval of the project and the Town Centre Action Plan:
 - Wayfinding
 - Greening
 - Public Realm
 - Illumination

Abingdon Street Market



The Backlot Cinema and Diner



Holiday Inn (Talbot Gateway)



Civil Service Hub



Multiversity



Blackpool Central



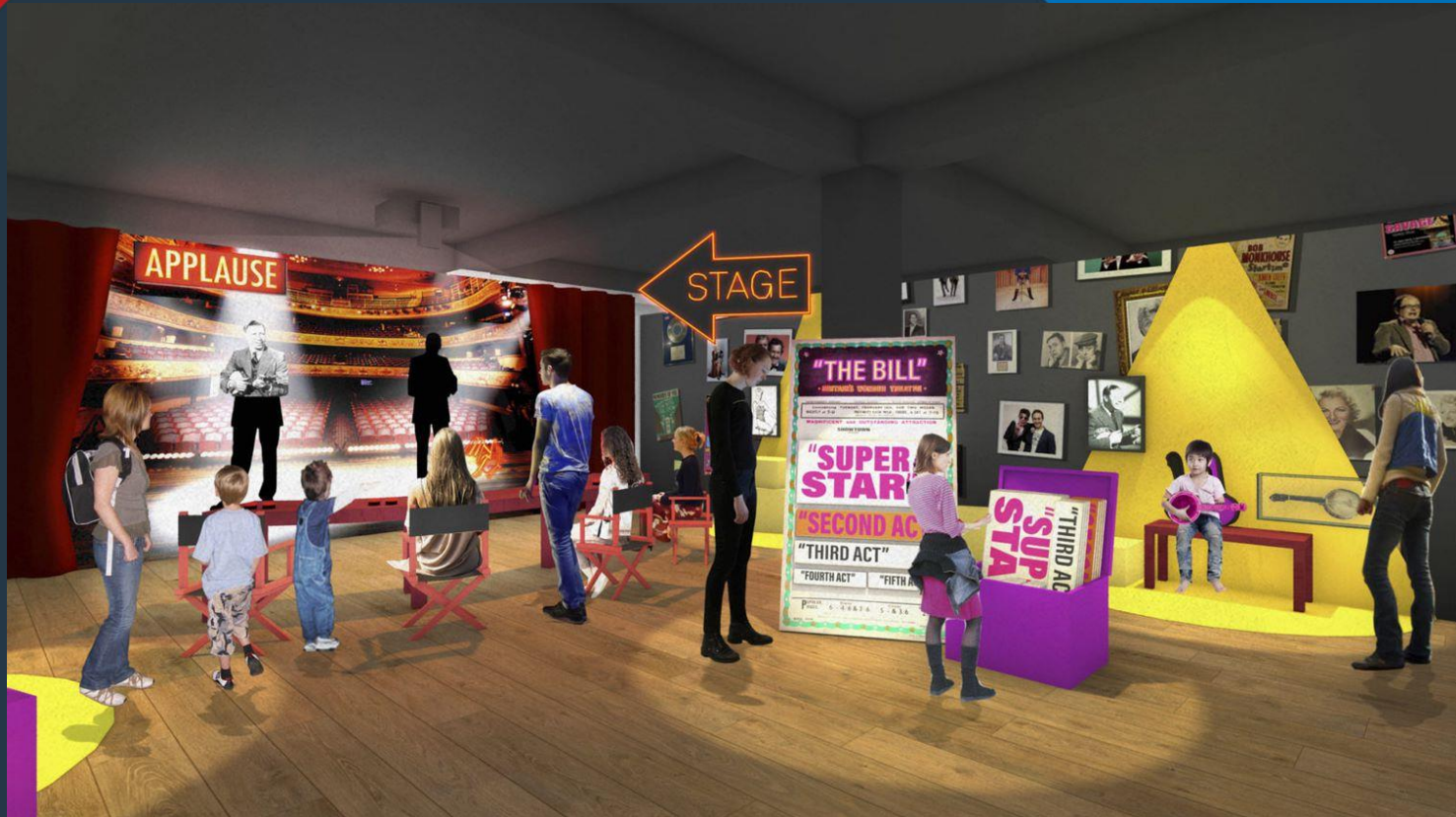
Blackpool Central Multi-Storey Car Park



Blackpool Central



Showtown



Hotel Indigo



Blackpool

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