

Blackpool's Green and Blue Infrastructure Strategy 2019 – 2029

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BlackpoolCouncil



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1.0 Key Message

Introduction

Blackpool is looking forward to a period of sustained transformation, with several major regeneration projects started and more are to come. Our housing areas, our town centre and our business areas will be refreshed and rejuvenated with massive public and private sector investment.

We are also piloting innovative social initiatives to improve health, well-being, skills and employability. We are rebuilding Blackpool's brand as "the number one family resort with a thriving economy that supports a happy and healthy community who are proud of this unique town".¹

This is a ten year strategy to invest in Blackpool's Green and Blue Infrastructure. We will enhance our existing parks and open spaces and deliver new high quality green spaces and public realm. We will see many more residents and visitors experiencing Blackpool's great outdoor spaces.

What is Green and Blue Infrastructure?²

A network of multifunctional green space, urban and rural, which delivers a wide range of environmental and quality of life benefits for local communities. Green and blue infrastructure is not simply an alternative description for conventional open space. As a network it includes parks, open spaces, playing fields, woodlands, but also street trees, allotments and private gardens. It can also include streams, the sea and other water bodies and features such as green roofs and walls. In Blackpool it also includes our coastline.

The Strategy will be delivered by Blackpool Council in partnership with its own staff, the community, developers, landowners, schools, healthcare providers and infrastructure managers.

Blackpool faces unique challenges due to poor public health, the intensely urban nature of its built form, poor quality housing stock, and high seasonal unemployment.

Yet Blackpool has a lot to offer. It has enthusiastic, skilled and committed volunteers working in our green spaces. Volunteering in the outdoors builds friendships and civic pride, for example at East Pines Park in Anchorsholme, a group of parents enlisted the help of their local councillor to obtain funding which has rejuvenated the park as a thriving local asset. There are many similar groups across Blackpool. Some completely run by volunteers, others facilitated by the public or voluntary sector.

In 2017, Blackpool's Stanley Park was named as the best park in the UK by Fields in Trust, a national charity which protects open spaces and encourages communities to actively care for them. This is a tribute to the managers and friends of Stanley Park who have invested their time and creativity to make Stanley Park a place valued locally, regionally and nationally.

We are also proud of our coastline with all our beaches having regional Seaside Awards.

Our Green and Blue Infrastructure Strategy builds on these successes. We want the town to be known nationally for the quality and attractiveness of its premier open spaces.

Only a few weeks before Stanley Park received its award, another of our parks, Revoe Park, featured on primetime national TV news, because urban park rangers working in our Better Start programme teach parents how to encourage their infants to play creatively.

The rangers also help with skills and self-esteem amongst people who are looking to rebuild their lives and work prospects after setbacks. There is overwhelming evidence of how green and blue infrastructure is essential to quality of life, and how it can be used as a setting for health-enhancing activity.

It is no secret that Blackpool's Inner Area is short of greenery and attractive open spaces. That is why Revoe Park is so important to its local community who have welcomed the Better Start programme.

A shortage of green infrastructure compounds the public health deficit that affects too many of our population. As we regenerate housing areas and restructure the town centre, we will take opportunities to create pocket parks, plant civic trees and improve greenways so people enjoy spending time outdoors. The promenade and beach are also hugely important assets and we will look to expand the use of them through enhancements and organised activities and events.

Blackpool's wildlife and countryside fringe is also prioritised in this Strategy. Marton Mere is Blackpool's only Site of Special Scientific Interest (SSSI) and Local Nature Reserve (LNR) and acts as a centre for an ecological network connecting coast, countryside and urban areas.

Greening the town centre, principal road and rail corridors and our enterprise zones, using a range of horticultural and artistic techniques, will also give confidence to incoming residents, visitors and investors that Blackpool is a town which is serious about its overall vision.



Councillor Graham Cain
Cabinet Secretary (Resilient Communities)

How to Build Blackpool's Green & Blue Infrastructure

1 Transform housing quality

New and improved parks and creative greening initiatives in the Inner Area, South Shore and the outer estates will make our housing better for family life.

2 More than double tree canopy

Blackpool has the fewest trees of any English town – we will create a legacy for future generations, starting with maintaining our current trees and planting 10,000 trees in the next ten years to more than double our tree canopy from 4% to 10%.

3 A greener centre

As the town centre and resort core are regenerated, we will create new pocket parks and an iconic public realm.

4 The best in the West

We will celebrate Stanley Park as the best park in the UK so it becomes a must-see for any visitor; and then encourage visitors to explore other parks in the town, Lytham St Annes and Fleetwood.

5 Take health seriously

We will help at least 5,000 more local people each week enjoy exercise at our parks and beaches, and we will encourage Forest Schools, Green Gyms and nature-based prescriptions.

6 Make it easy to get outdoors

We will establish the "Blackpool Activity Trail", signpost our green spaces better and remind the world that we are a start point for national, coastal and Trans Pennine walking and cycling tours.

7 Keep it down to earth

Blackpool has a great backbone of volunteers and can always call on help from businesses, "Blackpool-exiles" and loyal holiday-makers with an affinity for the town. Local park friends, tree wardens, volunteer rangers and councillors are key to delivering and maintaining GBI.

8 Always Think for the Future

We will ensure Green and Blue Infrastructure forms part of all our decision-making and supports the future proofing of the town.

The remit of the Strategy is not to safeguard every last bit of existing green space in Blackpool, it is to secure the highest possible quality of spaces. Where a proposed development would result in a green space being reduced in size, the Council will ensure that the remaining green space is a higher quality so that the benefits it provides are more far-reaching than the existing green space.

This Green and Blue Infrastructure Strategy and its accompanying Action Plan have been developed following comprehensive consultation and review of evidence. We will use the Strategy to guide our actions, large and small, to build a town nationally known for the quality of its open spaces.

GBI is delivered through a few flagship schemes and 1001 neighbourhood activities

We take heart from other northern places, such as Merseyside and Manchester, where sustained environmental regeneration, alongside economic investment and social change has created parks, cycleways, public realm and places where people and businesses thrive. Fears about investment in landscape being wasted due to vandalism, neglect and plant failure are valid but we will study technical evidence to ensure high standards of planting and aftercare are considered from the outset. Investment in GBI is not a "nice to have", we owe it to our townspeople and their children to create a healthy and accessible environment on their doorstep.

As a long-term project, this Strategy is the start of a journey of transformation – success can only be achieved with the continued support and involvement of local residents, landowners, developers and a wide range of partners.

2.0 Vision and Overview

Our Vision - Blackpool in 2029

Blackpool will be experiencing sustained transformation and its parks, green spaces, coastline and public realm will be locally and nationally renowned. Many more people will be enjoying the health and wellbeing benefits of time spent in Blackpool's "great outdoors".

The natural environment will thrive and support Blackpool's physical regeneration, encouraging economic development and attracting new investors, residents and visitors to Blackpool, Wyre and Fylde.

Blackpool's housing areas will be greener and their open spaces will be safe and well-used. The town will be an exemplar of how coastal resorts can turn their fortunes around through social and environmental regeneration.

Blackpool's Green and Blue Infrastructure (GBI) Strategy will protect and enhance the borough's urban, coastal and rural environments to ensure the social, economic and environmental benefits derived from them are maximised.

Goals and Priorities

Our six strategic goals and implementation priorities for Blackpool's GBI are described in Chapter 4:

- *Engaging People in Health and Wellbeing*
- *Enhancing the Visitor Experience*
- *Greener Housing and Infrastructure*
- *Enabling Productive Businesses and Workers*
- *Promoting a Green Image and Culture*
- *Improving Habitats and Benefitting Pollinators.*

Objectives

Blackpool's GBI Strategy has the following objectives, which align with Core Strategy Policy CS6:

- *Protect and Enhance GBI i.e. protecting the best and enhancing the rest*
- *Create and Restore GBI i.e. greening the grey and creating new GBI in areas where it is most needed*
- *Connect and Link GBI i.e. making the links, improving connectivity and accessibility of GBI*
- *Promote GBI i.e. changing behaviour, promoting the benefits of GBI and encouraging greater uptake of outdoor activity and volunteering.*

These objectives and a series of headline actions are explained at Chapter 5, along with strategic diagrams and illustrations.

Stanley Park



Policy

The Blackpool Council Plan 2015-2020¹ has two priorities:

- *The Economy: Maximising Growth and Opportunity across Blackpool.*
- *Communities: Creating Stronger Communities & Increasing Resilience.*

The town must reduce economic and health inequalities. It is widely acknowledged that high quality GBI promotes economic growth and investment and health and wellbeing.

Blackpool's Local Plan Core Strategy 2012-2027 includes Green Infrastructure Policy (CS6) which requires planning and development activity to protect, enhance, create and connect networks of GBI. Many other Core Strategy policies (e.g. Housing Provision, Economic Development, Town Centre, Quality of Design, Heritage, Sustainable Neighbourhoods) also rely on GBI to underpin and deliver their aspirations.

On a broader scale, the Government's 25 Year Environment Plan³ commits to:

- *Making sure that there are high quality, accessible, natural spaces close to where people live and work, particularly in urban areas, and encouraging more people to spend time in them to benefit their health and wellbeing; and,*
- *Focusing on increasing action to improve the environment from all sectors of society.*

The Need for a GBI Strategy

GBI is multifunctional and consists of many types of open space, with multiple benefits. This means that responsibility for creating, managing, promoting and funding GBI falls to numerous people and organisations, working in partnership. This strategy is a leadership document, setting out a vision, goals, priorities, objectives and actions which will inspire sustained action across the town.

This strategy covers the whole of Blackpool. As GBI does not stop at the borough boundary, the strategy aims to connect with the GBI of the neighbouring authorities, Wyre and Fylde.

Blackpool Promenade



2.0 Vision and Overview

Evidence Base

This Strategy for Blackpool's Green and Blue Infrastructure (GBI) and the associated Action Plan have been drawn up following consultation and detailed review of evidence (in the associated Green and Blue Infrastructure Technical Report⁴) about where investment in GBI will deliver the greatest social benefits, environmental improvements and economic enhancements.

The Blackpool Open Space Assessment⁵ was updated in 2018 and provides evidence on the quantity, quality and accessibility of GBI in the borough.

Chapter 3 provides an overview of the town's outdoor environment and key issues identified during consultation and evidence-gathering. It sets the scene for the GBI strategy. Annex One and Two list the policy and best practice referenced in the strategy and to key pieces of evidence available in the GBI Technical Report and the 2018 Open Space Assessment.

Types of Green and Blue Infrastructure

GBI refers to many different types of green and blue space, in public and private ownership, with and without public access, in urban and rural locations:

Parks and gardens – urban parks, pocket parks, country parks and formal gardens.

Amenity space - play areas, communal gardens, playing fields, civic plazas, street trees, living walls and sustainable drainage installations which rely on vegetation.

Natural and semi-natural green space –Woodland, wetlands, water bodies, nature reserves and other wildlife sites housing a variety of habitats and species.

Beach and Promenade – civic spaces, piers and headlands.

Key

-  Green Infrastructure
-  Blue Infrastructure



Blackpool's Green and Blue Infrastructure



Stanley Park Avenue



Marton Mere Overflow Channel



Stanley Park, Italian Gardens

Benefits of Green & Blue Infrastructure⁶

1. Economic benefits

- Economic growth and employment
- Attraction and retention of businesses to the area - creation of attractive environments
- Tourism and recreation - enhancement of economy
- Staff health and motivation - greener living and working environments
- Increased land and property values

2. Social benefits

- Place-making for family housing and social cohesion
- Increased health and wellbeing
- Providing recreation and leisure assets
- Creation of community resources and a setting for volunteering

3. Environmental benefits

- Conservation and enhancement of biodiversity, landscape and geodiversity
- Protection and enhancement of cultural heritage and a setting for art
- Climate change adaptation and mitigation

Action Plan

The GBI Action Plan 2019-2029 is a separate document which provides more detail on the location, content, funding and partnerships needed to implement the Strategy.

3.0 Setting the Scene

A useful statistical profile of Blackpool's population, economy, health and wellbeing is regularly updated on the Lancashire County website⁷, allowing comparisons with county and national trends.

Urban Fabric

Blackpool is intensely urban and compact in form. Almost 75% of land is developed. At its heart is the Town Centre and the adjoining Resort Core. Elsewhere in the Inner Area, there is very little open space apart from the promenade and beach. The following nine wards fall seriously short of the standard of 4 hectares of open space per 1,000 population, as proposed in the emerging Open Space Assessment⁸: Claremont, Talbot, Brunswick, Tyldesley, Victoria, Hawes Side, Waterloo, Highfield and Squires Gate.

Elsewhere, Blackpool is predominantly residential in character and largely built up to its boundaries, apart from small pockets of Green Belt which extend into Fylde and Wyre districts. In Blackpool the designation of Countryside Areas in conjunction with the Green Belt defines the limit of urban development and provides much needed amenity and open space.

Blackpool and Fleetwood have the lowest tree canopy cover in the UK, with only about 4% of the towns supporting trees, compared to a national average of 16%⁹. This is a consequence of exposure to coastal weather, the dense Victorian urban fabric, the extent of privately-rented property and the demand for car parking. Over the past few years, the Council's Parks team have planted 3,000 trees in suburban road verges and some parks, but it will require the planting of tens of thousands of trees to bring the town's cover up to even half the national average.

Key

	Agricultural Land
	Allotment or Community Garden
	Amenity Greenspace
	Beach
	Cemetery, Churchyard or Burial Ground
	Civic and Market Squares
	Grass Verge
	Grassland or Scrubland
	Institutional Grounds (Health and Education)
	Institutional Grounds (Other)
	Outdoor Sports Facilities
	Parks and Gardens
	Private Domestic Gardens
	Promenade
	Provision for Children and Young People
	Street Trees
	Waterbody
	Watercourses
	Wetland
	Woodland



Green and Blue Infrastructure Typology

Seascape

Blackpool's coastline is 7 miles long. Blackpool's promenade and seascape is characterised by coastal defences which have received major investments within the past decade. These give the seafront a characterful urban feel. Whilst the defences limit opportunities for greening the seascape, the designed headlands along the promenade provide civic spaces for congregation and art.

Despite the quality of the seafront, some residents report that they feel somewhat disconnected from the promenade, perhaps because of the stark urban environments in the Inner Area, perhaps because of a perception that the promenade is an area for tourists.

Green and Blue Infrastructure

A quarter of the town's open space is provided in and around Stanley Park, which is one of the largest parks of its kind in the country. It is historically important and has Grade II* status on the National Register of Historic Parks and Gardens. It comprises a designed landscape with play areas, a lake and a café. The Park facilitates sport through its provision of outdoor sports space, tennis courts, flat and crown green bowling and all weather pitches. It hosts many regional and national events, for example it is a UK centre of excellence for BMX racing.

Opposite Stanley Park is a commercially-operated zoo directly to the east and is next to Marton Mere, the town's principal wildlife site.

Blackpool has several other principal parks, numerous playing fields and other small recreation grounds, providing important recreational, sports and visual amenity benefits for local communities.

In 2017, Stanley Park was voted Best UK Park by Fields in Trust. Parks and Green Spaces Minister, Marcus Jones MP, said: "Many congratulations to Stanley Park on being voted the UK's Best Park 2017 in the Fields in Trust Awards. The public support shown for this park highlights just how much the residents of Blackpool care about their treasured green space."

There is very little GBI in the Inner Area or the Town Centre. Its major GBI resource is the coast and beach.

Route 62 of the National Cycle Network runs the length of the promenade and inland to Stanley Park and Heron's Reach.

3.0 Setting the Scene

Health and Wellbeing

Blackpool has a population of 139,195 and is the seventh most densely populated borough in England and Wales outside Greater London. The population is heavily concentrated in Blackpool's Inner Area which experiences considerable transience as people move in for short-term employment or simply to attempt a new start in life; the inexpensive housing encourages this.

The health of people in Blackpool is generally worse than the national average. The town records one of the lowest life expectancy rates nationally and there are inequalities by deprivation and gender. Problems prevalent in Blackpool include alcohol and drug misuse, poor mental health, smoking and obesity. Blackpool has the fourth highest rate of antidepressant prescriptions in the country, and psychological therapy services are very over-subscribed. A high percentage of working age residents claim Incapacity Benefit (over 12%), almost double the national average.

Improving the public's health is now a clear responsibility for local authorities. Blackpool Council is developing a range of approaches to tackling the underlying causes of poor health and promoting healthier lives. Examples include linking GPs to social prescribing alternatives for patients to improve their health and wellbeing and reduce social isolation; debt counselling; volunteering opportunities; and Living Streets "Walk to" projects in primary schools and workplaces.

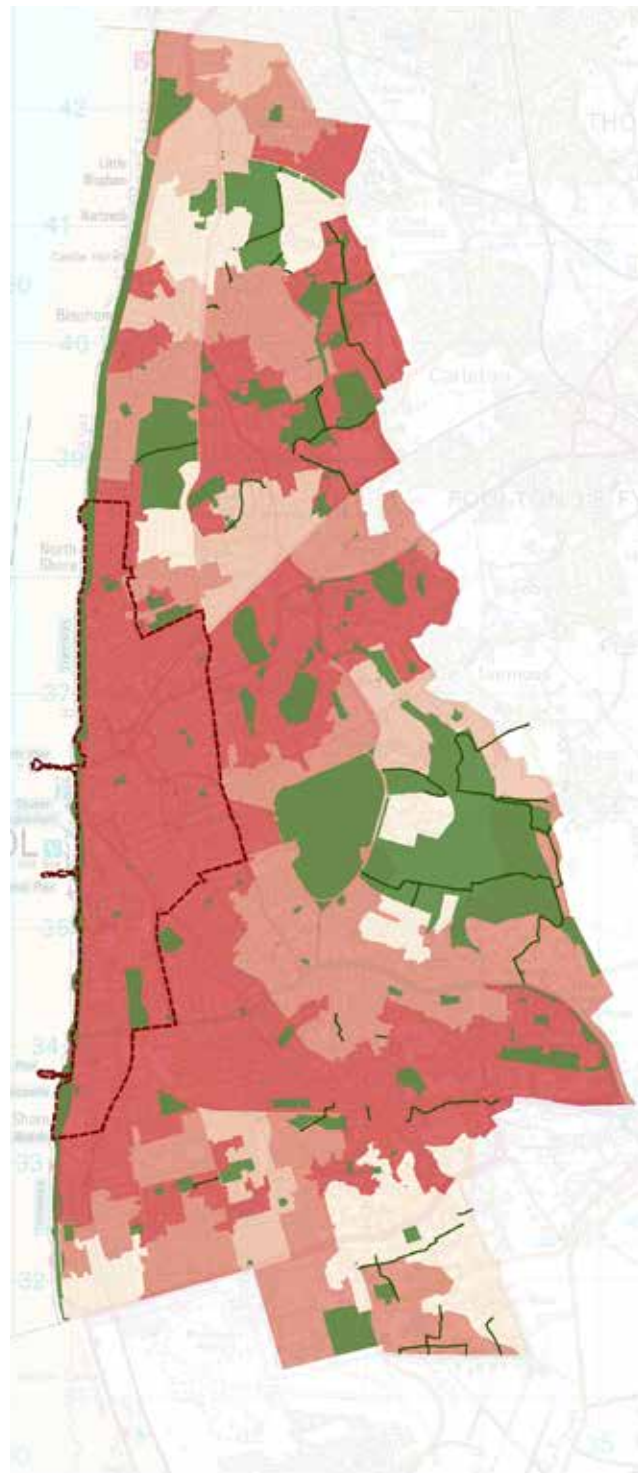
In 2017, Blackpool Council was the first local authority in England to sign a Local Authority Declaration on Healthy Weight. The Declaration includes a commitment to make the most of planning and infrastructure opportunities to positively impact on physical health.

Revoe Park, is one of the key parks for the Defined Inner Area, has undergone a number of improvements to meet the needs of the community, including a community garden using disused bowling greens; renovation of the park buildings using attractive timber cladding (which has withstood vandalism); and natural play. The Park has benefited from financial and human resources provided through the Better Start programme.

"Revoe Park is a really important green space in the heart of a built up area, which we can use to help develop a local community around. These improvements should help make it a safer place to visit, while the park rangers and community garden will help families to get outside, learn new skills and make new friends" Cllr. Cain, speaking at a Betterstart event in the park in 2016

Key
Defined Inner Area
Open Space

Health Deprivation Score
1 - Most Deprived
2
3
4 - Least Deprived



Health Deprivation in Blackpool

Tourism

Blackpool is England's largest and most popular seaside resort attracting 17m tourism visits (13.5 million day visits, 3.5 million staying¹¹). Whilst Blackpool remains at the heart of the UK tourism and visitor economy, it has experienced a significant decline in visitor numbers from the 1980's onwards, a consequence of growing consumer affluence, enhanced consumer choice and perceived obsolescence of the town's visitor offer.

In recent years there have been positive signs that Blackpool is beginning to revitalise the visitor economy and attract a new generation of families and visitors. Significant new public sector investment has improved the quality of the resort offer and the urban environment. However, Blackpool still has some way to go in providing a high quality resort offer which appeals to a 21st century tourist market and supports a sustainable visitor economy.



Blackpool Beach

Quality of Place

Blackpool's world renowned British Seaside has developed around its iconic Victorian architecture including Blackpool Tower, Winter Gardens, theatres, hotels and many other civic buildings. The built heritage of Blackpool is something which people are proud of and identify with.

The downside of the intensive development of visitor and residential accommodation is that it has resulted in creating many of Blackpool's low income and vulnerable households, in Blackpool's inner area, which has a negative effect on forming stable and cohesive communities. The high levels of crime, anti-social behaviour, worklessness and low educational attainment coupled with significant transience presents one of the most testing social and economic challenges in the country.

"You can't do welfare reform separately from having some sort of place-based economic strategy as well" Jonathan Portes, Chief Economist, Dept. of Work and Pensions, 2002-2008, (quoted in "On the Edge", a Financial Times article about Blackpool, November 2017)



Queens Park

Although not always causative, the lack of GBI in the Inner Area correlates strongly with wards suffering lowest levels of mental health and physical wellbeing. The Council has strategies to improve the worst quality housing and promote further family based tourism development, reducing the negative connotations associated with day-tripping.

Blackpool is committed to growth and regeneration in several key areas, as expressed in the Core Strategy Key Diagram¹². The Town Centre, Resort Core and neighbourhoods within the Inner Area are the primary focus for transformation. In terms of housing, this means restricting multiple occupancy and poor landlord behaviour, with targeted demolition and building of new family homes, such as the new Foxhall Urban Village. Outside the Inner Area, housing estates such as Mereside, Grange Farm and Queens Park will be restructured to improve the quality of the housing offer; and new housing in south Blackpool around Whyndyke Farm and Moss House Road.

3.0 Setting the Scene

Economic Growth and Investment

Blackpool Town Centre is the main retail and cultural centre for the Fylde Coast and employs over 6,000 people, generating a retail turnover of around £300 million per annum. However, the Town Centre is under performing as a sub-regional retail centre. Jobs in Blackpool are generally low skill and low wage and small businesses predominate. Furthermore, reliance on the tourism industry means there is high seasonal unemployment in the winter months.

Blackpool Airport Enterprise Zone (EZ) is a 144ha site incorporating Blackpool Airport which is now in the control of the Council. The EZ is a key employment site with potential to support nearly 140 new businesses and up to 3,000 new jobs over the next 25 years. The EZ has a strong emphasis on creating a green and attractive environment.

Blackpool Council alongside with Blackpool Housing Company and Blackpool Coastal Housing are also pro-actively enabling development and working with developers and investors to shape and facilitate regeneration and new development.

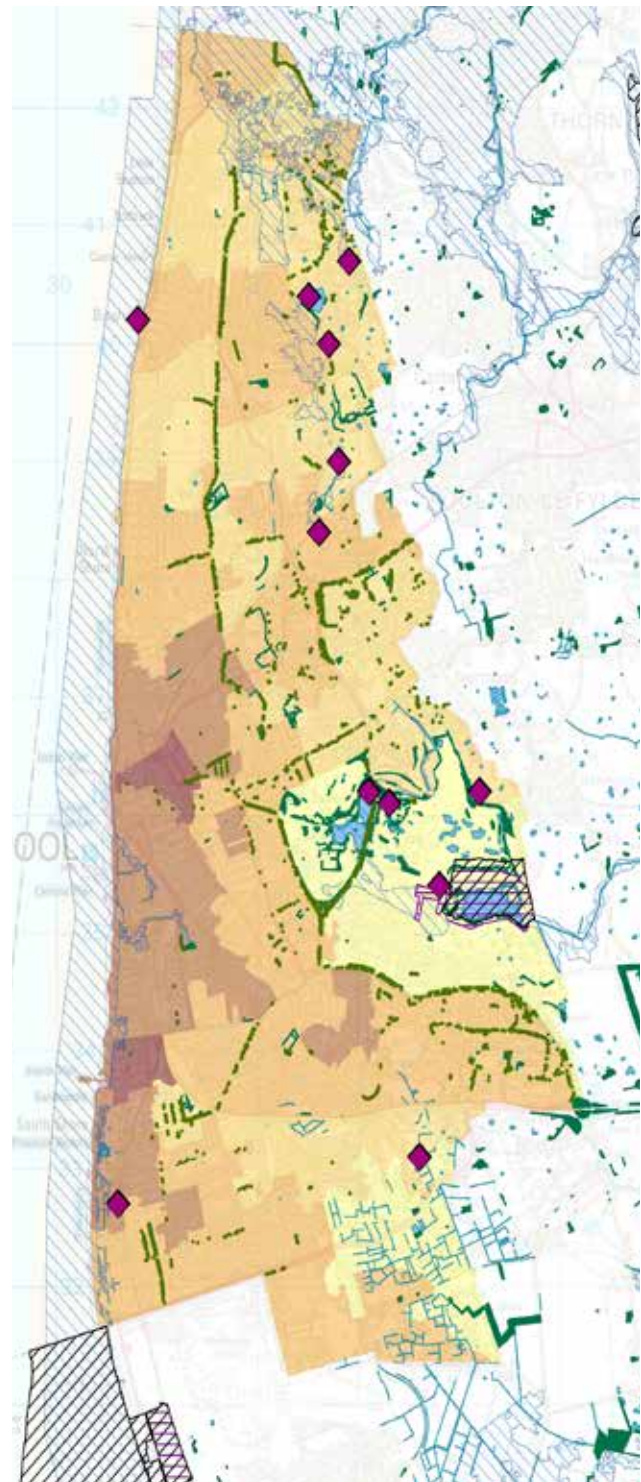
Gateways are a key economic priority and include Yeadon Way, Preston New Road, and Progress Way leading to the Enterprise Zone. The tourist entry points at Blackpool North Station and Central Corridor also provide potential for introducing added value through GBI.

Land and Biodiversity

Undeveloped open land in the east of the town is made up of protected public open space, sites of nature conservation value, Green Belt and Countryside Areas. Blackpool's intensely built-up urban area means this open land has important landscape, nature conservation and environmental value.

Marton Mere Local Nature Reserve, located on the eastern edge of the town, is one of the few remaining natural freshwater sites in Lancashire covering an area of 39 hectares. The reserve was once associated with a former rubbish tip, but is now a Site of Special Scientific Interest (SSSI) due to its bird populations.

With a wardened visitor centre, Marton Mere is the hub of nature conservation activity and volunteering in the town.



Land and Biodiversity

Blackpool has a number of Biological Heritage Sites (BHS); these are part of a network of key wildlife sites across Lancashire. Within Blackpool nearly all the BHS's are ponds which form part of land allocated as open space. The North Blackpool (or Kincaig) Pond Trail is an example of how nature assets are linked together and used as an educational asset.

Fylde's arable growing systems require healthy populations of pollinators and the urban greenspaces within Blackpool can provide a reservoir of plants and habitats suitable for these vital insect species.

Agricultural land on the eastern boundary of Blackpool is level, fertile and open. Extending into neighbouring Wyre and Fylde, the field boundary systems (ditches, hedges and shelterbelts) have become fragmented and have lost distinctiveness due to urbanisation.

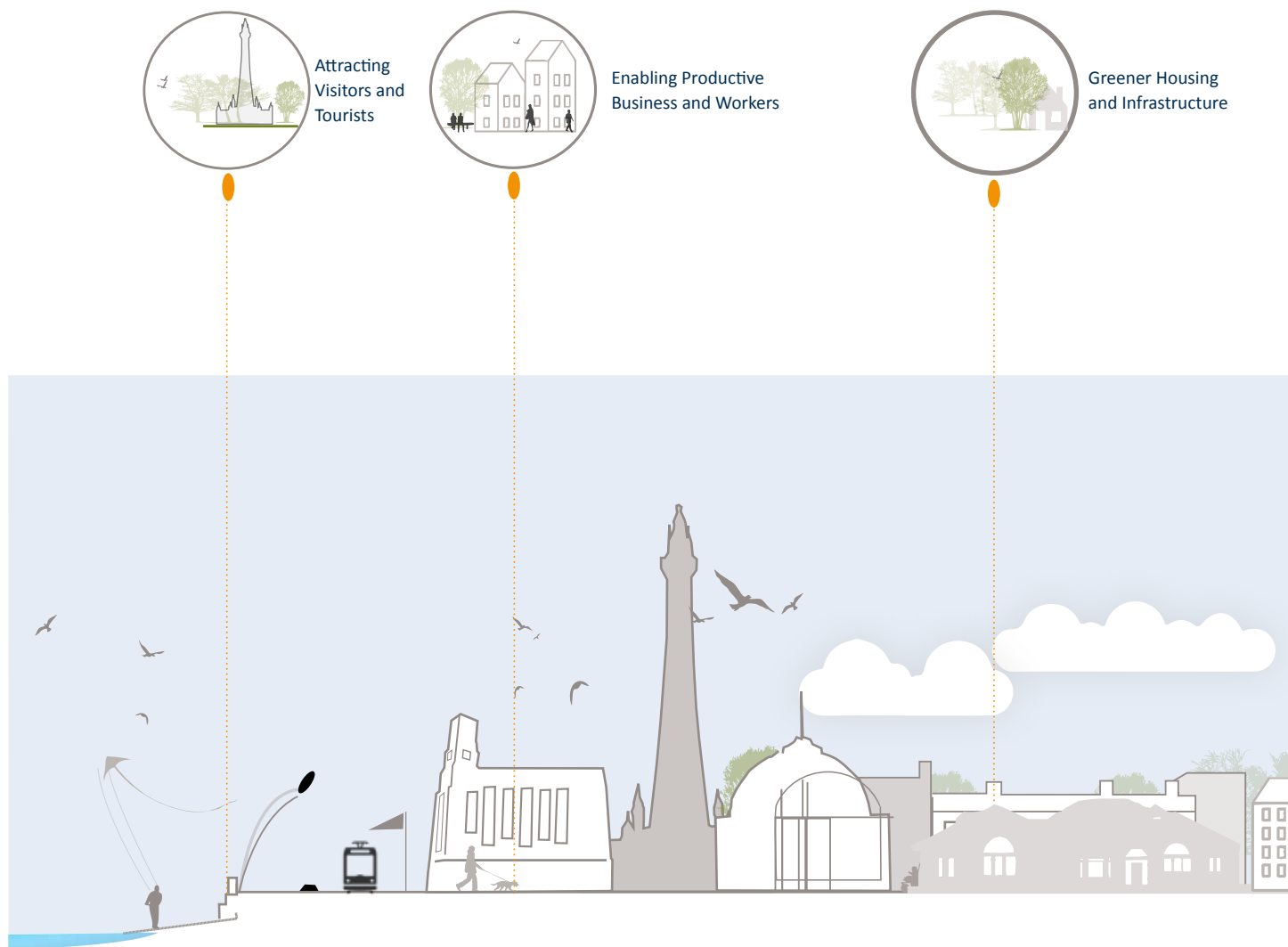
Blackpool's urban areas have a very high proportion of hard or 'sealed' surfaces which can cause flash flooding after heavy rain resulting in nuisance, economic damage or pollution.



4.0 Goals

GBI Goals

The graphic below highlights Blackpool's six main GBI Goals, which have been identified from consultation and a review of evidence. Investment in GBI will of course benefit other areas of public life such as heritage, climatic resilience and education





Engaging people in Health
and Well-being

Promoting a Green
Image and Culture



Habitats for
Wildlife and
Pollinators





Goal 1: Engaging People in Health and Wellbeing

Our Goal

Blackpool's Green and Blue Infrastructure is the setting for people to meet, exercise, play and recharge their batteries. Contact with the natural world reduces stress, helps recovery and builds community cohesion, particularly through volunteering together. Our Green and Blue Infrastructure can help Blackpool's residents live long, happy and healthy lives.

Our Priorities

These are our implementation priorities:

Early Years and Family Groups

Through initiatives like Better Start, Blackpool is already diversifying its parks to create natural play opportunities which build mental resilience amongst children¹³. Our parks are used by adults learning parenting skills through horticultural and craft activities in family groups.

Schools and Routes to Schools

Greener school grounds and well treed routes to school are shown to improve mental health of children using them¹⁴.

Adult Life and Older Years

Urban parks provide a natural health service which is worth many millions to the local economy¹⁵.

Investing in Parks saves Health Service money

In Sheffield (population 575,000) parks provide a substantial contribution to health, through reduced circulatory disease and reduced burden of depression. In fact, they provide £700 million of savings to the health service through "avoided cost" of physical and mental health treatments. This equates to £1,217 per person. If replicated in Blackpool this is an avoided cost of £173 million. Improving participation levels and investing in measures that encourage people to visit parks and feel secure would result in further savings.

Inner Area

The open space audit shows there are massive deficiencies of accessible greenspace in the Inner Area. This has a particularly negative effect on young families, the elderly and those less mobile who may not be able to easily access the parks and promenade. Planning policy can resist any further losses of vegetation and encourage creation of pocket parks, street trees and doorstep green infrastructure in regeneration and new development proposals.

Blackpool Outdoors

Blackpool has a low rate of participation in outdoor activity¹⁶. About 18,500 Blackpool people use the outdoor environment each week. This is 5,000 people less than the national average for a town of our size. To get another 5000 people outdoors each week in Blackpool would mean:

- 17 more "Parkruns"; or
- 167 school groups; or
- 250 new walking groups; or
- 400 new sports teams; or
- 1,250 more families using our parks.

Quite a challenge! Obviously not all these activities need to happen at the same time – nevertheless our parks and promenade are good enough and big enough to deliver!

Cycling and Walking

Blackpool has the opportunity to become a highly walkable and cyclable town. These activities immediately improve health and wellbeing. To encourage more "green travel" for recreation and commuting we can promote:

- *The "Blackpool Activity Trail"; a project to establish walking and cycling routes involving the promenade and a chain of parks and open spaces.*
- *The "Quality Corridors" where investment in public realm, street scene management and street trees will enhance walkability.*
- *New "Greenways" (routes connecting people on foot or bike to facilities and open spaces in and around towns and the countryside, which can encourage people to travel sustainably).*

Volunteering and Training

Blackpool has a very active volunteering culture particularly in the fields of social care and rehabilitation. Parks provide excellent volunteering opportunities for businesses and for individuals. GP's can prescribe green gym therapies and participants report the mental health benefits they gain from social contacts.

Case Studies

Grow Blackpool

Grow Blackpool is a Groundwork led initiative funded by Blackpool Council to promote the benefits of eating fresh fruit and vegetables daily and enabling people to grow it themselves. Saving money, learning new skills, becoming more active and making new friends are all outcomes of the scheme. One of the achievements from Grow Blackpool is the formation of the Friends of Jubilee Gardens. The group care for the 100 year old Promenade Sunken Gardens by Gynn Square in Blackpool. They want the gardens to be well maintained and to play their part in supporting other Agencies and Council Departments in achieving this aim, particularly with cuts to Council budgets and the realisation that the way public spaces are funded and managed in the past has now changed. To make this happen, involvement from the local community is vital and needs to be nurtured and encouraged.

Revoe Park

Blackpool's Better Start programme has funded Early Years Park Rangers to promote learning through play. The programme has funded works to improve security, create a natural play area and convert disused bowling greens into training areas for woodwork and horticultural skills. These are used by parent and toddler groups and by adults seeking to rebuild their skills and self-esteem following personal difficulties. The park is a vital green lung in the Inner Area.

East Pines Park, Anchorsholme

This small greenspace had become prone to antisocial behaviour and drug use until parents joined forces officers to improve security, replace hedges with railings and create better managed play facilities. The group made grant applications to local businesses and charities and the park is now an active hub for the local community.

Key Policy Links and Partnerships

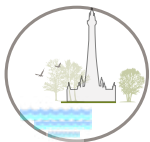
1. Blackpool Council Plan 2015 to 2020, Priority Two: Creating Stronger Communities and Increasing Resilience
2. Local Plan Core Strategy objectives 4, 5, 8, 11, 12.
3. Joint Health and Wellbeing Strategy for Blackpool
4. Blackpool Better Start
5. "Steps to Health" – Blackpool's community health walking scheme and Living Streets: Walk to 2017-2020
6. Blackpool Sport and Physical Activity Strategy
7. Local transport plans and associated the Rights of Way Improvement Plan
8. Solaris Centre and links to nature-based health initiatives explored by Lancaster University

Revoe Park Horticultural Scheme by Better Start



East Pines Park Volunteers





Goal 2: Enhancing the Visitor Experience

Our Goal

Blackpool is renowned for the quality of its parks and public realm which have become visitor destinations in their own right. Landscape quality is enhanced along the main road and rail corridors and at gateways into the town centre. The town becomes a hub for coastal walking and cycling tours.

Our Priorities

These are our implementation priorities:

Stanley Park, Zoo and Marton Mere

Now the park is recognised as the Best in the UK we can promote it widely within the town and to broader audiences across the UK. The park development plan will maintain a focus on quality and continuous refreshing of its visitor offer, including events, attractions, festivals, performances, art and horticulture. Connectivity with the town centre, the promenade and other principal parks in Blackpool, Fleetwood and Lytham St Annes will be promoted, which will help visitors navigate throughout Blackpool and encourage a longer visitor stay.

Horticultural Excellence

The town's tradition of horticultural excellence has been under threat due to public sector funding cuts but the popularity of Royal Horticultural Society Gardens and the Eden Project shows the economic value of having a horticultural attraction. This could be centred on Stanley Park, but in any case maintaining horticultural excellence is critical for the landscapes of our corridors and gateways.

Walking and Cycling

The promenade is already a national cycle route, part of the England coastal path and the Lancashire Coastal Way. Blackpool is a possible Trans Pennine trail starting route and implementation of the Blackpool Activity Trail would add a local element, perhaps encouraging additional bike hire and café businesses. Implementation of greenways along corridors radiating from the town centre would also add to the visitor experience.

Beside the Seaside

The Central Business District, the Leisure Quarter and the Resort Core are all areas where green and blue infrastructure would uplift quality and sense of arrival. The dense and compact urban fabric means innovative and sometimes artist-led approaches are needed to ensure street trees, planters and green walls are seen as assets rather than maintenance liabilities.

Arrival Experience

There is scope for significant uplift in the presentation and consistency of green infrastructure along the tourist getaway and some scope for inserting additional greening within the main parking areas without affecting overall capacity (for example pleached trees). This would improve visual quality, civic pride and sense of arrival.

Volunteering, Sponsorship and Partnership

We can do more to connect local environmental volunteers with additional human resources, finance and equipment that can be provided by the many businesses, expatriates and groups that have a special affinity with the town.



Case Studies

Stanley Park and Zoo

As Blackpool's largest and most prestigious Park, Stanley Park provides a wide variety of events and activities throughout the year generating income for the town. In summer 2017 the Park hosted a Dinosaur Festival, the first outdoor festival of its kind in the UK. Life sized replica animatronic dinosaurs were placed around the Park as well as a simulated archaeological dig scene. Other events at Stanley Park and its visitor centre include pumpkin carving, Macmillan coffee mornings, Christmas carols, high ropes course, music events at the bandstand, weekly Parkrun and an annual motorcycle show.

Blackpool Zoo is an award winning zoo housing over 1,500 animals ranging from sea lions to orangutans to giraffes. In 2017, the Zoo celebrated its 45th anniversary which was marked with a number of celebrations including welcoming its 15 millionth visitor.

Bank Hey Street Improvements

Merlin Entertainments who operate the Blackpool Tower complex, partnered with the Council to fund streetscene enhancements near the Tower.

Key Policy Links and Partnerships

1. Blackpool Council Plan 2015 to 2020, Priority One: The Economy
2. Local Plan Core Strategy Objectives 14 and 15
3. Town Centre Strategy, 2013
4. Destination Blackpool, Resort Placemaking Prospectus



Public Art St Johns Square

Music event at Stanley Park Band Stand





Goal 3: Greener Housing and Infrastructure

Our Goal

New housing has ready access to high-quality green spaces. The historic trend of loss of greenery in the Inner Area and South Shore is reversed and new multifunctional green spaces are opened up for locals to enjoy. Blackpool's transport corridors and built-up areas use green infrastructure to improve the town's resilience to pollution, flooding and climate change.

Our Priorities

These are our implementation priorities:

New Housing

Blackpool is determined to improve the quality of its overall housing offer. Blackpool is to deliver 4,200 new homes between 2012 and 2027. New housing offers opportunities to create pocket parks, play areas, civic trees, community food-growing areas and other imaginative landscapes. Robust arrangements for long-term landscape management are just as important as good design of housing areas. Developer checklists can stimulate creative approaches to GBI provision.

A key development as an exemplar for other housing developments will be the Whyndyke Garden Village, one of NHS England's Healthy New Towns. Where GBI is designed into the masterplan from the beginning to promote health and wellbeing.

Housing Area Transformation

Several established residential areas will be renewed over the next decades. Our Core Strategy is clear that the town's housing mix must be rebalanced to make the Inner Area, South Shore and certain other housing estates more attractive for family life. The Inner Area has a significant deficiency in all types of green infrastructure which depresses property values and discourages family life.

The urban fabric can be restructured so it is fit for 21st century family life with new green spaces created in areas of deficiency. Elsewhere new development can release funds to make existing green spaces more versatile and user-friendly. All possible policy instruments and funding streams should be deployed to direct resources towards a comprehensive renewal of these neighbourhoods. Foxhall Village and Queens Park are examples of radical housing transformation resulting in much better GBI.

Corridors and Gateways

The three principal road corridors into the town and the designated Quality Corridors into the town centre are our "shop window" and each has scope for tree-planting and green infrastructure enhancement to create a distinctive and mature setting for the town.

The "Green Line"

The car parks and public spaces, including George Bancroft Park, that form a pedestrian movement corridor from Blackpool South station towards the town centre could be further enhanced with vegetation, green walls and pleached trees.

Weather Proofing

Blackpool's dense urban fabric means we have too many "sealed surfaces" which cause flash flooding after heavy rain. In the public realm, parks and road verges can be remodelled slightly to act as rain gardens, soakaways and swales. Gardeners and landowners can play a part in weather-proofing the town through retaining greenery and planting trees.

Involving Residents

Blackpool's people are proud of the town. Alongside physical transformation of our housing areas, we should involve residents in design and management of green infrastructure on their doorstep and in the principal parks.



Case Studies

Queens Park and Layton Rec.

The redevelopment of Queens Park has enabled the enhancement of Layton Rec, a Blackpool Council owned greenspace. The landscape improvement works are being carried out alongside the second phase of development. Layton Rec now has new pedestrian and cycle paths along with soft and hard landscaping. Within the housing area, quality greenspaces and play facilities are provided.

West Rhyl Housing Regeneration Project and the Gerddi Heulwen Park

Rhyl's Victorian-era housing in neighbourhoods behind the promenade has similarities to Blackpool in terms of a dense urban fabric, patterns of transient occupancy, and a fierce neighbourhood loyalty amongst long-established residents. In consultation with residents, a new green space, Gerddi Heulwen, was created in 2014 after demolition of a hundred properties, as part of a programme of neighbourhood renewal.

Manchester City of Trees

Over a sustained period, spanning several transport and public realm projects, Manchester City Council has invested in civic trees, street art and furniture and roadside raingardens to uplift the environmental quality and user-friendliness of Oxford Road and the Town Hall environs.

Key Policy Links and Partnerships

1. Blackpool Council Plan, Priority One: The Economy and Priority Two: Creating Stronger Communities and Increasing Resilience
2. Core Strategy Objectives 2,5,7,8,9,16,18,19,20,21 and future SPD on design quality
3. Blackpool and the Fylde: Our Strategy for inclusive wealth and prosperity
4. Blackpool's Built Heritage Strategy 2016-2020
5. Lancashire Flood Risk Management Strategy (refreshed 2018 onwards) will promote SuDS



West Rhyl Housing Regeneration Project (Tobermore Ltd)

Layton Recreation Ground Visualisation





Goal 4: Enabling Productive Businesses and Workers

Our Goal

High quality Green Infrastructure adds value to business environments, notably in the Enterprise Zone, the Central Business District and the Leisure Quarter. Our parks are a setting for people to learn skills and gain self-confidence to enter the workplace.

Our Priorities

These are our implementation priorities:

Town Centre and Blackpool Central

In this dense and compact setting, green infrastructure needs to be carefully designed into the public realm and sometimes artist-led approaches can turn street trees and planters into an asset rather than a maintenance liability (see London case study). Comprehensive redevelopment can create an opportunity for a rooftop park which can be a versatile space for events or rest and relaxation (see Chavasse Park case study).

Quality Enterprises

Attracting and retaining quality enterprises to Blackpool is an important component of growing and diversifying the local economy. High-value businesses have an expectation of high quality premises and business environments from which to operate, in order to attract the best staff and to project a leading corporate image. Green spaces within a business park is a key component of this, enabling businesses to operate in an attractive setting and staff having an outdoor lunchtime/recreation location.

Attractive business environments can add a premium to the value of business premises, which benefit the economy and help spur investment in development projects that support employment.

Enterprise Zone

The Blackpool Airport Enterprise Zone is the principal node for industrial and commercial office growth in Blackpool. This important business park aims to be a leading destination for advanced manufacturing and energy-related businesses. The masterplan for the EZ includes opportunities for green infrastructure along boulevards within the business park and the redevelopment of sporting fields. Using green infrastructure to highlight messages about the circular economy and to create a prestigious environment can attract creative start-ups and mature businesses.

Key Corridors and Gateways

Green infrastructure can create a sense of arrival and prestige, important in attracting and retaining businesses. Much depends on the quality of landscape management. Fortunately Blackpool has considerable horticultural expertise and interventions such as wildflower verges, street trees and hedging can all create a sense of destination. Inconsistency of existing roadside landscapes currently creates a slightly disjointed arrival experience.

Business Involvement

Volunteering days and corporate social responsibility links can help engage more people in Blackpool's great outdoor spaces. From clean-ups to nature reserve management, volunteering can be promoted widely, to the benefit of the Council and local businesses.

Benefits of Employee Volunteering

A well-structured business volunteering programme benefits individuals and employers¹⁸:

- 97% of volunteers said activities help develop a strong team
- 95% felt that volunteering had a positive influence on them
- 76% said it had a positive influence on how they feel about their employer

Skills Development

Working with local colleges, our parks can offer apprenticeships along with horticultural and construction skills training which boost confidence amongst people seeking to re-enter the workplace.



Case Studies

London: Bringing Creativity and Green Infrastructure Together

In Oxford Street, London some shops have sponsored illuminated tree guards which provide an attractive feature while protecting the tree from vandalism. At London Bridge, a group of young architects designed a pop-up bench/planter system which brought seating and greenery to a busy public space.

Chavasse Park, Liverpool One

As part of the Liverpool One retail development, a new park was created over an underground carpark. The park features grassed areas for general use along with hard surfaced areas for events, Christmas markets, pop-up restaurants, etc. Situated on rising ground it forms a visual gateway into the retail area from the waterfront and provides vistas over the Albert Dock.

Business Improvement Districts

Businesses in several towns and cities are establishing Green Infrastructure Strategies for town centres e.g. Northwich, Stockport and Winckley Square, Preston. Greening initiatives, public realm improvements and sustainable drainage schemes are seen as contributing to economic growth and retail footfall.

Key Policy Links and Partnerships

1. Blackpool Council Plan, Priority One: The Economy
2. Core Strategy Objectives 3,8,15,17,21
3. A Better Blackpool (prospectus for transformation of the Town Centre and transport links)
4. Blackpool and the Fylde: Our Strategy for inclusive wealth and prosperity
5. Walk 2017-2020: Walking and Cycling Access for everyday journeys

Grizedale Forestry Apprenticeship Scheme

London Bridge Planter - WMB Studio





Goal 5: Promoting a Green Image and Culture

Our Goal

Blackpool will be known for the quality of its parks and public realm, and they host events and public art of which its townspeople are proud. Green Infrastructure provides a setting for the best of the town's Victorian and Twentieth Century architectural heritage

Our Priorities

These are our implementation priorities:

Parks Development Plans

We are rightly proud of Stanley Park as the Best UK Park in 2017. We can continue to build on its reputation as a centre of excellence through encouraging niche businesses, education facilities, sports and events that add social value, income streams and training opportunities. By linking Stanley Park to other parks in Blackpool, Lytham St Annes and Fleetwood, we will build civic pride. Park Development Plans for all our parks would include attention to boundaries, gateways, railings, civic trees and other measures which enhance their contribution to quality of place.

Arts in the Public Realm

Parks, public realm and the promenade headlands can provide a setting for public art, performance, theatre and community activity.

Townscape

Particularly in the Inner Area, policy should resist removal of vegetation and encourage new development to incorporate significant green infrastructure and street trees to improve quality of place and contribute to climatic resilience of the urban fabric.

Gateways and Transport Corridors

Green infrastructure approaches such as green walls at the main point of arrival and civic trees, hedging and wildflower verges alongside road corridors can enhance the sense of arrival.

Exemplary Coastal Regeneration

Blackpool is one of many coastal towns in Britain and Ireland addressing long-term decline through physical re-structuring of the urban environment and building a strong cultural brand. As the UK's leading coastal resort, Blackpool can export its expertise in creating and managing Green and Blue Infrastructure as part of a transformation programme.

Blackpool Activity Trail

Despite its name, this is in fact a proposal for series of linked footpaths/cycleways that allow people to explore the coast, the town centre, heritage assets, the countryside and Stanley Park. The route is mapped, but there is still much signposting and surfacing and awareness-raising work to do.

Small Town Big Profile

Blackpool is a small town with a big profile. Millions of people come from all over the United Kingdom every year to enjoy our unique environment and attractions, and tourism continues to dominate our town like no other place in the country. The Council's Plan (2019-2024) embraces this fact, recognising the increasing contribution which our cultural and creative economy can make to pulling in new types of visitor and providing the fun and spectacle for which we are renowned



Case Studies

Green Walls

Green walls have been established near two British railway stations, Birmingham New Street and Deansgate, Manchester. These help to obscure some unattractive facades and also create a sense of arrival and a point of interest in a confined urban space.

Stanley Park

The park is known for its national role in various sports and was voted the Best Field Day 2017. It is served by a management team which actively seeks opportunities for revenue generation and involvement of national sports and leisure bodies. More locally it encourages culture and educational events such as the Wordpool Festival aimed at stimulating children's interest in poetry and reading.

Key Policy Links and Partnerships

1. Blackpool Council Plan, Priority Two: Creating Stronger Communities and Increasing Resilience
2. Core Strategy Objectives 5,12 and 14
3. A Better Blackpool
4. Blackpool Town Centre Strategy 2013
5. Blackpool's Built Heritage Strategy 2016-2020
6. Fields In Trust

*Birley Street Public Art
Deansgate, Manchester (AnsGlobal)
Stanley Park Boating Lake*





Goal 6: Improving Habitats and Benefiting Pollinators

Our Goal

Blackpool's Wildlife Sites are well-managed and used by volunteers and wildlife-watchers. Our parks, school grounds and main road verges are biodiverse, supporting bees, butterflies and other pollinators which in turn sustain the Fylde's arable farming economy. Vegetation in the town and rural fringe helps filter pollution and improve quality of water before it reaches the Irish Sea. Our parks have healthy soils. Our townspeople can easily get to the coast and countryside. The rural fringe is of high visual quality, with well-managed field edge ditches, verges and hedges typical of open farmland.

Our Priorities

These are our implementation priorities:

Wildlife Sites and Green Corridors

Marton Mere Local Nature Reserve and Site of Special Scientific Interest is the hub of much nature conservation activity and can act as a centre of excellence to ensure all our Biological Heritage Sites (BHS) are well-managed and linked to community volunteers who help with site stewardship. BHS's, urban wildlife, green corridors and coastal habitats are designated in planning policy and new development ensures that their continuity and educational value is protected.

Bugs Life!

We will develop a pollinator strategy with actions for main road verges, parks, school grounds, places of worship, farmland and private gardens. The Fylde's agricultural economy is very important with over 3000ha of arable and cereal crops¹⁹, all dependent on pollination. The UK agricultural economy receives £430m benefit from bee pollination²⁰.

Urban environments and private gardens can be a refuge for bees and butterflies. At a local scale, deficiencies in allotments and community orchards are addressed, particularly in the Inner Area. Stanley Park Zoo and Forest Schools curricula offer the opportunity for learning about invertebrates and their value to society.

Fylde Farmland Edge

Blackpool's rural edge is visually disjointed and is losing its distinctive landscape character²¹. Restoring "typical" field boundaries such as ditches, reedbeds, hedges, flower-rich verges and shelterbelts would also improve wildlife connectivity and water quality by filtering diffuse source pollution from farmland and roads.

What is Natural Capital?

Natural capital is 'the stock of our physical natural assets (such as soil, forests, water and biodiversity) which provide flows of services that benefit people (such as pollinating crops, natural hazard protection, climate regulation or the mental health benefits of a walk in the park). Natural capital is valuable to our economy. Some marketable products such as timber have a financial value that has been known for centuries. In other cases (e.g. the role of bees in pollinating crops), we are only just beginning to understand their financial value.' (Department for the Environment, Food and Rural Affairs, 2011)

Retrofitting green and blue infrastructure into the urban fabric

Blackpool has a high proportion of "sealed surface". Development and estate regeneration offers the opportunity to protect existing vegetation and introduce new green infrastructure, swales and soakaways, thus improving biodiversity, reducing local flood risk and improving the quality of water flowing into the Irish Sea, helping maintain our quality beaches.

"Meantime Greening"

Short-term greening of vacant urban land can maintain biodiversity and offer temporary allotments and food-growing. At Revue Park, disused bowling greens have been taken over for skills training and early years play.



Case Studies

Green Infrastructure Action Plan for Pollinators (GIAPP) in South-east Wales

The GIAPP is a landscape-scale project addressing the decline in biodiversity and providing benefits to the economy and communities through creating the environments that favour the creatures that help to pollinate plants.

The GIAPP produced long term action plans for publicly-owned land, focussing on how public organisations can embed sustainable management principles in their daily activities. The GIAPP places an emphasis on the intrinsic value of pollinators to the public, aiming to provide a more colourful, artistic and functional environment.

Marton Mere and North Blackpool (Kincraig) Pond Trail

Marton Mere is literally the “natural gateway” to Blackpool. It has a dramatic lake and reedbed with a very diverse birdlife and views of the Tower and the Fylde Countryside. With a Visitor Centre and an adjoining Holiday Park, it is a hub for wildlife-watching and outdoors volunteering. It has walking and cycling links to Stanley Park. With the future development of the nearby Whyndyke urban village its role in the environmental consciousness of the area will increase.

Rangers based at Marton Mere co-ordinate volunteering in many of the town’s other parks and also manage the Kincraig Pond Trail, a locally important wildlife corridor which provides accessible semi-natural greenspace for residents in the north east of Blackpool.

Marton Mere wading volunteers

Bees as pollinators

New hedge on arable land near Blackpool



Key Policy Links and Partnerships

1. Core Strategy Objectives 5,6,11 and 20
2. National Pollinator Strategy (Defra 2014)
3. A Landscape Strategy for Lancashire (Lancs. County Council, 2000)
4. Federation of City Farms and Community Gardens
5. Lancashire Wildlife Trust (e.g. Living Seas and Living Landscapes projects)
6. Lancashire Ecological Network, 2015
7. Fylde Peninsula Water Management Group



5.0 Objectives and Actions

Introduction

Blackpool is an ambitious place and our Green and Blue Infrastructure Strategy is a “call to arms” for the Council, businesses, the community, funders and landowners to play a role in enhancing, creating, connecting and promoting our GBI.

The GBI Strategy aims to create a greener setting for the future growth of Blackpool and address some of the environmental deficiencies which impact on the town’s health, biodiversity and economic performance.

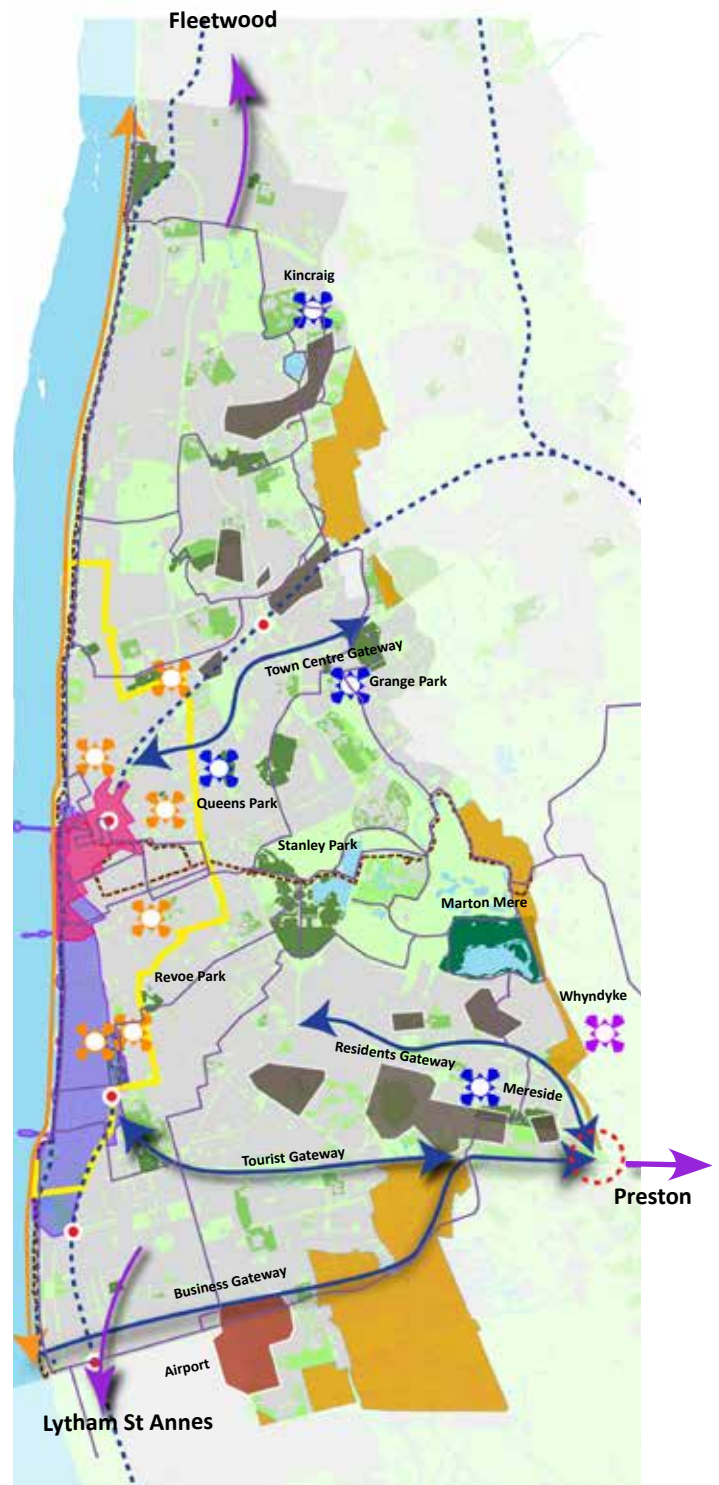
The Key Diagrams for the town and the Inner Area illustrate the principal areas to be affected by the GBI Strategy. The rest of this chapter lists the headline actions, grouped in terms of four objectives:

- *Protect and Enhance GBI*
- *Create and Restore GBI*
- *Connect and Link GBI*
- *Promote GBI and Change Behaviour*

A separate detailed Action Plan sets out our ten-year programme to achieve these objectives.

Key

- Inner Area Boundary
- Town Centre
- Resort Core
- Countryside Areas and Greenbelt
- Parks and Gardens
- Institutional Grounds
- Marton Mere SSSI and LNR
- Other Green Infrastructure
- Blue Infrastructure
- Industrial and Business Areas
- Enterprise Zone
- Blackpool Activity Trail
- ↔ Gateways
- Railway Network & Stations
- ⊗ Outer Housing Estates
- ⊗ Inner Housing Estates
- ⊗ Healthy New Town
- ⊗ M55 Junction
- National Cycle Network
- ↔ Promenade



Blackpool GBI Key Diagram



Blackpool Inner Area GBI Key Diagram



Key	
Inner Area Boundary	Yellow line
Central Business District	Purple area
Leisure Quarter	Red area
Winter Garden	Green dashed line
Resort Core	Blue area
Town Centre Boundary	Pink area
Parks and Gardens	Green area
Institutional Grounds	Light green area
Other Green Infrastructure	Light yellow area
Blue Infrastructure	Light blue area
Piers	Blue star symbol
Headlands	Red triangle symbol
Potential 'Green Line'	Green double arrow symbol
Inner Housing Estates	Orange star symbol
Local Cycle Route	Dotted green line
Quality Corridor	Blue arrow symbol
National Cycle Network	Dashed brown line
Promenade	Orange double arrow symbol

Objective 1: Protect and Enhance Green and Blue Infrastructure

‘Protecting the Best, Enhancing the Rest’

Actions

1. Celebrate Stanley Park, voted the UK’s Best Park in 2017, as Blackpool’s most prestigious heritage and visitor destination and promote links to other parks in Blackpool, Fleetwood and Lytham St. Annes.
2. Enhance GBI in housing areas, accepting that during housing transformation, greenspaces may be restructured to improve estate design and security, but overall GBI functionality should be enhanced.
3. Invest in Blackpool’s parks to acknowledge their importance in each local area, and ensure they are meeting Blackpool’s quality benchmark associated with Green Flag criteria.
4. Maintain investment in Marton Mere Site of Special Scientific Interest (SSSI) as the premier site for promoting nature conservation across Blackpool.
5. Ensure all Biological Heritage Sites (BHS) and green corridors are protected for nature conservation, then the planning reference would be appropriate
6. Invest in the promenade and headlands to connect people with the natural seascape.
7. Protect and enhance GBI in streetscapes, quality corridors and the town centre.
8. Safeguard and manage GBI in school, college, hospital and healthcare sites.
9. Protect and manage GBI in corporate, business and industrial settings, enhancing it for biodiversity, sustainable drainage, and to create an attractive setting for the Enterprise Zone, the Town Centre, the Inner Area and other corridors and gateways identified in the GBI Strategy report.

Key

- Inner Area Boundary
- Town Centre
- Parks and Gardens
- Institutional Grounds
- Marton Mere SSSI and LNR
- Other GBI
- ◆ Biological Heritage Site
- ↔ Promenade
- ↔ Preston New Road
- ↔ Main road networks
- Piers
- Railway network and stations
- ⊞ Outer Housing Estates
- ⊞ Inner Housing Estates



Protecting and Enhancing GBI

Objective 2: Create and Restore Green and Blue Infrastructure



Creating and Restoring GBI

‘Greening the Grey, and Creating new GBI in areas where it is most needed’

Actions

1. Incorporate the creation of new GBI into the Town Centre Strategy Update and emerging Sustainability Strategy to ensure a greener town centre where each part of the public realm is considered as an opportunity for civic GBI.
2. Increase the overall tree canopy in Blackpool to 10%, starting with planting of 10,000 trees in the ten year period 2019 to 2029.
3. Ensure multifunctional GBI is incorporated in new residential developments.
4. Incorporate GBI into the master plan for the Enterprise Zone to create a welcoming place for businesses.
5. Identify opportunities in the Blackpool Central to embed GBI.
6. Use GBI at the gateways and corridors into and around Blackpool (e.g. the ‘Green Line’) to provide attractive routes for residents, commuters, visitors and tourists and to encourage walking and cycling.
7. Adopt a Planning and Development checklist to ensure GBI is incorporated in all new developments, linked to existing assets, and where on-site provision is not possible, an appropriate contribution is made to off-site GBI assets and networks.
8. In the Green Belt and Countryside Areas, restore elements of the landscape that contribute to character and biodiversity.
9. Continue to expand and support the Allotment Society.

Key	
Inner Area Boundary	Yellow line
Town Centre	Pink area
Potential Green Line	Green double-headed arrow
Enterprise Zone	Brown area
Main Industrial and Business Areas	Orange area
Central Business	Purple area
Leisure Quarter	Red area
Promenade	Yellow double-headed arrow
Main roads	Brown double-headed arrow
Piers	Blue circle
Headlands	Red triangle
Railway and stations	Black line with red dots
Countryside Areas and Greenbelt	Light green area
Quality Corridor	Blue double-headed arrow

Objective 3: Connect and Link Green and Blue Infrastructure

'Making the Links, Improving Connectivity and Accessibility of GBI'

Actions

1. Ensure the Council obtains maximum input to GBI from businesses and services.
2. Create and/or upgrade the Blackpool Activity Trail which incorporates Gateways and Green Corridors to connect key GBI for people and wildlife, including the walking and cycling route from the Town Centre to Stanley Park, Zoo and Marton Mere.
3. Promote and support initiatives that encourage active travel such as 'Steps to Health' and 'Cycle for Health' scheme.
4. Work with neighbouring local authorities to promote links to cross-boundary GBI provision.

Key

- Inner Area Boundary
- Town Centre
- Route from Leisure Quarter to Stanley Park and Zoo
- Whyndyke Healthy New Town
- Public Right of way Network
- Gateway to the Countryside
- National Cycle Route
- Promenade and Lancashire Coastal Way
- Piers
- Headlands
- Blackpool Activity Trail
- Biological Heritage Site



Connecting and Linking GBI

Objective 4: Promote Green and Blue Infrastructure



Promoting GBI

'Changing behaviour, Promoting the benefits of GBI and Encouraging greater uptake of Outdoor Activity and Volunteering'

Actions

1. Provide topical and user-friendly information on GBI, parks, open spaces and nature conservation sites, and how to get involved in activities and volunteering.
2. Encourage and support Parks Friends Groups, Beach Guardians, Tree Wardens and other community led environmental stewards.
3. Continue to support and promote the outdoor aspects of the Better Start and HeadStart Programmes and work with health professionals throughout the town to promote "green prescribing".
4. Appoint a GBI Officer to take ownership and to deliver the GBI Strategy and Action Plan, forming partnerships with health, housing, town centre, schools, cultural and arts specialists.
5. Continue to deliver GI projects that promote food growing, gardening and stewardship of local green spaces.
6. Promote the use of GBI by educational institutions and incorporate GBI into the curriculum e.g. through Forest Schools.
7. Incorporate GBI into the Blackpool Sport and Physical Activity Strategy 2013-2018 when updated.
8. Encourage GBI implementation through the Arts and Culture Strategy.
9. Monitor the outcomes of this Action Plan from the residents perspective.

Key

- Green Gym ●
- Allotment ●
- Urban Farm ■
- Children's Centre ■
- Schools and Colleges ■
- Medical Centre ■
- Library ■
- Promenade ↔
- Main roads ↔
- Piers ●

6.0 Next Steps

Roles and Responsibilities

The Strategy diagrams in Chapter 5 show the many opportunities for GBI to transform the quality of the urban environment, the seascape and the countryside of Blackpool. The proposed comprehensive and connected networks of GBI will deliver many benefits to residents, employees, investors and visitors to the town. Some actions will be led by the Council, some by the community, some by the third sector, some by developers, some by health and regeneration specialists and all will need partnership working.

Detailed Action Plan

More detailed actions, funding and stakeholder responsibilities based on the Objectives at Chapter 5 are listed in the GBI Action Plan 2019 - 2029.

Green and Blue Checklist

We have set out a checklist of requirements for planners and developers to help ensure that GBI is considered in all decisions affecting Blackpool's environment.

GBI should be seen as critical infrastructure in the same way as utilities or local transport networks. If it can be incorporated at the start of a project it is possible to achieve substantial cost savings through combining uses and creating multifunctionality. It can also improve the design, layout and appearance of a scheme.

Developers should be engaged in early discussions with the local authority regarding on site GBI provision so the costs of the expected high standards of quality and quantity of GBI can be accounted for by the developer in their land purchase negotiations.

The checklist provides a summary of the Green Infrastructure (GBI) requirements for development in Blackpool. It consists of strategic and site specific considerations. These requirements will contribute to the greening of the urban area and in particular new development. This will stimulate investment and economic growth; contribute to an attractive and healthy living and working environment; enhance biodiversity; and increase opportunities for tourism leisure and recreation. Maintenance of any new and enhanced GBI is integral to its success and implementation plans need to detail how maintenance will be secured in the long term

Overseeing the Implementation of the Strategy and Plan

Cllr Graham Cain, Cabinet secretary will oversee the implementation of the strategy through the Health and Wellbeing Board.

Resourcing the Plan

In such difficult financial times for Local Authorities and other Public Sector bodies, we will need to be innovative and work in partnership with business and other funding bodies to piece together resources, action by action, to deliver the Strategy.



Victoria Park community involvement, Stafford



Solaris Centre Garden Opening

Blackpool's Green and Blue Checklist

Step 1: Consider the GBI opportunities and benefits that the proposed development could bring to Blackpool

- It is important to consider the users of the development and the of GBI benefits that could be provided.
- Different types of development provide different opportunities for GBI (including SuDS).
- Residential development provides the opportunity for open space creation for recreation, connectivity to wildlife and flood resilience.
- Other types of development may present opportunities to link to strategic cycle routes and footpaths to encourage visitors and workers to use sustainable modes of transport

Step 2: Identify the GBI assets within and near the proposed development

- Identify GBI assets within 1km of the proposed development, including aquatic and terrestrial habitats, ecological designated sites, heritage sites, Public Rights of Ways (PROW), cycle routes.
- Maps of all GBI assets can be found in the GBI Technical Report.

Step 3: Review the Local Plan and its evidence base e.g. Blackpool GBI Strategy, Blackpool's Open Space Assessment, Supplementary Planning Documents

- Review the Blackpool Council's local plan and evidence base to understand development requirements as well as opportunities to contribute to projects within local plans and strategies.
- Planning policies and strategies can be found here: <https://www.blackpool.gov.uk/Residents/Planning-environment-and-community/Planning/Planning-policy/Planning-policy.aspx>
- The evidence base is saved here: <https://www.blackpool.gov.uk/Residents/Planning-environment-and-community/Planning/Planning-policy/Blackpool-local-plan/Evidence-base.aspx>

Step 4: Identify opportunities for meeting Blackpool's GBI goals

- Consider the information gathered from Steps 1 - 3 to understand how the proposed development can deliver the GBI goals for Blackpool:
- Engaging People in Health and Wellbeing
- Enhance the Visitor Experience
- Greener Housing and Infrastructure
- Enabling Productive Businesses and Workers
- Promoting a Green Image and Culture
- Habitats for Wildlife and Pollinators

Step 5: Carry out pre-application discussions with Blackpool Council

- Blackpool Council recommends applicants engage with the Council prior to submitting a planning application so that they can provide feedback and advice regarding the type of development, design and layout. Pre-application discussions provide the setting to discuss opportunities to improve the quality of GBI where low quality GBI assets are reduced in size due to proposed development. Post implementation maintenance arrangements for GBI schemes should be discussed.
- Details about pre-application discussions can be found here: <https://www.blackpool.gov.uk/Residents/Planning-environment-and-community/Planning/Planning-applications/Pre-application.aspx>.

Step 6: Carry out pre-application community involvement if the proposed development is significant

- Consulting with the local community early in the design stage of significant developments provides the opportunity for feedback about the development and GBI proposals.
- Further details about public consultation can be found here: <https://www.blackpool.gov.uk/Residents/Planning-environment-and-community/Planning/Planning-applications/The-planning-application-process.aspx>

Step 7: Submit planning application

- GBI proposals should be clearly outlined within the planning application.
- Information about what to submit with your application form is here: <https://www.blackpool.gov.uk/Residents/Planning-environment-and-community/Planning/Planning-applications/Local-validation-checklist.aspx>

Annex One - Evidence Base

This section signposts the reader to relevant maps in the Green and Blue Infrastructure Technical Report (TEP Document Reference 6272.030) and the Updated Open Space Assessment 2018 (TEP Document Reference 6272.067).

The evidence is organised in terms of the goals and priorities described at Chapter 4 of the Strategy. In all cases, the maps should be read alongside all the other maps in the technical report as they form part of a suite of evidence. Decisions should not be based solely on one map, given the nature of GIS data underpinning each map, and the fact that GBI is a multi-functional concept.

Similarly, all the maps should be interpreted alongside the commentary in the Technical Report, especially chapters 4 and 5 which summarise consultations and spatial analysis.

Goal: Engaging People in Health and Wellbeing

Evidence Base

Key maps in the technical report are:

- *Need for Aesthetic Function and Aesthetic Assets Map (G6272.004)*
- *Need for Recreation Function and Recreation Assets Map (G6272.005)*
- *Need for Green Travel Route Function and Green Travel Route Assets Map (G6272.006)*
- *Need for Shading Function and Shading Assets Map (G6272.007)*
- *Need for Evaporative Cooling Function and Evaporative Cooling Assets Map (G6272.010)*
- *Need for Trapping Air Pollutants Function and Trapping Air Pollution Assets Map (G6272.009)*
- *Need for Noise Absorption Function and Noise Absorption Assets Map (G6272.012)*
- *Need for Food Production Function and Food Production Assets Map (G6272.017)*
- *Need for Learning Function and Learning Assets Map (G6272.008)*
- *Health and Wellbeing Needs Map (G6272.023)*
- *Recreation and Leisure Needs Map (G6272.025)*

The 2018 open space audit also highlights areas where parks, play and sports facilities fall below standards for quantity, quality and accessibility, which can impact on health and wellbeing. Key maps in the Open Space Assessment are:

- *Open Space Provision by Ward Map (G6272.065)*
- *Quality of Open Space Spaces (G6272.057)*
- *Play Area Quality Scores (G6272.060)*
- *Accessibility to Parks and Gardens (G6272.055)*
- *Accessibility to Provision for Children and Young People (G6272.056)*
- *Accessibility to Outdoor Sports Facilities (G6272.054)*

Goal: Enhancing the Visitor Experience

Evidence Base

Key maps in the technical report are:

- *Need for Aesthetic Function and Aesthetic Assets Map (G6272.004)*
- *Need for Recreation Function and Recreation Assets Map (G6272.005)*
- *Need for Green Travel Route Function and Green Travel Route Assets Map (G6272.006)*
- *Need for Heritage Function and Heritage Assets Map (G6272.015)*
- *Need for Culture Function and Culture Assets Map (G6272.016)*
- *Tourism Needs Map (G6272.029)*

The 2018 open space audit also highlights areas where parks, play and sports facilities fall below standards for quantity, quality and accessibility, which can impact on health and wellbeing. Key maps in the Open Space Assessment are:

- *Open Space Provision by Ward Map (G6272.065)*
- *Quality of Open Space Spaces (G6272.057)*
- *Play Area Quality Scores (G6272.060)*
- *Accessibility Maps (G6272.048-55)*

Goal: Greener Housing and Infrastructure

Evidence Base

Key maps in the technical report are:

- *Need for Aesthetic Function and Aesthetic Assets Map (G6272.004)*
- *Need for Shading Function and Shading Assets Map (G6272.007)*
- *Need for Evaporative Cooling Function and Evaporative Cooling Assets Map (G6272.010)*
- *Need for Trapping Air Pollutants Function and Trapping Air Pollution Assets Map (G6272.009)*
- *Need for Noise Absorption Function and Noise Absorption Assets Map (G6272.012)*
- *Need for Heritage Function and Heritage Assets Map (G6272.015)*
- *Need for Culture Function and Culture Assets Map (G6272.016)*
- *Need for Wind Shelter Function and Wind Shelter Assets Map (G6272.018)*
- *Quality of Place Needs Map (G6272.024)*

Annex One - Evidence Base

The 2018 open space audit also highlights areas where open spaces fall below standards for quantity, quality and accessibility, which can impact on Quality of Place. Key maps in the Open Space Assessment are:

- *Open Space Provision by Ward Map (G6272.065)*
- *Quality of Open Space Spaces (G6272.057)*
- *Play Area Quality Scores (G6272.060)*
- *Accessibility Maps (G6272.048-56)*
- *Accessibility to Natural Green Space Over 2ha (G6272.058)*
- *Accessibility to Natural Green Spaces Over 20ha (G6272.059)*

Goal: Enabling Productive Businesses and Workers

Evidence Base

Key maps in the technical report are:

- *Need for Aesthetic Function and Aesthetic Assets Map (G6272.004)*
- *Need for Recreation Function and Recreation Assets Map (G6272.005)*
- *Need for Learning Function and Function Assets Map (G6272.008)*
- *Economic Growth and Investment Needs Map (G6272.026)*
- *Labour Productivity Needs Map (G6272.028)*

The 2018 open space audit also highlights areas where open spaces fall below standards for quantity, quality and accessibility, which can impact on Productive Businesses and Workers. Key maps in the Open Space Assessment are:

- *Open Space Provision by Ward Map (G6272.065)*
- *Quality of Open Space Spaces (G6272.057)*
- *Play Area Quality Scores (G6272.060)*
- *Accessibility Maps (G6272.048-56)*

Goal: Promoting a Greener Image and Culture

Evidence Base

Key maps in the technical report are:

- *Need for Recreation Function and Recreation Assets (G6272.004)*
- *Need for Aesthetic Function and Aesthetic Assets Map (G6272.005)*
- *Need for Heritage Function and Heritage Assets Map (G6272.015)*
- *Need for Culture Function and Culture Assets Map (G6272.016)*
- *Need for Green Travel Route Function and Green Travel Route Assets Map (G6272.006)*
- *Quality of Place Needs Map (G6272.024)*
- *Recreation and Leisure Needs Map (G6272.025)*
- *Tourism Needs Map (G6272.029)*

The 2018 open space audit also highlights areas where open spaces fall below standards for quantity, quality and accessibility, which can impact on Image and Culture. Key maps in the Open Space Assessment are:

- *Open Space Provision by Ward Map (G6272.065)*
- *Quality of Open Space Spaces (G6272.057)*
- *Play Area Quality Scores (G6272.060)*
- *Accessibility Maps (G6272.048-56)*

Goal: Improving Habitats and Benefitting Pollinators

Evidence Base

Key maps in the technical report are:

- *Need for Trapping Air Pollution Function and Trapping Air Pollution Assets Map (G6272.009)*
- *Need for Habitat for Wildlife Function and Habitat for Wildlife Assets Map (G6272.013)*
- *Need for Connectivity for Wildlife Function and Connectivity for Wildlife Assets Map (G6272.014)*
- *Need for Food Production Function and Food Production Assets Map (G6272.017)*
- *Need for Water Infiltration Function and Water Infiltration Assets Map (G6272.021)*
- *Products from the Land Needs Map (G6272.030)*
- *Land and Biodiversity Needs Map (G6272.031)*

The 2018 open space audit also highlights areas where parks, play and sports facilities fall below standards for quantity, quality and accessibility, which can impact on health and wellbeing. Key maps in the Open Space Assessment are:

- *Open Space Provision by Ward Map (G6272.065)*
- *Quality of Open Space Spaces (G6272.057)*
- *Accessibility Maps (G6272.048-56)*

Annex Two: References

1. Blackpool Council Plan 2015 to 2020
2. Department for Communities and Local Government, Planning Practice Guidance on the Natural Environment (Paragraph: 027 Reference ID: 8-027-2160211)
3. HM Government (2018), A Green Future, our 25 year plan to improve the environment. Defra.
4. TEP (2017) Blackpool's Green and Blue Infrastructure Strategy: Technical Report (report reference 6272.030) produced for Blackpool Council)
5. TEP (2018) Updated Open Space Assessment (report reference 6272.067) produced for Blackpool Council)
6. Adapted from Department for Communities and Local Government, Planning Practice Guidance on the Natural Environment (Paragraph: 030 Reference ID: 8-030-20160211)
7. Lancashire County Council Local Authority profiles, at <http://www.lancashire.gov.uk/lancashire-insight/area-profiles/local-authority-profiles/blackpool.aspx>
8. TEP (2018) Updated Open Space Assessment – as reference 4 above
9. Forest Research and Treeconomics (2017) <http://www.urbantreecover.org/comparison-table/>
10. www.blackpoolbetterstart.org.uk
11. Destination Blackpool: Resort Place-Making 2015-2017
12. Blackpool Local Plan: Core Strategy (2012 to 2027): Policy CS1 Strategic Location of Development
13. Dadvand, P. et. al. Green Spaces and Cognitive Development in Primary Schoolchildren <http://www.pnas.org/content/112/26/7937.full.pdf>
14. Sustrans has collected a review of evidence in <https://www.sustrans.org.uk/policy-evidence/related-academic-research/health-and-active-travel>
15. Vivid Economics (2017) Natural Capital Accounting in Urban Parks. <http://www.vivideconomics.com/publications/natural-capital-accounting-in-urban-parks>
16. Blackpool Council (2016) Public Health Annual Report 2016
17. Blackpool Council Local Plan Core Strategy Policy CS2 (Housing Provision)
18. Data from Employee Volunteering (a Community Interest Company) <http://www.employeevolunteering.co.uk/benefits-to-business.html>
19. Lancashire County Council (2016) Summary of the County Agricultural Sector
20. Defra (2014) National Pollinator Strategy
21. Lancashire County Council (2000) A landscape strategy for Lancashire

