



Blackpool Borough Council

Barcelona 5 October 2001

Stuart Gibson

BLACKPOOLS' LOCATION

- North West of England, County of Lancashire
- Borders Irish Sea
- 70km from Manchester and Liverpool
- UK's largest seaside resort and conference centre





A night-time photograph of the Blackpool skyline, featuring the illuminated Blackpool Tower on the left and the illuminated Big Wheel in the center. The city lights are visible in the background.

BLACKPOOLS' VISION

“Blackpool will be recognised as a vibrant, inclusive and prosperous town where visitors and residents share the common goal of Blackpool being the number one visitor destination in the UK.”

Blackpool Regeneration Strategy



BLACKPOOL – UK's PREMIER SEASIDE RESORT

- Resident population 150,000
- 2,500 hotels guest houses - 90,000 beds
- Attracts 12m visits every year;
 - 4m staying visits
 - 6m day visits
 - 2m conference and business visits

A night-time photograph of the Blackpool skyline, featuring the illuminated Blackpool Tower on the left and the illuminated Wheel of Fortune in the center. The title 'BLACKPOOLS' ECONOMY' is overlaid in large white letters.

BLACKPOOLS' ECONOMY

- Tourism employs 10,000 directly, 29,000 indirectly
- 87% of workforce employed in service/tourism sector; 8% manufacturing
- Employment patterns typified by low pay, low skills
- Employment increasingly typified by casual and part-time employment
- Many people have more than one job

A night-time photograph of the Blackpool skyline, featuring the illuminated Blackpool Tower on the left, the illuminated Great Wheel in the center, and other city lights on the right. The title text is overlaid on this image.

BLACKPOOL – BEHIND THE FACADE

- High socio-economic deprivation
- Objective 2 Area - ERDF funds
- GDP 69% of EU average
- 12th Poorest area in UK - GDP/ head
- Lower than some Objective 1 Areas
- Poor educational achievement
- Only London Metropolitan area more densely populated

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BLACKPOOL'S STRATEGY

- **An Integrated Regeneration Strategy**

- Developed with community and business
- Focused on quality and sustainable product
- Directed at new investment opportunities
- Develop high quality physical environment
- Invest in public transport and visitor reception facilities



STRATEGIES & PLANS

- Community Plan
- Corporate Plan
- Local Transport Plan
- Regeneration Strategy
- Community Safety Strategy
- Blackpool Borough Council Local Plan

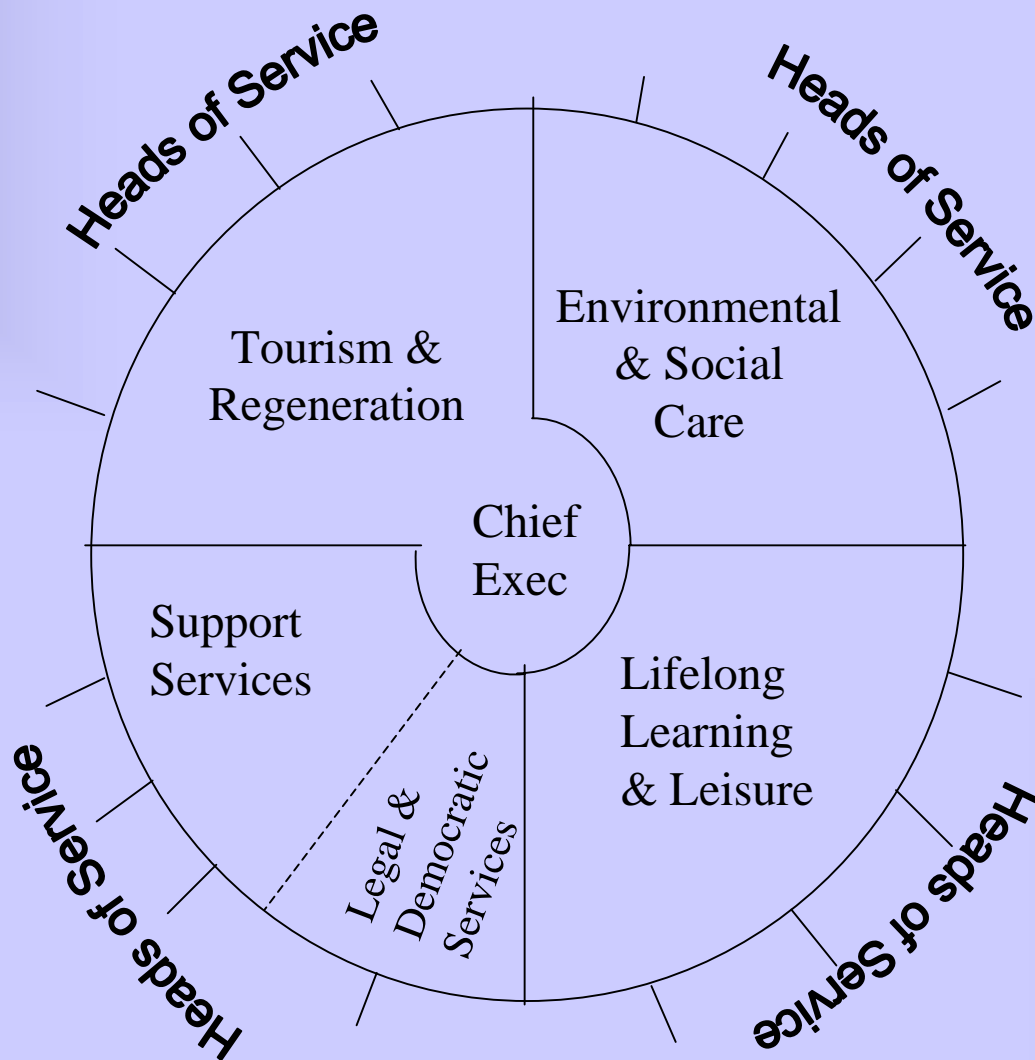




BLACKPOOL BOROUGH COUNCIL

- Unitary Authority since 1 April 1998
- 22 Wards, each with 2 Councillors
- Executive Committee
- 10 Committees
- Corporate Directors Management Team, Corporate Management Team, Corporate Management Group, Departmental Management Team, Senior Management Group

ORGANISATIONAL CHANGE & CULTURE





SERVICE DELIVERY – DEPARTMENTS

- Departments
 - Chief Executives
 - Regeneration & Corporate Services
 - Business Services
 - Housing, Environmental & Social Services
 - Education, Leisure & Cultural Services



PARTNERSHIPS

- Blackpool Challenge Partnership was established in 1996 to deliver schemes under SRB
- Involves 50 organisations including Blackpool Borough Council, representatives of the main employers in the town, hoteliers, police and the local media
- Currently delivering 2 schemes totalling 140 million pounds of grant and public and private sector leverage

FINANCE

